



PRESS RELEASE

These Five Museums Offer Exceptional Photographic Opportunities

Berlin, January 21st 2019 – Some art exhibitions can be rather extraordinary: During the wintertime, many culture enthusiasts take refuge in museums. However, even while vacationing, a little detour into exceptional museums usually pays off.

Supercandy! Pop-Up Museum, Cologne

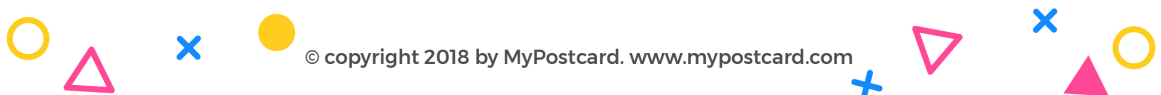
This museum is a real eye-catcher: The exterior is entirely pink, while the inside is equipped with 20 interactive Installations. The [Supercandy! Pop-Up Museum](#) opened its doors this September in a former printing plant in Köln-Ehrenfeld. The themes on this 1200 sqm property mainly revolve around candy. There's a giant liquorice pool filled with 100000 black spheres, a confetti box, a flamingo wall, and a beach with pink balls. Additionally, one section of the exhibition is dedicated „statues of modern self-photography“ in other words, selfies.

The interactive objects, which can be spectated, viewed, touched, climbed on and sat on, are predestined for stunning Instagram photos. When devising and executing the idea of this exhibition, the designers carefully put a strong emphasis on perfect lighting, colourful backgrounds and interactive installations. There are even stalls provided for visitors who want to photograph themselves in different outfits. There are also different candy-stalls, and each visitor will receive a goodie bag as a souvenir.

The Pop-up Museum is still opened till February 28th 2019. Tickets are exclusively available online and are only valid for a limited time period. The regular entrance fee is 29 Euros, while the discounted entrance fee is 21 Euros.

MORI Building – DIGITAL ARTMUSEUM: teamLab Borderless, Tokyo

Here, visitors will continuously drop their jaws and snap photos. In the [MORI Building – DIGITAL ARTMUSEUM: teamLab Borderless](#) in Tokyo, Japan, the visitor can, amongst other things, stand in a sea composed of swinging lamps. The artworks here move freely around the room, whether it's on screens, walls or floors – As such, the visitor will feel as if he is standing right in the centre of a school of fishes or a patch of sunflowers. The museum was opened in June 2018 and is home to over 60





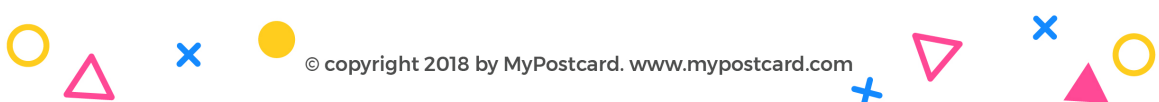
digital art installations, thematically divided by five sections, spread over 10,000 sqm. The museum consciously intends to place the visitor right in the middle of the artwork. Not just to overcome the borders between visitor and artwork, but also to use interactivity to make the visitor part of the artwork. The entrance for adults costs around 26 Euros, while children pay eight Euros.

Museum of Pop Culture, Seattle

Even before entering the museum, visitors will pull out their smartphones. The unique Architecture of the [Museum of Pop Culture](#) is worth a picture. A total of three thousand panels consisting of 21000 custom-made stainless steel- and aluminium shingles, surround the exterior of the building. Depending on the incidence of the sunlight and the perspective, the appearance of the Seattle-based museum changes. It was donated by Paul Allen, the co-founder of Microsoft, as an Experience Music Project and was opened in 2000. Since 2016 the museum operates under the new name. Besides current exhibitions featuring Pearl Jam or Nirvana, there is another highlight for all Marvel-fans available until March 3rd 2019: As part of the „MARVEL: Universe of Super-Heroes“-exhibition, 300 artefacts from Marvel’s 80-year long history are presented. Visitors can make superhero-selfies with popular Marvel characters and even check-out original costumes used in comics and movies, like Captain America or The Avengers. However, beware that tripods, selfie sticks and flash photos are strictly forbidden. Tickets cost around 23 Euros for adults, Kids and Teenagers between 5 and 17 years of age pay 15 Euros, while children younger than five will benefit from free admission.

