

Media release
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A powerful signal for the future: New financial support to permanently strengthen the Kunsthaus Zürich

With the signing of a Memorandum of Understanding (MoU) to establish a new foundation by Marianne and Martin Haefner, the Kunsthaus Zürich is receiving a landmark form of support. This newly established foundation – an endowment – is designed to permanently enable exhibitions of international significance at the Kunsthaus. The long-term goal is to fund at least one such exhibition per year. The endowment is structured for sustainable growth, fuelled both by returns on investment and by contributions from additional patrons.

‘This endowment represents an exemplary model of sustainable, long-term private cultural support. It strengthens the unique public-private partnership that underpins the Kunsthaus Zürich and gives us a new instrument to secure outstanding exhibitions for the future. By opening the foundation to further supporters, we hope to expand its impact together.’
— Philipp Hildebrand, President of the Zürcher Kunstgesellschaft

In an era of growing economic challenges for public cultural institutions, this commitment is far more than an act of generosity – it is a strategic investment in the international reputation of the Kunsthaus Zürich’s exhibition program. The structure of the endowment offers an independent, reliable, and growth-oriented source of funding, embedded within the long-term strategy of the museum.

‘This support moves us deeply. It gives us not only the means but also the confidence to think ambitiously. The fact that we can now draw from this fund annually creates space – space for content that inspires and opens new perspectives.’
— Ann Demeester, Director Kunsthaus Zürich

The concept of an endowment remains relatively rare in Switzerland; internationally, similar models can be found at institutions such as the Louvre, or domestically at the Werner Abegg Foundation in support of the Textile Museum in

Riggisberg. The foundation will be established under the name **‘Förderstiftung für bedeutende Ausstellungen des Kunsthauses Zürich’** (Foundation for Major Exhibitions at the Kunsthaus Zürich). With an initial endowment of CHF 30 million by Martin and Marianne Haefner, the foundation will hold permanent capital, part of which – along with returns on investment – will be specifically allocated to realizing internationally significant exhibitions at the Kunsthaus. The long-term goal is to finance at least one major exhibition each year.

‘We want to enable the Kunsthaus Zürich to regularly host exhibitions that receive international attention. It is important to us to create lasting impact – one that endures for years and decades to come.’

— Marianne Haefner, Designated Board Member of the Foundation

ABOUT THE PLANNED FOUNDATION

The ‘Förderstiftung für bedeutende Ausstellungen des Kunsthauses Zürich’ will be established in the course of 2025 by Marianne and Martin Haefner. Its sole purpose is to support temporary solo exhibitions by renowned international artists. This support will be provided through a permanent endowment dedicated specifically to the exhibition activities of the Kunsthaus. A corresponding Memorandum of Understanding has been signed.

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