

# CULTURE

*for Vienna*

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VEREINIGTE BÜHNEN WIEN

WIENER STADTHALLE

KUNST HAUS WIEN

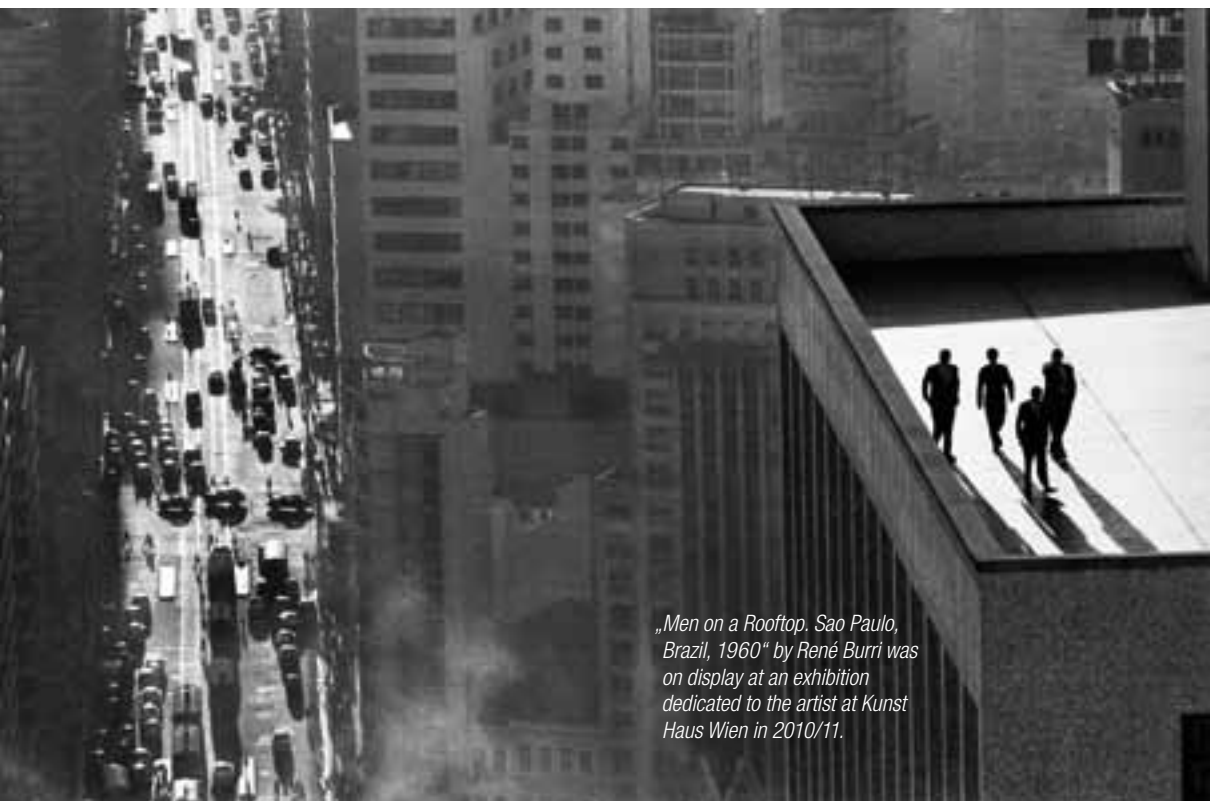
MOZARTHAUS VIENNA

HAUS DER MUSIK

JEWISH MUSEUM VIENNA

WIEN TICKET

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„Men on a Rooftop, Sao Paulo, Brazil, 1960“ by René Burri was on display at an exhibition dedicated to the artist at Kunst Haus Wien in 2010/11.

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# Experience Culture with Wien Holding



The roughly 75 companies owned by Wien Holding are active in the fields of cultural and event management, logistics and mobility, media and service, environmental management and real estate management. The Group is a public holding of the City of Vienna and has a clear remit to carry out municipal responsibilities as a business entity. In practice, this means efficient management, stimulating growth, providing jobs and working to consistently improve people's quality of life. These are precisely the aims behind our commitment to culture.

Grand operas at the Theater an der Wien, world-class musicals at the Raimund Theater and the Ronacher, top stars and events at the Wiener Stadthalle, and art and culture up close at the Wien Holding museums such as Haus der Musik, Mozarthaus Vienna, Jewish Museum Vienna and Kunst Haus Wien. Wien Holding also owns one of Austria's largest ticketing service companies, Wien Ticket. As many as 2.5 million people visit Wien Holding's cultural enterprises each year.

This makes Wien Holding one of Europe's largest entertainment groups and an important factor in the city's cultural and event life and in its economy. The two flagships alone – the Wiener Stadthalle and Vereinigte Bühnen Wien – contribute roughly €200 million in added value and provide around 4,500 jobs directly and indirectly.

It thus pays off to invest in culture and by doing so in Vienna's reputation as the cultural capital of Europe. After all, culture is an essential part of a cosmopolitan and tolerant city from both a social and an economic point of view. The cultural enterprises of Wien Holding make a substantial contribution to this.

*Komm.-Rat Peter Hanke  
Managing Director of Wien Holding*



Photos: René Burri/Magnum Photos, Eva Kelety, Werner Knetitsch

„Gogol“ at the Theater an der Wien, November 2011



# Culture and Entertainment for the City

Vienna is considered a world capital of art and culture. The wide range of historical monuments, cultural institutions, theatres, museums, exhibitions and events of all kinds are a major factor in the outstanding quality of life that Vienna boasts. After all, culture is an indispensable part of social and economic life in a cosmopolitan and tolerant city. The cultural enterprises of Wien Holding make a substantial contribution to this.



*"Dance of the Vampires", one of many in-house productions put on by VBW*



*The Jewish Museum Vienna at Palais Eskeles featuring a new facade*



*Mozart at the Haus der Musik (left), auditorium at the Theater an der Wien (above)*

Vereinigte Bühnen Wien including the Ronacher, the Theater an der Wien and the Raimund Theater, and the Wiener Stadthalle including the hall complex at Vogelweidplatz are the flagships in Wien Holding's Cultural and Event Management segment. Wien Holding also manages four museums: the Mozarthaus Vienna, the Haus der Musik, the Jewish Museum Vienna and the Kunst Haus Wien. In addition, Wien Holding owns one of Austria's largest ticketing companies, Wien Ticket. As many as 2.5 million people visit the cultural enterprises of Wien Holding Group every year.

## Vereinigte Bühnen Wien

Musicals and operas are the two pillars of Vereinigte Bühnen Wien (VBW). Three of Vienna's longest-standing theatres – the Raimund Theater, the Ronacher and the Theater an der Wien – belong to VBW.

The Raimund Theater and the Ronacher are home to Vienna's musicals and Vereinigte Bühnen Wien is regarded as the most active musical production company in Europe. Many brilliant and legendary performances have helped Vienna earn its international reputation as a top city for musicals, including *Fiddler on the Roof*, *The Man from La Mancha*, *Jesus Christ Superstar*, *Cats*, *The Phantom of the Opera*, *Ich war noch niemals in New York* and *Sister Act*. VBW has also

celebrated the world premieres of several productions of its own: *Freudiana*, *Elisabeth*, *Mozart!*, *Dance of the Vampires*, *Barbarella*, *Rebecca and Rudolf – Affaire Mayerling*. In all, more than 26 million fans have seen musicals by VBW in Austria and abroad.

Vereinigte Bühnen Wien also owns Vienna's newest opera house, the Theater an der Wien. This historic theatre began staging operas again in Vienna's Mozart Year 2006, and it performs contemporary and baroque operas. Working under the *stagione* system, it offers one opera premiere each month. And the Theater an der Wien also stages productions at the Wiener Kammeroper, a small opera house with 286 seats located in the first district.

## Wiener Stadthalle

The entertainment complex at Vogelweidplatz was built by star architect Roland Rainer in 1958. In its nearly 55-year history, some 67 million people – more than the entire population of France – have visited the Wiener Stadthalle. Whether it's concerts, musicals, shows, revues, sporting events or trade fairs, the Wiener Stadthalle is a venue that can do it all.

Six different halls are available, from the main arena (Hall D) with room for up to 16,000 visitors to the new show stage

(Hall F), one of the most modern show stages in Europe. Virtually everyone who has made a name for themselves in music or show business has performed at the Wiener Stadthalle. If you can fill the Stadthalle, you know you've made it – this is just as true today as it ever was.

## Wien Holding Museums

Wien Holding's portfolio also includes four internationally renowned museums: the Mozarthaus Vienna, the Haus der Musik, the Kunst Haus Wien and the Jewish Museum Vienna. These four museums draw up to 700,000 visitors per year. There is also a special combination ticket for the four museums called the "Wiener Museums melange", which is good for entry to two of the four Wien Holding museums at the very affordable combination price of €18.

## Wien Ticket

Wien Ticket is Wien Holding's ticketing company. The company sells over three million tickets a year for virtually every event there is, making it one of the largest ticket sellers in Austria. Tickets are available on the web portal [www.wien-ticket.at](http://www.wien-ticket.at), via a call centre (+43/1/588 85), at the shop in front of the Vienna State Opera and through collaborations with lots of different theatres, travel agencies, ticket offices

and tobacco shops. Along with ticket sales, Wien Ticket offers its own ticketing software called Ticket-Web-Entrée, its know-how and its server infrastructure to sellers and event organisers.

*Wiener Stadthalle – entertainment complex at Vogelweidplatz*



Photos: VBW/Brinkhoff, Mögenburg; agentur wulz services; HDM/Inge Prader; Armin Bardel; Eva Kelely



# Vereinigte Bühnen Wien: Specialising in Diversity

Three storied theatres, three clear programme profiles and the conviction that musical theatre should be a fulfilling experience: This is Vereinigte Bühnen Wien's recipe for success.

From baroque operas to hit musicals, Vereinigte Bühnen Wien steals the show with its diversity, imagination and commitment to specialisation. Excellent stories, amazing performances and brilliant artists: Especially in recent

years, the celebrated productions of Vereinigte Bühnen Wien have reached a level of fame that goes far beyond Austria's borders.

Historical buildings, lavish costumes, extraordinary sets, musical hits and high-quality opera – that is what Vereinigte Bühnen Wien is all about!



The nuns in the Ronacher's production of "Sister Act" grace the stage in pyjamas and other colourful costumes!



## Facts and Figures:

<b>Founded:</b>	1987
<b>Turnover:</b>	roughly €65 million per year
<b>Owner:</b>	97.34% Wien Holding GmbH
<b>Full-time employees:</b>	roughly 750
<b>Visitors:</b>	
<b>Vienna (musical):</b>	over 500,000 visitors per year
<b>Vienna (opera):</b>	over 100,000 visitors per year
<b>Abroad (musical):</b>	over one million visitors per year



# Perfect Musical Theatre

With the Ronacher and the Raimund Theater, Vereinigte Bühnen Wien (VBW) is one of Europe's most successful musical producers and has established a leading international *stagione* theatre in its new opera house, the Theater an der Wien.

In 1987, these three venerable Viennese theatres teamed up to form Vereinigte Bühnen Wien Ges.m.b.H. As part of Wien Holding, VBW manages the artistic and business affairs of the three theatres with the objective of preserving these historical stages and showcasing first-rate musical theatre.

Each of the three theatres was repurposed in Vienna's Mozart Year 2006. The Theater an der Wien is now managed successfully as an opera house, while the Raimund Theater has become a year-round musical stage concentrating on traditional family musicals. Following its functional renovation, which was completed in 2008, the Ronacher is now open year-round for major, cosmopolitan musical theatre and offers the full variety of the musical theatre genre.

With over 650,000 visitors per year, Vereinigte Bühnen Wien is one of the largest multi-segment theatre operators in Europe. Statistically, every tenth resident of Vienna attends a performance by Vereinigte Bühnen Wien each year. Approximately 30 per cent of visitors come from the Austrian provinces, while another 30 per cent – and in the case of long-running productions up to 50 per cent of visitors – come from abroad. In addition to staging performances at the three theatres, VBW also focuses on producing world

premieres and marketing those premieres worldwide.

VBW currently has around 750 full-time employees, roughly one-third of whom are artists. Each and every evening, they give their all to turn every musical show and every opera performance into an unforgettable experience. The highest artistic standards and state-of-the-art technical systems play just as big a role in this as smooth workflows and an efficient organisational structure.

Vereinigte Bühnen Wien also has its own orchestra, which comprises 85 musicians and is considered one of the best ensembles for classical and big band music.

*The Theater an der Wien (below) impresses visitors not only with its facade, but also with the installation by Valie Export (top right) in the lobby.*



*View from the cafeteria at the Ronacher (above), behind-the-scenes look at the Ronacher (right), auditorium at the Raimund Theater (below)*



Photos: VBW/Rupert Steiner (2), VBW/Paul Ott (3)

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# Musical Success

Vereinigte Bühnen Wien is among Europe's most successful and active musical producers. So far it has staged 29 productions, 14 of which were world premieres, and six of which were German-language premieres.



„Elisabeth“ – Annemieke van Dam  
(Elisabeth) and Franziskus Hartenstein  
(Emperor Franz Joseph)



VBW's musicals are performed at the Raimund Theater or the Ronacher. Many shows are also performed with great success on stages abroad. The ensembles for each musical are put together at international auditions, and outstanding artists from all over the world are brought in to Vienna for VBW's musicals.

