



PRESS KIT | Kassel, April 22, 2025

Double Anniversary Year

**»Weitererzählen – Continue Telling the Tale!«
10 Years of GRIMMWELT and 20 Years of UNESCO
Memory of the World for the »Children’s and Household Tales«**

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ANNIVERSARY CAMPAIGN »CONTINUE TELLING THE TALE!«

»Continue Telling the Tale!«

10 Years of GRIMMWELT and 20 Years of UNESCO *Memory of the World* for the »Children's and Household Tales«

The world's largest exhibition space dedicated to the life and work of the Brothers Grimm invites visitors to celebrate a double anniversary in 2025: 10 years of GRIMMWELT Kassel and 20 years since the original copies of the Children's and Household Tales were recorded in UNESCO's *Memory of the World Register*. GRIMMWELT marks the occasion with a rich and varied program, combining established formats with fresh ideas and international artists. The highlight of this festive year will be the international participatory project *Inside Out*, initiated by the French artist and photographer JR.

Under the campaign motto »*Continue Telling the Tale*«, GRIMMWELT Kassel focuses on the Grimms' art of storytelling and the timeless power of their tales. The goal is to open up the fantastic world of the fairy tales in a way that invites today's audience to see them with fresh eyes. Throughout the year, the museum will explore how fairy tales have been received and reimagined—through film, theatre, literature, comics—and encourage everyone to continue spinning these archetypal narratives in new ways.

»Join us in rediscovering the work of the Brothers Grimm, the world of language and storytelling—and their relevance today. 'Once upon a time' is only the beginning—let's celebrate and pass it on!«

ANNIVERSARY YEAR PROGRAM (*Subject to change*)

until July 6, 2025 | Special Exhibition

»Light Pictures. The Paper Worlds of Alexej Tchernyi«

The delicate paper dioramas by Alexej Tchernyi—depicting the history of the *German Dictionary* by Jacob and Wilhelm Grimm—have been audience favorites in the permanent exhibition since GRIMMWELT opened. In his three-dimensional scenes, Tchernyi uses paper as a medium to craft a unique artistic language through light and shadow.

To mark the 10th anniversary of GRIMMWELT, this special exhibition presents new works created by the Berlin-based artist specifically for the museum. For his first major solo show, Tchernyi has developed five new dioramas that cast fresh light on the stories behind the »*Children's and Household Tales*« and continue their narratives in artistic form.

Interactive stations, guided tours, workshops, and—as always with our special exhibitions—the free activity booklet known as the »Rätselspur«, (»Puzzle Trail«) round out the experience. The exhibition runs through July 6, 2025.

June 1, 2025 | 10 am – 6 pm | Special Event Day | Free Admission

UNESCO World Heritage Day: Celebrating the »Children's and Household Tales«

The working copies of the »*Children's and Household Tales*«, full of handwritten notes and corrections by the Brothers Grimm—including the first edition from 1812/15—form the heart of GRIMMWELT's permanent exhibition. These five volumes, known as the hand copies, were recorded in UNESCO's *Memory of the World Register* in 2005.

To celebrate the 20th anniversary of this recognition, GRIMMWELT will host a day full of events themed around the tales. Highlights include the storytelling tour »**Summer Joy in Fairy Tales**« and a »**Magical Printing Workshop**« for children.

Short guided tours will offer insights into the **Memory of the World** program and how the Grimms worked with their manuscripts. Visitors can discover new perspectives on these historical treasures. This part of the exhibition has also been recently expanded to include a new animated film and an interactive media table—inviting visitors to dive deeper, explore, and make their own discoveries.

