



## **Multimedia exhibition “Viva Frida Kahlo”: Colorful and full of life**

### **Kunstkraftwerk Leipzig brings the work of the Mexican art icon to life**

Color born of pain, vitality forged through suffering: starting 14 February 2026, Kunstkraftwerk Leipzig presents the multimedia exhibition **“Viva Frida Kahlo”**, dedicated to the fascinating personality, dramatic life and influential oeuvre of the Mexican artist Frida Kahlo, whose work has left a lasting impact on art and fashion worldwide. Created in collaboration with Alegria Exhibition and Immersive Art AG, the immersive 360-degree experience is enhanced in Leipzig by exclusive, spectacular installations, transforming the exhibition into a vivid journey of visual and narrative depth.

Frida Kahlo is regarded as one of the most important artists of Mexico and Latin America. Her works reflect a life shaped by pain, passion and an unbreakable will to live. Kahlo began painting while confined to bed after a severe accident. As powerful as her determination to live was, so striking and unmistakable is her visual language. Her art was inspired by her own suffering, as well as by influences such as Mexico’s life-affirming cult of death. The international art world often associates her richly colored paintings and self-portraits with Surrealism. Her works have been officially declared “national cultural heritage” by the Mexican government.

At the core of the exhibition **“Viva Frida Kahlo”** is the 360-degree projection in the Maschinenhalle of Kunstkraftwerk Leipzig. Visitors are immersed in the Casa Azul in Coyoacán, where the young Frida began to paint after her accident. A female narrator, speaking in the role of the artist and using original quotes, guides the audience through the emotional world of the already emancipated painter. A specially composed soundtrack intensifies the emotional depth of the imagery, while colors, light art and digital effects merge into a unique, multisensory experience.

This is followed by an installation on the Mexican Day of the Dead, *Día de los Muertos*, conceived by Kunstkraftwerk Leipzig itself and located in the Kesselhalle. A striking three-meter-high skull is surrounded by atmospheric light projections and vibrant details, making both Frida Kahlo’s cultural roots and the symbolic power of Mexico tangible.

Interactive elements in the towers of Kunstkraftwerk Leipzig then invite visitors to explore Frida’s world in a personal way. Digital touch stations bring her works to life through interaction, while the multimedia installation *“The Blooming House”* encourages creative engagement with botanical imagery that can be shaped and transformed. These motifs are inspired by the plants that feature prominently in Kahlo’s art. Alongside a biographical pathway and stations highlighting key aspects of her work and personality, the exhibition also explores her role as a fashion icon, with her motifs adorning garments. Selected works are additionally brought to life through augmented reality.

For Paolo Löffler, Managing Director of Kunstkraftwerk Leipzig, “**Viva Frida Kahlo**” is far more than an exhibition - it is an emotional journey through the life, art and inner world of one of the most significant artists of the 20th century:

*“Our aim is to make Frida Kahlo’s work accessible in a contemporary, immersive way, allowing audiences to experience her strength, vulnerability and artistic radicalism on an emotional level.”*

## **Viva Frida Kahlo**

**14 February – October 2026, Press preview and exclusive premiere: 12 February**

Estimated duration of the exhibition: approx. 90 to 120 minutes

### Opening hours:

Thursday, Sunday and public holidays

10:00 am – 8:00 pm

Friday and Saturday

10:00 am – 9:00 pm

Tickets available online at: [www.kunstkraftwerk-leipzig.com/exhibitions/viva-frida-kahlo](http://www.kunstkraftwerk-leipzig.com/exhibitions/viva-frida-kahlo)

Kunstkraftwerk Leipzig

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## **Exhibition Highlights**

- **360-degree projections** in the monumental Maschinenhalle, merging art, space and industrial architecture into a immersive experience
- **A multimedia tour** with twelve stations that immersively explores Frida Kahlo’s life, work and legacy
- **Día de los Muertos installation** in the Kesselhalle, staging Frida’s cultural roots and the symbolic power of Mexico
- **Interactive stations** inviting visitors to actively engage with Frida’s art, symbolism and visual world



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## About the Organizer and Exhibition Venue

Since its opening in 2016, Kunstkraftwerk Leipzig has been regarded as Germany's first digital art center and a pioneering force in immersive art formats. The former power plant has evolved into an internationally recognized venue for digital and contemporary art, where spectacular 360-degree projections, innovative exhibitions, live music and multimedia productions dissolve the boundaries between artwork, space and audience.

For **"Viva Frida Kahlo,"** Kunstkraftwerk Leipzig is responsible as the organizer and independently developed all exhibition areas and installations - ranging from the biographical parcours and interactive stations to the installation in the Kesselhalle - exclusively for the Leipzig venue.

[www.kunstkraftwerk-leipzig.com](http://www.kunstkraftwerk-leipzig.com)

## About the Producers of the Immersive Experience

The 360-degree immersive experience **"Viva Frida Kahlo"** was developed and realized by Immersive Art AG. Behind the project are the Zurich-based artist collective PROJEKTIL and one of Switzerland's largest venue operators, MAAG Music & Arts. In collaboration with Alegria Exhibition, they present the immersive experience in Germany. Internationally, the three companies rank among the leading producers of immersive art formats, combining art, digital technology and narrative storytelling into large-scale, emotionally engaging productions.

With **"Viva Frida Kahlo,"** they have created an impressive world of images and sound that brings Frida Kahlo's works to life in a contemporary, sensual and multimedia way, forming the central core of the exhibition.



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