

BUNDESKUNSTHALLE

Invitation to a media conference
9 April 2025, 11 a.m.

PARA-MODERNISM
Life Reform Movements from 1900 Onwards
11 April to 10 August 2025

Freedom! Shaking off the constraints of bourgeois life, capitalism and industrial society. This was the dream of a great many young people around 1900 – and they set about making it come true. Some of them embarked on a new life in reform colonies far away from urban areas. In addition to the famous colony on Monte Verità, where Hermann Hesse, Käthe Kruse, Mary Wigman and many others spent formative periods, it is the Loheland women's settlement near Fulda, which was founded in 1919 and became an early emancipatory reform project. The desire for a peaceful existence in harmony with nature was at the heart of these ambitions, as were new ideas about health, physical culture and spirituality – a new attitude to life that went on to find expression in a new aesthetic.

Para-Modernism. Life Reform Movements From 1900 Onwards follows the ideals of the early life reform movement through the 20th century. Examples of the various reform movements from the fields of art, design and everyday culture are presented in eight chapters. The exhibition illustrates early approaches that paved the way for present-day thinking on sustainability and the common good. Furthermore, trends propagating the idealization of the healthy body and nationalist doctrines of salvation are highlighted.

In the exhibition, Gustav Klimt's *Nuda Veritas* (1899) will form a central starting point to illustrate the link between art and world view. The Vienna Secession, founded in 1897, and its first president Gustav Klimt formulated the claim to free art from academic captivity. Their art was an expression of an emancipatory idea that underpinned Art Nouveau and its related movements throughout Europe.

In addition, individual protagonists and their views are highlighted, who propagated an idealization of the healthy body and völkisch doctrines of salvation, which paved the way for eugenics, anti-Semitism and racism.

The exhibition is the first to look not only at the developments in Europe but also at the links to American counter-culture and the flower power movement.

**We cordially invite you to a media conference
on Wednesday, 9 April 2025, 11 a.m. in the Bundeskunsthalle.**
The exhibition opens at 10 a.m.

Kunst- und Ausstellungshalle
der Bundesrepublik Deutschland GmbH

Helmut-Kohl-Allee 4
53113 Bonn
T +49 228 9171-0
F +49 228 234154
www.bundeskunsthalle.de

Geschäftsführung
Dr. Eva-Christina Kraus
Oliver Hölken

Vorsitzender des Kuratoriums
Ingo Mix

HRB Nr. 5096
Amtsgericht Bonn
Umsatzsteuer ID Nr. DE811386971
Leitweg-ID 992-80160-58

Konto 3 177 177 00
Deutsche Bank Bonn
BLZ 380 700 59
IBAN DE03 3807 0059 0317 7177 00
BIC DEUT DE 380

Your discussion participants:

- Eva Kraus, director, Bundeskunsthalle
- Robert Eikmeyer, curator
- Johanna Adam, curator, Bundeskunsthalle
- Sven Bergmann, press officer, Bundeskunsthalle

Please accredit by email: presse@bundeskunsthalle.de

For interviews and filming requests, please send an email to presse@bundeskunsthalle.de or contact Angelica Francke by telephone on +49 228 9171-289. Text and image material is available at www.bundeskunsthalle.de/en/press.

We look forward to your participation and visit.

Sven Bergmann
Press Officer/Executive Officer to the Management
T +49 228 9171-205
sven.bergmann@bundeskunsthalle.de

Cultural partner



Please note:

Following the media conference PARA-MODERNISM,
**the VIDEONALE.20 media conference will take place at 12 noon
in the Kunstmuseum Bonn opposite.**
Accreditation at: videonale@televisor.de

Please save the dates:

INTERACTIONS X WEtransFORM

1 May – 26 October 2025

Media conference: Tuesday, 29 April 2025, 11 a.m.

SUMMER OF CHANGE – Bonn Culture Festival

The SUMMER OF CHANGE is an initiative of the City of Bonn in cooperation with the Bundeskunsthalle and around 30 other cultural partners

31 May – 27 September 2025

Media conference: Thursday, 22 May 2025, 11.30 a.m.

WEtransFORM

New European Bauhaus and Beyond

6 June 2025 – 26 January 2026

Media conference: Wednesday, 4 June 2025, 11 a.m.