

## Welcome!

Tuesday to Friday 9 a.m. – 6 p.m.

Saturday, Sunday and public holidays 11 a.m. – 7 p.m.

## Guided Tours for School Classes and Groups

Tel. +49 69 60 60 499 or email [buchungen-mkf@mspt.de](mailto:buchungen-mkf@mspt.de)

## Getting Here

U4, U5 to Willy-Brandt-Platz

U1, U2, U3, U8 to Schweizer Platz

Tram 15 | 16 to

Schweizer Strasse | Gartenstrasse

Bus 46 to Untermainbrücke



## The Museum Depot

A look behind the scenes

The museum's collections were founded in 1871 and have been growing ever since. Our 15,000 m<sup>2</sup> depot in Heusenstamm today houses some 375,000 objects from the history of the postal service and telecommunication, ranging from mail coaches and paintings to telephones, radios and televisions.

Philipp-Reis-Strasse 4 – 8 | 63150 Heusenstamm

## Guided Tours

Every 1st Friday of the month at 2 p.m.

Ages 16 and up Euro 7 | Ages 6 to 15 Euro 2.50

No booking necessary for individual visitors and small groups.

Advance booking required for groups of 5 people or more:

[mkf.sammlung@mspt.de](mailto:mkf.sammlung@mspt.de)

## The Museum Café

The museum café serves hot and cold drinks and meals, with a choice of sweet and savoury options. Manageress Alix Berndt offers a changing lunch menu, snacks, delicious cakes and speciality coffees. She also provides catering for children's birthday parties and special events.

## The Radio Station

Amateur operators radioing around the world

From Tuesdays to Fridays, and on every first and third Sunday of the month, the German Amateur Radio Club invites you to visit its radio station on the roof of the museum.

Tuesday to Friday 10 a.m. – 1 p.m.

and every 1st and 3rd Sunday of the month 1 p.m. – 5 p.m.



 [twitter.com/mfk\\_frankfurt](https://twitter.com/mfk_frankfurt)

 [www.facebook.com/mfk.frankfurt](https://www.facebook.com/mfk.frankfurt)

 [www.instagram.com/mfk\\_frankfurt/](https://www.instagram.com/mfk_frankfurt/)

 [www.youtube.com/user/mfkfrankfurt](https://www.youtube.com/user/mfkfrankfurt)

#medienneuerzaehlt

## Museum of Communication, Frankfurt

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## Part of the Post and Telecommunication

### Museum Foundation

Supported by Deutsche Post  
and Deutsche Telekom

## 21 Perspectives on Digitalisation

*"My grandchildren will still talk to each other, but they will also communicate via chips in their brain."*

Prof. Stefan Aufenanger, professor of Media Education at Mainz University

*"We will activate our surroundings and the world in which we live with artificial intelligence. Our entire environment will be the interface with communication."*

Yvonne Hofstetter, lawyer and managing director of Teramark Technologies GmbH

*"A good century ago, the Industrial Revolution highlighted the issue of the commodity of labour. Now, in the digital revolution, the issue is about personal data and the commodity of individual privacy."*

Andrea Astrid Vosshoff, Commissioner for Data Protection and Freedom of Information



*"Our bodies and the way we live and work will be permeated by digital media. But we shall nevertheless fall in love for the first time and feel our hearts beat faster when we hold the hand of another person."*

Prof. Regina Ammicht Quinn, International Centre for Ethics in the Sciences and Humanities (IZEW), Tübingen University

*"Transformation through digitization represents a huge opportunity for every business. For us, too, it means changing in truly dramatic ways."*

Dr Frank Appel, CEO, Deutsche Post DHL Group

# HI | STORIES OF MEDIA A new telling

The Permanent Exhibition



## Welcome to our new permanent exhibition!

Follow us on a journey through the past, present and future of communication. On the basis of ground-breaking inventions, curious experiences and uncommon destinies, we trace a trajectory from cuneiform tablets to smart glasses over an exhibition space of 2,500 m<sup>2</sup>. This development is illustrated in 44 islands, each devoted to a particular theme or historical event and grouped under one of four key phenomena:

**ACCELERATION** – Stress and time pressure affect almost every aspect of daily life. Wanting to experience more, achieve more and feel more, we pack as much as possible into our time – making it fly even faster. Acceleration has profoundly shaped the history of communication and today's digitization and mobility continue to increase the pace. Time has become the world's scarcest resource: how do we manage this development?

