

## #neuland. Me, us and digitalisation

An exhibition by the Museum Foundation  
Post and Telecommunication and  
the Nemetschek Foundation



### Exhibition dates

28 January 2022 – 5 June 2022

### Expotizer

[www.ausstellung-neuland.de](http://www.ausstellung-neuland.de)

### Opening Times

Tuesday to Sunday

We adapt our opening hours in line with the current  
Covid-19 regulations. Before you visit, please check our  
website for the latest information [www.mfk-berlin.de](http://www.mfk-berlin.de)

**Details** of our **events** and **educational services**  
are available on our website [www.mfk-berlin.de](http://www.mfk-berlin.de)

To keep up on the latest news, subscribe to  
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or follow us on **Twitter / Instagram** @mfk\_berlin  
and **Facebook** @mfk.berlin

### Admission

€ 6, reduced € 3, and under 18s free

### How to get here

Underground U2 Mohrenstraße  
and U2/U6 Stadtmitte  
Bus M48, 200, 265

### Museum of Communication Berlin

Leipziger Straße 16, 10117 Berlin  
Phone +49 (0)30 202 94 0, [mfk-berlin@mspt.de](mailto:mfk-berlin@mspt.de)  
[www.mfk-berlin.de](http://www.mfk-berlin.de)

### A Museum Foundation

### Post and Telecommunication museum

Funded by the Deutsche Post  
and Deutsche Telekom

#unchartedterritory

#neuland

Me

us and

digitalisation

HASHTAG\_+  
HAFFEN

WALD DES  
WISSENS



Museum für  
Kommunikation  
Berlin



## #neuland

*Me, us and digitalisation*

If you imagine digitalisation and how it impacts identity and society as a vast continent, there would be parts we know more or less well – but also a wealth of new things to explore!

Our #neuland exhibition presents digital places and activities in our daily lives and asks what we want the digital society to look like. How do we want to communicate with each other? Who are the people behind the profiles I find in social networks? What is an optimal life? Where do we discover new sources of knowledge and information? How does digitalisation influence our relations with friends and family, and where does it change society?

Digital life poses challenges for us both individually and socially – a dynamic interface where the familiar is gradually eroded yet the freedom to shape and create grows. We experience this digital transformation very differently. Some see it as a natural process of growth, a form of evolution, while others regard it as nothing short of a violent revolution leaving traditional values and norms in disarray. As an interactive space for dialogue, the exhibition takes questions and moments in time to explore digitalisation and its relationship to freedom, security, transparency, privacy, the individual and society.

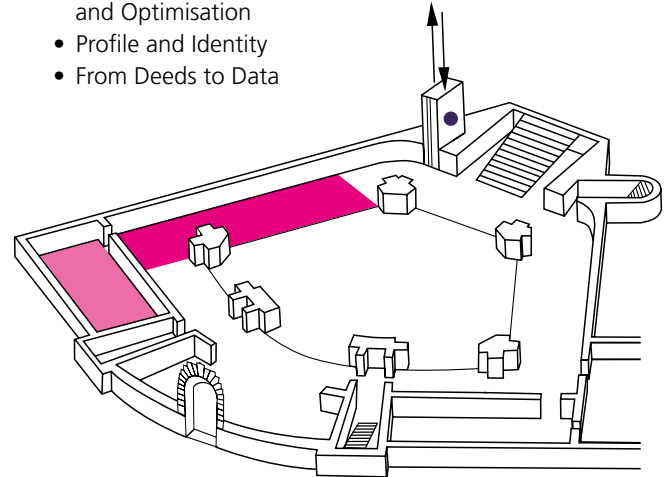
PODCAST  
Q&A

DETOX  
INSEL

## Finding your way around?

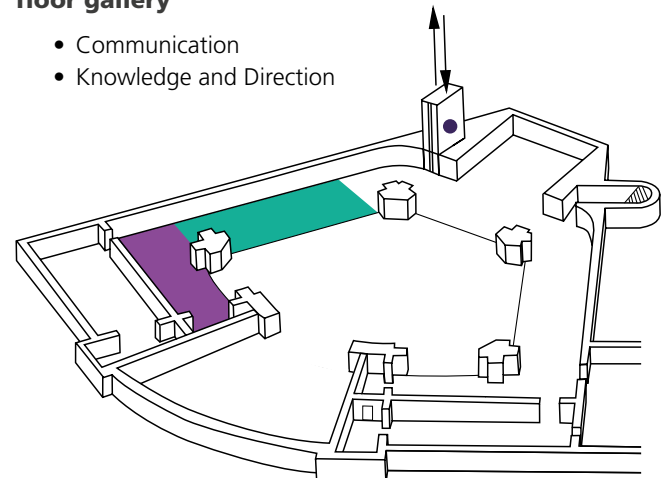
### Exhibition space and ground floor gallery

- Relationships
- Measurement, Evaluation and Optimisation
- Profile and Identity
- From Deeds to Data



### Second floor gallery

- Communication
- Knowledge and Direction



LAND DER  
DIGITALITÄT