## From *Cats* to *Rebecca*

In 1972, Vereinigte Bühnen Wien, which was still known as the Theater an der Wien at the time, made its debut as a musical producer with the world premiere of Udo Jürgens' musical *Helden, Helden*. In the 1980s, Vereinigte Bühnen Wien experienced an unprecedented musical boom. Productions such as *Cats* or *The Phantom of the Opera* were seen by millions and often ran for five to seven years at the theatres. The wave of musical successes was continued with the world premiere of Michael Kunze's and Sylvester Levay's musical *Elisabeth* and *Dance of the Vampires*, directed by Roman Polanski, as Vereinigte Bühnen Wien made the leap to become an internationally renowned musical producer.

Countless other musicals followed: Reinhard Fendrich's *Wake Up*, Dave Stewart's space musical *Barbarella* and *Romeo and Juliet* to name just a few. In 2006, the dramatic musical *Rebecca* by Michael Kunze and Sylvester Levay celebrated its premiere. Since then, the show has attracted over 500,000 visitors to the theatre and has now been exported places including Japan. The new Ronacher opened in 2008 with the acclaimed German-language premiere of Mel Brooks' *The Producers*. In February 2009, Vereinigte Bühnen Wien staged the romantic musical *Rudolf – Affaire Mayerling* at the Raimund Theater.

## Vampires, Nuns and Udo Jürgens

In the autumn of 2009, Roman Polanski's masterpiece *Dance of the Vampires* returned to Vienna twelve years after its premiere. The show, which featured modernised music and opulent new costumes and sets, ran until the end of June 2011 and was performed in front of more than 500,000 visitors. After two seasons, the vampires cleared the stage



The Ronacher reopened after its functional renovation with Mel Brooks' "The Producers" in 2008.



for the nuns of *Sister Act*, which is sure to provide plenty of heavenly entertainment at the Ronacher during its run through the end of 2012.

*Ich war noch niemals in New York*, the musical featuring songs by Udo Jürgens that whisked audiences away on a light-hearted and romantic sea cruise, also proved to be a box office hit. During its 25-month run at the Raimund Theater starting in 2010, the swinging musical was performed nearly 600 times for more than 630,000 people.

## *Elisabeth* Revival Starting in September 2012

*Elisabeth*, the successful Vereinigte Bühnen Wien production penned by Michael Kunze and Sylvester Levay, celebrated its 20th anniversary in 2012. A total of 8.5 million people have already seen the most successful German-language musical in history. The musical tells the story of Empress Sisi and has been staged in nine countries across the world, from Germany to Japan. Since September 2012, the original production has been back in the city where it premiered, Vienna, in an anniversary edition featuring a star-studded international cast at the Raimund Theater.

## Coming Soon: *Legally Blonde*

In February 2013, the Broadway musical *Legally Blonde*, which has won 11 awards, will make its German-language debut at the Ronacher. The musical, which is based on the Hollywood comedy starring Reese Witherspoon and the novel of the same name written by Amanda Brown, originally opened at the Palace Theatre on Broadway. This was followed by 600 performances in New York and 1,000 performances on London's West End. Now, *Legally Blonde* is coming to Vienna to win over audiences with its witty wordplay and hilarious punchlines.

Photos: VBW/Rolf Bock, VBW, VBW/Oliver Hadji



The Ronacher became home to vampires and nuns in 2009. Starting in February 2013, the blonde Elle Woods and her little dog will take the stage.



# Exporting Musical Hits

Whether it's *Mozart!* in Japan, *Dance of the Vampires* in St. Petersburg or *Elisabeth* in South Korea, musicals from Vienna are conquering the whole world. Vereinigte Bühnen Wien started marketing its musicals abroad 15 years ago – and has been enjoying great success ever since.



"Elisabeth" is the world's most successful German-language musical. It has been performed all over the globe, including in Berlin.

Photos: VBW/Brinkhoff, Mögenburg; Grand Theater of Sejong Center; TOHO Theatrical Division; Stage Entertainment

From Vienna to the world: Musicals from Vienna are popular on stages in many other cities of the world. The shows are exported all across the globe, and over one million people watch Vereinigte Bühnen Wien's foreign productions each year.

The starting shot for international licence productions was fired in 1996, when *Elisabeth* celebrated its premiere in the Japanese city of Osaka. Since then, a total of nine productions have been marketed in 17 countries. The amazing stories and spectacular productions have wowed international audiences from Japan all the way to Broadway.

## Elisabeth Leads the Way

The musical *Elisabeth* is VBW's number one musical export. The story of the Habsburg empress' tragic life has been performed in Hungary, the Netherlands, Switzerland, Sweden, Germany, Belgium, Italy and Finland. *Elisabeth* celebrated its Korean premiere in Seoul in February 2012. The musical is especially successful in Japan, where it has been enjoyed by 3.2 million people so far. Overall, *Elisabeth* has been seen by roughly 8.5 million people outside of Austria. Another musical about the Habsburgs has also been successfully marketed abroad: *Rudolf – Affaire Mayerling* has been shown in

14 Hungary and Japan.

## From Mozart! to Dance of the Vampires

The musical *Mozart!* has also proven to be an international hit. Since its premiere at the Theater an der Wien in 1999, the musical has been seen by more than 1.3 million people across the world. *Dance of the Vampires*, which has been shown from Germany to Japan since 2000, has enjoyed similar success. The vampires have also performed their dance in Hungary, Belgium, Estonia, Poland, Finland, Slovakia, the US and Russia. Overall, the show has been seen by more than six million people worldwide.

## Rebecca Goes International

*Rebecca* celebrated its world premiere at the Raimund Theater in September 2006, and the show has had more than 500,000 visitors in Vienna alone. The show has also won over international audiences in Japan, Hungary, Finland, Germany and Switzerland. The musical by Michael Kunze and Sylvester Levay is based on Daphne du Maurier's international best seller of the same name.

Famous Austrians conquer the world: "Mozart!" in Seoul, "Elisabeth" in Japan. Below: The dancing vampires dazzled German audiences, for example at this performance in Oberhausen.



## Viennese Productions of International Musical Hits

Along with in-house productions such as *Rebecca* or *Elisabeth*, the Viennese adaptations of international musical hits sell very well. One great example of this is the Viennese production of *Grease*, which was staged by VBW at the Raimund Theater in 1994. *Grease* has been performed in Germany and Switzerland, as has *Chicago*, which opened at the Theater an der Wien in 1998. Other exports to Germany include the VBW adaptations of *Hair* and *Jekyll & Hyde*.



## An Image Booster and Financial Pillar

The export of musicals helps to cultivate Vienna's image and serves as an important financial pillar for Vereinigte Bühnen Wien. On one hand, it boosts the image of this music company, which comes from a small but widely known country, and helps to highlight its international presence. On the other hand, the export of musicals generates important revenues that make up a significant portion of VBW's budget. In addition, the brand name Vereinigte Bühnen Wien enjoys an excellent reputation abroad. It acts as a door opener for Austrian politicians and businesses and as an ambassador for Austria and its cultural life that supports the tourism segment by generating interest in Vienna.





# World-Class Opera

In 2006, the Theater an der Wien returned to its roots when it became Vienna's newest opera house. Operas are performed 12 months a year according to the *stagione* system, with one premiere a month. This translates into consistent quality that lives up to the highest international standards from the first to the last performance.

The Theater an der Wien was inaugurated as a new opera house on 8 January 2006 as part of the celebrations in honour of Mozart's 250th birthday with a gala concert led by Plácido Domingo. After its successful years as a musical venue, the theatre once again became an opera house. After returning to its roots, the Theater an der Wien is now considered to be one of the most innovative opera houses in the world.

## It Began with Schikaneder

The theatre's history as an opera house started with Emanuel Schikaneder, a versatile genius, actor, organiser and, most notably, the librettist of *The Magic Flute*. He had the theatre constructed in 1801 in the spirit of Mozart. Beethoven was director of music at the theatre for two years and his *Fidelio* premiered on its stage in 1805. Immediately following World War II, the Theater an der Wien again served as an opera stage for ten years, standing in for the severely damaged State Opera.



While the Theater an der Wien served as a musical venue, it was also home to extraordinary opera projects during the Wiener Festwochen. The KlangBogen Wien festival set the course for the reopening of the theatre as an opera house. The rarely performed opera *Faust*, for example, was a sensational success when it was staged under the direction of Torsten Fischer in 1999. Not to be forgotten is Plácido Domingo's debut at the Theater an der Wien in 2004. He attracted international interest when he starred as Goya in Gian Carlo Menotti's opera of the same name.

## Innovation and Modernity

Innovation and modernity, a dedication to cultivating opera classics and rediscovering rare operas is the basis of the Theater an der Wien's new success as an opera house. The diverse, world-class programme features artists ranging from Plácido Domingo to Nikolaus Harnoncourt, directors like

Christof Loy and Martin Kusej and singers such as Michael Schade, Patricia Petibon, Angelika Kirchschrager, Kurt Streit, Christine Schäfer and many more. Collaboration in a global network with opera houses and creative minds in Washington, Los Angeles, Paris, Madrid, Barcelona, Amsterdam, Copenhagen, Frankfurt, Dresden, Hamburg, Brussels and St. Petersburg guarantees exciting year-round music theatre according to the *stagione* system.

The theatre's artistic focus can best be described as MoMo & Mo(dernity), with works from Monteverdi to Mozart and an additional emphasis on contemporary music theatre. The theatre's modern, accessible approach to music theatre as demonstrated by the programme, performances and artists is further underlined by the building itself, its architecture and the vibrancy of its location. The surroundings and materials, the intimate atmosphere and perfect acoustics in the historical theatre prepare the senses to experience beauty. The Theater an der Wien makes a conscious effort to interact with its vibrant surroundings at the Naschmarkt and the youth culture scene around Schleifmühlgasse.

## First-Class Orchestral Basis

The Vienna Radio Symphony Orchestra, the Vienna Symphony Orchestra, the Concentus Musicus and international early music ensembles provide a first-class orchestral basis. Together with established and rising stars, they deliver outstanding quality as does the Arnold Schoenberg Choir, which regularly takes part in opera productions at the Theater an der Wien.



Photos: Amin Bardel (2), Werner Kneitsch



Emanuel Schikaneder, the founder of the Theater an der Wien, was resurrected by Adi Hirschal in *Ich, Schikaneder* in 2012.

*"Telemaco" and "Gogol" thrilled opera-goers in the 2011/12 season.*



# Theater an der Wien Plays the Kammeroper

The Wiener Kammeroper has been a fixture in Vienna's cultural life for nearly 60 years, and the spirit and character of this chamber opera house ought to be preserved as envisioned by its founder Hans Gabor. Starting in the 2012/13 season, the Theater an der Wien will stage productions at the Wiener Kammeroper, which is located at Fleischmarkt in Vienna's first district.



*The Wiener Kammeroper  
in the first district has  
286 seats.*

Photos: Werner Knetitsch (2)

Through the utilisation of synergies, Vereinigte Bühnen Wien will offer its expertise along with organisational and financial resources for the staging of performances at the Wiener Kammeroper. Together with the trustees of the Wiener Kammeroper and in coordination with the City of Vienna, a new concept was developed for the staging of performances starting in September 2012 after the Republic of Austria discontinued its subsidies for the Kammeroper.

## Five Opera Productions

The programme for the 2012/13 season includes five opera productions and seven portrait concerts. The diverse range of the intimate chamber opera repertoire complements the Theater an der Wien's programme and also addresses dramaturgical focuses of the opera programme. The Vienna Chamber Orchestra and Bach Consort Wien have accepted the invitation to serve as the orchestras for the Theater an der Wien productions at the Kammeroper during the 2012/13 season.

## Junges Ensemble

The core of the new Kammeroper will be formed by the "Junges Ensemble des Theater an der Wien". This ensemble is made up of seven highly talented young singers who were selected from a pool of more than 300 applicants. All of the members of the Junges Ensemble have gone through intensive training, have already worked in opera studios and ensembles and will now make the Wiener Kammeroper their new home. The Junges Ensemble made its debut at the opening concert in October 2012. The singers of the Junges Ensemble will not only be featured in new productions at the Kammeroper, but will also take on suitable parts at the Theater an der Wien.

## Portrait Concerts

In addition, each member of the Junges Ensemble will be showcased in an individual portrait concert consisting of a song and an excerpt from an opera aria. The Junges Ensemble is made up of Anna Maria Sarra (soprano), Cigdem Soyarslan (soprano), Gaia Petrone (mezzo-soprano), Rupert Enticknap (countertenor), Andrew Owens (tenor), Ben Connor (baritone) and Igor Bakan (bass-baritone). The international makeup of the ensemble results in an exciting musical journey across the world. The young artists are accompanied by Christian Koch on piano.

## Season Opener by Rossini

The 286-seat Wiener Kammeroper opened its first season under the partnership with the Theater an der Wien with *La cambiale di matrimonio*, a farsa written by Gioachino Rossini. This opera will mark not only the beginning of the 2012/13 season, but also the start of a Rossini cycle lasting several years. The Kammeroper will also stage works by Britten, Puccini and Handel. In addition, the programme will feature the world premiere of the Kafka opera *Verkehr mit*



*The Wiener Kammeroper was opened in 1961. First, the former ballroom at Fleischmarkt had to be adapted for opera purposes.*

*Gespensstern*, a work by composer Hans-Jürgen von Bose commissioned by the Theater an der Wien.

