

PRESS RELEASE

30 January 2025

A Strong Year for Humboldt Forum Visitor Numbers in 2024. 2025 Programme Focus *Family Matters*

Sold-out programmes and yet another rise in visitor numbers: the Humboldt Forum can look back upon a successful year. The Humboldt Forum's appeal as an urban space and a "must see" for tourists is reflected in the number of visitors, which were registered for the first time using sensors mounted at the entrances. Around 3,300,000 visits were recorded.

In 2024 785,000 visits to the exhibitions and the educational and mediation programme were logged – from the Museum für Asiatische Kunst to the temporary exhibition *Blown away. The Palace of the Republic* – and 112,000 attended the numerous events.

For the first time, this year all of the partners will be focusing on a common theme: *Family Matters*.

The Humboldt Forum looks back over yet another successful year of steadily rising visitor numbers. A total of 731,000 visits to the exhibitions and collection presentations were registered: 112,000 for events and 54,000 for Humboldt Forum's cultural education and mediation programme. The programme focus *Blown away. The Palace of the Republic* – comprising a large temporary exhibition, diverse educational programmes, events such as the theatre production *Build up! Tear down!* as well as concerts, plays, and discussions over three themed days – drew large numbers of visitors in 2024. Newly introduced formats such as *Durchlüften*, *Diversity of Voices*, *Box Office Around the World*, *Transkontinentale*, as well as the Museum Sundays also proved increasingly popular. New formats such as *Transkontinentale* with its continuously sold-out events (1,800 visits) were able to build on this success.

New people-counting sensors: rising visitor numbers at the Humboldt Forum

Sensors installed at the entrances in summer 2024 attest to how the Humboldt Forum, with its cafes and restaurants, inner courtyards such as the Schlüterhof and the Passage, the foyer, and the rooftop terrace, has developed into a thriving urban quarter and a

Berlin tourist attraction drawing huge numbers of visitors. In the five months from August to December of 2024 alone, more than 1,664,000 visitors were registered as they entered the Humboldt Forum and Schlüterhof or made their way along the Passage through one of the six entrances. Conservatively estimated, that means around 3,300,000 visits were made to the Humboldt Forum over the entire year (not including outer areas such as the Spree Balcony or the north and south of Schlossplatz).

These numbers were also confirmed by the number of visitors to the Winter Market at the Humboldt Forum. Around 612,000 people visited the market over the course of six weeks in 2024/25 – an increase of ten percent over the previous year.

Hartmut Dorgerloh, General Director of the Humboldt Forum: “Since its opening in summer 2021, the Humboldt Forum has drawn huge crowds. Exhibits, concerts, performances, controversial debates, or singing and partying together – all of this is possible at the Humboldt Forum. It is encouraging that the Humboldt Forum and its diverse programme of events have proven so popular, not only for Berlin’s urban community, but also with so many tourists as well. This puts us on a par with Berlin’s most popular cultural institutions and attractions. In 2025 we will continue with to develop our programming in response to the social challenges arising from our volatile and crisis-laden world.”

Outlook for 2025

***Family Matters* Programme**

The *Family Matters* programme will launch in autumn 2025, with all of the four Humboldt Forum partners focusing on a shared theme. Curators will examine the ethnological, cultural, artistic, scientific, and (urban) historical aspects of the family in a large temporary exhibition, contemporary artistic interventions in all of the permanent exhibitions and in the Museum Knoblauchhaus, in events, and in educational and mediation formats.

Exhibitions and the Global Cultural Assembly

In 2025 the Stiftung Humboldt Forum im Berliner Schloss, the Ethnologisches Museum, and the Museum für Asiatische Kunst will expand upon their collaborative efforts and put on a number of exhibitions and projects. Three new temporary exhibitions will launch in late May: solo exhibitions focusing on Japanese artist Takehito Koganezawa and Feliciano Lana from Brazil, as well as an exhibition centred around four collaborative restoration projects. The Global Cultural Assembly conference, the international group of Humboldt Forum partners, will be held in June.

On 16 May, the Stadtmuseum Berlin will open a new, participatory Open Space with the working title *If I were King or Queen... Hopes, Wishes and Visions for Berlin's Future* – by Young People from Neukölln together with the Bürgerstiftung Neukölln. 28 November marks the start of the Open Space project *Transcultural Community Gardens Connect* (working title) from Flamingo e.V. in the BERLIN GLOBAL exhibition.

The exhibition *On Water: WaterKnowledge in Berlin*, examining how research at the Berlin University Alliance approaches the element of water, will open in the Humboldt Lab on 9 October.

Events

Additional highlights in 2025 include the conclusion of the Palace of the Republic programme with a symposium and themed weekend in mid-February and the oratorio *Orbit – A War Series* in cooperation with the Staatsoper Unter den Linden. Successful formats will also be continued, such as the music festival *Durchlüften* in July and August and the film festival *Box Office Around the World* in August. The *Site Specifics* series will hold an event on 26 June examining the interwoven history of Prussia and Poland in collaboration with the Stadtmuseum as well as a conference in September focusing on the creation of the Duchy of Prussia. There will also be new iterations of the Code Week Hands-On Festival celebrating EU Code Week and concerts by the Resident Music Collective, the Rundfunk-Sinfonieorchester Berlin, and the *lautten compagney*. And the radio station Deutschlandfunk Kultur will again invite visitors and listeners to the live radio show *Studio 9. Der Tag mit ...* in the Humboldt Forum.

Detailed information on individual programmes: humboldtforum.org/presse

Press images: humboldtforum.org/presse

PRESS CONTACTS

Michael Mathis, Spokesperson

+49 30 265 950-525, michael.mathis@humboldtforum.org

Andrea Brandis, Press Officer

+49 30 265 950-237, andrea.brandis@humboldtforum.org

Mirko Nowak, Head of Communications

+49 30 265 950-520, mirko.nowak@humboldtforum.org
humboldtforum.org/en/press