August 22, 2025 | 6 pm | Opening Special Exhibition | 4 pm | Children's Opening
August 23, 2025 – April 12, 2026 | Special Exhibition

»I, ANIMAL. From the Big Bad Wolf to Donald Duck – Animals in Comics«

The new special exhibition follows on directly from the theme of »Continue Telling the Tale« by exploring how fairy tale motifs are reimagined—this time through the world of comics. Whether in the original Grimm tales or in contemporary graphic stories, animals acting as humans take center stage. Together with art historian and comic expert Dr. Alexander Braun, GRIMMWELT traces the role of anthropomorphic animal figures in the comic and illustration culture of the past centuries:

»It is astonishing how little attention literature or art history has given to the humanized animal in comics. There is a long tradition—from Goethe and Jean de La Fontaine all the way back to Aesop—of fables and folk tales. Comics of the 20th and 21st centuries are the culmination of this tradition, a grand finale, a firework of storytelling.«

(Dr. Alexander Braun, curator of the exhibition)

Original artworks offer insight into the humor, craft, and evolution of comics from the 19th century to today. The exhibition »I, ANIMAL. From the Big Bad Wolf to Donald Duck – Animals in Comics« opens on August 22, 2025, with a dedicated children's opening and a very special guest, renowned British comic artist Mark Buckingham, who will join GRIMMWELT for the occasion.

A richly illustrated catalogue will accompany the show. The exhibition will also feature an engaging program of events, interactive stations, media elements, and a special children's publication—the beloved »*Rätselspur*« (»Puzzle Trail«).

September 4–6, 2025 | GRIMMWELT Birthday Celebration

»Inside Out Project« at GRIMMWELT Kassel

10 Years of GRIMMWELT & Museum Night with the participatory project

»Inside Out Project – GRIMMWELT-Utopia«

Celebrate and pass it on – GRIMMWELT turns 10, and the whole city is invited! On September 4, GRIMMWELT celebrates its 10th anniversary, and on September 6, the *Kassel Museum Night* returns. To mark both occasions, we are throwing a joyful three-day celebration from September 4–6 at GRIMMWELT.

The highlight of the festivities—and of the entire anniversary year—will be a participatory art project that puts the public front and center: The **Inside Out Project**, a global initiative by French artist and photographer **JR**, will come to GRIMMWELT Kassel under the title **»GRIMMWELT Utopia«**.

From September 4 to 6, the *Inside Out* team will arrive with their iconic photo truck, inviting visitors, Kassel locals, and passers-by to have their portraits taken and share their personal visions and wishes for the future of GRIMMWELT. Each participant can have their photo snapped in the mobile studio. The portraits will be printed on large-format posters and displayed in and around GRIMMWELT—turning the building and its surroundings into a living gallery of faces and ideas.

This creates a diverse and vibrant portrait of GRIMMWELT's visitors—visible from afar and shaped by the community itself. »GRIMMWELT Utopia« gives the people of Kassel a public voice and celebrates the richness of their perspectives. As JR originally put it:

»I wish for you to stand up for what you care about by participating in a global art project, and together we'll turn the world... INSIDE OUT.«

JR is an internationally acclaimed artist who uses photography to create monumental public art. His aim is always to spark curiosity, challenge one's perception, and bring people into conversation. Since he launched the *Inside Out Project* in 2011, it has been realized in over 150 countries— from Times Square to the Pyramids of Giza, from Tower Bridge to the North Pole.

»Inside Out Project – GRIMMWELT-Utopia«

September 4 | 10:00 am–1:00 pm and 2:00 pm–5:00 pm

September 5 | 10:00 am–1:00 pm and 2:00 pm–5:00 pm

September 6 | 1:00 pm–4:00 pm and 5:00 pm–8:00 pm

Anniversary Ceremony

On September 4, GRIMMWELT Kassel will host a formal anniversary ceremony to mark its 10th birthday. Among the invited speakers are Timon Gremmels (Hessian State Minister for Science and Research, Art and Culture), Dr. Sven Schoeller (Mayor of the City of Kassel), and Prof. Dr. Ute Clement (President of the University of Kassel). The event will be accompanied by live music performed by the *Louis Spohr Academy of Music of the City of Kassel*.

The Building as the Main Character – Collaboration with the Animation Class of the Arts Academy Kassel

Another special highlight of the anniversary program is a collaboration with the Animation Class at the Arts Academy Kassel. GRIMMWELT invited the students to bring the iconic building on the Weinberg to life on film. Designed by the Aachen-based architecture firm kadawittfeldarchitektur, GRIMMWELT—with its limestone façade—blends harmoniously into the terraced park landscape.