Museo Subacuático de Arte, Cancun

Undoubtedly one of the most unusual museums can be found near Cancun, Isla Mujeres and Punta Nizuc in Mexico: The [Museo Subacuático de Arte](#), also abbreviated as MUSA, is completely submerged below the water. Since 2009 the museum features over 500 life-size sculptures, and as such, the MUSA is the largest underwater art exhibition. The founders, Roberto Díaz Abraham and Jaime González Cano, intended to visualise the interaction between art and the environment. The sculptures are chained to the floor and are made from unique materials to promote the settlement of corals. The entire installation should eventually become part of the reef. It spreads over an area of 420 square meters and weighs over 200 tons. The exhibition is separated into two sections, the Salon manchones and Salon Nizuc. While the first section is around eight meters deep, and as such can be visited by divers and snorkelers, the Salon Nizuc only reaches a depth of about four meters and is exclusively available to snorkelers. One should not forget to bring an underwater action camera to properly capture this unique experience. Additionally, there is also the option to join a guided tour. For visitors, who don’t fancy getting wet, but still, want to view the exhibits, an excursion with a glass bottom boat is recommended.





Museum of Broken Relationships, Zagreb

A wedding dress, an axe that was used to vandalise the ex-boyfriend's furniture or unpopular gifts from former relationships – in the [Museum of Broken Relationships](#) in Zagreb, all kinds of bizarre exhibits regarding love and failed relationships can be found. As such, there are plenty of photographic opportunities here. Visitors can check out old toasters, cut-off dreadlocks, empty bags of fortune cookies, shoes, a broken garden gnome, a ceramic heart or handcuffs – All of these have been anonymously donated by private individuals, who want to get rid of these things to better move on from past relationships. Often, short explanations are included, which tell the story of the exhibit. For example, a Frisbee, that happened to be the ex-boyfriend's second-anniversary gift. Or a 21-year-old scab kept by a biologist who was hoping to clone her ex-boyfriend after a motorbike accident. The museum was founded as an art project in 2006 by Olinka Vištica and Dražen Grubišić and won the EMYA Kenneth Hudson Award for the most innovative museum project in Europa. Since 2016, the Museum can also be found in Los Angeles. The entrance fee is around five Euros for adults, four Euros for students and pensioners.

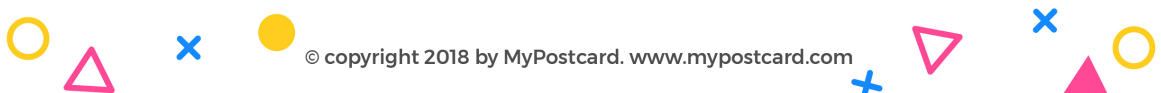
About MyPostcard

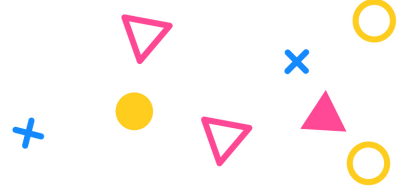
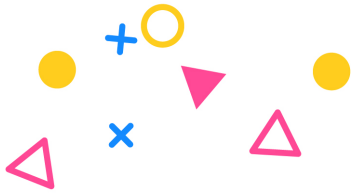
MyPostcard (the postcard of tomorrow) sends personal pictures from users' phones and computers as real, printed postcards everywhere in the world, all hassle free - we worry about shipping, printing, and posting. Our app can be downloaded in ten languages and provides more than 10,000 designs, the most designs offered worldwide. Oliver Kray, a designer, Serial-Entrepreneur, and CEO, founded MyPostcard, which is based in Berlin, has an office in New York, and currently employs 25 people.

For further information:

Maria Gomelskaia
MyPostcard.com GmbH
Hohenzollerndamm 3
10717 Berlin
Phone: +49 (0)30 - 403 64 54 25
maria@mypostcard.com
www.mypostcard.com

Henriette Herfeldt
Wilde & Partner
Franziskanerstraße 14
81669 München
Phone: +49 (0)89 -17 91 90 21
Fax: +49 (0)89 -17 91 90 99





henriette.herfeldt@wilde.de
www.wilde.de