

Löwenbräukunst Press Release  
June 3, 2019

---

## Repositioning of the Löwenbräukunst-Areal Enters the Next Step

In 2018, the Löwenbräu-Kunst administrative board decided on a repositioning of the Löwenbräukunst-Areal art center. To realize this new brand direction, the buildings have undergone renovations over the past 10 months. The two entrances located at Limmatstrasse 268 and 270 have been significantly enlarged and streamlined. The Löwenbräukunst umbrella brand now boasts a compelling and consistent design image, new signage and a revised website. A further milestone in implementing the umbrella brand will take place at the end of the year when the name of the tram stop will be changed from Dammweg to Löwenbräu.

## New Tenants

In mid-March, Tschingg restaurant celebrated its opening at Löwenbräukunst. The culinary establishment livens up the building and strengthens its presence in the district. The Directorate of Culture and Social Affairs is responsible for the national cultural and social activities of the Migros Culture Percentage and the Engagement Migros development fund, which was set up in 2012, as well as other tenants, will move into their new premises by the end of August 2019. The new gallery-sharing concept is in its test phase and will welcome Galeria Kogan Amaro from Brazil through the sharing model starting at the end of May. Jacqueline Uhlmann has been responsible for Löwenbräukunst communications since the beginning of the year.

## Architectural Changes

Renovations on the two building complexes comprising the Löwenbräukunst-Areal have been completed after ten months of work. User-friendliness is now ensured in particular for people with disabilities and families with strollers. The architectural interventions were implemented by Annette Gigon / Mike Guyer Architects, which designed the new West building and redeveloped the Löwenbräu-Areal seven years ago. All floors and entrances are now connected together, transforming both sets of buildings into a unified complex. The result is a unique art center in Zurich featuring institutions, galleries, a gallery-sharing concept, an art publishing press, art and cultural foundations and a culinary establishment that breathe new life into the cultural world of Zurich nationally and internationally.

## A New Look and Löwenbräukunst as Host

New analog and digital signage, designed by Teo Schifferli and Signito, ties together both building complexes. In the entrance area, a meeting point offering seating and free in-house Wi-Fi adds to the visitor experience.

The new website provides visitors an overview of the art center's array of programming. Versatile events and artistic interventions held in outdoor and indoor areas are signs of a fresh new direction for the Löwenbräukunst brand. New educational offerings such as "amuze unlocked" draw a younger target audience to the complex. The goal is for the Löwenbräukunst art center to be seen as a national and international venue for hosting events focusing on contemporary, art and socially relevant topics. Newly created platforms including the gallery-sharing model, lively educational programming and collaborations are designed to boost visitor numbers and establish the complex as a hub for discourse.

Zurich Art Weekend Press Conference  
Friday, June 7, 2019 at 12pm at schwarzescafé/Luma Westbau, Limmatstrasse 270  
Please RSVP

# LÖWENBRÄUKUNST

For further information please contact Ms. Jacqueline Uhlmann, Head of Communication  
Löwenbräukunst  
Tel +41 79 206 49 17, [jacqueline.uhlmann@lowenbraukunst.ch](mailto:jacqueline.uhlmann@lowenbraukunst.ch),  
[www.lowenbraukunst.ch](http://www.lowenbraukunst.ch)

## Editorial Note:

The Löwenbräukunst-Areal is a unique center for art located in the Zurich-West district. Where beer was once brewed, today there are museums, galleries, a publisher, art and cultural foundations, as well as a restaurant. The range of contemporary art offerings includes exhibitions and collection-specific presentations, events and symposia, and activities on current topics related to art education, promotion and research.