## Hans Gabor: Founder of the Kammeroper

The Wiener Kammeroper was founded by Professor Hans Gabor (1924–1994) in 1953. In 1948, the conductor who had left Budapest for Vienna founded the Wiener Opern Studio, a pure guest performance ensemble that did not have its own opera house. The ensemble featured several highly talented singers who would later go on to have successful international careers, including the Vienna natives Fritz Uhl, Walter Berry and Eberhard Wächter. The company disbanded in 1950, but Gabor continued to pursue his vision with the founding of the Kammeroper three years later. Once again, it was initially established as an ensemble without a principal opera house; it was not until the early 1960s that Gabor's dream of having his own opera house became a reality. A former ballroom at Fleischmarkt 24 in Vienna's city centre was adapted for opera purposes and opened as the Wiener Kammeroper in 1961. The Kammeroper has also been organising one of the world's most prestigious and largest singing competitions, the Hans Gabor Belvedere Singing Competition, since 1982.



# Three Theatres with a Long Tradition

The three theatres of Vereinigte Bühnen Wien – the Ronacher, the Raimund Theater and the Theater an der Wien – are some of the richest in tradition and are among the most beautiful stages in Vienna. Each theatre has seating for around 1,000 people and is equipped with state-of-the-art theatre technology. They can also be hired for events, galas or concerts on days when no performances are scheduled.

## Ronacher: from Vaudeville to World-Class Musicals

The Ronacher in the centre of Vienna was opened as the Wiener Stadttheater in 1871 and has had a turbulent history. After the theatre had burned to its foundation walls in 1884, the ruins were purchased by the businessman Anton Ronacher, who built a vaudeville theatre on the site, which he opened in 1888. For years, the Ronacher was dominated by dancers, magicians, acrobats and illusionists. This was vaudeville's heyday and it lasted until the 1930s. Josephine Baker's show in 1932 was legendary, but the outbreak of World War II brought vaudeville to an abrupt end. After the war, the stage replaced the Burgtheater, which had been destroyed. The theatre again became home to vaudeville in 1955 until the Austrian Broadcasting Corporation (ORF) acquired the building for use as studio and stage space in 1966. Following the ORF years, the Ronacher stood empty from 1976 to 1986. Not until VBW acquired the theatre did the curtain rise again. The musical hit *Cats* celebrated its premiere here. In 2006, work started on a comprehensive modernisation of the theatre to upgrade it for modern musical productions. It reopened on 30 June 2008 with the German-language premiere of *The Producers*.

Josephine Baker

### Facts and Figures: Ronacher

RONACHER

A-1010 Vienna, Seilerstätte 9

- Approximately 1,000 seats
- Can be set up as a ballroom
- Six to eight performances a week
- Stage: proscenium width 12 m, height 9 m, stage depth 25 m, width 21 m
- Fly loft height 21 m, with 50 fly lines
- Orchestra pit for up to 60 musicians, for musicals: 24 musicians
- One raised podium 12 x 3 m
- Digital sound console with 204 inputs, 104 outputs and 32 wireless microphones

## Raimund Theater: from Theatre to Musical Stage

Founded in 1893, the Raimund Theater opened with Ferdinand Raimund's *Die gefesselte Phantasie*. The theatre saw itself as a stage for the general public, the antithesis of the decadent opera scene of the major stages, and featured German plays, traditional folk plays and contemporary dramas. For this reason, the theatre was also referred to as the Mariahilfer Burgtheater. The theatre's first operetta, Johann Strauss' *Gypsy Baron*, was performed in 1908. The theatre experienced its heyday as an operetta stage in the late 1940s. The first musicals were performed in 1976. Since being acquired by VBW, the theatre is now dedicated year-round to musicals.



Marika Röck in  
"Die Csardasfürstin" at the  
Raimund Theater

### Facts and Figures: Raimund Theater

RAIMUND THEATER

A-1060 Vienna, Wallgasse 18–20

- 1,177 seats + standing room for 40
- Six to eight performances a week; no performances on Mondays
- Proscenium width 13 m, height 9 m, stage depth 23 m, width 23 m
- Fly loft height 22 m, with 50 fly lines
- Orchestra pit for up to 70 musicians, for musicals: 24 musicians
- Cylindrical revolving stage: diameter 14.5 m, two raised podiums 10 x 4 m
- Large-screen slide/video projection equipment
- Conventional lighting with roughly 400 spotlights, 42 moving lights
- Sound direction console with 132 inputs, 32 outputs and 40 wireless microphones
- Dual stereo and surround-sound speaker systems

## Theater an der Wien: Showcase for Grand Operas

The Theater an der Wien is one of Vienna's oldest theatres and was founded in 1801 by Emanuel Schikaneder, the librettist of Mozart's *The Magic Flute*. Beethoven was director of music at the theatre for two years, and in 1805 his *Fidelio* celebrated its premiere here. Traditional Viennese folk theatre by Nestroy and Raimund also played to a sold-out house, as did operetta masterpieces such as Johann Strauss' famous *Die Fledermaus* and Franz Lehár's *The Merry Widow*. Immediately following World War II, the Theater an der Wien became an opera stage again, standing in for the severely damaged State Opera for ten years. Its musical era began in 1965, when it featured mainly German-language versions of Broadway musicals. In 1983, the blockbuster musical *Cats* celebrated its German-language premiere here. This was followed by countless other premieres and German-language premieres of big musicals up until 2005. Since 2006, the Theater an der Wien has returned to its original purpose as an opera house.



Theater an der Wien: reopening  
celebration and gala premiere, 1962

### Facts and Figures: Theater an der Wien

THEATER  
an der Wien

A-1060 Vienna, Linke Wienzeile 6

- 1,043 seats
- Year-round performances, opera productions and concerts; monthly premieres, Wiener Festwochen in May
- Proscenium width 11.50 m, maximum height 7.80 m
- Stage width 19.90 m, stage depth 22 m plus 9 m rear stage
- Fly loft height 20 m, 85 fly lines, 38 of which are motorised
- Orchestra pit for up to 70 musicians
- Cylindrical revolving stage: diameter 17 m, four raised podiums, 11.5 x 3 m each
- 400 control circuits, 500 spotlights
- Digital mixing console (Studer Vista 5)



# Wiener Stadthalle: Big Emotions

From ABBA to Zappa. Virtually everyone who has made a name for themselves in show business has performed at the Wiener Stadthalle. If you're playing the stage in the huge arena, you know you've made it in show business – regardless of whether you're a national or international act.

With its large arena (Hall D), attractive show stage (Hall F) and four additional halls, the Wiener Stadthalle is one of Europe's largest and most successful inner city entertainment complexes. Almost any event is possible here.

A big part of what makes the Wiener Stadthalle so special is its tremendous versatility: It is a concert hall, show and

comedy stage, event and motorsport arena, trade fair and congress location, television studio, circus and venue for major international sporting events.

Roughly one million people visit around 350 events that are held at the Wiener Stadthalle every year.



*Everybody of distinction  
in the rock- and pop  
business performs at the  
Wiener Stadthalle.*

Photos: Bildagentur Zolles (2), Eva Kelely, LS Konzertagentur

## Facts and Figures:

**Opened:** in 1958  
**Turnover:** roughly €18 million per year  
**Owner:** 100 % Wien Holding GmbH  
**Full-time employees:** roughly 235  
**Visitors:** roughly one million per year  
**Events:** around 350 events per year



# Fantastic Entertainment

Wiener Stadthalle is Austria's top venue for big stars, big shows and big events. Around 350 events are held here each year, and they draw roughly one million people.

The Wiener Stadthalle was opened in 1958 and, after almost 55 years, it is the oldest active event hall in Europe. And it has enjoyed tremendous success: Since it opened, over 67 million guests have seen more than 16,000 concerts, shows, sporting events and other events here.

The central location, the metro connection, the state-of-the-art technology, the flexibility of the stage, the largest seating capacity of any venue for several hundred kilometres and the tremendous versatility of the Wiener Stadthalle play just as big a role in its success as the diverse programme and the top stars from all over the world that perform here.

## Among the Elite Venues

The Wiener Stadthalle has many faces. Whether it's concerts, musicals, trade fairs or revues, world championships, European championships, world-class tennis and equestrian tournaments or motorsport events, the Wiener Stadthalle is one of Europe's most versatile and largest inner city entertainment complexes and a venue that can do virtually anything.

This is also backed up by studies that compare international event halls on a regular basis. The Wiener Stadthalle

consistently places among the top ten venues in Europe in several categories – from the number of events held each year to the available halls and rooms to the number of visitors. It competes in the same league as the leading European venues such as Wembley Arena in London, the Bercy in Paris, the Olympiastadion in Munich, Siemens Arena in Vilnius or Lanxess Arena in Cologne.

## Six Halls for All Occasions

In addition to the large arena (Hall D) and the show stage (Hall F), the venue at Vogelweidplatz also contains Halls A and B. These two halls are used for sporting events, as is Hall C, which is operated as an ice rink year-round. The Wiener Stadthalle also features the multi-purpose Hall E with a capacity of up to 2,000. This hall has direct access to the large arena and is perfect for exhibitions, antiques shows, trade fairs, conferences and clubbing. The halls at the Wiener Stadthalle offer a total of roughly 13,000 square metres of usable space for events.

Wiener Stadthalle Group also manages other sporting venues on behalf of the Sports Office of the City of Vienna, such as the Stadthallenbad and Stadionbad swimming pools, the Ferry Dusika indoor stadium and the Ernst Happel Stadium.

*Hall F is the Wiener Stadthalle's show stage and offers roughly 2,000 seats.*



Photos: Eva Kelety, Bildagentur Zolles (2)



## World-Class Standards

Innovation and quality at a world-class level are the keys to success, which is why the Wiener Stadthalle continuously invests in its halls and its event programme. In addition to investments in updating and expanding the hall infrastructure at Vogelweidplatz, the Wiener Stadthalle continues to develop new events and improve the services available to event organisers, visitors and sponsors. Numerous innovations have been implemented in recent years: For example, the catering and restaurant areas, the ticket and information area, and the VIP and press areas have all been redesigned.



*Sports also play a major role at the Wiener Stadthalle.*

## Economic Factor

The Wiener Stadthalle is also an important economic factor. The total economic effect of the gross value added generated in connection with the visitors, the operation of the halls and the investments in modernisation and maintenance comes to roughly €70 to €80 million per year. This benefits Vienna's economy, tourism industry and event management and advertising industries as well as the supply companies that provide services ranging from catering to stage construction. The Wiener Stadthalle is also an important provider of jobs in Vienna's cultural segment, employing roughly 235 people.

## Contact

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# Arena for 16,000 Fans

The heart of the Wiener Stadthalle is the huge arena, Hall D, which can seat up to 16,000 visitors. Thanks to its tremendous versatility, Hall D is one of the best and most successful multifunctional arenas in Europe.



International rock and pop stars, legendary jazz musicians, the greatest rock ‘n’ rollers, unforgettable entertainers and German and Austrian pop stars: Almost all the famous names in the music business have played in the giant arena.

But the Wiener Stadthalle showcases more than just fantastic musicians. The arena at Vogelweidplatz has held 80 European and world championships in all kinds of different sports, including swimming, tennis, ice hockey, football, handball, basketball, wrestling, boxing and riding. It also hosts countless major events such as the Wiener Pferdefest and the Erste Bank Open, which is part of the ATP World Tour.

Major European shows – from Holiday on Ice to Cirque du Soleil – also dazzle audiences at the arena on a regular basis. Wrestling stars duke it out in the ring in the centre of the arena as do the Masters of Dirt, who perform breakneck jumps on motorcycles. However, the arena is perfect not only for pure power events, but also for elegant, sophisticated cultural affairs such as evenings of classical music performed by major orchestras.

