

PRESS RELEASE

DIGITORIAL® FOR REMBRANDT EXHIBITION GOES LIVE ONLINE

**IN ASSOCIATION WITH THE NATIONAL GALLERY OF CANADA, THE STÄDEL
MUSEUM RELEASES DIGITORIAL® FOR FORTHCOMING SHOW “REMBRANDT IN
AMSTERDAM: CREATIVITY AND COMPETITION”**

Frankfurt am Main, 22 April 2021. With the start of the major Rembrandt exhibition at the National Gallery of Canada the Digitalorial® developed by the Städel Museum especially for the show is now going live. As of today, anyone can check out the multimedia preparation course at: rembrandt.staedelmuseum.de. The Digitalorial® provides background information on topics featured in the exhibition. The touring exhibit is first going on view from May 14 at the National Gallery of Canada in Ottawa before travelling to the Städel Museum in Frankfurt, where it will open on 6 October under the title “Nennt mich Rembrandt! Durchbruch in Amsterdam”. The exhibition shows how Amsterdam set the stage for Rembrandt, a fledgling artist from Leiden, to emerge as the world-famous artist whose renown has never diminished. Rembrandt’s art is placed in direct dialogue with some stellar works by older and younger artists of his time. The apposite selection of Rembrandt’s works vividly reveals how he managed to make a name for himself within such a short space of time and, moreover, in the face of such enormous competition – on an art market already awash with pictures in one of the foremost trading capitals of the world: Amsterdam.

The free Digitalorial® now offers a wealth of background historical information on the art and culture of the time. Innovative storytelling and an exploratory user interface convey the exhibition’s key themes in a clear and stimulating way. The Digitalorial® provides answers to questions like: Why is Rembrandt known almost exclusively by his first name? What was his working environment like? What made Amsterdam in the mid-1600s so unique? Who were Rembrandt’s clients? Whose portraits did he paint? And how important were printmaking and drawing in his artistic practice overall? The digital offer not only features texts and interactive image galleries, but also audio snippets that add another sensory dimension, enriching the content. Available in German, English, and French, the digital offer is aimed at the museum-going public in both Ottawa and Frankfurt, as well as Rembrandt admirers all over the world.

**Städtisches Kunstinstitut
und Städtische Galerie**

Dürerstraße 2
60596 Frankfurt am Main
Phone +49(0)69-605098-195
Fax +49(0)69-605098-188
presse@staedelmuseum.de
www.staedelmuseum.de/en

PRESS DOWNLOADS
newsroom.staedelmuseum.de/en

PRESS AND ONLINE COMMUNICATION
Pamela Rohde
Phone +49(0)69-605098-170
rohde@staedelmuseum.de

Jannikhe Möller
Phone +49(0)69-605098-195
moeller@staedelmuseum.de

Susanne Hafner
Phone +49(0)69-605098-212
hafner@staedelmuseum.de

In addition to the Digitalorial® the catalogue for “Rembrandt in Amsterdam: Creativity and Competition” is now also available from the Städel's Online Shop. The 384-page scholarly publication, available in either German or English, is published by Hirmer Verlag, Munich. Early-bird tickets for the exhibition at the Städel Museum can also be booked via the Online Shop at: shop.staedelmuseum.de/en.

The exhibition is organised by the Städel Museum, Frankfurt am Main and the National Gallery of Canada, Ottawa.

DIGITORIAL® FOR REMBRANDT EXHIBITION GOES LIVE ONLINE

Exhibition: Nennt mich Rembrandt! Durchbruch in Amsterdam / Rembrandt in Amsterdam: Creativity and Competition

Städel Museum exhibition dates: 6 October 2021 to 30 January 2022

National Gallery of Canada exhibition dates: 14 May to 6 September 2021

Curators: Prof. Dr. Jochen Sander (Acting Director and Head of the Collection of Flemish, Dutch, and German Painting Pre-1800, Städel Museum) and Dr. Stephanie Dickey (guest curator at the National Gallery of Canada)

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

Information: www.staedelmuseum.de

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

Opening hours: Tue, Wed, Fri, Sat, Sun + public holidays 10 am–6 pm, Thurs 10 am–9 pm

Advance ticket sales online at: shop.staedelmuseum.de

Digitalorial®: The Digitalorial® for the exhibition was developed by the Städel Museum, Frankfurt, in association with the National Gallery of Canada, Ottawa. It is available in German, English, and French at: rembrandt.staedelmuseum.de.

The Digitalorial® is a registered trademark of the SCHIRN, Städel, and Liebieghaus, conceived, realized, and continually updated with new editions by the three Frankfurt museums as a digital learning resource.

Catalogue: A catalogue edited by Stephanie S. Dickey and Jochen Sander is due for release in Germany by Hirmer Verlag, Munich. The publication features a preface by Nick Jue, a foreword by Philipp Demandt and Sasha Suda, as well as text contributions by Jonathan Bikker, Jan Blanc, Sonia Del Re, Stephanie S. Dickey, Rudi Ekkart and Claire van den Donk, Robert Fucci, Jasper Hillegers, Maarten Prak, Jochen Sander, Friederike Schütt, and Martin Sonnabend, 384 pages, priced €39,90.

@staedelmuseum on social media: #NenntmichRembrandt, #RembrandtinAmsterdam im #Staedel on Instagram / Facebook / Twitter / YouTube / Pinterest

Städel Blog: Background, stories, and more about the collection and the special exhibitions at blog.staedelmuseum.de / Don't miss a post; subscribe to blog.staedelmuseum.de/blog-abonnieren

The exhibition is supported by: ING Deutschland, Dagmar-Westberg-Stiftung

Media partners: Süddeutsche Zeitung, Tourismus+Congress GmbH Frankfurt am Main

Cultural partner: hr2 kultur