

BUNDESKUNSTHALLE

Invitation to a media conference
12 March 2025, 11 a.m.

SUSAN SONTAG

Seeing and Beeing Seen

14 March to 28 September 2025

All her life, the author, critic and public intellectual Susan Sontag has worked intensively with visual media. Coming from a philosophy and literary studies background, she clairvoyant recognised the decisive influence of photography in our media-driven society. An attractive woman herself, she was a sought-after subject for photographers and utilised the power of the medium for her own agenda.

The exhibition *Susan Sontag. Seeing and Beeing Seen* focuses on her observations on photography and traces Sontag's theories and thoughts on the subject. It also explores her involvement with queer culture, her stance on the discrimination against people infected with HIV and her own struggle with cancer. Moreover, it shines a light on Sontag as a film enthusiast and director and portrays her as an independent woman who rebelled against society throughout her life.

In her programmatic essay *One Culture and the New Sensibility* (1965), Sontag called for the dissolution of the distinction between high and popular culture and propagated a new mode of perception and experience. Her self-empowerment as an author and intellectual also included an examination of feminism and the question of what it means to be a woman in today's society. Like her role models Simone de Beauvoir and Hannah Arendt, Sontag emphasised equal recognition as a thinker. She deliberately did not make her bisexuality public in order to avoid being labelled. Her own cancer and the AIDS crisis heightened her awareness of discrimination and blaming with the help of metaphors. She also explored the enlightening effect of photographs together with her partner Annie Leibovitz. As an activist, Sontag travelled to numerous crisis regions to help make political conflicts more visible. For Sontag, seeing and being seen are always active processes of being involved.

**We cordially invite you to a media conference
on Wednesday, 12 March 2025, 11 a.m. in the Bundeskunsthalle.**

The exhibition opens at 10 a.m.

Your discussion participants:

- Eva Kraus, director, Bundeskunsthalle
- Kristina Jaspers, curator
- Katharina Chrubasik, exhibition manager, Bundeskunsthalle
- Sven Bergmann, press officer, Bundeskunsthalle

Please accredit by email: presse@bundeskunsthalle.de

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For interviews and filming requests, please send an email to
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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.

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Cultural partner



Please save the dates:

SUSAN SONTAG: „EVERYTHING MATTERS“
23 May – 30 November 2025, Literaturhaus München
www.literaturhaus-munehen.de

In the Bundeskunsthalle:

PARAMODERNISM. Life Reform Movements From 1900 Onwards
11 April – 10 August 2025
Media conference: Wednesday, 9 April 2025, 11 a.m.

INTERACTIONS X WEtransFORM
1 May – 26 October 2025
Media conference: Tuesday, 29 April 2025, 11 a.m.