

# SCHIRN KUNSTHALLE FRANKFURT

**THE SHORTEST WAY TO MORE KNOWLEDGE – THE SCHIRN LAUNCHES SHORTCUTS, A NEW MOVING-PICTURE FORMAT IN ART EDUCATION**

## SCHIRN SHORTCUTS

The Schirn Kunsthalle Frankfurt has launched a new moving-picture format for art education: the SCHIRN SHORTCUTS. The concept of the Shortcuts starts out with the question as to where artistic phenomena or styles come from and how they develop. The implementation takes place via a sophisticated form of visual storytelling. The main focus of the narrative format lies on the derivation of the context or the subject of an exhibition, be it historical, aesthetic, social or related to the material concerned. The Shortcut is planned with a length of approx. two minutes and thus offers a short, direct route to more knowledge. The pilot film, the first Shortcut, was developed on the occasion of the current exhibition, “Wilderness” (until February 3, 2019). It shows where the fascination with the wilderness comes from and how it has developed throughout cultural history.

You will find the SCHIRN SHORTCUT to the “Wilderness” exhibition [here](#).

The new art-education format combines digital storytelling with the medium of film. In addition to the conceptual approach regarding the derivation of an artistic phenomenon, it convinces through its visual imagery: animation sequences in the film, so-called motion graphics, convey the content to be presented. Through the blending of mixed media, including illustrations of icons of art history, a moving picture is created that generates knowledge even on a visual level. The combination of sound, text in the film and a voice-over addresses several levels of perception within the space of two minutes. In addition the everyday reality of the public is integrated into the storytelling. It thereby becomes clear that the basis for each artistic production already forms part of our own lives. The new art-education format makes us realise why art is relevant in social discourse and why social developments are often examined in art considerably earlier than in public discussion.

The Shortcut does not see itself as a film that will explain the science of art, but rather offers the public a series of “aha moments”. It addresses both young and adult members of the general public with an interest in art and lifestyle topics as well as those with a deeper interest in subjects relating to art and culture who are already familiar with artistic content – for example as a result of regular visits to exhibitions.

For some years now the Schirn has been successfully providing topics and background information for its exhibitions to a wide online public through the medium of film. The portfolio extends from [exhibition films](#) to various interview series with artists as in the [Schirn Interviews](#) and the [Double Feature Conversations](#), as well as guided tours of the exhibitions with the curators on Facebook and Instagram Live. In addition there are also the digital educational programs such as the [Digitorial](#) and the WiFi Guide. The Shortcuts will complement the existing offers, in that their conceptual starting point lies before the content of the exhibition in question and a visit to the Schirn.

The SCHIRN SHORTCUTS were made possible by “experimente#digital” – a cultural initiative of the Aventis Foundation.

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