**CONNECTEDNESS** – Global connectivity began with shipping, railway and telegraphy. Today we are networked with people, data and things – on the go and in real time. The boundary with the digital world has become fluid. Does this increasing connectedness bring us closer?

**GLOBAL CONTROL** – Almost everything is available online and smart devices allow us access anytime and everywhere. Digitization offers boundless possibilities, but we thereby leave a trail: our data become prized commodities for businesses and governments. How can we enjoy the advantages of this digital world without relinquishing control over our personal data?

**PARTICIPATION** – Newspapers, radio and television inform us about current affairs. Using the internet and smartphones, we can now become active members of digital communities and share our opinions, experiences and latest news. In theory, that is. Because not everyone has the opportunity – or indeed the wish – to participate. Global forum or digital divide?

There is no pre-set circuit around the exhibition. As on the web, you can surf the islands and create your own links. Along the way you can play some games, leave us your opinion or assess your user behaviour (and even take away a few tips) at one of our many interactive stations. Highlights of the museum collection await you in the Art area, along with temporary exhibitions relevant to the four phenomena structuring the permanent display.

**21 Perspectives** – Experts offer their visions for the 21st century and discuss possible trends in the communication of tomorrow. Curious? So are we! In our project Life X.0, the impact of digital changes is a subject we want to explore further with you in workshops, public forums and artistic projects.

# HI | STORIES OF MEDIA

## A new telling

Plan of the lower ground floor



**i** Here you can speak to our guides, who will be happy to provide you with further information about the permanent exhibition

## The 44 islands

- 1 **Always on** – The strain of a phone that's always on
- 2 **A cable to the New World** – Venturing into the unknown
- 3 **SMS from last night** – What I also want to tell you
- 4 **We are sinking!** – Heading knowingly towards disaster
- 5 **The stepping switch** – Automatic replaces the human hand
- 6 **Sorting en route** – Processing mail on board the train
- 7 **Hand over the mail!** – Brazen mail robbery in the Hunsrück?
- 8 **Operator here ...** – Operating switchboard is a woman's job
- 9 **Who invented it?** – Reis or Bell?
- 10 **Kafka in love** – Typewriter love
- 11 **Mail by all means** – Nothing is impossible
- 12 **E/N Connection** – The Social Security office and the bank of Nigeria
- 13 **Terrible!** – The first catastrophe – live on air
- 14 **A conveyor-belt system** – Letters are sorted by machine
- 15 **5 past midnight** – Transmission error with consequences
- 16 **Product piracy 1.0** – Outright theft
- 17 **Electricity instead of oats** – The end of horse-drawn mail
- 18 **Prepaid in 1840** – The invention of the stamp
- 19 **Black Thursday** – The ticking disaster
- 20 **Revolution! Communication!** – Knowledge is power
- 21 **A tight schedule** – Faster travel
- 22 **No night mail** – A neighbouring village becomes a transport hub
- 23 **Help!** – A distress call in 1410
- 24 **Time is money** – Documents ahead of the freight
- 25 **Design on the Main** – The New Frankfurt
- 26 **60 characters later...** – A calamitous tweet
- 27 **Give someone a call!** – The telephone for all
- 28 **Line by line** – Movable type changes the world
- 29 **Set in stone** – Those who write, live on
- 30 **The SMS of 1781** – "How can I exist without writing to you?"
- 31 **Wild West in Upper Bavaria** – Citizens oppose the post bus
- 32 **"One more thing"** – Adding an i to the future
- 33 **Save the little Sandman!** – Uproar over a beloved TV character
- 34 **The nation's smile** – Irene Koss – A star of early television
- 35 **"An urgent message for..."** – Emergency calls in the pre-mobile era
- 36 **Cracking an ancient code** – Pictures or letters?
- 37 **Brave New World** – Welcome to the data supermarket!
- 38 **A gift to win hearts and minds** – Bringing Hitler into every home
- 39 **Right to the back row** – From speaking aloud to loudspeaker
- 40 **Live from the stadium** – Olympic fever in Berlin's TV theatres
- 41 **Under suspicion** – National security or freedom of the press?
- 42 **Bone music** – Bootleg copies on X-rays
- 43 **Connection severed** – War without information
- 44 **The Enigma enigma** – Unbreakable