June 2012

_The Kunsthalle: A Study in Contemporary Art Display Archetypes_

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Kunsthalles have been historically important to the art-viewing public and continue to be a leader in the practice and theory of displaying contemporary work. Through interviews with Kunsthalle curators and first-hand observation of six institutions, three categories emerged from the overall Kunsthalle family: The Museum Kunsthalle, The Blockbuster Kunsthalle, and The Contemporary Kunsthalle. Each of these categories represents a shared set of ideals and approaches to the display of contemporary art.

Introduction

Art museums have been a cultural staple since the Age of Enlightenment. Attitudes toward the display and viewing of art have changed with each different generation. So too have the methods for displaying and housing art. In collecting research for a feasibility study for a contemporary art museum in Lexington, the German Kunsthalles stood out as difficult-to-classify case studies of how to display contemporary art. They were neither galleries nor museums. Kunsthalles emerged in the mid-19th century as contemporary exhibition halls with no permanent collection. Today, some Kunsthalles still follow this model but there are many exceptions to this rule. Very little has been published on the Kunsthalle as a type in English, as it is specific to German-speaking areas, and the Kunsthalle seemed a perfect pivot point for the discussing the theories of the display of art in the 21st century. Kunsthalles are a European cross-section of institutions of contemporary art that can inform fledgling American institutions.

Methods

In order to begin to classify Kunsthalles as a specific genealogy, I visited six institutions in Austria, Germany and the Netherlands and conducted interviews with four curators. In late May and June I visited the Wien Kunsthalle, Kunsthaus Bregenz, Kunsthalle Mannheim, Schirn Kunsthalle Frankfurt, Kunsthalle Karlsruhe, and Kunsthal Rotterdam. I interviewed curators at Bregenz, Mannheim, Frankfurt and Rotterdam and corresponded through email with the Director of Vienna’s Kunsthalle. Subjects were interviewed on their Kunsthalle’s particular approaches in the categories of History, Ideals & Mission, Architecture, Collecting/Classification & Display, The Public, and Commercialism in the museum setting. These categories were taken from Andrew McClellan’s The Art Museum From Boullee to Bilbao and provided a framework for the inquiry.

Results

Kunsthalles exist in a gradient between galleries for contemporary art and museums for contemporary art and within the modern-day Kunsthalle type, there additional subtypes. From firsthand information, three categories emerged to classify Kunsthalles: The Museum Kunsthalle,
The Blockbuster Kunsthalle, and The Contemporary Kunsthalle. Within these, each had its own combination of factors and approaches to the display of contemporary art work. By categorizing them, the different institutions contrasted one another to reveal information about the overall genealogy of Kunsthalle.

Among the institutions visited, Kunsthalle Karlsruhe and Kunsthalle Mannheim fell into the Museum Kunsthalle category. Schirn Kunsthalle Frankfurt was a Blockbuster Kunsthalle, while the Kunsthall Rotterdam fit into both the Blockbuster and Contemporary Kunsthalle category. Kunsthaus Bregenz was an example of a Contemporary Kunsthalle. Within these categories, particular attitudes about museum architecture, the display of art, the mission and responsibility of the museum in 21st century society, and the relationship between commerce and culture in the museum setting emerged according to the type of Kunsthalle.

Conclusions

Among the genealogy of Kunsthalle, each category represents a different approach to the display of contemporary work. Contemporary Kunsthalle considered contemporary architecture pivotal to its image and success and the museum as a source of excitement and entertainment as its primary mission. They also considered it of the utmost importance to generate and fabricate new works in partnership with living artists. Blockbuster Kunsthalle had the traditional Kunsthal philosophy of ‘Kunst für Alle’ or ‘Art for All’ as its mission, making attracting the widest audience, particularly a non-museum-going audience, its priority. Education and approachability were equally important to Blockbuster Kunsthalle. Contemporary architecture was of secondary importance to Blockbuster Kunsthalle. Museum Kunsthalle were also tied to the Kunst für Alle philosophy as well as to the preservation of cultural heritage. Each category of Kunsthalle found its own balance of funding, including sponsorships, state and national money, and various income-generation programs to make up its yearly budget, and made no claims to criticize the relationship between art and commerce in contemporary art.

Recommendations

As the Kunsthalle inquiry relates to Lexington’s ability to support a new institution, it is difficult to recommend one type or the other, as the funding structure in Europe for art institutions is very different from that of America. However, as the University of Kentucky Art Museum would be most similar to a Museum Kunsthalle approach, I recommend a new contemporary art institution model itself after a Contemporary Kunsthalle model: a non-collecting institution with contemporary architecture, a mission to appeal to the public as a source of entertainment as well as to work with artists to commission and fabricate new artworks.