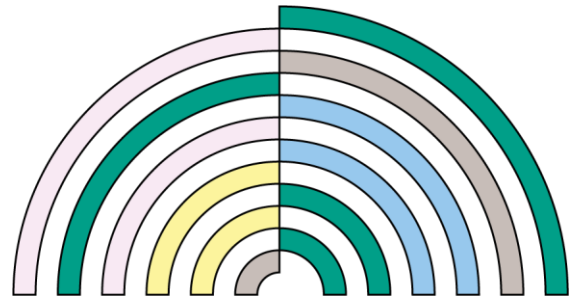


Haus Club
Discover. Engage. Connect.
launching 30.9.26



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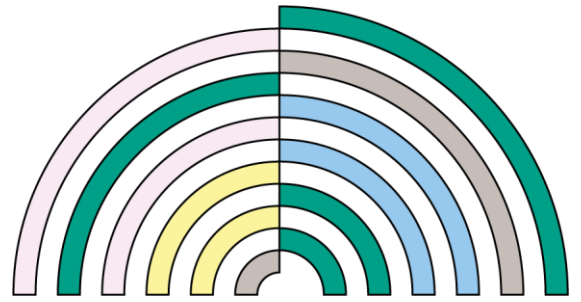
More than an annual pass: The new Haus Club membership launches in autumn 2026 in Haus der Kunst



On 30 September 2026, the new Haus Club membership scheme launches at Haus der Kunst. It connects people with contemporary arts and offers special access to the current programme, behind-the-scenes insights and opportunities for meeting others and exchange.

From annual pass to membership

With Haus Club, Haus der Kunst is taking its existing annual passes to the next level: the annual pass is becoming a membership that opens up new ways to experience Haus der Kunst and its programme beyond simply visiting exhibitions. As well as offering unlimited free entry with skip-the-line access to all exhibitions, it allows members to take part free of charge in public guided tours, performances, talks and film screenings. Selected Haus Club events bring members together to engage in conversation and foster exchange – thereby creating a long-term connection between art, the public and Haus der Kunst. Whilst Discover offers an introduction to Haus Club, Engage is aimed at anyone who wishes to immerse themselves more deeply in the programme and participate more actively in Haus Club.



Caroline Weber, Membership Manager: “With Haus Club, we aim to take the concept of the annual pass a step further and offer a membership that connects people even more closely with Haus der Kunst and with one another. It is not just about providing free admission, but about experiencing the Haus anew time and again throughout the year, engaging in conversation about art and current issues, and being part of what is created here.”

Haus Club – an essential step in the transformation of Haus der Kunst

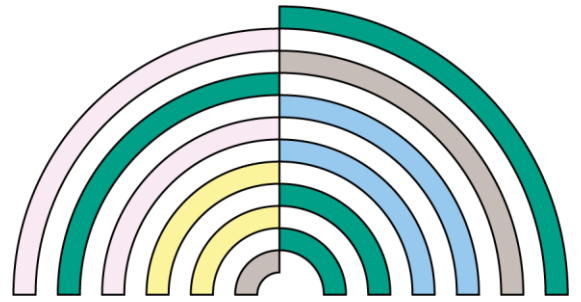
Haus der Kunst is evolving into a vibrant hub for exchange and encounter. Community, accessibility and cooperations with like-minded local partners are central elements of this process. Spaces such as the Mittelhalle, featuring specially commissioned works, and the Community Garden Ostwiese invite visitors to linger and get involved. The regular participatory formats Open Haus, Open Atelier, Open Garten and Open Salon also bring this approach to life. Haus Club builds on this spirit of community and represents a further step in this process of transformation. It is meant for a cross-generational audience – people who visit Haus der Kunst regularly and wish to discover and explore its programme together. It makes no difference whether future members live in Munich, visit the city regularly or are just getting to know it.

Community as a vision

As part of an active community, members help to strengthen Haus der Kunst as an open meeting place for contemporary arts and new perspectives. In the long term, Haus Club aims to create a space for exchange and active participation, so that new ideas – valuable to Haus der Kunst – emerge from within the group.

Andrea Lissoni, Artistic Director: “Haus der Kunst is changing, and with it the relationship we have with our audience. We want to be more than just a place people visit; rather, we want to be a place where people feel they belong and can help to shape it. Haus Club brings people and art together on a long-term basis, transforming the Haus into a place where everyone who gets involved can see themselves as part of a vibrant community.”

Caroline Weber | Membership Manager
Franziska Spiller | Marketing & Digital Operations Manager



Upcoming Haus Club Event:

Deep Dive with Tao Schirmacher | Thu, 22.10.26, 5 – 6 pm | Archiv Galerie & English Garden

What do lost objects tell us about the people they once belonged to, and about the place where they were found? In “Tao Schirmacher’s Collection. Eisbach Treasures”, Tao Schirmacher, European champion in river surfing, brings together objects recovered from the Munich Eisbach River. During the “Deep Dive“, Haus Club members will explore the “Eisbach Treasures“ at the Archiv Galerie together with him and curator Sabine Brantl. Selected objects and the stories behind them take centre stage. Afterwards, the group will head to the English Garden and the Eisbach River, the hidden archive’s place of origin. Tao talks about his long-standing connection to the river, about diving, and about the places where he has recovered his finds. The guided tour provides an opportunity for conversation, and offers a unique insight into the process of putting together this exhibition.

Discover and Engage: Two possibilities to become part of Haus Club

Existing annual passes will automatically be converted to the corresponding Haus Club membership upon launch: “Haus der Kunst 365” will become Discover, and “365 Live” will become Engage. The standard validity period of the existing annual passes will remain unchanged.

Discover (€50/year):

- Unlimited free entry with skip-the-line access to all exhibitions
- Free admission to public guided tours, talks, lectures and film screenings
- Invitations to exhibition openings
- A discounted exhibition ticket for one accompanying person

Engage (€100/year):

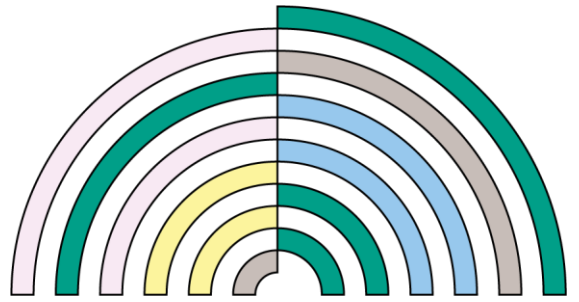
- The full offer from Discover
- Free entry to TUNE, ECHOES and all performances
- Invitations to Haus Club events linked to the programme
- Special offers at the Goldene Bar and the Walther König bookshop

For anyone wishing to visit Haus der Kunst with a plus one, we offer the option of an additional personalised membership for both tiers:

Discover +1 (€90/year) and Engage +1 (€180/year).

In it from the start

For the launch of the membership scheme, all new members will become part of the Haus Club’s founding generation. As a thank you, everyone who joins in 2026 will receive a special welcome pack.



Further information and details on how to become a member available
at: hausderkunst.de/haus-club

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