## Highly Transformable

Almost any event is possible in the large arena, and nothing is impossible. The large arena is highly transformable and can be completely rearranged within 12 to 48 hours. After

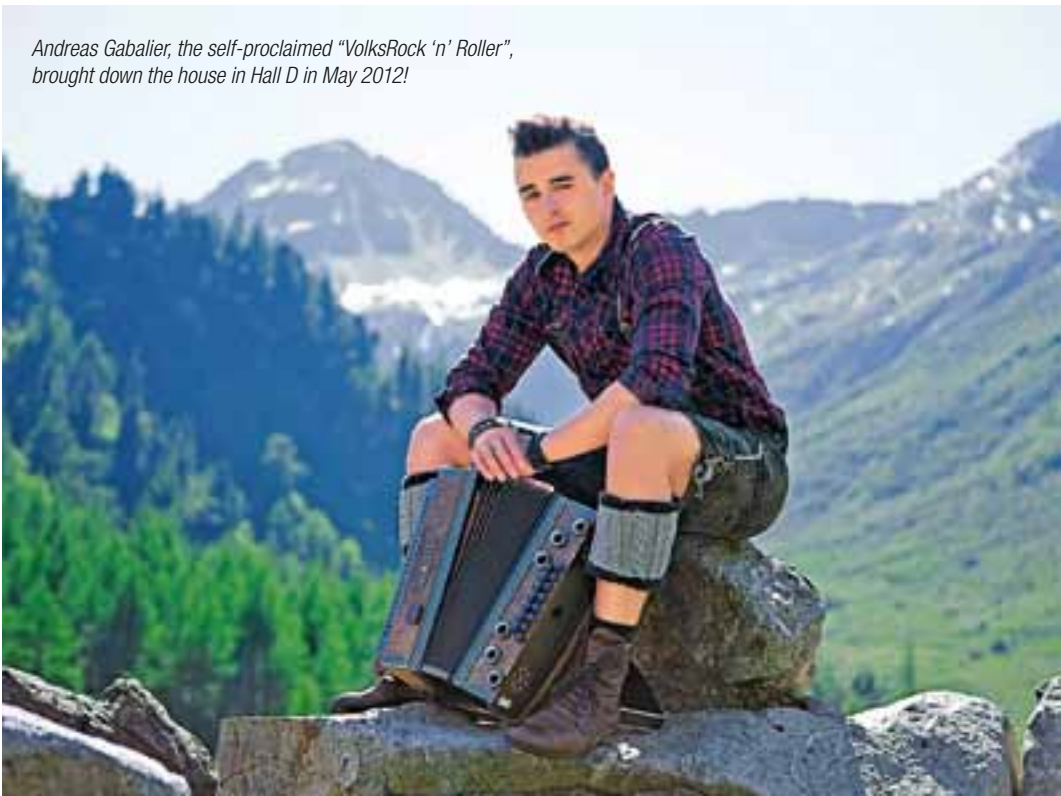
being rocked by Lenny Kravitz the day before, for example, the stage can be converted for a Söhne Mannheim show over night. In the same place that audiences took in the soothing sounds and laid-back mood of Sade just 24 hours earlier, the blistering music of Rammstein rumbles through the hall the next night. Just two days after the skaters of Holiday on Ice ruled the hall, *ABBA – The Show* takes over the stage.

The Stadthalle crew has developed the multifunctionality of its hall into an art form. The Wiener Stadthalle has its architect Roland Rainer to thank for its unparalleled versatility. Gigantic in terms of both its size and cultural significance, the Wiener Stadthalle works perfectly and can still easily meet all the industry’s quickly changing demands.

## Behind the Scenes

The effort that goes into every major concert and event is tremendous. Up to 30 huge trucks deliver the tour equipment the night before the gig. The trucks pass through the foyer, where visitors normally pass the time until the show starts, and drive right up to the stage. Forklifts bring speakers, spotlights and stage pieces into the hall. Dozens of roadies, technicians and stage hands lay hundreds of metres of cable, set up stage elements and barriers, and hang the gear for the lighting, sound and special effects on the trusses just below the hall’s ceiling. It rarely takes longer than 12 hours to get

Photos: Cirque du Soleil/danieldesmarais.com, Michael Mey, Gisela Erbacher, Eva Kelety



the arena ready for a show, and it takes even less time to strike the stage. Just moments after the curtain falls, the star gets back into his or her limousine to be whisked away to the hotel or the airport. Back at the arena, however, things are still in full swing as the roadies tear down all the gear – from the drums and guitars to the stage backdrop and the technical equipment. It only takes a few hours before the hall is empty again and the trucks are off to the next show in the next city.

Hall D is highly transformable.



## Facts and Figures: Arena – Hall D

- **Capacity:** from 2,600 to 16,152 people depending on the arrangement
- **Hall dimensions:** length 98 m, width 54.60 m, height 15.40 m
- **Hall area (inside):** 5,133 m<sup>2</sup>
- **Foyer:** 2,120 m<sup>2</sup>
- **Stage:** variable up to 600 m<sup>2</sup>, height can be adjusted between 1.2 and 2 m
- **Stage interior:** height of 17.92 m
- **Stage load:** 30 metric tons
- **Perfect infrastructure for lighting, sound and rigging**
- **Other facilities:**
  - Various VIP rooms ranging from 140 m<sup>2</sup> to 196 m<sup>2</sup> in size
  - Nine backstage rooms
  - Star dressing room (92 m<sup>2</sup>)
  - Eight group dressing rooms
  - Two restaurants
  - 12 buffets



# Show Stage in Red

Since 2006, the Wiener Stadthalle has had its own show stage – Hall F. With a seating capacity of 2,000, a brilliant design and state-of-the-art technology, it is regarded as one of the most modern show stages in Central Europe.



Hall F is beautifully modern, featuring an elegant red colour scheme and a stage that presents itself to the audience like a catwalk. Visitors to the hall will quickly realise that the performers on stage are not the only highlight here, but that the venue itself is also an attraction. As one of the most modern and most beautiful show stages in Europe, Hall F impresses audiences just as much as it does the event organisers who put on their shows here.

## Top Stars and Top Shows

Since its opening in 2006, countless international stars have graced the stage in Hall F, including Bryan Adams, Joan Baez, Tori Amos, Paul Anka, Percy Sledge, Katie Melua and Woody Allen and his New Orleans Jazz Band. “Schlager” stars and songwriters from Germany and Austria – from Reinhard Mey to Helene Fischer and Wolfgang Ambros – have played shows here. Comedians such as Michael Niavarani, Gernot Kulis and Oliver Pocher have also entertained audiences here. And numerous high-profile shows, from Riverdance and the Shaolin monks to musicals such as *Fame*, *Mamma Mia!* and *Grease*, have played tour dates in Hall F.

## Broad Spectrum of Events

The show stage is designed to handle a wide range of event types. The high-quality finishings, climate-controlled visitor areas and extensive technical equipment allow for a broad spectrum of events, including concerts featuring everything from classical music to pop and rock as well as comedy shows, dance and music shows, circus events and festivals. However, Hall F is also perfect for business events such as fashion shows, presentations, conferences, product presentations and other corporate meetings.

## Perfectly Equipped

Hall F impresses visitors with its perfect finishings and equipment. It offers artists, event organisers and producers everything they need for an optimum performance. The combination of the room acoustics and the electroacoustics creates a powerful, true sound with extremely natural tones. A 60,000-watt sound system powers events, while an adjustable lighting console and a heavy-duty lift for 5.5 metric tons round off the range of technical equipment.

Photos: Bildagentur Zolles (3), Manfred Weihs



The show stage in Hall F has been entertaining audiences with events such as the Shaolin monks since 2006.



## Facts and Figures: Show Stage – Hall F

- **Seats:** 2,037
- **Hall dimensions:** length 68.20 m, width 73.40 m, height 12.50 m
- **Stage:** 27 m x 15.30 m, stage opening 22.50 m x 10.15 m
- **Six stage entrances and rehearsal stage:** 420 m<sup>2</sup> at stage level
- **Orchestra pit:** 82 m<sup>2</sup>
- **Main foyer with cloak rooms:** 1,300 m<sup>2</sup>, two side foyers: 400 m<sup>2</sup> each
- **Two studios:** 300 m<sup>2</sup> and 400 m<sup>2</sup>
- **Perfect infrastructure:** for lighting, sound and rigging
- **Other facilities:** such as VIP lounges, production offices; star, artist, orchestra and team dressing rooms; catering units, banquet room

A spacious foyer with an adjacent restaurant and lounges on the hall level provide a place for visitors to relax and unwind.

## Giant Stage

The stage is simply huge: At 27.2 metres wide and 15.3 metres deep, it is more than one and a half times the size of a tennis court. The variable stage floor is made up of removable panels, individual stage elements can be lowered and there are six stage entrances. A 420-square-metre rehearsal stage is also available.



# Disney's Young Performers

The Wiener Stadthalle is the home of Disneys Junge Bühne (Disney's young stage), a new event series that has been launched together with the Performing Center Austria in order to stage musical productions for young people and families with children.

As part of the Disneys Junge Bühne programme, various Disney musicals produced by the Performing Center Austria are performed on the show stage in Hall F. The initiative was kicked off with *Aladdin Jr.* in February 2012, which was followed by *Alice in Wonderland Jr.* in June 2012. There are plans to produce an additional Disney musical for the 2013/14 season. These shows mark the first time that the famous and beloved Disney songs can be seen and heard on stage in Austria, complete with impressive dance numbers.

## How It All Started

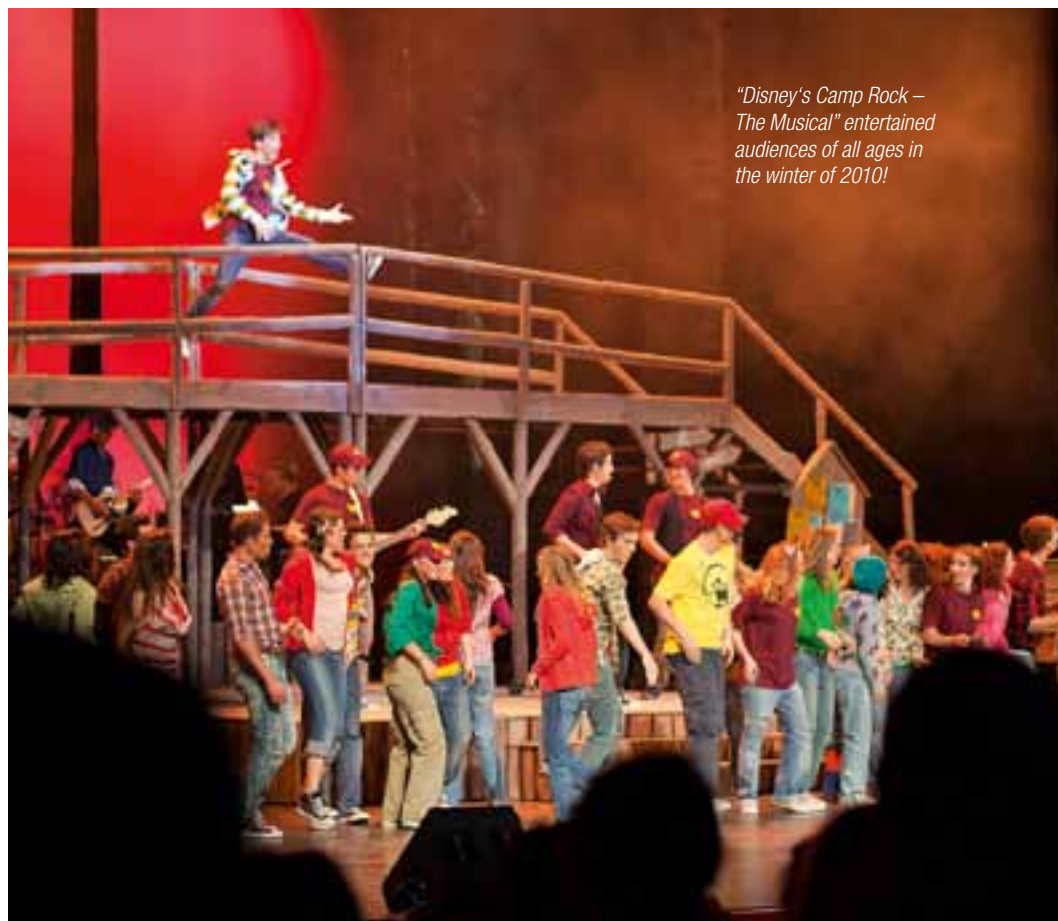
The successful collaboration between the Performing Center Austria, Wien Holding and the Wiener Stadthalle started back in 2007 with the stage adaptation of the Emmy-nominated Disney television film *High School Musical*. This was followed by *Disney's Camp Rock – The Musical* in 2010. In total, these two musicals have been seen by more than 40,000 people. For the first time, these two productions highlighted the excellent quality of shows that can be developed with the young musical theatre actors at the Performing Center Austria in collaboration with the Wiener Stadthalle.

## Great Opportunity for Future Musical Stars

The idea of producing musicals with young, talented artists for a young audience also convinced the Walt Disney Company and is now being continued in the form of the collaboration for Disneys Junge Bühne. The goal of Disneys Junge Bühne is not only to bring great shows to the stage, but also to give up-and-coming musical performers the opportunity to show off their skills in a professional show on a big stage. This form of talent development is extremely important to the programme's initiators. And one thing is certain: More than a few musical theatre stars of tomorrow are sure to emerge from the casts of these shows.

### *Aladdin Jr.*

*Aladdin* is one of Disney's most popular and beloved animated musical films, and it features several hits such as "A Whole New World" and "One Jump Ahead". In *Aladdin Jr.*, the hero goes on numerous adventures with the help of a magic lamp, the Genie who lives inside it and a flying carpet before finally winning the heart of his true love, Princess



"Disney's Camp Rock – The Musical" entertained audiences of all ages in the winter of 2010!



From "Aladdin Jr." (above) to "High School Musical" (left), the young musical performers already have plenty of fans (right).

Jasmine. *Aladdin Jr.* wows audiences not only with its impressive story, but especially with the amazing music of Alan Menken and Tim Rice, who won numerous awards for the film's score, including the Golden Globe.

