

PRESS KIT

BERLIN'S INTERACTIVE MUSEUM

WELCOME TO THE DDR MUSEUM

Dear Sir or Madam, dear journalists,

A warm welcome to the DDR Museum. This press kit is an invitation to discover Berlin's most interactive museum in the heart of the former capital of the DDR providing an overview of the most important information about our institution and its activities. Enjoy our exhibition and talk to its curators, the staff and visitors.

In addition to interviews about the DDR Museum, our expert staff is happy to provide information about any aspect of the DDR and its history.

If you have any questions, please do not hesitate to contact me personally.

Your

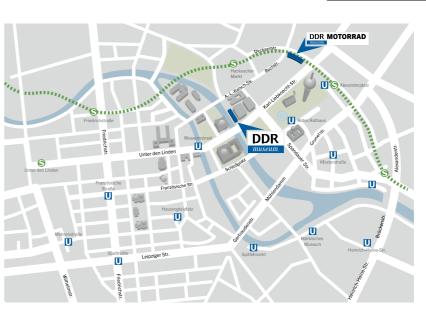
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Vanessa Jasmin Lemke Spokesperson

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AT A GLANCE

Lively, interactive and thrilling-these are the ways the DDR Museum presents the DDR in all of its multiple facets. Visitors are taken on an interactive journey through time into the socialist past: Take a seat in the worldwide unique Trabant driving simulation, dance the »Lipsi«, discover the rooms of an originally furnished WBS 70-prefabricated building apartment. Touching and trying out the exhibits is explicitly allowed.

We organise photo and recording inquiries uncomplicated and promptly: +49 (0) 30 847 12 37 47

BERLIN'S INTERACTIVE MUSEUM

ADDRESS

DDR Museum Karl-Liebknecht-Str. 1 10178 Berlin-Mitte

Right on the river Spree, opposite Berlin Cathedral

DOWNLOADS

Graphic material

You can download printable press pictures of the DDR Museum for your articles from our website: www.ddr-museum.de/en/media

Photo and recording

Online object database

In our online object database you find many pictures of original DDR objects from our collection of more than 300,000 objects. For a small fee, we are happy to provide you with photos in suitable resolution and format.

www.ddr-museum.de/en/objects

UNIQUE IN MANY WAYS

Since its opening in 2006, the DDR Museum has become one of the most-visited museums in Berlin. A number of features make it unique:

A UNIQUE APPROACH

Getting to know not just a range of objects behind glass, our visitors have to actively participate to experience the exhibition. They can touch objects, open drawers and closets. On their scintillating journey back in time they find themselves discovering and feeling a lot of different things at every corner. By taking the visitors on a thrilling journey back in time, they land in the East German socialist past, where they get to know the realities of every-day life in a Communist dictatorship. Experiencing history hands-on our visitors are invited to question clichés and expand their knowledge about a bygone state.

A UNIQUE SOURCE OF FUNDING

As an entirely private company, the DDR Museum does not receive any state subsidies or other sources of funding. Financing its activities entirely by admission fees, this experiment has turned out to be successful. Maintaining the commercial viability of the museum, the management carefully reinvests profits in the museum's facilities and exhibitions. Due to an increasing number of visitors we extended the permanent exhibition in 2010 whereby the DDR Museum was again nominated for the European Museum of the Year Award in 2012 (first nomination in 2008). In 2016, the third part of the permanent exhibition, an originally furnished WBS 70-prefabricated building apartment, opened to public.

A UNIQUE FOCUS

The DDR Museum is the only institution of its kind to provide a holistic and interactive account of the conditions prevailing in the East German dictatorship. From everyday life to political, military and economic structures, the museum conveys life in a dictatorship. Therefore, the exhibition shows history from the perspective of the population and focuses on the everyday consequences of the decisions made by the Socialist Unity Party of Germany (SED). From this perspective, 'history from below' does not only show how people lived, shopped, ate and occupied themselves, but how they were forced to negotiate a difficult path through the competing demands of loyalty to the state and the precepts of their own conscience. The chosen cultural-historical approach is close to humans and goes far beyond a mere presentation of historical facts.

