

## PRESS RELEASE

### Record number of tickets sold and opening hours extended for *Design of the Third Reich*

The exhibition *Design of the Third Reich* has received a considerable amount of attention. In the first month since it opened, more than 33,000 tickets have been sold. Visitors are admitted by time-slots, which were already extended from eight to ten hours a day earlier this month. Nevertheless, demand for tickets is still greater than the supply and so the decision has been taken to open the museum on Mondays too, beginning on 28 October. The number of school visits to the exhibition is also higher than ever, over 3.000 pupils will visit the exhibition.

#### **Queues at entrance**

The exhibition *Design of the Third Reich* has been sold out every day since it opened on 8 September and this is expected to continue in the weeks ahead. Five hundred tickets are being sold each day online, with another 200 tickets available daily at the door. The number of time-slots was already increased earlier this month from eight to ten per day and the number of tickets sold at the door was raised from 150 to 200. Even this has not been enough, however, to meet the high level of demand. The decision has therefore been taken to open on Mondays too, beginning on 28 October. This will enable an extra 700 people per week to visit the exhibition. All the same, to beat the queues it is still advisable to book your tickets online, especially for the weekends, which are, incidentally, almost sold out now until the beginning of November.

#### **Success for schools too**

Forty-five schools have already visited the exhibition *Design of the Third Reich* with a likely total of around 3,000 pupils. Two museum classes have been developed especially for them. 'Guilty Design' gets secondary pupils from the third year and above to analyse examples of design from the Nazi period. The themes raised are propaganda, persuasion, terror, racism, exclusion, the Führer cult, target-group marketing and technology. The second museum class, 'Us and Them in the Second World War', is aimed at senior primary and junior secondary pupils and uses a number of objects to explore life in Germany and the Netherlands in the 1930s and 40s. Who were this 'us' and 'them', and how did they live? And how did Hitler and his party seek to influence large groups of people and play them off against each other?

## A varied audience

A wide range of people are visiting the exhibition, including large numbers of young people, often accompanied by their grandparents. The family booklet, which invites children aged eight and above and their families to complete a series of finding, looking, thinking and speaking tasks, has already had to be reprinted. The proportion of visitors with a Museum Card is 20% lower than usual, suggesting that the exhibition is drawing a lot of people who are not regular museum-goers. The number of elderly (and some very elderly) visitors has also been substantial. One visitor told us: 'my husband, who was in a concentration camp as a baby and a toddler, thought it was a good and well-balanced exhibition'. We have received a lot of feedback like this.

## Brabant Remembers

The museum is actively participating in the seventy-fifth anniversary commemorations of the liberation of North Brabant. A hundred guests of the Municipality of 's-Hertogenbosch will visit the exhibition on 25 October as part of a week of remembrance, including relatives of the Welsh Regiment soldiers who liberated this part of the province seventy-five years ago. We have also previously hosted contributors to the book *Brabant Remembers*, in which local people's personal war experiences are recorded. Meanwhile, all visitors to the exhibition receive a 25% discount on the entrance fee to the Camp Vught National Memorial on presentation of their admission ticket. The exhibition also forms part of the 'Taste Freedom' package in collaboration with 'Bossche Locals'.

## 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 2

