



Media Information
Berlin | Frankfurt am Main

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PalaisPopulaire: The New Management

After years of preparation, the PalaisPopulaire is opening on September 27 in Berlin. Back in 2016, Deutsche Bank established the Art, Culture & Sports department in order to bundle and expand its art, culture, and sports activities in one unit. The PalaisPopulaire, managed by Deutsche Bank's Art, Culture & Sports department, is a concrete expression of this thinking.

Thorsten Strauss, the head of the Global Head Art, Culture & Sports unit, has been responsible for Deutsche Bank's worldwide artistic, cultural, and sports activities since April 2016. He is a member of the divisional management board and member of the bank's German management. In addition, Strauss is the chairman of the Kuratorium Stiftung Preußischer Kulturbesitz (Prussian Cultural Heritage Foundation) and a member of the Supervisory Council of the Berliner Philharmoniker Foundation.

From 2012 to 2016 Thorsten Strauss was Global Head of Communications, Corporate Social Responsibility and Public Affairs of Deutsche Bank. From 1999 to 2011 he held various management positions at Bertelsmann. Recently, he was the member of the group executive management responsible for corporate communications, marketing, and public affairs.

Josephine Ackerman has been the Deputy Global Head and Chief Operating Officer of the Art, Culture & Sports department since 2016. After studying international business economics, she worked as a strategic consultant for different DAX companies. Ackerman joined Deutsche Bank in 2012, where she worked on innovation projects of the communications department and for the bank's management board.

Along with Thorsten Strauss, she plays a key role in the content conception of the PalaisPopulaire, especially in the fields of digital media and mediation, as well as in the development of new crossover formats.

Svenja Gräfin von Reichenbach is the director of the PalaisPopulaire. She has been closely connected with Deutsche Bank's art activities for over two decades. After studying art history, economics, and Italian language and literature, Reichenbach became the director of the Deutsche Guggenheim from 1997 to 2013. Subsequently, she headed the Deutsche Bank KunstHalle from 2013 to April 2018.



In addition to networking with the cultural scene of the German capital, Reichenbach is focusing on a program in the new house that has global appeal and attracts people from all over the world.

Friedhelm Hütte has headed Deutsche Bank's worldwide art program for more than 30 years. As the artistic director of the PalaisPopulaire, he is responsible for the exhibitions there and curated the opening show *The World on Paper*.

Alongside many solo exhibitions, Hütte has realized many Deutsche Bank "Artist of the Year" shows since 2010, including *Wangechi Mutu: My Dirty Little Heaven*, *Yto Barrada – Riffs*, and *Victor Man – Zephir*. Friedhelm Hütte has also overseen numerous catalogs and published contributions in leading art publications.

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

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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.