



Fotografiska  
Berlin

## Expanding Access and Embracing Diversity

### Fotografiska Berlin's New Free Admission Initiative with Community Advocates

13.03.2024 – Fotografiska Berlin’s goal is to welcome a wide array of voices and experiences into our museum. To further strengthen our commitment as an inclusive cultural hub, we hereby announce a new initiative starting April 2024: Expanding Access and Embracing Diversity.

#### **What is this initiative about?**

In collaboration with dedicated community advocates, we will provide 1,000 complimentary museum passes per Month to those traditionally underserved by cultural institutions.

This new strategy supersedes our former policy of free admission on the first Tuesday of each month, with the last such event having occurred on the 5th of March 2024. The previous approach, while well-intentioned, fell short of our ambition to diversify our audience.

Our revised partnership approach promises to forge deeper and more meaningful connections within the community.

The initiative is supported by the following organizations:

- **Gangway** has been conducting street social work in Berlin for over thirty years with the aim of supporting both youth and adults in achieving self-determined lives and societal participation.
- **GermanDream** is a bipartisan, independent educational movement dedicated to fostering societal cohesion, imparting liberal-democratic values, promoting equity of opportunity, and facilitating inclusion.
- **HÄWAR.help** dedicates itself to creating a world where every individual, regardless of background, faith, gender, or lifestyle, can flourish in safety and with agency.
- **KulturLeben** Berlin facilitates access to the cultural treasures of the German capital for socially disadvantaged individuals by partnering with Berlin's cultural institutions to provide complimentary event passes.



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Yousef Hammoudah, Executive Director of Fotografiska Berlin, elaborates, “*Our vision is to cultivate an inclusive environment that brings together a variety of communities, stories, and perspectives. This commitment extends to engaging with groups that have historically been marginalized by mainstream cultural institutions. Thanks to the ongoing and meaningful collaboration of our partners, we can ensure that our complimentary passes reach those who will benefit most from them.*”

Fotografiska Berlin has set a target of distributing 1,000 tickets each month. We invite interested organizations, educational bodies, and social institutions to reach out to us to participate in this program and get allocations of those tickets via our email address [community.berlin@fotografiska.com](mailto:community.berlin@fotografiska.com). These passes are redeemable on any available date within the designated month, offering unparalleled flexibility to our guests.

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