

Press Release

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In the name of gender equality: Künstlerhaus Bremen is now Künstler:innenhaus Bremen

New Name, New Logo and New Website

Künstlerhaus Bremen has a new name: from May 8th, the institution for the production, promotion and presentation of art will be called Künstler:innenhaus Bremen. The colon in the extension “:innen” is a typographic style used in German language to generate a gender-neutral version of a noun. In German language the standard plural is formed with the masculine noun even when it denominates male and female persons.

In March 2023, the members of the association formerly known as Künstlerhaus Bremen e. V. voted on a gender-appropriate name for the institution. The new name, "KH Künstler:innenhaus Bremen e. V." (KH Bremen for short), was chosen by a clear majority of the 33 artists and other creatives working in the building. After more than 30 years of using the plural with the generic masculine, it is important to the members to use the ":innen" to create visibility for women and all non-binary people. Women are underrepresented in the visual arts in particular and the gender pay gap is still particularly high in Germany: according to a survey by the German Cultural Council, in 2023, female artists earned 28% less than their male colleagues.(1)

"We are one of the first Künstlerhäuser (artist's houses) in Germany to take the step towards a gender-equitable name in 2024. As an association for the promotion of art and culture, we are not only reacting to current social developments but also actively shaping these processes so that all current and future members can feel equally represented in our association. We are looking forward to our new, contemporary name."

The Board of KH Bremen

"It makes a difference whether non-binary or female people are meant to be addressed indirectly or explicitly. We use gendered terms visibly and consistently – while others, such as the federal state of Bavaria, forbid it. A contemporary and solidary step, because all people should be treated equally."
Janine Behrens, Executive and Managing Director, KH Bremen

"In recent years, there have been significant efforts on enhancing the visibility and representation of female and non-binary artists in exhibitions and collections, and yet the figures indicate that the economic conditions of the average female artist in Germany have not improved. The new name adopted by Künstler:innenhaus Bremen aims to strengthen the standing of female and non-binary artists and expresses the commitment to actively participate in this transformative process."
Nadja Quante, Artistic Director and Curator, KH Bremen

After a multi-year, participatory process of considering a new name through discussions and workshops, also accompanied by an exhibition and program of events in the gallery program, the association will go public with a new name, a new logo and a new website on May 8th. The gender colon is particularly reader-friendly, barrier-free, and intends to include everyone inside and outside the categories of female and male!

The new logo and responsive website were designed by Studio Pandan, a Berlin-based design studio. The design focuses on the colon in various ways: "The different characters and colors in the new look of Künstler:innenhaus Bremen represent the diversity of the people who work here, but also those who visit. The design is an invitation – to everyone," said Pia Christmann and Ann Richter of Studio Pandan.

Sources:

- (1) Gabriele Schulz und Olaf Zimmermann: Baustelle Geschlechtergerechtigkeit: Datenreport zur wirtschaftlichen und sozialen Lage im Arbeitsmarkt Kultur, Deutscher Kulturrat, Berlin 2023

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"Gendering is nonsense" say the conservatives who want to save the German language from the present. I say: away with Germanization sovereignty. Let's celebrate language as an expression of change, of reality, of the world with all its ambiguity, multisexuality and polyphony. Congratulations KH Künstler:innenhaus Bremen e. V.

– Natascha Sadr Haghigian, Artist and Professor for Fine Art
at University of the Arts Bremen

We all fight for visibility and equality and this goes via inclusivity.

– Jimmy Robert, Artist and Professor for Fine Art
at University of the Arts Berlin

We experience the Künstler:innenhaus Bremen as a gender- and diversity-sensitive place – the appropriate name now also shows this to the outside world. The renaming is a strong signal to bring invisibilities into the public eye: We are still a long way from achieving self-evident equality for all genders in the art world. There is still unequal treatment of women and non-binary people. Discursive and self-reflective spaces such as Künstler:innenhaus Bremen are needed in order to achieve more emancipation in the visual arts.*

– The Board of Künstlerinnenverband Bremen, GEDOK

Künstler:innenhaus Bremen is supported by



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