

Den Bosch, 17 December 2019

## *Design of the Third Reich* exhibition extended to 1 March 2020

Given the persistent and unprecedentedly high level of interest in *Design of the Third Reich*, the exhibition has now been extended to 1 March 2020.

### Visitor numbers and media attention

A total of 77,000 tickets have so far been sold for this exhibition, considerably more than anticipated. It brings the overall number of visitors to the museum in 2019 to date to 122,000. Many schools have also visited the exhibition: over 4400 pupils from more than 50 different schools and courses have booked the specially developed museum lessons. There has been widespread and enthusiastic coverage in the media, including *The New York Times*, *The Guardian*, *Al Jazeera*, *El País*, *Le Monde*, *Nieuwsuur*, the NOS eight o'clock news, *Arte*, *ZDF*, *De Morgen*, *Der Spiegel* and many other Dutch and international media outlets. The high-profile exhibition has elicited a large number of reactions since the outset, but with no further protest actions since the opening day.

### A far from easy task

It was by no means easy to extend the exhibition. With over twenty different lenders and many delicate artefacts on display, achieving the extension was highly complex. Fortunately, most of the institutions and collectors involved recognize the importance of allowing the exhibition to continue for longer. The only difference will be that several extremely fragile posters and books will be replaced with reproductions, as the paper may not be exposed to light any longer to avoid damage.

### Conference, lectures and school visits

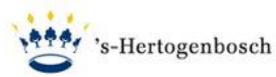
Extended opening also creates the opportunity to expand the activities organized around the exhibition. A conference for museum professionals, for instance, will be held in February and the series of weekly Sunday morning lectures will also be extended. Extension is good for schools too, as the large number of visitors in recent months has made it difficult at times to arrange traditional school visits to the museum.

### Practical information

It is still advisable to reserve tickets online via [www.designmuseum.nl](http://www.designmuseum.nl). As of 21 January, the museum will open Tuesday to Friday, 11 a.m.–5 p.m. and on Saturdays and Sundays from 10 a.m.–5 p.m.

With thanks to

*Design of the Third Reich* has been made possible in part by



Note for editors (not for publication)

Visual material and supplementary information is available at [www.designmuseum.nl/pers](http://www.designmuseum.nl/pers). If you would like to know more, please contact Ms Maan Leo, Marketing & Communication Manager, Design Museum Den Bosch: [publiciteit@designmuseum.nl](mailto:publiciteit@designmuseum.nl) or +31 6 20 71 85 28.