The animation students explored the building both inside and out, creating playful and imaginative short films that blur the lines between reality and fiction. The result is six unique, artistically experimental films offering fresh perspectives on the structure and spirit of GRIMMWELT. These shorts will be shown on the big screen, inside the museum, on the GRIMMWELT website, across social media, and during the anniversary celebrations.

October 23, 2025 | Reading Event

Roland Kaehlbrandt »On the Beauty of the German Language: A Rediscovery«

In his bestselling book »*German – A Declaration of Love*«, Roland Kaehlbrandt humorously and insightfully debunked the myth that German is a difficult and clunky language. In his new work, set to be released in early October, he tackles another common misconception: that German is lacking in beauty, melody, elegance, wit, and charm.

Kaehlbrandt's upcoming book »*On the Beauty of the German Language: A Rediscovery*« reveals just how much elegance and richness the language holds. He shows that German can be sonorous, subtle, vivid, graceful—and yes, even witty.

ANNIVERSARY YEAR INTERVENTIONS

Permanent | New Exhibition Areas

»Leserei«, »Immergrün« & »Weitererzählen«

Three wishes for GRIMMWELT! To mark its anniversary, GRIMMWELT is making three new additions to its permanent exhibition—named after entries from the »*Grimms'* German Dictionary«: »Leserei« (Readism), »Immergrün« (Evergreen) & »Weitererzählen« (Continue Telling the Tale). These multimedia and interactive stations invite visitors of all ages to engage with language and fairy tales in new, hands-on ways. All three interventions will remain part of the permanent exhibition.

»**Leserei**« is a space dedicated to the analog world of books. With flexible furniture and a curated selection of books, magazines, and graphic novels—some selected and reviewed by Kassel school students—it's a place for browsing, reading, or deep study. It embodies GRIMMWELT as a house of language and literature—open and shaped by its public. Opening in late 2025.

The »Leserei« is supported by the *Foundations of the City of Kassel* and the *PwC Foundation*.

»**Immergrün**« is a virtual, immersive fairy-tale forest. Using projections, stamping techniques, and mixed media, visitors—especially children—can step into fairy-tale worlds and even create their own characters. This playful installation adds a new dimension to the fairy-tale section of the exhibition. Opening October 2025.

»Immergrün« is funded by the *Aventis Foundation*.

»**Weitererzählen**«—named after the year's campaign motto—reimagines the presentation of the Grimms' Children's and Household Tales hand copies, which belong to UNESCO's Memory of the World. A new interactive media table lets visitors explore the Grimms' own annotated copies of the famous tales and see how they worked with the texts. Available from June 2025.

»Weitererzählen« is funded by the *Association of Literary Societies and Memorials (ALG)*, the *Federal Government Commissioner for Culture and the Media*, *Museumsverband Hessen e. V.*, and the *Hessian Ministry of Science and the Arts*.

ANNIVERSARY YEAR CALENDAR (Subject to change)

until July 6, 2025 | Special Exhibition

»Light Pictures. The Paper Worlds of Alexej Tchernyi«

May 15, 2025 | 7 pm | Reading Event

Julia Schmitz »Fabulously German: A Journey through Fairy Tales, Myths, and Legends«

May 18, 2025 | 10 am – 6 pm | Special Event Day | Free Admission

International Museum Day

Story walk »Flower Fairy Tales« | Children's workshop »Paper-Making Experience« | Dance performance »Dancing Stories« on the rooftop

June 1, 2025 | 10 am – 6 pm | Special Event Day | Free Admission

UNESCO World Heritage Day – Celebrating the »Children's and Household Tales«

Story walk »Summer Joy in Fairy Tales« | »Fairy Tale Print Workshop« for kids | Short guided tours through the redesigned exhibition area **»Continue Telling the Tale«**

