

PRESS RELEASE**NEW MANAGEMENT IN THE PRESS AND PR DEPARTMENTS OF THE STÄDEL MUSEUM, THE LIEBIGHAUS SKULPTURENSAMMLUNG AND THE SCHIRN KUNSTHALLE FRANKFURT**

On 15 March 2019, Pamela Rohde took over as Head of Press and Online Communication of the Städel Museum and the Liebieghaus Skulpturensammlung. She is responsible for the strategic development and operative implementation of all of the PR measures in the area of collections and special exhibitions in both institutions. She succeeds Axel Braun (Head of Communication, Stiftung Polytechnische Gesellschaft Frankfurt am Main).

Johanna Pulz takes over as Head of Press/PR of the Schirn Kunsthalle Frankfurt and is in charge of the strategic development and operative implementation of all press and PR work related to exhibitions and other projects at the Schirn.

Pamela Rohde was Head of the Press/PR Department of the Schirn Kunsthalle Frankfurt for five years. In this position she communicated numerous exhibitions, including “Basquiat. Boom for Real” (2018), “Magritte. The Treachery of Images” (2017), “Ulay Life-Sized” (2016), “Doug Aitken” (2015), “German Pop” (2014) or “Esprit Montmartre. Bohemian Life in Paris around 1900” (2014), as well as special projects such as the opening of the MINISCHIRN or the renovation of the Schirn. Her area of responsibility also included Schirn Magazin and the conception of new video and motion picture formats. From 2011 to 2013 she worked in the press and communication department of the second-largest museum complex in Germany, the Staatliche Kunstsammlungen Dresden, where she set up and implemented online communication as well as the accompanying digital projects. Prior to that she was a research assistant for international art and cultural policy-related exhibition projects and initiatives in the general directorate of the museum complex. Pamela Rohde studied art history and applied linguistics with a focus on corporate communication.

Johanna Pulz has worked for the Schirn Kunsthalle Frankfurt since 2016, beginning in 2018 as the Deputy Head of Press/PR. She supervised the press and PR work for exhibitions such as “Nathalie Djurberg & Hans Berg. A Journey Through Mud and Confusion with Small Glimpses of Air” (2019), “Splendor and Misery in the Weimar Republic. From Otto Dix to Jeanne Mammen” (2017), “PEACE” (2017), “Giacometti–Nauman” (2016) or “ME” (2016). Prior to that, from 2012 to 2015, she worked in the press and communication department at the Staatliche Kunstsammlungen Dresden, where she developed and implemented numerous communications concepts for the exhibitions and projects for the association’s 15 museums and institutions. From 2010 to 2012 she was a research assistant at the Neue Sammlung in Munich. Johanna Pulz studied art history, psychology as well as media and communications.

**PRESS CONTACTS – STÄDEL MUSEUM, LIEBIEGHAUS SKULPTURENSAMMLUNG AND
SCHIRN KUNSTHALLE FRANKFURT**

STÄDEL MUSEUM AND LIEBIEGHAUS SKULPTURENSAMMLUNG

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