



IWM's Holocaust Exhibition to be transformed and bid for Holocaust Memorial and Learning Centre to be taken forward thanks to £5 million support from Pears Foundation.

Today, IWM has announced that a gift of £5million from Pears Foundation will enable work to begin on the renewal of the Holocaust Exhibition at IWM London. In addition, IWM will now put forward a bid to be the home of the proposed new national Holocaust Memorial and Learning Centre, a Government initiative led by the UK Holocaust Memorial Foundation.

IWM's world-renowned Holocaust Exhibition was built in 2000 and attracts around 1 million visitors a year, including 21,000 students who take part in learning sessions at the museum. The planned renewal will see an increase in personal stories and direct survivor testimonies at the heart of the Exhibition, along with a breadth of objects and original material that will help audiences consider the cause, course and consequences of this seminal period in world history.

The new and expanded Holocaust Exhibition at IWM London will be part of a project, which will also see the development of new Second World War Galleries. The gift of £5 million from Pears Foundation has enabled the project specifically to renew the Holocaust Exhibition, which will cost £15 million in total, to begin. Scoping work is now underway and the Exhibition will open to the public from 2021.

IWM will also bid to be the site of the new Holocaust Memorial and Learning Centre, led by the UK Holocaust Memorial Foundation, chaired by Sir Peter Bazalgette. IWM believes that the combination of the renewed Holocaust Exhibition, expertise, education provision and world-class collections at the museum, alongside the new memorial and learning centre on site, offers a unique opportunity to build knowledge, understanding and tolerance for a wide range of national and international visitors.

Trevor Pears CMG, Executive Chair of Pears Foundation, said, 'Our family is delighted to be supporting this important project. We strongly believe that the refurbishment of the Holocaust Exhibition at IWM London has the potential to be of ground-breaking importance in the way the Holocaust is taught, contextualised and understood, both nationally and internationally.'

Diane Lees, Director-General of Imperial War Museums, said, 'I am immensely grateful to Pears Foundation for their £5 million gift. This will enable the work on the transformation of the Holocaust Exhibition and additional fundraising to begin. IWM will also now move forward with our bid to the UK Holocaust Memorial Foundation to be the home of the new memorial and learning centre. We are hugely supportive of the initiatives laid out by the UK Holocaust Memorial Foundation and wish to play our part to ensure that Britain has a permanent fitting memorial and meaningful educational resources for generations to come. IWM provides the right context, expertise and place for this work.'

– Ends –

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Notes to Editors:

Pears Foundation

Pears Foundation is a family foundation and the largest private funder of Holocaust education in the UK. Over the past fifteen years has invested over £10 million in a number of institutions including the UCL Centre for Holocaust Education, the National Holocaust Centre and Museum, The Wiener Library, the Shoah Foundation and the Imperial War Museum.

The new £5 million commitment builds on the Foundation's 2013 £1.75 million grant to IWM London's Peace and Security Galleries, and continues the long-standing partnership between the Foundation and the Imperial War Museums.

For more information on the Foundation see www.pearsfoundation.org.uk.

Holocaust Exhibition at IWM London

The Holocaust Exhibition opened at IWM London in 2000. Since then, millions of visitors have explored these galleries and the photographs, documents, newspapers, artefacts, posters and film that track the history of this persecution and genocide with toys, diaries, photograph albums, storybooks and hand-made mementos revealing people's efforts to survive. Testimonies from survivors bring a moving and haunting perspective

Over two thirds of visitors to IWM London visit the Holocaust Exhibition – this equates to almost 1 million people this year alone

United Kingdom Holocaust Memorial Foundation

For more details on the UK Holocaust Memorial Foundation – see [here](#)

IWM London

IWM London - IWM's flagship branch - tells the stories of those whose lives have been shaped by war through the depth, breadth and impact of our Galleries, displays and events. Explore what life was like at home during the Second World War in [A Family in Wartime](#); delve into the world of espionage in [Secret War](#); visit our award-winning [Holocaust Exhibition](#); discover stories of bravery in [The Lord Ashcroft Gallery: Extraordinary Heroes](#); see work by some of Britain's most significant 20th Century artists in our [art galleries](#) or take in our latest major temporary exhibitions. Our family learning sessions and events encourage debate and challenge people's perceptions of war.

Open daily from 10am – 6pm (except 24 - 26 December)

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IWM

IWM (Imperial War Museums) tells the story of people who have lived, fought and died in conflicts involving Britain and the Commonwealth since the First World War.

Our unique Collections, made up of the everyday and the exceptional, reveal stories of people, places, ideas and events. Using these, we tell vivid personal stories and create powerful physical experiences across our five museums that reflect the realities of war as both a destructive and creative force. We challenge people to look at conflict from different perspectives, enriching their understanding of the causes, course and consequences of war and its impact on people's lives.

IWM's five branches attract over 2 million visitors each year. [IWM London](#), our flagship branch, marks the Centenary of the First World War with new permanent First World War Galleries and a new Atrium with iconic large object displays. Our other branches are [IWM North](#), housed in an iconic award-winning building designed by Daniel Libeskind; [IWM Duxford](#), a world-renowned aviation museum and Britain's best preserved wartime airfield; [Churchill War Rooms](#), housed in Churchill's secret headquarters below Whitehall; and the Second World War cruiser [HMS Belfast](#).