FROM THE IDEA TO THE PRESENT

birth of the idea and start of

APRIL 2004

planning

JULY 15, 2006

JANUARY 2008

DECEMBER 2009

millionth visitor.

1. MIO

OCTOBER 10, 2010

permanent exhibition

DECEMBER 2011

NOVEMBER 9, 2012

Google CULTURAL INSTITUTE

release of the online exhibition »Years of Change« in cooperation with the Google Cultural Institute

DECEMBER 13, 2013

DDR opening of the first part of the permanent museum exhibition

first nomination

for the European

Museum of the

Year Award

The DDR Museum welcomes its

opening of the second part of the

opening of the worldwide unique Trabant driving simulation

OCTOBER 29, 2014

BÜROKRATOPOLY

release of the educational board game »Bürokratopoly«, including teaching material and launch of the website www.buerokratopoly.de; December 2014: award »Geschichte erinnern – Geschichte gestalten« from the Bundeszentrale für politische Bildung in recognition of the game's contribution to the commemoration of the Peaceful Revolution and the fall of the Berlin Wall

AUGUST 7, 2016



second nomination for the European Museum of the Year Award



opening of the third part of the permanent exhibition showing an originally furnished prefabricated building apartment

AUGUST 4, 2018









opening of the multimedia exhibition »nineties berlin« at the Alte Münze, created and produced by the team of the DDR Museum

AUGUST 9, 2019

The DDR Museum welcomes its six millionth visitor.

6. MIO

JANUARY 1, 2020

Since 2012 the DDR Museum has been welcoming well over half a million visitors annually and thus belongs to the top 10 of the most visited museums and memorials in Berlin.

TOP 10

SEPTEMBER 1, 2021

DDR MOTORRAD

Opening of the motorbike exhibition of the DDR Museum at Rochstraße 14c in the historic viaduct arches between the Alexanderplatz and Hackescher Markt stations

A HANDS-ON EXPERIENCE OF HISTORY

The concept of the permanent exhibition puts special emphasis on interactivity. Visitors are invited to get to know the everyday life in the DDR and to expand their knowledge in an entertaining way while visiting the DDR Museum.

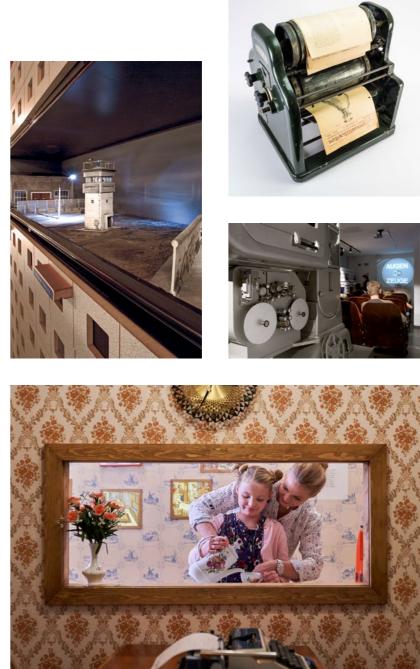
The exhibition is not chronologically, but thematically divided into 47 modules on life in the DDR, illustrated by interesting original objects as well as interactive installations.

Visitors descend via an entrance level into the first part and find a prefabricated building estate on a scale of 1:20. What seems grey, grim and monotone at first glance reveals to cover for a lively everyday culture on closer inspection. The prefabricated building installations are both, room dividers and showcase cabinets. Opening drawers and cabinets allows insights into exciting stories.

