



PRESS INFORMATION

ART KISSES AWAKE BENEFIT AUCTION PIN. FOR ART 2021

FOR PINAKOTHEK DER MODERNE AND
MUSEUM BRANDHORST

Live Auction: November 20, 2021
Pinakothek der Moderne and as live webcast

Online Only Auction: November 01-21, 2021
www.ketterer-internet-auctions.com

Munich, July 7, 2021

PIN. AUCTION AS PRINCE – ART KISSES AWAKE

The pandemic shut down art and culture over months. Museums, theaters, operas and cabarets... the whole industry was in a big sleep and personnel and institutions had a terrible nightmare.

“Art kisses awake“, is this year’s motto after a long period of silence, isolation and slowly deadening senses. A motto valid in both good and bad times. Art can change a lot. It arouses curiosity, it stimulates and inspires. And it creates attention, sensitivity and openness for the urging questions of our time. The pandemic has changed the world. Issues have come to the fore that art and culture will have to deal with; issues regarding identity, diversity, racism and colonialism. No museum living in the present can turn its back on these questions. Museums have to assume responsibility and question their roles – not an easy task in times when there is barely enough money to keep the doors open.

With the large-scale exhibition “Look at this“ the Pinakothek der Moderne puts this approach into practice. The Nigerian curator Folakunle Oshun takes a dialogic look at the inventory of the Bavarian State Painting Collection that was predominantly compiled in a



Western context. Definitely a critical look
that also scrutinizes the architecture, showing us its relevance and its effect on visitors.

“Look at this“ would not be possible without the support of PIN.

The PIN. Auction will continue to help realize exactly these projects in the future. “We mustn’t slow down now,” emphasizes Dorothee Wahl, chairwoman of the PIN. circle of supporters. “Museums that do not activate their inventory in context of current issues will lose their relevance and thus also public support.” Robert Ketterer agrees: “Art brings joy. That’s the way it’s supposed to be. But art can do a lot more. It raises our awareness of issues, structures and necessary changes. If we allow it to, art can also stimulate individuals and thus impact our progress as a society.”

Last year’s first cooperation of PIN. and Ketterer Kunst delivered proof of our own potential for development. Sharing proceeds with the participating artists and the hybrid auction format with digital and analog elements – a model tried out for the first time last year – helped us to the biggest success in our history. We definitely want to continue with this win-win strategy. “Naturally“, says Dorothee Wahl, “we hope to welcome as many guests as possible to our live auction at the Pinakothek der Moderne. But we leave all options open, as we have scores of ideas. Thanks to the expertise that Ketterer Kunst again showcased this spring with the best season result in Germany’s auction history, we are quite placid and full of optimism regarding the coming months.“

“We will provide a very special atmosphere,“ promises Robert Ketterer. “Suspense, thrills, hammers and help for art will be tangible in the saleroom, on the phones and also in the live webcast. What matters is that people will get involved with open minds, hearts and wallets.“

Premiums on the hammer prices will – just as it was the case last time – not be levied and the hammer price equals the final invoice price. This way on- and off-line bidders have an equal opportunity to buy art at best conditions and at the same time do good deeds.



Those who can't be at the Pinakothek der Moderne – just like last year – can bid online, on the phone or submit proxy bids!

Find more information and bidding registration shortly here:

www.pin-freunde.de and www.kettererkunst.com

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About PIN. Supporters of Pinakothek der Moderne e.V.

PIN. was founded under the name "Galerie Verein" (Gallery Association) in 1965 and owes its present identity with around 900 members to a longstanding tradition. It always has and always will be the goal to make contemporary art accessible to a wide audience. Far more than thousand works of art were acquired over the past 55 years. With the Pinakothek der Moderne, umbrella organization of the 'Bayerische Staatsgemäldesammlungen', 'Graphische Sammlung München', the 'Architekturmuseum der TUM' and the 'Neue Sammlung', as well as the neighboring Museum Brandhorst, PIN. supports two of the most renowned European art- and culture institutions. The primary funding aim is to help realize ambitious exhibition projects and innovative commission projects, as well as to make acquisitions of notable artworks possible.



About Ketterer Kunst

Robert Ketterer has realized impressive results with his company for many decades and has taken many charity auctions on the winning track. He is a pioneer in internet auctions as his house organized the first online only auction as early as in 2007, meanwhile he has established an own platform on www.ketterer-internet-auctions.com. The family company Ketterer Kunst (www.kettererkunst.com) with headquarters in Munich and branches in Hamburg, Duesseldorf, Berlin as well as with a global network of representatives in, among others, the USA and Brazil, was founded in 1954. It is one of the leading European houses for auctions of Fine Art from the 19th to the 21st Century and Rare Books. According to the latest figures issued by artnet Price Database for 2020, Ketterer Kunst holds place 7 in the global ranking for Art after 1900, for Art of the 20th Century it is the strongest-selling family business world-wide.

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