

ATELIER BRÜCKNER

PRESSEMITTEILUNG

09.05.2019

READY TO RACE KTM MOTOHALL OPENS IN MATTIGHOFEN

Ready to Race: KTM Motohall opens in Mattighofen. ATELIER BRÜCKNER designed the brand world of the world famous sport motorcycles. The architecture stems from Hofbauer Liebmann Wimmesberger Architekten in close cooperation with X ARCHITEKTEN. The opening celebrations are on 11 and 12 May.

The exhibition stages the history of the company, its brand values and more than 100 motorcycles. The guiding theme is the racing spirit that is inextricably linked with the brand and that is reflected in the design, colour and material idiom of KTM Motohall.

The racy routing incorporated in the new ellipse-shaped building leads the visitors through the three levels, providing barrier-free access throughout. Along the route, visitors trace the design process from the initial sketch through to the finished product, discover technical details in passing – such as the meaning of sensor technology demonstrated by means of a projection onto a glass motorcycle – and watch how some 70 street and offroad bikes race each other at breakneck speed on a steep curve built there. The highlight of the exhibition are the “Heroes of Racing”. The upper storey is dedicated to them, the heroes of the KTM brand. Integrated in a dynamic 360° projection, motorsport becomes an immersive experience here.

The people behind the brand also have their say. As they report about their passion for KTM, they give the company a human face. More than 200 trophies and seven jumping bikes provide a direct transition to the “Heroes of Racing”, a spatial installation that connects all the levels. The bikes seem to literally be jumping into the film. The scenographic design gives the content a spatial expression. The “orange spirit” is translated into a walk-in experience.

The exhibition appeals directly to its youngest guests: a rookie route supplements the main exhibition tour. The kids gather their own impressions and document what they have found out in a booklet which they can take home with them. They are part of the “orange family”; for example, they can develop their own digital bike and have their photo taken with it.

KTM is Europe’s leading motorcycle manufacturer. The history of the company goes back to 1934. Motorcycles have been developed and constructed since 1953. The new museum building is a stone’s throw from the KTM group headquarters, at the centre of Mattighofen in Upper Austria. The façade leaves no doubt as to what it is all about: offroad tyre tracks are imprinted on the laser-stamped stainless steel surface.

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General information for visitors

KTM Motohall opening times: Tuesday to Sunday 9 a.m. – 6 p.m.
Innovation Lab opening times:

Friday 1 p.m. – 6 p.m., Saturday and Sunday 9 a.m. – 6 p.m.

“Garage” restaurant opening times:

Wednesday, Thursday and Sunday 11 a.m. – 10 p.m.

Friday and Saturday 11 a.m. – 11 p.m.

The “Garage” and “Pit Box”

will begin regular business hours on May 14, 2019.

KTM Motohall entrance fees

Adults EUR 10 (concession rate EUR 7)

Children up to 14 years: free admission

Family ticket: EUR 25

Prices for KTM Motohall guided tours (plus entrance fee)

Guided tour: EUR 5 per person

Individual tour: EUR 90 per group up to 20 people

Tickets and bookings for the guided tours can be purchased on the official website and in the KTM Motohall once the exhibition has opened.

Latest information on the guided tours & prices: www.ktm-motohall.com

Inquiries: info.motohall@ktm.com

Contact for press inquiries

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