August 22, 2025 | 6 pm | Special Exhibition Opening | 4 pm | Children's Opening

August 23, 2025 – April 12, 2026 | Special Exhibition

»I, ANIMAL. From the Big Bad Wolf to Donald Duck – Animals in Comics«

September 4–6, 2025 | GRIMMWELT Birthday Festival

»Inside Out Project – GRIMMWELT Utopia«

10 Years of GRIMMWELT & Kassel Museum Night | Participatory art project with JR's Inside Out Project

October 23, 2025 | Reading

Roland Kaehlbrandt »On the Beauty of the German Language: A Rediscovery«

November 21, 2025 | Educational Event | Free Admission

International Reading Competition

Permanent | Newly Designed Exhibition Areas

»Weitererzählen«, (from June), **»Immergrün«** fairy-tale forest (from October), and **»Leserei«** (from autumn/winter): three interactive, multimedia stations now integrated into the permanent exhibition

Ongoing | Tours of Permanent and Temporary Exhibitions

New formats: **»Tours for People with Dementia and Their Companions«** (in cooperation with AWO-Stiftung Lichtblicke), **»Three Times Dorothea«**, and **»The Artist Brother Ludwig Emil Grimm«**

For additional events and potential updates, please visit our website, social media channels, or refer to the current printed and digital quarterly program.

GRIMMWELT Kassel

At GRIMMWELT Kassel, the Brothers Grimm and their fairy tales arrive in the present day. Opened in 2015, this immersive cultural venue presents the fascinating lives and works of Jacob and Wilhelm Grimm in artistic, multimedia, and interactive ways.

The permanent exhibition »*Fairy Tale Worlds from A to Z*« features rare originals, artistic installations, and hands-on, digital elements that invite visitors to explore and engage. As an internationally oriented museum, GRIMMWELT brings the globally shared cultural heritage of *fairy tales* and *language* to life—designed to appeal to children and adults alike, to literature and culture enthusiasts, and, of course, to fairy tale lovers from around the world.

IMAGE SELECTION

Here you will find a selection of images for our anniversary year program. Please do not hesitate to contact us, if you would like to use any of the images: presse@grimmwelt.de or have a look in our press area for downloads: <https://www.grimmwelt.de/en/press>

until July 6, 2025 | Special Exhibition

»Light-Pictures. The Paper Worlds of Alexej Tchernyi«



1: Alexej Tchernyi, Märchendichtung, 2024
© GRIMMWELT Kassel, Photo Nicolas Wefers



2: Alexej Tchernyi, Märchendichtung, 2024
© GRIMMWELT Kassel, Photo Nicolas Wefers

August 23, 2025 to April 12, 2026
| Special Exhibition

»I, ANIMAL. From the Evil Wolf to Donald Duck – Animals in Comics«



4: Walt Disney Studios Schneewittchen und die sieben Zwerge USA1937 ® 2025 The Walt Disney Company



3: James Swinnerton, The Animals Land on Ararat Sonntagsseite vom 29 Dezember 1901
© The Estate of James Swinnerton

September 4 - 6, 2025 |

GRIMMWELT's Birthday Party

»Inside Out Project-GRIMMWELT-Utopia«



5: Inside Out Photobooth Action "11M,"
Photographer: Joshua Geyer, Tucson, Arizona,
USA, 2021



6: Inside Out Group Action "San Blas,"
Photographer: Isaac Panizza, Caracas,
Venezuela, 2022

Anniversary Campaign »Weitererzählen!«



7: Anniversary campaign »Weitererzählen!« |
10 Jahre GRIMMWELT & 20 Jahre UNESCO
Weltdokumentenerbe © GRIMMWELT Kassel



8: Anniversary campaign »Weitererzählen!« |
10 Jahre GRIMMWELT & 20 Jahre UNESCO
Weltdokumentenerbe © GRIMMWELT Kassel/
Photo Nicolas Wefers

GRIMMWELT Kassel



9: GRIMMWELT Kassel, © Y-Site



10: © GRIMMWELT Kassel, Photo Jan Bitter

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Instagram: [grimmwelt_kassel](#)

Facebook: [GRIMMWELT](#)

Opening Hours of the GRIMMWELT:

Tuesday to Sunday 10 am – 6 pm | Monday closed

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