



## PRESS RELEASE

### **Goethe-Institut Moving to K St. NW Respected international cultural center joins Golden Triangle neighborhood in January 2016**

#### **Goethe-Institut Washington**

As of January 4, 2016:

**1990 K St. NW, Suite 3  
Washington, DC 20006**

[www.goethe.de/washington](http://www.goethe.de/washington)

(Washington, DC, December 4, 2015) - Next Monday, December 7, the Goethe-Institut, celebrating 25 years in Washington, D.C., will bid farewell to its Seventh Street auditorium with a screening of director Wim Wenders' masterful 3D movie [Pina](#).

The intimate theater, with its state of the art projection, has been one of many people's favorite places in town to see a movie. The movie theater, a gallery renowned for photography exhibitions, and a full slate of German language courses made the core profile of the German cultural center in Washington, DC. But it has been more than that. As in the 92 other countries where the Goethe-Institut works alongside other societies as a cultural ambassador for German civil society, the Goethe-Institut in DC has been a meeting point and a platform for anyone in the local community interested in culture and cultural issues. Here in Washington, the Goethe-Institut made this apparent through its hospitality, opening its doors for many years to host citywide events such as the Fringe Theater Festival and two dozen film festivals, among them Filmfest DC, the Environmental Film Festival, the Jewish Film Festival, and a plethora of foreign-language film festivals such as the DC Palestinian Film and Art Festival.

This hospitality was made possible in large part due to support from the Washington, DC government, which implemented the downtown Arts Mandate that provides incentives for real estate owners to set aside space for the arts. The real estate market on the busy corridor has changed over the years, and the cultural institution will be leaving behind a neighborhood whose successful growth was ushered in by its own pioneering spirit.

The Goethe opened its first Washington offices in 1990, near Dupont Circle. When it moved into its Seventh Street home in 1996, the Verizon Center was still a year away from opening down the street. The revitalization of the area in the '90s was anchored by the Goethe and the Lansburgh Theatre, along with a thriving gallery scene that included Civilian, Touchstone, and Zenith -- all of whom have since moved on. According to cultural programs coordinator Sylvia

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Blume, "Chinatown was very different when we moved here. In Dupont Circle, there were a lot of think tanks, and people asked, 'Why do you want to move away from that?' It was rough here in the beginning. Many stores were closed."

The former arts corridor has changed. The departure of the Goethe-Institut underlines this transformation. Its new, temporary space at 1990 K Street NW will include office space and a multipurpose area for language courses and cultural activities (accessible via an entrance off 20<sup>th</sup> Street between I and K streets). For the next three years, while it searches for a permanent home, the Goethe-Institut will no longer have its Monday screenings, although it will continue the [Film|Neu Festival](#), and host presentations, panel discussions and a performance lab at its new space.

A multi-purpose room in the new location will host cultural and educational activities. It will be the place for the monthly *Deutsch am Mittag*, featuring themes in German, and its new English-language equivalent, the brown bag lunchtime discussion series "How's It Going, Germany?," hosted by *The Washington Post's* Charles Lane.

The space will also welcome cultural organizations as the Goethe has done in the past, albeit without the cinematic qualities and stadium-style seating of the current location. The 1990 K Street space offers some exhibition space, capabilities for hosting events requiring more bandwidth, and formats such as performances and the popular German [language courses](#), which are slated to grow and appeal to a more diverse audience.

Additional staff is being hired to support both the language courses and the cultural and educational programs promoting German language in area schools and universities.

The Goethe-Institut Washington will continue to serve as the headquarters for the [Transatlantic Outreach Program](#), which encourages intercultural dialogue between North America and Germany by providing resources and study tours on modern Germany for social studies educators.

Over the last 25 years, the Goethe-Institut has grown its network. It has promoted dialogue and cooperation among cultural institutions in the DC metropolitan area (extending to Baltimore) with Germany. It has become a driving force for transatlantic cultural conversations, in cooperation with other European cultural institutes based in DC. It has established itself as a hub for cultural exchange and has earned a respected position within the arts community, presenting more than 120 events of its own annually to more than 40,000 visitors.

Despite the lack of a cinema, the Goethe-Institut arts programming will live on thanks to partnerships with local institutions. In Spring 2016, in conjunction

with U Street's Spooky Action theater company, the Goethe will present a four-week run of "[Happy Hour](#)," an interactive performance created by German theater company machina eX. In addition, in collaboration with the Washington branch of New York University and European cultural partners, Goethe will continue the project "[Iconoclash](#)," bringing speakers from Europe to Washington to address the challenges terrorism is presenting to the freedom of artistic expression for cartoonists and others, and towards cultural heritage.

Partnerships with local organizations, always a cornerstone of the Goethe's work, will continue; new initiatives are being planned with West End Cinema and American University's Game Lab. Its focus will continue to be on topics such as the role of arts in urban development and the question of how we forge our future within the context of major transformations such as the crisis of democracy, climate change and the digitalization of our everyday life.

This move to 1990 K Street coincides with the Goethe's transition to becoming the regional headquarters for the nine branches of the Goethe-Institut in the US, Canada and Mexico, a position which had previously been held by the Goethe-Institut New York. New opportunities will be presenting themselves to organize projects that will have a wider national impact. The first of these cultural projects, entitled "P3," will work with theaters throughout Europe and the United States to create, stage and disseminate short plays on the sensitive topic of privacy and surveillance.

The Goethe intends to relocate to a permanent space in 2019. Director Wilfried Eckstein is hopeful that the organization can find a space that will be convenient for both the cultural dialogue and cooperation as well as for their language students. "We feel we are bound to the triangle between Dupont Circle, Metro Center and Union Station for people who come to evening classes."

The temporary space is located at 1990 K St. NW (entrance off of 20<sup>th</sup> Street). The location, which opens January 4, 2016, is within a couple blocks of three Metro stations - Farragut North, Farragut West, and Foggy Bottom - and is easily accessible via a number of convenient bus lines.

*\* Special thanks to Pat Padua with DCist.com for some of the content used in this press release.*

### ***About the Goethe-Institut Washington***

On behalf of the Federal Republic of Germany, cultural institutes around the world provide cultural programs, language courses, support to educators, and up-to-date information on Germany in the context of Europe. Founded in 1990, Goethe-Institut Washington, DC is a center for German culture and language. Visit [www.goethe.de/washington](http://www.goethe.de/washington) for more information.