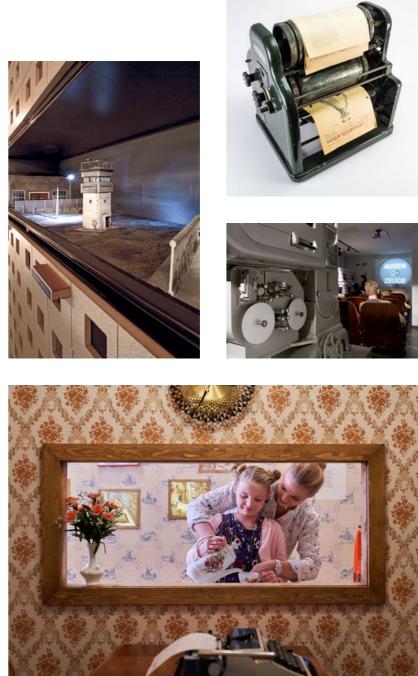
Once visitors enter the second part of the exhibition they will get to the »semicircle of power« and see: The Party was the centre of everything. This centre is surrounded by a semicircle of different topics such as »Politics«, »Military« or »Economy«. Visitors can open doors, hatches as well as drawers and have a look behind the facade of the socialist dictatorship.

In the third part of the permanent exhibition, a completely furnished apartment shows aspects of private life in the DDR. A children's and youth room, a bedroom, a living room, a kitchen, a bathroom, a Stasi surveillance room as well as a garage can be freely explored and experienced.











6 DDR MUSEUM – PRESS KIT







THE COLLECTION

Highlights of the exhibition include: a Trabant driving simulation with its virtual journey through a typical East German landscape, an original ministerial Volvo, an authentic reconstruction of a typical East German flat, one of the first 1 MB chips produced in the DDR, the original film projector from the DDR State Council building, and the printer used by the opposition environmental movement.

The collections of the museum currently comprise about 300,000 objects (as of 09/2021), which are inventoried in order to make them accessible to external researchers, other cultural institutions and for research purposes. Most of the objects come from private individuals who donated their »life companions« to the museum. Thousands of different donors have preserved objects for posterity in this way.

You can find over 12,000 digitalised objects from the collection in the online object database: www.ddr-museum.de/en/objects

FACTS & FIGURES

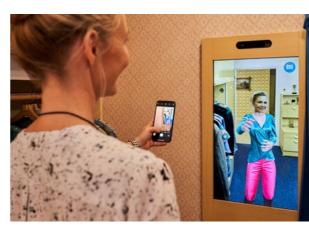
number of objects: c. 300,000 (as of 09/2021) number of donors: c. 10,000 most difficult acquisition: 1 megabyte chip, Germania Speeder (skateboard) most common donation: medal »Activist of Socialist Labour« largest objects: segments of the Berlin Wall, Barkas vans

The collections of the DDR Museum are not open to public. However, to give insights into the diverse collections, there is a monthly changing display of the object of the month in the foyer of the DDR Museum. The foyer can be visited free of charge.



The mural »In Praise of Communism« by Roland Paris was created for the conference hall of the House of Statistics in the centre of Berlin in 1968. After the building was demolished in 2010, the DDR Museum purchased the mural from the Federal Agency for Real Estate and invested about 20,000 € in its restoration and new installation. In 2010, the painter himself unveiled the restored art piece and now a historical object at its new place in the DDR Museum.









Costs: **40,000 €** Realisation time: **12 months 60,000 m**² housing estate **114** Trabant cars in original colours

FUTURISTIC TECHNOLOGY

Our concept »hands-on experience of history« does not only refer to the exhibits which visitors are encouraged to touch, handle and enjoy, but also to the exhibition technology. We use state-of-the-art multimedia technology to guarantee the best possible museum experience: Futuristic technology such as a digital mirror, an interactive table, transparent screens, various multi-touchscreen applications, motion sensors, digital windows, bone conduction speakers, 2D-animations, and magnet-contacts all complement traditional elements such as dioramas, cabinets, games and objects. This combination of tradition and innovation creates a unique and refreshing museum experience.

