

Presseinformation Museum am Rothenbaum Rothenbaumchaussee 64 | 20148 Hamburg Germany | www.markk-hamburg.de

Hamburg and Tyrol - an Alpine Friendship?

Exhibition from 10.12.2022 until the end of 2023.

Did you know that there is a Hamburg fish market in Innsbruck and that the Hamburg section of the Alpine Club is after all in 5th place within the Germany-wide association? Or that at the beginning of the 20th century a walk-in Alpine panorama called "Bergfahrt in Tirol" stood on Hamburg's Heiligengeistfeld and attracted masses of visitors? Also only in Hamburg there are the famous "Skiing Holidays" which were introduced in the 60s.

The special exhibition at the MARKK shows the facets of a surprising relationship in an entertaining and vivid way. To this end, curators Lara Ertener and Anna-Sophie Laug present the long-forgotten art objects and religious devotional objects from the museum's Tyrol collection, which was built up from 1904 onwards. Masks, votives and rural everyday objects tell a lot about the historical life of the inhabitants of the Alps. At the same time, they document the interests of folkloristic research at the time, which drew a picture of the supposedly primitive Alpine population and thus accompanied the stereotype formation, which in turn instrumentalized the emerging tourism industry for its own purposes. Historical postcards and advertising material in the exhibition illustrate the popular motifs of the winter sports paradise and the nature-loving Alpine idyll, which continue to exert a great attraction on travelers to Tyrol today.

Including current perspectives of contemporary art as well as souvenirs and photographs from the possessions of Hamburg private individuals who have responded to a call by the museum, networks of relationships between Hamburg and Tyrol become clear in many other ways.

Thus, the exhibition tells new old stories and old stories new, which reveal a lot about Tyrol, but also a lot about the the people of Hamburg themselves.

A program of many events and a catalog accompany the exhibition.

On the opening weekend there will be several guided tours with the curator Anna-Sophie Laug.

10.12. Exhibition talk with MARKK director Prof. Barbara Plankensteiner and folklorist Elsbeth Wallnöfer on the topic of "Tracht macht Politik". Wallnöfer researches rural chic, patriotic finery and nationalistic staging - and the role of tourism in the invention of traditional costume.

Presseinformation

Museum am Rothenbaum

Rothenbaumchaussee 64 | 20148 Hamburg
Germany | www.markk-hamburg.de



Left: Cover picture brochure "Bergfahrt in Tirol Hamburg", 1899, Hamburg, © private property Silke Haps.

Right: "Klaubaufmaske" Artist: Willi Gläntzer, Lienz (Tyrol), 1977 Otto König Collection. ©

MARKK Photo: Paul Schimweg

Catalog sponsorship by

Herbert-Pumplin-Stiftung,
in Verwaltung der HST Hanse StiftungsTreuhand

österreichisches kulturforum^{ber}