

PUBLIC AND CRITICAL RECEPTION

In the period from 17 February to 17 September 2023, more than 75,000 people came to see 'The F*word' exhibition, almost half of whom were visiting the MK&G for the first time. Around 50% were from Hamburg, 9% from abroad and the rest from Germany – especially Berlin. The audience was predominantly female, 3% gender-diverse and quite young: a third were between 25–35 years old. The average age was under 40, which is surprisingly young for a museum exhibition aimed at adults.

Thanks to the attractive analogue and digital supporting programme, 'The F*word' also helped us to attract a new, young and critically minded audience with a keen interest in feminist issues. The exhibition was not only highly visible thanks to the large Franzbrötchen banner – a motif depicting a traditional local cinnamon pastry that the Guerrilla Girls designed especially for the MK&G – on the façade of the museum, but also on posters throughout Hamburg. We would like to thank Rimini Berlin for this fantastic campaign. The exhibition was well received in the national and international media, with articles in *Die Zeit*, *Der Spiegel*, *Art*, *Monopol*, *Texte zur Kunst*, *ttt – Titel Thesen Temperamente*, *Arte Twist* and *Missy Magazine*, among others.

Our thanks go to the many wonderful people who visited the museum and contributed to the dialogue and debate that were initiated here, and who are now carrying these discussions out into the world.

Silke Oldenburg, Head of the Communications
Department



Merchandise and poster campaign for the exhibition