FACTS & FIGURES

Trabi driving simulation
multi-touch table
digital mirror
digital windows
interactive telephones

6 dioramas20 touch screens23 audio stations56 monitors

TRABANT DRIVING SIMULATION

In cooperation with the Fraunhofer Heinrich-Hertz-Institut, the DDR Museum developed a highly-authentic simulator, reproducing the sights, sounds and functions (ignition, accelerator, brake, steering) of an original Trabant P 601. Visitors can drive around a realistic 3D reproduction of a Berlin housing estate projected onto the front windscreen.



EDUCATIONAL SERVICES



EDUCATIONAL SERVICES

Not only focusing on a contemporary way to create an exhibition, the DDR Museum places great importance on the high-quality educational services, including guided tours of the exhibition, city tours and talks with contemporary witnesses. We offer tours and other services in twelve languages.

The conference room was set up for school groups which want to prepare or talk about their visit to the exhibition. Up to 50 people have the opportunity to do research, seminars, lessons, discussions with contemporary witnesses or film screenings at the same time. A media library and a well-stocked specialised library are available on site.

FURTHER INFORMATION

www.ddr-museum.de/en/your-visit/lehrer-gruppen

ASSOCIATION AND EVENTS

The DDR Museum Berlin association, initiated by the management of the DDR Museum, has set itself the goal of making history accessible to a broad public. The association works independently. It is open to those interested and depends on donations.

In addition to special events of the DDR Museum, the association mainly organises a free series of events which take place every fortnight. These events with renowned historians from various research institutions, contemporary talks, book premieres, film screenings, readings, discussions, concerts, theatre shows and special exhibitions lead to a lively engagement with the history of the DDR.

CURRENT EVENTS

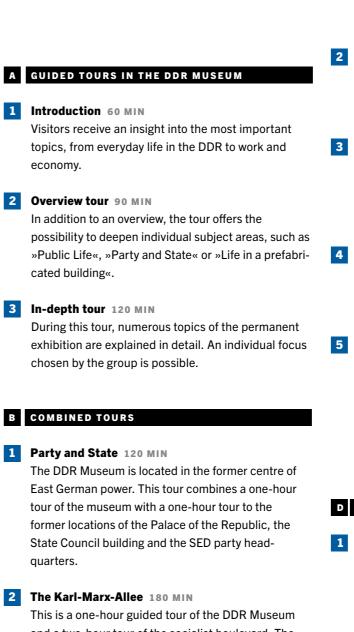
www.ddr-museum.de/en/museum/veranstaltungen

LISTENING **TO HISTORY**

1

2

3



This is a one-hour guided tour of the DDR Museum and a two-hour tour of the socialist boulevard. The magnificent dwellings were supposed to announce their socialist triumph and, first and foremost, recall the uprising of 17 June 1953.

C CITY TOURS

1 The Berlin Wall 120 MIN

A two-hour tour retraces the course of the former death strip between West and East Berlin, from Eberswalder Straße to Bernauer Straße.

2 Opposition in the DDR 120 MIN

The two-hour tour shows the important places of resistance in the DDR in the 1980s, which ultimately led to the Peaceful Revolution.

3 The People's Uprising of June 17, 1953 180 MIN The three-hour tour shows the course of the events of June 17, 1953 and takes you to original locations where at least 55 people lost their lives in the fight for freedom.

Everyday life in the Capital of the DDR 120 MIN

Shortage economy, anti-Fascism and the niche society: The two-hour tour shows everyday life in the DDR capital at authentic venues.

Berlin-Mitte 240 MIN

The tour guides you through central Berlin. You see: Unter den Linden boulevard, the Brandenburg Gate, Checkpoint Charlie, the Memorial to the Murdered Jews of Europe and much more from the past 100 years of Berlin history. An individual focus chosen by the group is possible.

