



Media Information

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Deutsche Bank Opening the PalaisPopulaire in Berlin

The new forum unites art, culture, and sports under one roof

On September 27, 2018, Deutsche Bank is opening the PalaisPopulaire in Berlin. In the heart of the historic center of the German capital, at Unter den Linden 5, the former Prinzessinnenpalais has been expanded into a modern and innovative platform in the last few months. In a minimalist reduced design, the new Deutsche Bank building enables people to experience art, culture, and sports under one roof.

In 2016, the bank created the Art, Culture & Sports department in order to bundle its longstanding commitment to these areas in one independent unit. The goal is to create synergies and thus to enable employees, customers, and the general public to have cross-disciplinary cultural experiences. The PalaisPopulaire is an expression of this thinking.

Thorsten Strauss, Global Head Art, Culture & Sports of the bank, says: “The new house offers room for new and lateral thinking. As an open house, the Palais-Populaire helps us transcend borders—not only between the fields of art, culture, and sports, but also between people and living environments.”

The PalaisPoupulaire offers a wide-ranging program that brings together diverse aspects of contemporary culture under one roof: art, literature, sports, performance, and dance. The extensive educational program encompasses guided tours, workshops, and innovative digital offers. An important focus is talk series with curators, athletes, culture makers, and artists.

“We are making a program that is accessible to everyone but that also incorporates complex issues of social relevance,” says **Svenja von Reichenbach**, director of the PalaisPopulaire.

In the new building, the bank has expanded its space for contemporary and current art, now offering more than 750 square meters (of a total of 3,000 in the building). In the future, the Deutsche Bank Collection will have a permanent venue at the PalaisPopulaire, where ever-new thematic exhibitions can be mounted. The opening show is *The World on Paper*, which with 300 works on paper by 133 artists from 34 countries documents the collection’s global orientation.



In addition, the PalaisPopulaire will host large solo exhibitions of Deutsche Bank's "Artist of the Year." The aim is to present up-and-coming positions on the global art scene to a wide audience. The house also showcases activities of Deutsche Bank's renowned partner institutions, including Tate London, the Legion of Honor Museum in San Francisco, the Berliner Philharmoniker, and the German Sports Aid Foundation.

Says Thorsten Strauss: "But above all the new platform reflects Deutsche Bank's commitment to Berlin, the city where it was founded. And the PalaisPoulaire emphasizes the importance of art, culture, and sports in society."

Press photos can be found at:
<http://www.photo-files.de/db-palaispopulaire/>

For further information please contact:

Deutsche Bank AG
Media Contact
Klaus Winker
Tel: +49 69 910 32249
E-Mail: klaus.winker@db.com

About Deutsche Bank's Art, Culture & Sports

The Art, Culture & Sports unit bundles Deutsche Bank's funding programs and develops them further conceptually. Together with the divisions, the unit provides the bank's customers with new access to the art, culture, and sports world. With its commitment to contemporary art, Deutsche Bank has set standards worldwide, whether with its art collection, one of the world's most important collections of contemporary works on paper and photographs, or with its international exhibition program. For many years, the bank has had a presence at selected art fairs such as Frieze London and New York and, starting in 2019, it will also have a presence at Frieze Los Angeles.

About Deutsche Bank

Deutsche Bank provides commercial and investment banking, retail banking, transaction banking and asset and wealth management products and services to corporations, governments, institutional investors, small and medium-sized businesses, and private individuals. Deutsche Bank is Germany's leading bank, with a strong position in Europe and a significant presence in the Americas and Asia Pacific.