FARBEN EINER REBELLIN
EINE HOMMAGE AN
FRIDA KAHLO

KUNST
KRAFT
WERK

Kunstkraftwerk Leipzig x Zentralheize Erfurt

KUNSTKRAFTWERK AND ZENTRALHEIZE LAUNCH STRATEGIC PARTNERSHIP

Two distinctive industrial heritage sites, one shared vision: Kunstkraftwerk Leipzig and Zentralheize Erfurt are joining forces to shape the future of immersive art experiences. As exclusive Immersive Partner, Kunstkraftwerk will support the technical development and implementation of immersive exhibitions in Erfurt. Together, the partners are laying the foundations for a new destination for digital and immersive art in Central Germany. The collaboration will kick off with "Colours of a Rebel - A Tribute to Frida Kahlo": a fully in-house production by Kunstkraftwerk, opening at Zentralheize on 12 December 2026.

As Germany's first digital art centre, Kunstkraftwerk brings its many years of experience in the conception and production of immersive art experiences, as well as the expertise of its Kunstkraftwerk Studio, to the partnership. The focus is on further developing Zentralheize into a versatile exhibition venue where innovative formats and high-quality digital installations can reach new audiences over the long term.

"We are delighted to be partnering with Zentralheize. Two extraordinary venues come together here, both connecting their industrial heritage with new cultural perspectives. Zentralheize's distinctive architecture and atmosphere provide ideal conditions for bringing art and digital technology together in a truly compelling way. It is particularly special for us to mark the beginning of this collaboration with our production about Frida Kahlo," says Paolo Löffler, Managing Director of Kunstkraftwerk Leipzig.

From Leipzig to Erfurt: Frida Kahlo in Immersive Visual Worlds

With "Frida Kahlo - Colours of a Rebel", a vibrant world of experiences comes to the historic power station. At its heart is a monumental 360-degree projection that brings Frida Kahlo's unmistakable visual language to life, transforming the former boiler hall into an immersive tribute to the Mexican artist. Her works, her moving life story and the cultural influences that shaped her artistic vision merge into a multimedia production that offers new ways of experiencing Frida's world. The audiovisual experience is complemented by twelve diverse installations and stations featuring biographical insights, interactive experiences and an atmospheric installation inspired by the Mexican Day of the Dead, "Día de los Muertos".

Together, they offer a multifaceted insight into an artist whose work continues to be defined by her extraordinary personality, resilience and cultural identity.

The industrial architecture of Zentralheize itself becomes part of the exhibition experience. With its distinctive spaces and historic features, the former power station provides an exceptional setting for the immersive production. Frida Kahlo's vibrant visual world meets the raw character of this industrial heritage site, creating a unique interplay of art, architecture and digital technology.

About Kunstkraftwerk

Kunstkraftwerk Leipzig is Germany's first digital art centre and one of the pioneers of immersive art and exhibition experiences. Located in a former power station in western Leipzig, it combines art, digital technologies and architecture to create extraordinary worlds of experience. Through original productions, international collaborations and innovative exhibition concepts, Kunstkraftwerk develops new approaches to art presentation, offering audiences artistic, audiovisual and interactive ways to engage with art and culture. By combining creative staging with technological innovation, it brings exceptional art experiences to life in extraordinary locations.

www.kunstkraftwerk-leipzig.de

About Zentralheize

Zentralheize encompasses the cultural and event spaces within Erfurt's former power station, the city's largest industrial heritage monument, located directly on Theaterplatz. Since opening in 2021, it has provided a venue for conferences, meetings, trade fairs and cultural events. Characteristic coal chutes, as well as ceramic floor and wall tiles, preserve the industrial character of the former power station and keep its history alive. By opening its doors to new exhibition concepts, Zentralheize is connecting its industrial heritage with contemporary cultural formats and creating space for new perspectives on art, culture and architecture.

www.zentralheize.de