D TALKS AND WORKSHOPS

1 Talking with contemporary witnesses

These talks offer the opportunity to experience history first-hand encouraging the students to ask questions directly. Our contemporary witnesses can report on everyday life in the DDR as well as on education, work, opposition, Stasi prison and much more. We offer talks with contemporary witnesses in German, English or French.

Workshops

2

Students learn best when they are active. Our workshops give them the opportunity to work independently on the differences between democracy and dictatorship. We offer workshops on request on the following topics:

- · Ideology and propaganda
- · People's Uprising of June 17, 1953

HISTORY OF DDR TWO-WHEELER PRODUCTION

With over 300,000 objects, the DDR Museum owns the world's largest DDR museum collection. Located at Rochstraße between the Hackescher Markt and Alexanderplatz stations, »DDR Museum: Motorrad« provides an exclusive insight into the collection, which is otherwise not open to the public, and displays over 130 lavishly restored motorbikes, side-cars, mopeds and scooters, as well as many other objects relating to mobility in the DDR. The private house opened in 2008 as »Berlin's 1st DDR Motorbike Museum« in the historic viaduct arches and is now part of the DDR Museum.

The various exhibits create an overview of the origins and diversity of DDR motorbike production, beginning with its predecessors in the 1930s and ending with the closure of the manufacturer MZ in 2008, 18 years after reunification. Spread over more than 800 square metres on two floors, almost all two-wheelers from 40 years of DDR production can be found, including well-known models such as the »Schwalbe« from the manufacturer Simson, but also home-made models, off-road and racing machines as well as service vehicles from the National People's Army (NVA), the People's Police (Volkspolizei) and the fire brigade. The highlights of the exhibition include real rarities, e.g. an MZ motorbike from the escort of the Ministry of the Interior of the DDR, of which only 30 were produced, or an EMW »R 35/3« from 1953, whose predecessor was already built by BMW before the Second World War.

Accompanying texts and objects on the history of the vehicles and their manufacturers, historical photographs, posters, videos as well as atmospheric installations and other original objects await visitors on their journey into the technical and design history of DDR two-wheelers.









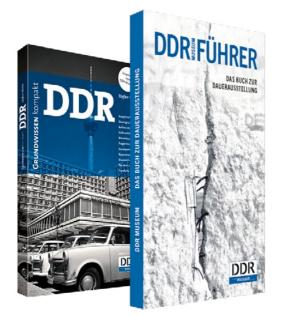


FACTS & FIGURES

number of two-wheelers: **131** exhibition space: **over 800 m**² oldest object: **DKW »SB 200«, 1936** (Dampf Kraft Wagen Zschopau [later MZ]) youngest object: **MZ »1000 S«, 2006** (Motorrad- und Zweiradwerk Zschopau) special objects: **MZ »ETS 250 Eskort«, 1973** (VEB Motorradwerk Zschopau), **AWO »435 Eskorte«, 1957** (Simson Suhl AWO), **»DUO 4/1«, 1985** (VEB Fahrzeugbau und Ausrüstungen Brandis)



A NARRATIVE EXPERIENCE OF HISTORY



THE DDR MUSEUM VERLAG

The DDR Museum Verlag publishes the museum's own publications, specialised literature of the historians in-house as well as works by selected authors who are dedicated to the topic of the DDR.

ORDER A REVIEW COPY

E-MAIL verlag@ddr-museum.de

BOOKS IN THE ONLINE SHOP onlineshop.ddr-museum.de



NON-FICTION

Marotz, Sören / Sieber, Elke / Wolle, Stefan: DDR-Guide. A Companion to the Permanent Exhibition DDR Museum Verlag, Berlin 2017 ISBN 978-3-939801-20-7

The »DDR-Guide. A Companion to the Permanent Exhibition« is also available in German, French, Spanish, Italian and (modern) Chinese.

