

Press release 02/2023 of 15 November 2023

With the request for publication



High praise for the newest addition to the German museum landscape

Deutschlandmuseum receives THEA Award

- *Deutschlandmuseum* Berlin awarded the »Oscar of the entertainment sector«
- Gala in Hollywood in March 2024
- The THEA Award for Outstanding Achievement goes to a German museum for the first time
- The immersive exhibition of the *Deutschlandmuseum* brings 2000 years of German history to life

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Berlin, 15 November 2023

Berlin, 15 November 2023 The unique approach pioneered by the the *Deutschlandmuseum* of providing an immersive visitor experience has generated worldwide attention. Now, the *Deutschlandmuseum* has been honoured with the THEA Award for Outstanding Achievement, known informally as the »Oscar of the entertainment sector«. This is the first time that the THEA has been awarded to a German museum. The THEA Award is widely considered to be one of the highest honours bestowed in the entertainment industry and will be presented to the *Deutschlandmuseum* in a ceremony held in Hollywood in March 2024. Previous recipients include institutions such as Universal Studios, Disneyland, the Shanghai Astronomy Museum and the Victoria & Albert Museum.

Opened in June 2023, the designers of the *Deutschlandmuseum* set themselves the task of creating a museum that draws visitors into a close-up experience of history. Deploying techniques developed in the amusement parks and the film industries, the museum's team of historians worked closely with Chris Lange, former chief designer of Europa-Park. Starting at the Battle of the Teutoburg Forest between the Germanic tribes and the Romans, visitors are taken on a journey through time, through the Middle Ages and into modern times, ending with the fall of the Berlin Wall. On the way, they move through recreations of places and events in German history that engage the senses of touch, sight, smell and hearing to produce an immersive experience of the past.

»The THEA is a very special award because it acknowledges the extraordinary way in which our exhibition draws our visitors into a real experience of history. Our goal was to create a museum that makes the complex history of Germany accessible to everyone. The fact that we are the first German museum recipient of the award shows just how impressed the judges must have been by the groundbreaking nature of our concept,« said the founder of the *Deutschlandmuseum*, Robert Rückel.

Deutschland Museum DM GmbH

Amtsgericht Charlottenburg
HRB 242649B, GF: Robert Rückel

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About the Deutschlandmuseum

The *Deutschlandmuseum* takes an innovative approach to the presentation of history, bringing it to life by drawing its visitors into an immersive experience of the past. The museum is the latest instalment of Robert Rückel's story of success in the museum sector. After working as the founding director of the DDR Museum in Berlin, he moved on to become director of the German Spy Museum before realizing his latest new creation set in the heart of Berlin.

About the THEA Award

The internationally recognized THEA Award is considered as the »Oscar of the entertainment industry« and is the most important award in the field of themed attractions and experiences. Launched in 1994, the award honours individuals, projects, and innovations worldwide.

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