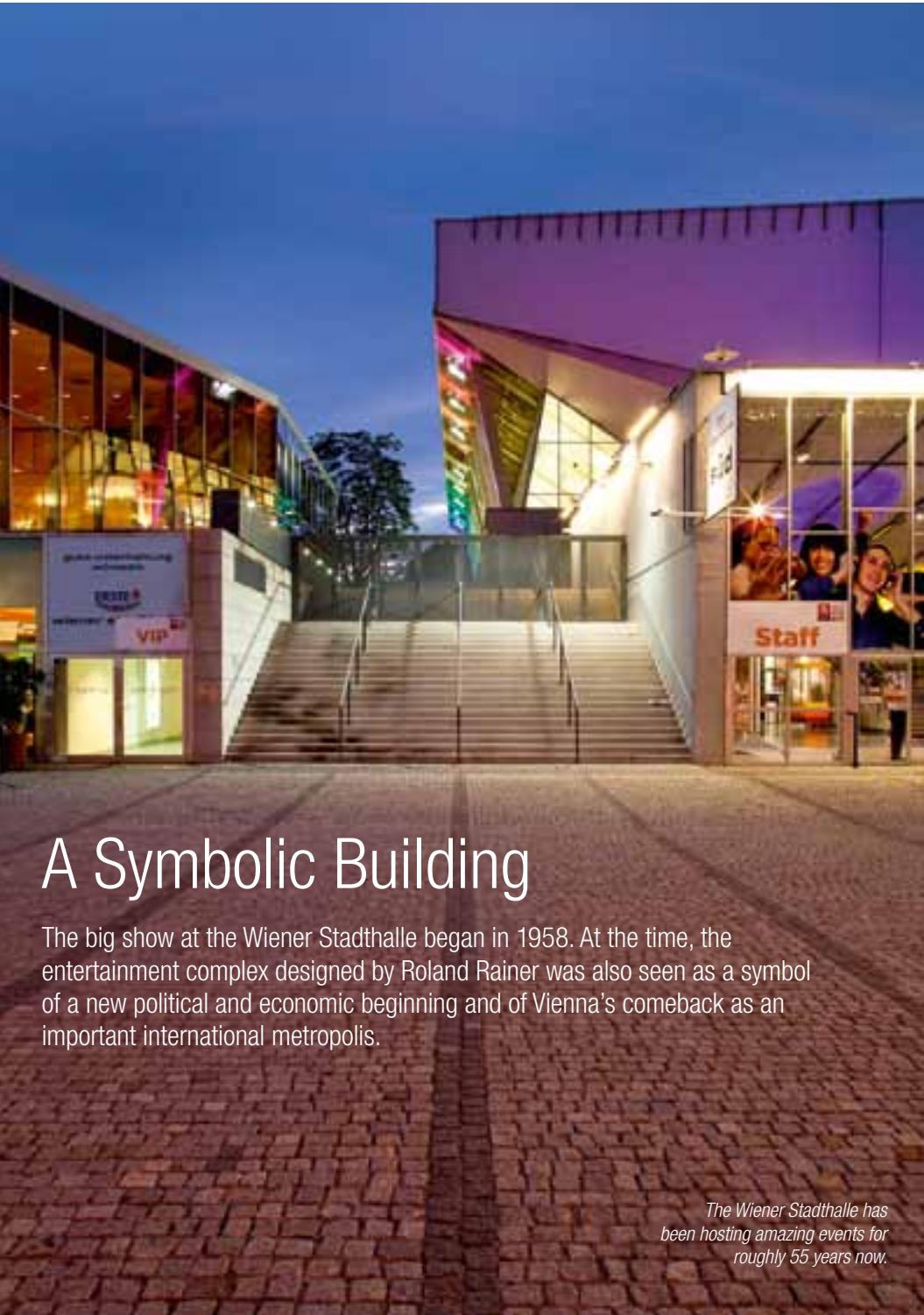
### *Alice in Wonderland Jr.*

*Alice in Wonderland* is Lewis Carroll's masterpiece that has become a classic of children's literature and been adapted for the stage and screen in numerous versions. In *Alice in Wonderland*, the main character Alice goes on a fantastic journey into Wonderland, where she meets talking animals and some very peculiar characters, such as the White Rabbit, the Mad Hatter and the Cheshire Cat. *Alice in Wonderland Jr.* marks the first time the story has been performed as a German-language musical and features visually stunning, powerful dance numbers and an impressively diverse range of music.

## About the Performing Center Austria

Wien Holding, the Wiener Stadthalle and Vereinigte Bühnen Wien have been supporting young musical performers for three years. The heart of this initiative is a cooperation with the Performing Center Austria, which is considered to be a talent incubator for young musical theatre actors and is the largest private educational institution for dance, singing and acting in Austria. The institution offers a three-year training programme for musical theatre actors in the form of an in-depth, all-round education in the main subjects of dance, singing and acting. Graduates such as Nina Proll and Lilian Klebow serve as a testament to the professionalism of this institution.





# A Symbolic Building

The big show at the Wiener Stadthalle began in 1958. At the time, the entertainment complex designed by Roland Rainer was also seen as a symbol of a new political and economic beginning and of Vienna's comeback as an important international metropolis.

*The Wiener Stadthalle has been hosting amazing events for roughly 55 years now.*



Photos: Eva Kelety, Gisela Erlacher (2), Votava (4)

In the 1950s, Vienna was in the midst of the reconstruction process. The people were gradually starting to regain a sense of optimism, and there was a desire to create a symbol that showed off the city's building prowess and power. With this in mind, the decision was made in 1952 to erect a building that could host a wide range of cultural and athletic events under a single roof: the Wiener Stadthalle. But there was also a very practical reason behind the construction project. When the Rotunde – one of the largest gathering halls at the time – was destroyed by a fire in 1937, the city of Vienna lost its most important event centre.

## Opening in June 1958

After an international architectural competition, the architect Roland Rainer was commissioned with the building's construction. The cornerstone ceremony was held in October 1953, and construction began in March 1954. Halls A and B started hosting events in 1957. The ice rink opened on 1 March 1958. After a construction period lasting five years in total, the official grand opening of the Wiener Stadthalle took place on 21 June 1958, with then federal president Adolf Sch  rf and then mayor of Vienna Franz Jonas in attendance.

## Let the Show Begin

Opening day belonged to the athletes: Weightlifters, boxers, judokas and fencers showed off their stuff. The legendary Harlem Globetrotters were also there. Two of Vienna's most famous orchestras provided the music, with the Vienna Philharmonic and the Vienna Symphony Orchestra playing together as a single ensemble for the first time in their history. An amazing 11,000 people turned out for the opening celebration: 9,000 guests and 2,000 participants. It was the first time that the enormous Hall D was filled to the last seat. Since then, there have been several other opening celebrations: Over the course of its over 50-year history, the Stadthalle complex has been expanded and adapted on numerous occasions, most recently with the addition of the modern show stage in Hall F in 2006.



*The Wiener Stadthalle during its construction (above); opening celebration (below)*



## Big Moments

The Wiener Stadthalle has played host to amazing concerts, athletic triumphs, grand shows and lots of emotional moments. Who can forget the rousing cries of "Hansee" from fans in the bleachers that powered the legendary Viennese boxing champion Hans Orsolics to a knockout victory over the Frenchman Jean Josselin to clench the European championship title in the 1960s? Robert Stolz himself stood at the conductor's podium for the Vienna Ice Revue, for which he composed the music 13 times. And Yuri Gagarin reported on his journey into space in front of hundreds of eager listeners.

## Big Stars

In 1970, the Rolling Stones performed in Austria for the first time, and the hall threatened to burst with excitement. This ushered in the era of famous pop and rock groups playing in Vienna and was followed up with shows by Pink Floyd, Deep Purple, The Who and virtually every big name in the music business.

The hall was turned into a giant television studio for the first time for the show "W  nsch Dir was". The only true Winnetou – Pierre Brice – was celebrated just as frenetically as the guest performance by the Beijing Opera in the 1980s. In 1989, Frank Sinatra, Liza Minnelli and Sammy Davis, Jr., came together for an "ultimate event" in front of a sold-out house. And circus fans are sure to remember the performances put on by the Artisten, Tiere, Attraktionen (ATA) circus.

## Big Spectacles

The programme of the Wiener Stadthalle impresses visitors today just as much as it did back then. But the events have become even more spectacular and more perfect. Big pop and rock stars arrive with equipment weighing several metric tons and up to 30 trucks. The effort that goes into these mega shows is enormous. Pyrotechnicians, light designers and sound engineers deliver extraordinary spectacles with amazing light and laser shows. And video projections and live cameras often allow the audience to become part of the show.



*Trude Herr, 1963 (left); Udo J  rgens, 1970 (below)*





# Discovery and Amazement

Vienna is one of the top tourist destinations in Europe, thanks in large part to the Wien Holding museums and cultural enterprises. Not only do they contribute enormously to Vienna's international reputation, they also offer attractive activities and exciting cultural experiences for Vienna's residents.

The Mozarthaus Vienna, for example, contains the only Viennese home of the great composer and musical genius to have survived to the present day. The Haus der Musik offers visitors a unique interactive and multimedia experience of the world of sound. The Kunst Haus Wien houses the world's only permanent exhibition of works by Hundertwasser and has established itself as a venue for 20th century art. The Jewish Museum Vienna offers an

impressive testament to the past, present and future of Vienna's Jewish community. It serves as a place of remembrance, encounter and communication.

All of the museums also host numerous themed and temporary exhibitions as well as various events. Wien Holding's four museums receive up to 700,000 visitors per year.



The Jewish Museum Vienna (left) with its new facade, the Kunst Haus Wien (above) with its colourful facade



The Mozarthaus Vienna (top left) and the Haus der Musik (bottom left) are both located in storied buildings.



Sensor Chair at the Haus der Musik (left), Vienna during Mozart's time at the Mozarthaus Vienna (above)



Works at the Jewish Museum Vienna (above) and at the Hundertwasser museum (below)



# Vienna's Mix of Museums

Wien Holding's cultural enterprises include four gems in the Viennese museum scene: the Mozarthaus Vienna, the Kunst Haus Wien, the Jewish Museum Vienna and the Haus der Musik. They allow visitors to experience art and culture through discovery, sight, sound and touch.

## Mozarthaus Vienna

The Mozarthaus Vienna is the only one of Mozart's Viennese flats still in existence today. It offers Mozart fans of all ages a detailed look at the time in which Mozart lived. In addition to the Mozart flat, visitors can also gain insight into the life and work of this musical genius on three floors of exhibits. The focus is on the years the composer spent in Vienna, which mark the height of his creative career. The Mozart flat allows visitors to see how Mozart and his family lived. In addition, concerts and events are staged in the house's concert hall.

## Haus der Musik

The Haus der Musik is a modern, interactive museum in the first district of Vienna. It invites visitors to immerse themselves in the fascinating world of music and sounds. You can test your musical talent on the virtual conductor's stand, enjoy the Vienna New Year's Concert in crisp video and audio or compose your own waltz here. The Haus der Musik allows

visitors to discover the history of Vienna's musical tradition. And they can experiment with sounds, noises and instruments in a way that it is virtually impossible anywhere else. The building where the Haus der Musik is located was also where the Vienna Philharmonic was founded.

## Jewish Museum Vienna

The main building of the Jewish Museum Vienna in the freshly renovated Palais Eskeles makes a sparkling impression. The museum offers information about Austrian-Jewish history, the religion and the traditions. The museum's Visible Storage presents its unique collections. A special programme allows visitors to take a virtual tour of all of the synagogues that existed in Vienna before 1938, and the museum's atelier provides insight into the milestones in Jewish life. The Jewish Museum Vienna's second location, Museum Judenplatz, contains the impressive foundations of a mediaeval synagogue and an exhibition about Vienna's Jewish population in the Middle Ages.

Details from the Max Berger Collection, Jewish Museum Vienna



## Kunst Haus Wien

Founded by the Austrian artist Friedensreich Hundertwasser in the former Thonet furniture factory, the Kunst Haus Wien houses the unique Hundertwasser museum and also presents several special international exhibits each year. The museum displays a representative range of Hundertwasser's work. It holds his key paintings as well as his graphic works, applied art, architectural designs and testimonies to his commitment to the environment. The museum also regularly shows widely acclaimed temporary exhibitions dedicated to 20th century art.

## "Wiener Museumsmelange"

Wien Holding's four museums also offer a special combination ticket, the "Wiener Museumsmelange", whose motto is "take two out of four". The ticket is good for entry to two of the four Wien Holding museums at a combination price of €18. The combination ticket is available all year

round and is also offered to tour operators. The "Wiener Museumsmelange" can be purchased from the ticket offices of the four Wien Holding museums or from Wien Ticket at [www.wien-ticket.at](http://www.wien-ticket.at).



"Elliott Erwitt. Retrospective" at Kunst Haus Wien

Photos: Eva Kešely, agentur wulz services, Mozarthaus Vienna/David Peters, Haus der Musik/Inge Prader



Mozart's obituary, Mozarthaus Vienna



Children try out the installations at the Haus der Musik.



# The Wonderful World of Music

If you think music can't be put on display, you'll be amazed at the Haus der Musik. At this interactive museum, you can hear, feel and experience sound with all your senses. So prick up your ears and let your journey of discovery through the world of music begin.



