



## Goldkammer Frankfurt: A New State-of-the-Art Museum Is Now Open to the Public

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Visitors can discover the art and history of gold in many ways walking through underground treasure rooms enriched with digital experiences

Frankfurt, May 24, 2019 –Europe’s new state-of-the-art museum Goldkammer Frankfurt is now open. In just four years of conception, planning and realization, a sequence of spectacular underground galleries and chambers has been built where visitors can experience gold in many ways. As a museum of art and cultural history, Goldkammer Frankfurt is dedicated to inform and amaze curious people and art lovers as well as children and teens. Unique and valuable exhibits tell the story of the fascinating element – from its origins in space to its significance as status symbol of different cultures. Of course its use as means of exchange and payment can be discovered, too. The exhibition is enriched with numerous videos and animations around the exhibits, which invite visitors on an exciting discovery journey through the small treasure rooms.

The new museum is run by Director Dr. Nadja Tomoum. In the past, the culture and museum expert conceived large preservation and exhibition projects at the Coptic Museum and the National Museum in Cairo. She led both national and international teams and regularly cooperated with the Federal Foreign Office, the Centre for International Migration and Development as well as German cultural institutions.

### Discover Gold in Many Ways

“Gold has fascinated and accompanied people for thousands of years. As gold is very rare on the one hand and very popular on the other, only a few golden works of art have survived history. Again and again gold artifacts were melted down and recycled”, explains Tomoum. “The exhibits of Goldkammer Frankfurt have withstood the storms of time. They are a tribute to humanity’s ability to create beautiful artwork from this unique material.”

Prof. Dr. Reinhold Baumstark was won over to view and structure the collection. The former Director General of the Bavarian State Painting Collection and the Bavarian National Museum contributed significantly to the conception and realization of the museum Goldkammer Frankfurt with his ideas.

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Renowned museum specialist HG Merz created an appropriate architectural framework for the rare exhibits. In the heart of Frankfurt and on only 480 square meters, the architect designed a room sequence of tunnels and chambers, where 500 gold artifacts are elaborately presented in a special light atmosphere.

#### Experience the Digital Museum Concept

The discovery journey is accompanied by numerous animated display boards and videos that provide exciting insights into the cultural-historical context of the exhibits. Children can expect a particularly entertaining tour through the underground exhibition rooms: along a vein of gold on the ground, they can discover the secrets of the museum mascot Agulia. At numerous digital stations Agulia introduces them to selected exhibits using fairy tales. Quite incidentally they learn astonishing and interesting facts all about the precious metal.

#### Linger in a Special Atmosphere

Located in a historic city villa the museum is only a few minutes away from “Alte Oper Frankfurt”. In addition to the unique exhibition, the museum offers a place to stay in a special atmosphere. The Café, Bar and Restaurant Aureus with outdoor terrace invites visitors and passers-by to linger: Here, under the roof of the museum, the famous chef Christian Senff serves culinary delights. The last and largest chamber, with its extensive LED walls and the staging of 300 gold bars from the Rothschild Collection, also offers a venue for exclusive events in an impressive setting. It can be booked for both business and private occasions.

#### Visit the Museum Goldkammer Frankfurt

The Museum Goldkammer Frankfurt is open Tuesday through Sunday from 11 a.m. to 5 p.m. School classes and larger groups of visitors have the museum all to themselves between 9 a.m. and 11 a.m. The regular ticket price is 10,00 Euro, reduced price 5,00 Euro. Admission is free under the age of 18.



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#### Museum Goldkammer Frankfurt

Goldkammer Frankfurt is Europe's new state-of-the-art museum. In the underground tunnels and chambers of the spectacular building, more than 500 exhibits span a cultural-historical framework of more than 6,000 years. From its origins to its symbolic significance in various cultures and its use as a means of exchange and payment – visitors are invited to discover many ways of gold. For children, the museum offers a specially developed fairytale tour that provides entertaining knowledge about selected exhibits. School classes and larger groups can visit the museum exclusively on weekdays before the regular opening hours. Admission is free for persons under the age of 18. Goldkammer Frankfurt is operated by Goldkammer Frankfurt GmbH as a service provider of Degussa Goldhandel GmbH.

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