

PRESS RELEASE

PUBLIC APPEAL: DONATING INDEPENDENCE FOR THE STÄDEL MUSEUM

CONTRIBUTIONS TO THE STÄDEL ENDOWMENT SECURE CORE FUNDING / VISITORS GIVE THEIR FACE TO THE MUSEUM'S ENDOWMENT MESSAGE

Frankfurt am Main, 21 October 2026. As a Frankfurt landmark, the Städel Museum has, for more than two hundred years, been committed to preserving the freedom of art and making it accessible to everyone. Now the Städel is responsibly carrying its founder Johann Friedrich Städel's vision—to create an independent and financially self-sufficient art museum—into the future. This year, the Städel has become the first German art museum to launch a comprehensive endowment campaign. The aim is to gradually increase the core capital of the non-profit foundation Städelisches Kunstinstitut, which is to be preserved in perpetuity, to at least 100 million euros.

Under the guiding principle *Städel remains Städel*, everyone is now called upon to support the museum by making contributions to the endowment. All endowment contributions to the Städel Museum are legally inalienable. The Städel Endowment is intended to form the museum's core funding in future. It will not be spent but rather preserved for future generations. However, the income will be used to finance all of the museum's core tasks.

Contributions to the Städel Endowment can be made easily digitally via the dedicated [campaign page](#) (in German language) and through a donation column in the museum's foyer. The endowment campaign highlights the special bond between the city's community and the Städel: together with its friends' association, the Städelischer Museums-Verein, the museum reaches out to the general public; to this day, the Städel is sustained by broad civic engagement. To give a human face to the endowment message, visitors to the Städel took part in a public photo shoot. In a [campaign video](#), they vividly express what connects them to the museum and what it means to them. The result is an accessible and personal campaign that is visible both online and across the city.

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Philipp Demandt, Director of the Städel Museum, on the public appeal: “The Städel Endowment is our major project for the future. More than 200 years ago, Johann Friedrich Städel, our museum’s founder, laid the foundation stone for a unique, independent museum with his legacy, sustained by civic engagement. We now wish to carry this legacy into the future together with the whole of the city’s community. To this day, we remain a charitable foundation, and our core assets, the Städel Endowment, are intended to safeguard the museum for future generations. Everyone is invited to contribute to the Endowment and help usher in a new era for the Städel Museum. On behalf of the entire Städel team, I would like to express my sincere thanks to all contributors! A big thank you goes to the Städelverein and to those visitors who are putting a face to our endowment message.”

Sylvia von Metzler, Chair of the Board of the Städtelscher Museums-Verein, on the endowment campaign: “The Städel Museum is very close to the hearts of our more than 10,000 members. As a key supporter of the museum, we are delighted to actively endorse the Städel in this forward-looking endeavour. Together with the museum, we are calling on people to contribute to the Städel Endowment to secure the museum’s long-term financial independence. As the Städelverein, we have set up a named fund for our members, with contributions to this fund going directly into the Endowment on a one-to-one basis. In this way, all friends can inscribe their names in the museum’s history.”

The Städel Museum has been a private foundation since its establishment in 1815. With 85% of its total budget financed from its own resources, the Städel Museum has one of the highest self-financing ratios of any European museum. Admission revenues and donations from civil society are key sources of funding for the Städel. As one of Germany’s best-known and most-visited art museums, the Städel brings together international masterpieces spanning over 700 years of art. It presents major special exhibitions by renowned artists and, through its programme of new discoveries, continually broadens our perspective on art history. The museum’s academic work, research and educational outreach are of the highest standard. Through its diverse programme and free digital offerings, the Städel fosters a sense of community across all generations and promotes cultural participation well into old age. The museum is primarily funded by its visitors, private patrons, foundations, companies and the Städtelscher Museums-Verein. Additional funding comes from the City of Frankfurt and the State of Hesse.

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Location: Städel Museum, Schaumainkai 63, 60596 Frankfurt am Main

Information: staedelmuseum.de/en/

Visitor Services: +49 (0)69-605098-200, info@staedelmuseum.de

Opening Hours: Tue, Wed, Fri, Sat, Sun 10.00 am–6.00 pm, Thur 10.00 am–9.00 pm, closed on Mondays

Städel remains Städel. With your contribution to our endowment.

A joint initiative with the Städelverein.

‘Städel remains Städel’ campaign page in German language: You can make a contribution to the Städel Endowment digitally at any time via the [campaign page](#).

Städel Endowment: Key information about the Städel Endowment can be found on our [website](#).

The Named Fund of the Städelverein: Information on making a contribution to the Named Fund can be found on the [Städelscher Museums-Verein website](#).

@staedelmuseum on social media: #staedel on Instagram / YouTube / TikTok / Facebook / LinkedIn

STÄDEL STORIES: Even more stories and background information on the collection, special exhibitions and the endowment to read, see and hear at <https://stories.staedelmuseum.de> (in German)