*The Haus der Musik, Austria's first museum of sound, is located at Seilerstätte 30 in the first district.*

Located in a historic palace in the city centre, the Haus der Musik opened in June 2000 and is Austria's first music and sound museum. Wien Holding took the museum over in 2005.

The museum has now positioned itself as the only one of its kind in Europe to provide a narrative of musical history and draw visitors into the secrets of sound using interactive and multimedia exhibits – from the beginnings of human sound generation to present-day music. And of course what would the Haus der Musik be without Vienna's great musicians like Mozart and Haydn? A great deal of space is dedicated to the history and work of these musical geniuses who lived in Vienna.

## Two Million Guests

Since its opening, roughly two million people have visited the Haus der Musik or attended one of the countless concerts or musical events held here. The museum's fans also include prominent musicians and star performers such as Anna Netrebko, Nathalia Ushakova and the maestro Zubin Mehta, who is the museum's honorary president. The Haus der Musik has become a permanent fixture of the Viennese cultural scene, presenting up to 100 concerts and musical events a year.

## A Place with Musical History

Musical history was written in the Haus der Musik on Seilerstätte in 1842, when the composer and conductor Otto Nicolai (1810–1849) founded the Vienna Philharmonic Orchestra while living here. There is perhaps no other orchestra that has been more consistently and closely associated with the history and tradition of European music.

For almost 170 years, the ensemble has shaped Vienna's musical life due to the many uniquely gifted composers, conductors and artists who have worked with the orchestra. Today, Nicolai's apartment is part of the Haus der Musik. The entire first floor of the sound museum is dedicated to the Vienna Philharmonic.

## Interactive Sound Experiences

The Haus der Musik presents a fascinating world of music and sound spanning six storeys. The museum of sound lives from the optimal interplay of natural and electronic sound generation, which has resulted in a completely new form of presentation. The aim is to playfully introduce visitors to new ways of experiencing music and their own creative potential for making music.

Photos: Eva Kelety (2), Haus der Musik/Inge Prader, Hanna Pribitzer



## Vienna's Great Masters

Visitors to the Haus der Musik can immerse themselves in the world of the great composers as well: Joseph Haydn, Wolfgang Amadeus Mozart, Ludwig van Beethoven, Franz Schubert, Johann Strauss, Gustav Mahler and also the founders of the Second Viennese School, Arnold Schönberg, Alban Berg and Anton von Webern, each have a room dedicated to them. The presentation is multimedia-based: Film, sound samples and objects produce an all-encompassing experience. Historic instruments and precious loan objects from important collections and museums are also on display.

## Numerous Concerts

The spacious foyer and covered inner courtyard at the Haus der Musik are used for concerts and events such as the Live on Stage – Music Nights, held in cooperation with the Vienna Songwriting Association. On the top floor, there is a state-of-the-art event room that can hold 150 people.



## World of Sound for Kids

At weekends, the Haus der Musik offers special guided tours for children. The tours start at 14.00 on Saturdays and at 10.00 and 14.00 on Sundays. The meeting point is the Haus der Musik ticket office. Periodically there are also concerts and events especially for children.



*The Haus der Musik offers exciting interactive installations as well as concerts and events.*

## Contact

**Haus der Musik Betriebsgesellschaft m.b.H.**  
A company of Wien Holding  
A-1010 Vienna, Seilerstätte 30

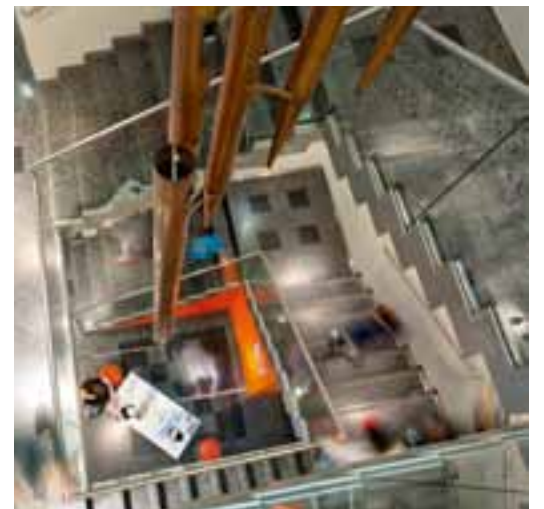
**Open daily:** from 10.00 to 22.00  
**Telephone:** +43/1/516 48-0  
**E-mail:** info@hdm.at  
**Web:** www.hdm.at



# A Museum for All the Senses

As a modern, interactive sound museum, the Haus der Musik stands for new and innovative approaches to music. It is multimedia-based and gets visitors involved, with roughly 70 different installations that allow them to have fun with sounds, noises and music.

*Seventy exciting installations created especially for the museum can be found at the Haus der Musik.*



The museum's concept, installations and virtual exhibits were developed in cooperation with four Austrian universities, two foreign university institutes, musicians, musicologists, artists, architects, sound engineers and students. This collaboration resulted in around 70 inventions, which were implemented in the museum. The Haus der Musik has received numerous awards for this innovative concept, including the Austrian Museum Prize.

## Mozart's Musical Name Game

If a name were music, what would it sound like? Especially if Mozart had a hand in it? That is exactly what Namadeus allows you to find out. This interactive computer programme is a good example of how visitors can discover the world of music at the Haus der Musik. Players can use a touchscreen to enter whatever name or word they want. Following internal rules, the programme transforms the letters of the word into musical notes. And like magic, the name becomes Mozart

music. The idea behind this is based on Mozart's musical game KV 516f, which is nothing more than a complex system for setting the alphabet to music that was created by Mozart.

## Virtual Conductor

Want to conduct the Vienna Philharmonic like at the New Year's Concert? The virtual conductor lets you do just that. On a large video wall, you can see the orchestra waiting in the Vienna Musikverein's Golden Hall. *The Blue Danube*, the *Annen Polka*, Mozart's *Eine kleine Nachtmusik* or the *Radetzky March*. Simply take the electronic baton in your hand, select a piece of music and go for it. Maestro Zubin Mehta gives his own personal conducting tips. If you do a good job, you will receive applause. And if you make mistakes, the Philharmonic will get angry at you.

Photos: Haus der Musik/Inge Prader, AWG-Architekten, Eva Kelety (2)

## Roll a Waltz

The Haus der Musik is home to a fascinating interactive waltz dice game that makes visitors into composers of music in three-four time. Simply roll the dice eight times to create your own personal, perfectly composed Viennese waltz out of the eight random melodies that you landed on. There are exactly 1,679,616 waltz variations available. Wolfgang Amadeus Mozart and Joseph Haydn were just as inspired by musical dice games as modern composers are nowadays.

## Exploring Noises

Things get especially exciting when it comes to exploring noises and sounds. If you want to know how sound travels from the outside to the inside of humans, you can find the answer in the "Hörbahn". If you want to find out more about the human voice, the most important "musical instrument" of all, take a journey through the Sea of Voices. Learn the

principles of how sound generation works in the Instrumentarium, with oversized instruments including a walk-in organ pipe.

## Virtual Multimedia Opera House

The virtolstage was a new addition in October 2012. A whole floor of the Haus der Musik has been transformed into a virtual, interactive and multimedia opera house. Visitors can immerse themselves in the fascinating world of opera "zeitperlen" and can influence what happens, design the stage and arrange the music. By moving their hands, legs or their entire body, they can act as the director and control what happens on stage. All live and in person without any delays. Opera from the perspective of the artists: This installation puts a whole new spin on the sound museum's successful concept of allowing people to experience music with all their senses.



# A Place of Encounter A Place of Remembrance

The Jewish Museum Vienna in Palais Eskeles serves as a place of remembrance, encounter and communication as well as a living competence centre for Jewish and non-Jewish people to come into contact with one another. In October 2011, the museum reopened with a whole new look after about a year of general renovations.

The Jewish Museum Vienna is an open and modern establishment. It offers insight into Jewish history and present-day life. A Jewish place of strength in the heart of Vienna, the museum's new spirit can be felt throughout the building, starting from the moment you enter the atrium and see the permanent "Installation of Remembrance" by the New York-based artist Nancy Spero.

## Jewish Life

For this wall installation, Spero reworked various pictures and texts from Austrian Jewish history and stamped them on the wall: a mediaeval matzo bakery, Gustav Mahler conducting, the Leopoldstadt Temple, which was destroyed by the Nazis. The religious objects on display from Max Berger's Collection of Judaica correlate with the fresco-like fragments of memory. All of the items shown also have something to do with Jewish celebrations, so visitors get the chance to learn about the Jewish holidays, festivals and customs. This helps

the museum to achieve its aim of presenting Jewish cultural and social life.

## Important Holdings

One of the core elements of the Jewish Museum Vienna is its Visible Storage, which displays all of the museum's large collections: the collection of the Israelitische Kultusgemeinde Wien (Vienna Jewish Community), the Jewish Museum Vienna's new acquisitions since the early 1990s, and the purchased and donated private collections of Berger, Schlaff and Stern. The Visible Storage at the Jewish Museum Vienna is open to the public – a rare privilege not found in many museums around the world. The items are not simply put on display but are linked to the places – for example, the synagogues – where they come from, the people who they used to belong to or the collectors who preserved them for the future.

*The renovated facade of the Jewish Museum Vienna on Dorotheergasse*



Photos: agentur wulz services (2); Elife Semotan; Eva Kelely; Courtesy Kaufmann Repetto, Milano



The Jewish Museum Vienna's collections contain some of the most important items in the world relating to Jewish cultural history in the Habsburg Empire, the First Austrian Republic, the interwar period in Vienna and the history of the deprivation of rights, displacement and murder of its Jewish population.

## Exhibitions on the Piano Nobile

The piano nobile of Palais Eskeles – the impressive upper-class rooms – serves as the backdrop of special exhibitions, which are shown several times a year here. These exhibitions are dedicated to exciting topics relating to art, culture, society and politics, always with a focus on aspects of Jewish history and present times or the Jewish community in Vienna.

In addition to exhibitions, the museum also hosts countless events ranging from concerts and readings to CD presentations and lectures as well as screenings by the Jewish Film Club. The Jewish Museum Vienna also offers numerous programmes and activities at the museum and in the city for nursery groups, school classes and students.

## Founded in 1993

The museum was founded at the initiative of former Vienna mayor Helmut Zilk. The Jewish Museum Vienna opened at Palais Eskeles in 1993. Wien Holding bought the palace in 2003 and in this way secured the museum's location for the long term. The museum is operated by the City of Vienna together with Wien Holding. The Jewish Museum Vienna also owns the Museum Judenplatz, which is mainly dedicated to Jewish life in Vienna in the Middle Ages.



*Collector Eduard Pomeranz (top left), atrium of Palais Eskeles (top right), children in front of the Visible Storage (left), „Back Home“, Adrian Paci (right)*

## Contact

**Jüdisches Museum der Stadt Wien Gesellschaft m.b.H.  
A company of Wien Holding  
A-1010 Vienna, Dorotheergasse 11**

### Hours:

**Jewish Museum Vienna – Palais Eskeles:**  
Sunday to Friday from 10.00 to 18.00, closed Saturday

**Jewish Museum Vienna at Judenplatz:**  
Sunday to Thursday from 10.00 to 18.00,  
Friday from 10.00 to 14.00, closed Saturday

**Telephone:** +43/1/535 04 31  
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# Jewish Life in Mediaeval Vienna

The Museum Judenplatz was opened in 2000 as the second location of the Jewish Museum Vienna and is mainly dedicated to Jewish life in Vienna in the Middle Ages. Knowledge about this period is conveyed in a very exciting way: for example, with a virtual tour through the small streets and across the squares where Vienna's Jewish population lived at the time.

*The Museum Judenplatz is mainly dedicated to Jewish life in mediaeval Vienna. In front of the museum is the Rachel Whiteread Holocaust memorial.*



In the Middle Ages, Vienna was home to a flourishing Jewish community, one of the largest and most important in Europe. And Judenplatz was the centre of Jewish life back then. In the permanent exhibition, visitors can experience Jewish life in the Middle Ages for themselves in the form of a virtual tour that takes them back to 14th century Vienna, showing Jewish customs and festivals of the time, making for a lively depiction of the life of this Jewish community. Archaeological artefacts, illustrations and texts document interactions between Jewish and non-Jewish people.

## Impressive and Three-Dimensional

The show makes use of three-dimensional animation. Visitors can go on an impressive and vivid virtual tour through the small streets and into the buildings of Vienna during the Middle Ages. This is possible thanks to new scientific findings about Jewish life during the period. Intense research has been going on in this field in recent years, and experts have

unearthed an astonishing amount of information. They now know, for example, who owned which houses in the Jewish quarter of Vienna during the Gothic period as well as how the people lived, worked and celebrated. All of these facts have been packed into a seven-minute animated film – a three-dimensional journey back in time that allows viewers to experience life back then for themselves.

## Mediaeval Synagogue

The remains of the synagogue destroyed in the Middle Ages that were found under Judenplatz in 1995 are now a testament to the life of the community at the time and its elimination. The excavations can be visited at the Museum Judenplatz. The foundation of the hexagonal bimah, the raised platform for reading the Torah, and the Torah shrine from the synagogue – which was one of the largest in the Middle Ages – were preserved. Parts of the walls and the floor are also visible.

