

28. August 2025 Press release

Open days 2025 at three ministries: facts and fiction brings politics to life

Under the motto “The new Federal Government invites you”, Federal Chancellor Friedrich Merz and the Federal Ministers hosted Open Days on 23th and 24th August 2025. facts and fiction was responsible for the concept, organisation and delivery of the public-facing events at the Federal Ministry for the Environment (BMUKN), the Federal Ministry of Labour and Social Affairs (BMAS), and the Federal Ministry for Economic Affairs (BMWE). This created a rare opportunity to look behind the scenes of the ministries and discover the places where policy is made.

The Federal Ministry for the Environment (BMUKN) opened its Berlin offices, making politics an experience in its own right. In addition to guided tours of the building, guests were welcomed by an interactive exhibition with hands-on activities for all age groups. Under the banner “BMUKN round the clock”, the exhibition showed how environmental and climate protection shape everyday life – from brushing your teeth in the morning to leisure time in the evening. Visitors received tips for sustainable consumption, explored exhibits on climate adaptation and, in the Biodiversity experience space, tracked down rare animal species. A varied programme offered fascinating insights into the ministry’s work.

The Federal Ministry for Economic Affairs (BMWE) also opened its doors at its Berlin site on Invalidenpark. Visitors were able to learn about the ministry’s work and speak with experts on topics such as energy, European and SME policy. Informative building tours provided insights into the historic premises, while a diverse supporting programme added variety: an economy and energy quiz, activities for children, music and stage talks made the visit a special experience. Political work was thus communicated in a clear, engaging and approachable way.

The Federal Ministry of Labour and Social Affairs (BMAS) likewise offered a look behind the scenes. Visitors could meet the ministry’s new leadership team and talk with experts about issues that affect us all: securing skilled labour, inclusion and participation, and the use of artificial intelligence in the workplace. The European Social Fund and the Federal Government Commissioners for Migration, Refugees and Integration, as well as for Persons with Disabilities, also provided information at their own stands. A summer garden with music and a stage programme, a colourful children’s offering, food stalls and guided tours of the building rounded off the visit.

“Open Days are important for ministries because they build trust, bring politics to life and enable direct communication. In times of complex issues and rising societal expectations, such formats create a rare opportunity to demonstrate transparency, offer a look behind the scenes and convey content in a vivid, hands-on way,” says Sven Wolgram, Managing Partner at facts and fiction. “Visitors meet staff in person, experience living democracy and engage with topics not only rationally but emotionally. Direct interaction strengthens understanding and contributes to credibility. For us as an agency, this is an important instrument of modern political communication.”

Founded in Cologne in 1992, facts and fiction has been developing a wide range of formats in Berlin since 2009 – working with around 30 specialists – within the context of political discourse for ministries, institutions and associations, and currently supports the three federal ministries BMWE, BMAS and BMUKN.

About facts and fiction

facts and fiction is an interdisciplinary creative agency with more than 80 permanent employees in Cologne and Berlin. Founded in Cologne in 1992, the agency conceives, designs and delivers innovative analogue and digital projects for the fields of art, culture, business and science. Its focus includes museums and exhibitions, Expo pavilions, events, exhibits and digital solutions for participatory and personalised experiences.

facts and fiction has developed the pavilions of Germany, Austria and the EU for the World Expo in Japan, taking place from April to October 2025 in Osaka. With Japan, the agency will have delivered a total of 13 national participations across 25 years of Expo experience. Major public museum and exhibition projects already realised include the German Mining Museum in Bochum and the Berlin Exhibition at the Humboldt Forum in Berlin. The agency is currently working, among other projects, on the design of the learning and meeting place at the Zeppelintribüne and Zeppelinfeld in Nuremberg, on a permanent exhibition for the Natural History Museum in Basel, and on the permanent exhibition of the Gutenberg Museum in Mainz. In Berlin, facts and fiction operates at the intersection of political communication: for ministries, institutions and associations, the agency develops a wide range of analogue, hybrid and digital event formats and exhibitions within the context of political discourse. In 2024, it successfully defended the account of the Federal Ministry for the Environment, Nature Conservation, Nuclear Safety and Consumer Protection (BMUV).

facts and fiction has delivered more than 700 projects in 50 countries and has received numerous awards for its work, including the BIE Award, the iF Communication Award, the ADC Competition, the Galaxy Award and the Red Dot Award.

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