Wolle, Stefan: Grundwissen DDR kompakt DDR Museum Verlag, Berlin 2009 ISBN 978-3-939801-03-0

Geithner, Michael / Thiele, Martin (Eds.): **Nachgemacht – Spielekopien aus der DDR** *DDR Museum Verlag, Berlin 2013* ISBN 978-3-939801-18-4

NON-FICTION E-BOOKS

The »DDR-Guide. A Companion to the Permanent Exhibition« is also available as an eBook in five different languages. You can find it in all popular eBook shops as well as in the online shop of the DDR Museum: onlineshop.ddr-museum.de

Marotz, Sören / Sieber, Elke / Wolle, Stefan: DDR-Guide. A Companion to the Permanent Exhibition EAN 978-3-939801-26-9 DDR-Führer. Das Buch zur Dauerausstellung EAN 978-3-939801-21-4 Guide du DDR. Livret de l'Exposition Permanente EAN 978-3-939801-29-0 La Guía del DDR. Librode la Exposición Permanente EAN 978-3-939801-29-0 La Guía. Il Libro dell'Esposizione EAN 978-3-939801-33-7 DDR Guida. II Libro dell'Esposizione EAN 978-3-939801-32-0 东德指南 - 介绍常设展览之书 EAN 978-3-939801-38-2 DDR Museum Verlag, Berlin 2018





NON-FICTION

Adelmann, Quirin Graf / Godin, Gordon von (Eds.): **GDR in Objects. Daily Life, Home, Consumption 1949–1990** *DDR Museum Verlag, Berlin 2020* ISBN 978-3-939801-46-7

Adelmann, Quirin Graf / Godin, Gordon von (Eds.): **GDR in Objects. Leisure, Culture, Travel 1949–1990** *DDR Museum Verlag, Berlin 2020* ISBN 978-3-939801-48-1

Adelmann, Quirin Graf / Godin, Gordon von (Eds.): **GDR in Objects. Work, Economy, Politics 1949–1990** *DDR Museum Verlag, Berlin 2021* planned





EDUCATIONAL GAMES

Geithner, Michael / Thiele-Schwez, Martin: Stasi – Over and Out!

The card game enables players to immerse themselves in the historical events at the end of 1989/ beginning of 1990: They take on the work of the Stasi whose aim it is to destroy as many documents as possible before they are stopped by the citizens' movement. The development of the game was supported by the DDR Museum and the Stasi Records Archive. *ed. by Playing History, 2020*

Geithner, Michael / Thiele-Schwez, Martin: **Wendepunkte**

The authors of Playing History, in cooperation with the DDR Museum, created an easy, entertaining card game to tangibly convey a chapter of East-West German History. The game includes 108 cards and a detailed description of how the game is played. This game is only available in German. *ed. by Playing History, 2017*







EDUCATIONAL GAMES

Kenzelmann, Peter / Rückel, Robert: **GDR-Game**

Quiz cards, 162 questions and answers DDR Museum Verlag, Berlin 2007 ISBN 978-3-939801-07-8

Kenzelmann, Peter / Rückel, Robert: **DDR-Spiel**

Quizkarten mit 162 Fragen und Antworten DDR Museum Verlag, Berlin 2007 ISBN 978-3-939801-05-4

Rückel, Robert / Strohl, Katrin: **Wall-Quiz**

Quiz cards about the Berlin Wall DDR Museum Verlag, Berlin 2009 ISBN 978-3-939801-12-2

Rückel, Robert / Strohl, Katrin:

Mauerquiz

Quizkarten rund um die Berliner Mauer DDR Museum Verlag, Berlin 2009 ISBN 978-3-939801-10-8 QUIZ CARDS 162 QUESTION AND ANSWERS



Böttger, Martin:

Bürokratopoly

»Bürokratopoly« is an educational game with a historical context. Martin Böttger, its author, gave it its tonguein-cheek name in the 1980s. The game spread in the political underground of the DDR.