## Memorial

Judenplatz is virtually the only place in Vienna that combines the Jewish past, present and future in one location. Directly in front of the Museum Judenplatz is the Shoah memorial designed by the English sculptor Rachel Whiteread, a 10-metre long, 7-metre wide and almost 4-metre tall steel-reinforced concrete cube whose surface resembles a library wall with its volumes turned inside out.

Engraved on floor slabs around the memorial are the names of the places where Austrian Jews were murdered during Nazi rule. The memorial is closely connected to the information centre about the Holocaust, which was set up in the basement of the Museum Judenplatz by the Documentation Centre of Austrian Resistance. Visitors can look up the names of and information about the 65,000 Jews as well as the circumstances that led to their persecution and murder.

## Numerous Exhibitions

Besides the focus on Jewish life in Vienna in the Middle Ages, the museum at Judenplatz also features numerous temporary exhibitions, with a particular emphasis on contemporary art. These have included Andy Warhol's "Jewish Geniuses", a sequence of portraits of ten important Jewish figures from the 20th century. The idea came from Warhol's friend, the former lawyer and present-day art dealer Ronald Feldman. Feldman had seen Warhol's portrait of Golda Meir, which inspired him to investigate the Jewish intellectual world.





# Hundertwasser's Fantastic World

Even just the architecture of the Kunst Haus Wien shows what kind of diversity lies behind its walls. Friedensreich Hundertwasser designed the building himself, and it houses the Hundertwasser museum, which showcases the work of this master in all its many facets. The regular special exhibitions here focus on 20th century painting, graphic art, sculpture and photography.

Uneven, colourful and round: The Kunst Haus Wien is not a house in the traditional sense. Uneven floors, lots of ceramic and mosaics as far as the eye can see. Lush greenery sprouts and grows everywhere, on the roofs and facades as well as indoors. The museum is housed in the buildings of the former Thonet furniture factory. The conversion according to the concept and ideas of Friedensreich Hundertwasser took two years to complete, and the building is now seen as an homage to the great master.

## Hundertwasser Museum

The heart of the Kunst Haus Wien is the Hundertwasser museum, the world's only permanent exhibit of the globally renowned artist's works. It offers a unique cross-section of Hundertwasser's oeuvre, including key paintings and graphic works, applied art, architectural designs and models as well as testimonies to his commitment to the environment.

## Versatile Artist

Hundertwasser was born as Friedrich Stowasser in Vienna in 1928. Since "sto" means "hundred" in Slavic languages ("hundert" in German), Stowasser became Hundertwasser. The globetrotter enjoyed travelling and did so often. He always took a miniature paint box along with him to ensure that he had brushes and paint close at hand at all times. Hundertwasser exhibited his first works in Vienna in the 1950s, followed by Milan and Paris. He had his international breakthrough in 1962 at the Biennale in Venice, and exhibitions in museums on four continents followed.

In the 1980s, he carried out his first architectural projects. After completing the Hundertwasserhaus, he went on to design many other buildings in Austria, Germany and Switzerland as well as in California, Japan and New Zealand. He was also a master of original graphic techniques. He designed posters along with many postage stamps and also illustrated special limited editions of the Brockhaus encyclopaedia and the Bible.

Hundertwasser died in 2000 at the age of 71 on board the Queen Elizabeth II. He is buried in New Zealand, where he had lived happily for many years. He was laid to rest under a tulip tree in his Garden of the Happy Dead.

## An Array of Shapes and Colours

Hundertwasser's work features an impressive array of colours. He had a preference for bright, intense shades. He also frequently glued thin sheets of gold and silver to his pictures. Hundertwasser banned straight lines from almost all of his works. In 1953, he painted his first spiral, which would later become his trademark along with his bright spectrum of colours.

## Museum with Five Floors

The museum spans five floors. In the foyer, there is a fountain designed by the sculptor Hans Muhr right by the ticket desk. The museum shop is also here, and it was the first of its kind in Austria to follow the international trend of having a shop inside a museum. It now serves as an important source of revenue for the museum.

The foyer also leads to the café and restaurant Dunkelbunt, where guests can relax and unwind while cars battle their way through the city along the "Lände". Visitors can follow the uneven, big spiral staircase to the exhibition areas. Two floors are dedicated to the work of Friedensreich Hundertwasser. The third and fourth floors regularly feature temporary exhibitions by great artists.

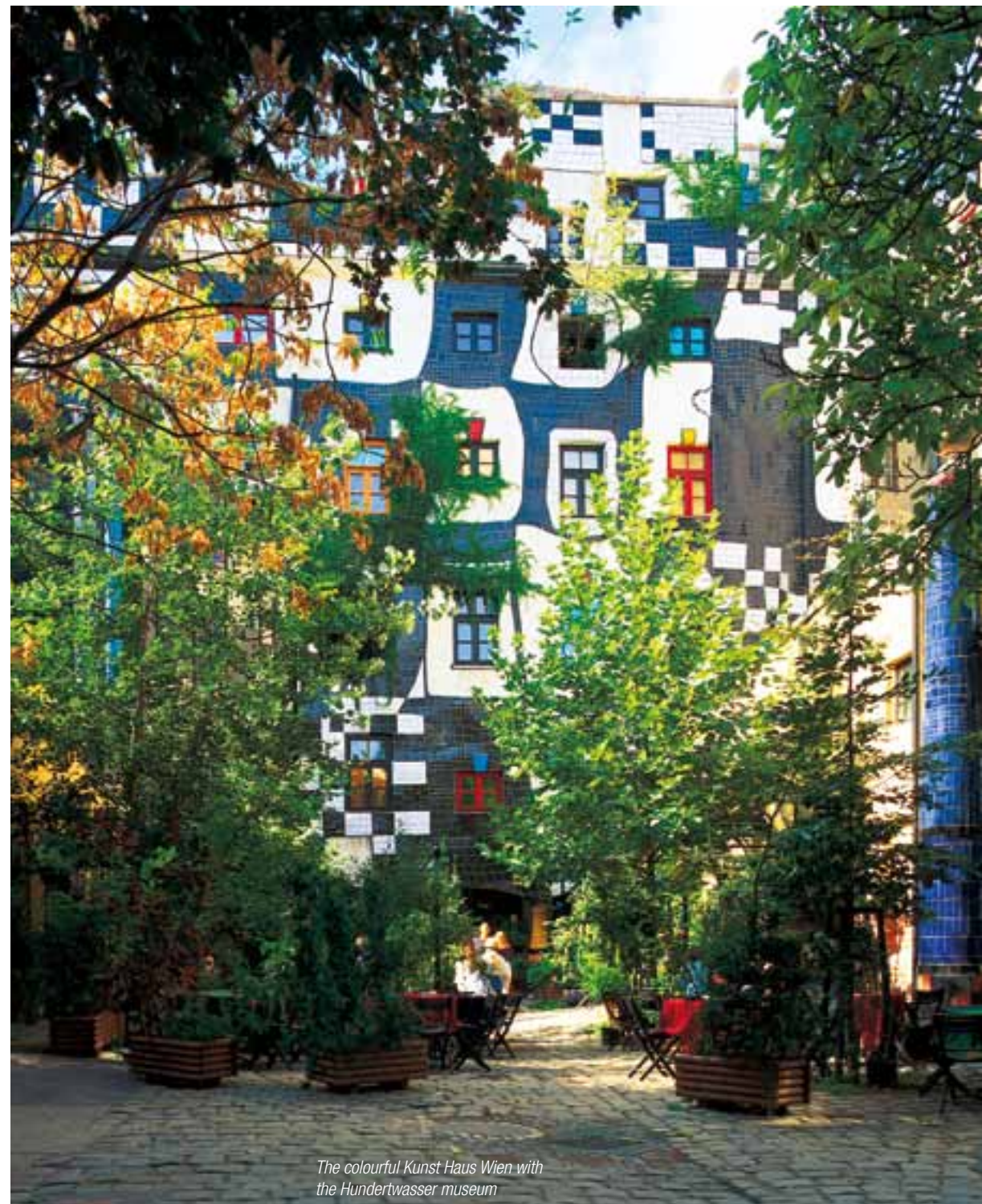


Friedensreich Hundertwasser

## Contact

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The colourful Kunst Haus Wien with the Hundertwasser museum







„Woman with Flag“,  
Mexico City, 1928  
by Tina Modotti

## Museum for an Exciting Era

The Kunst Haus Wien has established itself as a perfect venue for 20th century art and offers a very unique concept in Austria's museum scene. On one hand, the Kunst Haus Wien focuses on the ideas of one individual artist with its Hundertwasser museum, and on the other, it spans an array of 20th century painting, graphic art, sculpture and photography with its temporary exhibitions.

The Kunst Haus Wien hosts three to four temporary exhibitions per year. Over 60 of these exhibitions have been held since 1991, featuring renowned international artists such as Henri Cartier-Bresson, Annie Leibovitz, Andy Warhol, Christo, HR Giger, Joan Miró, Jean Dubuffet, Keith Haring, Pablo Picasso, Man Ray, David Hockney and Daniel Spoerri. The museum has also shown the work of numerous Austrian artists on many occasions, including exhibitions by Oskar Laske, Manfred Deix, Xenia Hausner and Andreas H. Bitesnich.

### An Exciting Era

The 20th century is one of the most exciting eras in art. The many different exhibitions presented at the Kunst Haus Wien showcase the diversity of this century, with everything from painting and graphic art to sculpture and photography. One example of the diversity of the Kunst Haus Wien's exhibitions is the retrospective of the work of the Swiss artist HR Giger, which

enjoyed a successful run in 2011. The focus was the painter and three-dimensional artist HR Giger, who gained worldwide notoriety and received an Academy Award for his design work on the film *Alien*. With its comprehensive show, the Kunst Haus Wien cast a fresh eye on the work of a controversial artist who has had an unparalleled influence on pop culture and cyber culture.

### Controversial Subjects

The HR Giger retrospective is also an example of the Kunst Haus Wien's tradition of dedicating its focus on 20th century art to artists whose work raises discussions. This tradition led, for example, to exhibitions featuring photographs by Robert Mapplethorpe and David LaChapelle as well as the 2010 show "Controversies – Justice, Ethics and Photography", which examined controversial photography from a historical perspective.

Photos: Galerie Bilderwelt/Berlin, Elliott Erwitt/Magnum Photos, René Burri/Magnum Photos, HR Giger 2011



„Felix, Gladys and Rover“, New York,  
USA, 1974, by Elliott Erwitt



Ernesto Guevara (Che) during an  
exclusive interview in his office in  
Havana, Cuba, 1963, by René Burri

### Focus on Photography

The medium of photography is generally one of the museum's main focuses. The spectrum ranges from exhibitions featuring works by iconic 20th century photographers to shows with current works by major fine art photographers. The Kunst Haus Wien consciously focuses on photography as an art form because there are still far too few museums in Austria dedicated to this genre.

Besides the big star photographers like Man Ray and Annie Leibovitz, the Kunst Haus Wien also often presents less renowned but groundbreaking and legendary photographers, for example, in the 2010 exhibition "Tina Modotti – Photographer and Revolutionary". Many of the photo exhibitions are dedicated to the most important photographers of our time, from Henri Cartier-Bresson to René Burri. A good example of this is the exhibition "Elliott Erwitt. Retrospective" from the 2012 programme. In his pictures, which give preference to dogs and children as models, Erwitt combines an ironic view and an alert spirit with a profound sense of effortlessness. It's no wonder Erwitt is considered the "Woody Allen of photography".



„Birth Machine“ by HR Giger, 1967



# A Museum for Amadeus

Just behind St. Stephen's Cathedral on Domgasse is the Mozarthaus Vienna, the only one of Mozart's Viennese flats still in existence today. A unique centre has sprung up around Mozart's former home that is dedicated to the work and life of this musical genius.



*The entrance to the Mozarthaus Vienna on Domgasse in the first district*

The Mozarthaus Vienna is one of Wien Holding's most ambitious cultural projects. The privately owned building was becoming increasingly derelict in the 1990s. In the run-up to the Mozart Year, the City of Vienna contracted Wien Holding to renovate the building and create a new Mozart centre around Mozart's flat. The project was completed in just 14 months of construction as a PPP model with private partners. The Mozarthaus Vienna opened just in time for the 250th anniversary of Mozart's birth in 2006. Since it was opened, some 900,000 people have visited Mozart's world. The house also won the state prize for multimedia and e-business for its impressive multimedia presentations.

## Discover Mozart's World

Four exhibition floors afford visitors an extensive overview of the life and works of the musical genius. The museum focuses on Mozart's years in Vienna, which mark the highlight of his creative career.

Museum visits begin on the building's third floor, where visitors learn about how the composer lived, where he performed, and who his friends and patrons were. It also touches on his relationship with the Freemasons and penchant for gambling. The second floor focuses primarily on

Mozart as a composer of operas and his works. The Mozart flat on the first floor, the authentic core of the house, lets visitors see how Mozart and his family lived.

The café on the ground floor, the museum shop and a concert hall in the cellar round out the offerings of the Mozarthaus Vienna.

## Concert Hall

The concert hall in the vaulted cellar of the Mozarthaus Vienna recently began to serve as the venue for legendary Bösendorfer concerts. The reason why Bösendorfer concerts are now held at the Mozarthaus Vienna is that after the storied company moved from its old factory to Wiener Neustadt, the concert hall of the Bösendorfer piano factory moved from the district of Wieden to Domgasse. The new collaboration with the company, which has been building pianos since 1828, gives Vienna a new highlight in its musical lineup and makes the Mozarthaus Vienna even more of a place for cultural encounters.

## Learning Centre

Music lovers wishing to learn more about Mozart will find a unique learning centre at the Mozarthaus Vienna, where Mozart fans of all ages have the opportunity to obtain additional information that goes beyond what they can learn from the museum's exhibitions. The Learning Centre can also be accessed online. The database is being continuously expanded and teachers and their classes in particular can prepare for their visit to the Mozarthaus Vienna in advance.

## Exciting Tours

The Mozarthaus Vienna offers a wide range of guided tours and educational events for adults, children and school classes. An informative general tour, which must be booked in advance, provides a detailed introduction to the house. Four themed tours for adults focus on topics including Mozart and His Time and Mozart and His Family. There is also a wide range of tours for school groups.

## Public and Celebrity Attraction

Many prominent cultural and political figures have visited the Mozarthaus Vienna, including Madonna, Plácido Domingo, Anne Sophie Mutter, Angelika Kirchschlager, Neil Shicoff and the "grande dame" of opera, Christa Ludwig. The rock band The Eagles was also impressed by the diverse multimedia and historical information offered by the museum. Numerous important politicians from Austria and around the world have also paid a visit to the museum.



*Children on a tour of the Mozarthaus Vienna*

## Contact

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**Web:** [www.mozarthausvienna.at](http://www.mozarthausvienna.at)



*The museum shop at the Mozarthaus Vienna*



# The Life of Amadeus

At the heart of the Mozarthaus Vienna is the Mozart flat. Mozart lived here from the end of September 1784 to the end of April 1787. These are considered the musical genius' most productive and successful years.

When visitors to the Mozarthaus Vienna enter the Mozart flat on the first floor, they are stepping into the rooms where Mozart and his family actually lived. It is the most distinguished, largest and most expensive flat that Mozart ever lived in – and the only flat in Vienna belonging to Mozart that still exists. You can practically still feel Mozart's aura here. The flat is made up of four rooms, two side rooms and a kitchen.

Mozart stayed in the flat on Domgasse for a full two and a half years – a long time by his standards. He did not usually stay in one flat for long. The flat on Domgasse was the 9th of 14 flats in Vienna that Mozart lived in within just 10 years.

## Happy Years

Mozart most likely spent his happiest years on Domgasse. In any case, this was the flat where he stayed the longest. The Mozarts moved in here as a family of three. Mozart's son Karl August spent his first one and a half years here. In 1786, Mozart's wife Constanze gave birth to a second son who died after just a few weeks. Besides the Mozart family, at least three servants lived in the flat along with numerous guests who Mozart often took in for weeks or even months. Then there was the family dog, "Gauckerl", and a songbird that the family named "Staherl". Mozart's flat was a noisy place: Babies crying, the dog barking, house concerts, billiard evenings and other festivities made the flat a lively place to be.

## Mozart's Most Productive Time

In terms of his career, the years Mozart spent on Domgasse were anything but quiet and peaceful. The pressure of deadlines and stress from all sides filled the artist's daily life. With discussing projects, jotting down ideas, writing vocals, copying notes and rehearsing his piano part, Mozart had a lot on his hands. Eight important piano concertos, works of chamber music, a horn concerto, *Masonic Funeral Music*, the Goethe song *The Violet*, the cantata *Davide penitente*, the comedy *The Impresario* and the famous opera *The Marriage of Figaro* were all created here.

## Naturally Carefree

Although Mozart's workload was huge, the artist led a fairly happy, carefree existence. With his wife Constanze, he enjoyed Vienna's musical and social life to the fullest. He liked to go bowling, riding and play billiards. Mozart also enjoyed going to dances and masquerades. He gave countless concerts, was a guest at numerous celebrations and welcomed many friends and famous colleagues such as Joseph Haydn. Even the 17-year-old Ludwig van Beethoven came all the way from Bonn to take lessons from his great role model. But as a result of his mother's illness, Beethoven

had to leave again before his lessons with Mozart had really even begun.

## Star of Viennese Society

Mozart's flat was completely on par with his status as a star musician among Viennese society. He paid 450 gulden in rent each month. That is the amount he earned in a year in Salzburg, and it shows how quickly Mozart worked his way up to becoming one of the most popular pianists, composers and music teachers in the metropolis on the Danube. Mozart had reached the height of his career and was invited to perform numerous concerts at the royal houses. In 1786, he responded to the call of Baron Gottfried van Swieten, the director of the Vienna Imperial Library, and celebrated triumphs at the "Sunday academies", concerts held in the rooms of the present-day National Library.

Model of the Mozart flat



Photos: Mozarthaus Vienna/David Peters (3)

In the Mozart flat, visitors to the Mozarthaus Vienna can find out where and how the musical genius spent his life.





# Wien Ticket: Tickets and Much More

From Pink, Lady Gaga, Rod Stewart and *Sister Act* to Masters of Dirt, the Vienna Capitals, the Vienna Vikings and Rapid versus Austria: Tickets for almost all events in Vienna and eastern Austria can be obtained from Wien Ticket, the Wien Holding ticketing company.

The company markets and sells tickets for Wien Holding's cultural enterprises such as the Wiener Stadthalle and Vereinigte Bühnen Wien, as well as for many other event, concert and cultural operators in Austria. The tickets are sold through the Wien Ticket web portal, a call centre and special shops. The company also cooperates with numerous travel agencies and ticket offices.

As an innovative and flexible service provider, Wien Ticket also offers solutions and services in the areas of CRM, access control and event marketing in addition to traditional ticketing.



Wien Ticket offers tickets for almost all events in Vienna and eastern Austria.



### Facts and Figures:

<b>Founded:</b>	2005
<b>Tickets sold:</b>	roughly 3.3 million per year
<b>Online shop:</b>	www.wien-ticket.at
<b>Call centre:</b>	+43/1/588 85
<b>Main shop:</b>	Pavilion at the Vienna State Opera, first district
<b>Advance sale outlets:</b>	over 650 throughout Austria



# A Better Way to Buy Tickets in the City

Wien Ticket was founded in 2005 and in only a few short years developed into one of the biggest ticketing companies in Austria, selling more than three million tickets a year.



Wien Ticket pavilion

Photos: Eva Kelely, Bildagentur Zolles, VBW/Brinkhoff, Mögenburg



Masters of Dirt

In addition to its core business in musicals, shows, operas and theatre, Wien Ticket has established itself in the world of sport, the pop/rock market and the comedy scene. Besides the Wiener Stadthalle and Vereinigte Bühnen Wien, customers include SK Rapid Wien, the Vienna Capitals and the Vienna Jazz Festival. Numerous festivals in the provinces also rely on Wien Ticket, as do internationally renowned event organisers, such as Austrian Entertainment, Fechter Management, Show Connection and the Circus Roncalli.

## Persistent Growth

Wien Ticket is currently on course for growth, as is shown by its top performance in 2011. Altogether, Wien Ticket sold more than three million tickets in the 2010/11 season. Direct bookings and the number of newsletter recipients nearly tripled. The online booking rate is also on the rise.

## Call Centre: Top Performance

The Wien Ticket call centre also achieved top performance: Over 90 per cent of calls were answered within an average waiting time of less than 25 seconds (Monday to Sunday, 8.00 to 20.00). The Wien Ticket call centre is one of the largest for ticket sales in Austria. A team of 40 call centre agents man three different ticketing hotlines and several online shops.

## More Shops and Stronger Online Presence

The Wien Ticket advance sales network was expanded as part of the Trafik Plus collaboration and was intensified in cooperation with the Austrian Railways travel agencies at railway stations. As a result, Wien Ticket now has over 650 advance sale locations throughout Austria. Wien Ticket tickets are also available at the Wien Ticket outlet in the pavilion by the opera (Herbert-von-Karajan-Platz).

Wien Ticket's newly redone online shop is also developing splendidly: The number of newsletter recipients has nearly tripled, growing by 293.3 per cent, and online bookings have also risen by 270.6 per cent.

## Professional for Museums and Exhibits

Wien Ticket is also a professional partner for the sale of museum and major exhibition tickets. Besides tickets for the Mozarthaus Vienna, the Haus der Musik, the Jewish Museum

Vienna and the Kunst Haus Wien, Wien Ticket also sells the "Wiener Museums melange" combination ticket. The company handles ticket sales for the Albertina and exhibitions in the Leopold Museum and the Novomatic Forum as well. Tickets for the Technisches Museum are also available from Wien Ticket.

## Success Through Ticket-Web-Entrée

Wien Ticket holds the exclusive general licence to the Ticket-Web-Entrée ticketing system. This completely web-based ticketing software was the first to be developed in Europe and is still one of the best ticketing solutions there is. Only a standard PC and fixed or mobile Internet access are required for using the system.

The system comprises four modules: Ticketing, Finance, Customer Relationship Management and Access Guard. With its variety of functions, the option to create any type of statistics, state-of-the-art web shops and customisable venue views, the software offers ideal features for successful ticket sales online and by telephone. The online shops can be fully customised according to each event organiser's corporate identity. Well over 100 theatres, event organisers, travel agencies and ticket shops in Austria, Germany and Italy already use the system.



The musical "Sister Act"

## Contact

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**Ticket hotline:** +43/1/588 85



# Wien Holding: Our Job Is Quality of Life

Wien Holding currently unites some 75 companies. The Group is a holding company owned by the City of Vienna and is organised as a privately held and for-profit company with non-profit aims that performs community tasks.



W24 has featured a new lineup with a fresh new design since April 2012.

Wien Holding companies are active in five different segments: culture and event management, real estate management, logistics and mobility, media and service, and environmental management. A successful combination of profitable commercial enterprises and companies with non-profit objectives and the strategy of entering into partnerships with private investors serve as the foundation for Wien Holding's success. The companies generate turnover of around €400 million a year. Indirect returns are also huge. Wien Holding and its 75 companies add around €1 billion in value annually in Vienna and account for around 13,400 jobs both directly and indirectly.

## Culture Segment

The Culture segment comprises the Vereinigte Bühnen Wien, including the Ronacher, the Theater an der Wien and the Raimund Theater, and the Wiener Stadthalle Group, including the hall complex at Vogelweidplatz. Wien Holding also manages four museums: the Mozarthaus Vienna, the Haus der Musik, the Jewish Museum Vienna and the Kunst Haus

Wien. In addition, Wien Holding owns one of Austria's largest ticketing service companies, Wien Ticket. In all, Wien Holding's cultural enterprises entertain up to 2.5 million people a year, making Wien Holding one of Europe's largest entertainment groups.

## Real Estate Segment

Wien Holding is currently overseeing roughly 15 major real estate projects. Under the name STAR22, Wien Holding is developing a new office and commercial park on the former Waagner-Biro site in Stadlau, which will be completed in 2013. The Group is also involved in projects such as the Therme Wien spa, the development of the Neu Marx site into a high-profile location for research, media and technology, and the Breitensee business park. These real estate projects have one thing in common: Wien Holding real estate developments always aim to add value to the surrounding area and district. The Real Estate segment is responsible for the highest turnover in the Group.

Photos: W24/Ines Bacher; agentur wulz services; Eva Kelely

The Twin City Liner is the fast ferry line between Vienna and Bratislava.



## Logistics and Mobility Segment

The Hafen Wien group is the focus of the Logistics and Mobility segment. Vienna's port is currently being expanded to create one of Europe's largest logistics and cargo hubs. Wien Holding also holds shares in Central Danube, the company that operates the Twin City Liner, the fast ferry line between Vienna and the Slovakian capital of Bratislava. DDSG Blue Danube (passenger travel on the Danube) is also part of Wien Holding. In addition, Wien Holding owns a competence centre for urban technologies and strategies: TINA VIENNA – Urban Technologies & Strategies GmbH.

## Environment Segment

The most important company in the Environment segment is ebswien hauptkläranlage Ges.m.b.H. The City of Vienna contracts Wien Holding to manage this company. ebswien operates Vienna's primary waste water treatment plant, which in recent years has been transformed into one of Europe's most modern treatment plants.

## Media and Service Segment

The Media and Service segment is one of Wien Holding's oldest business segments. Kabel-TV-Wien has been an important part of the Group since all the way back in 1978. Today, the company is operating under the name WH Medien GmbH and, among other things, is responsible for basic programming for UPC Telekabel Wien. The Viennese city television station W24, which is owned by WH Medien, recently launched its fresh concept with a new, innovative

lineup. Now, it offers informative broadcasts, news, entertainment programmes and talk shows.

WH Medien is also in charge of the implementation of the media education initiative for creative individuals and media creators that was launched by the City of Vienna in 2010. This segment includes OEKO MEDIA, EU-Förderagentur and WH Beschaffungs- und Service GmbH.

## Facts and Figures:

<b>Number of companies:</b>	75
<b>Total annual turnover:</b>	roughly €400 million
<b>Annual investment volume:</b>	between €125 and €170 million
<b>Employees:</b>	approximately 2,200
<b>Total annual added value:</b>	roughly €1 billion



The Therme Wien spa is one of Wien Holding's most successful projects.

## IMPRINT

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