This game is only available in German.

BÜROKR

ed. by DDR Museum, 2014



OUR VISITORS

The DDR Museum has set itself the aim of disseminating a lively interest in history amongst all sections of society. Our exhibition is designed to make history accessible to a broad public, regardless of their level of knowledge. All exhibition texts are written in German and English. Additional services are available in twelve languages.

Since the opening of the DDR Museum in 2006, the number of visitors has risen, so that since 2012 well over half a million Berliners as well as tourists from Germany and abroad experience »hands-on history« each year.

Due to the large number of interactive exhibition elements, the museum is suitable for every age group, even for elementary school students. Target group-specific guided tours, games and workshops also introduce younger generations to German history.

Google	****
facebook	****
or tripadvisor	★★★★ ☆
yelp	★★★★ ☆
TripExpert	★★★★☆
GET YOUR GUIDE	****

as of 09/2021

Colm O. Facebook: 09/2018 ******** »DDR Museum is the definitive guide to every day life in Communist East Berlin. A real eye opener, the memorabilia content is superb and the information is explained in a simple understandable manner.«

arbopanninaro TripAdvisor: 12/2018 ★★★★

Loved it. A fascinating and interactive insight to an overlooked period in history. Great for kids

but also brilliant for all ages. It was great you got

to explore and touch items, it really felt like you

were closer to the history. One of the highlights

»Do yourself a favour and go

of Berlin for me.«

Paige S. Google: 01/2019 ******** »This was a fun and interactive museum with many artifacts from the time including a car and a flat. As an outsider without much knowledge, it was a great way to learn about life in the DDR on the East Side of the wall. Definitely recommend going here!«

seanpseaman TripAdvisor: 12/2018 ★★★★ »Great fun and informative

A well worth visit especially if you have kids. There are many interesting displays that take you through life in the DDR (GDR). This museum really tells a story – it doesn't just destroy the DDR as an awful place but tells a reality of the life in East Germany. For the positives you will also learn about the negatives such as the role of the Stasi.«

Sandra GetYourGuide: 07/2017 **** »Outstanding interactive museum What a great place! Utilising technology and interactivity to really capture the essence of living in the DDR.«

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YOUR CONTACT Vanessa Jasmin Lemke Spokesperson

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Graphic material

You can download printable press pictures of the DDR Museum for your articles from our website: www.ddr-museum.de/de/presse

Photo and recording

We organise photo and recording inquiries uncomplicated and promptly: +49 (0) 30 847 12 37 47

THE DDR MUSEUM: FACTS AND FIGURES

OPERATOR	DDR Museum Berlin GmbH
OPENED	Part 1: July 15, 2006 Part 2: October 10, 2010 Part 3: August 27, 2016 Motorbike exhibition: September 1, 2021
CEO DIRECTOR ACADEMIC DIRECTOR CREATIVE DIRECTOR	Quirin Graf Adelmann v. A. Gordon Freiherr von Godin Dr. Stefan Wolle Matthias Kaminsky
AWARDS	Nominated for the European Museum of the Year Award 2008 and 2012
PERMANENT EXHIBITION SPACE MOTORBIKE EXHIBITION	930 m² 800 m²
LANGUAGES	Exhibitions in German and English, additional services in twelve languages
ADDRESSES	DDR Museum Karl-Liebknecht-Str. 1 10178 Berlin-Mitte DDR Museum: Motorrad Rochstr. 14c
	10178 Berlin-Mitte
OPENING HOURS	Monday — Sunday: 9 am — 9 pm 365 days a year
SOCIAL MEDIA	www.facebook.com/ddrmuseum www.twitter.com/ddrmuseum www.instagram.com/ddrmuseum www.youtube.com/ddrmuseum www.tiktok.com/@ddrmuseum www.pinterest.com/ddrmuseum www.linkedin.com/company/ddr-museum