

Media Information 2017



Mozarthus Vienna – a Wien Holding success story

Mozart for 1.6 million visitors since the opening

“Mozarthus Vienna, which opened in 2006, the year of the 250th anniversary of Mozart’s birth, is one of our most sustained projects. We decided at the time to awaken Mozart’s former apartment from its sleep and to renovate it and install an exhibition on four floors dealing with Mozart’s time, his world and his music. The concept has been a great success. Over 1.6 million people have visited Mozarthus Vienna since it opened. The historical Bösendorfer Room provides an intimate setting for the artists and music at the concerts – over one hundred to date not including rentals and cooperative events – that have taken place there. A dozen or so special exhibitions have also been staged on various aspects of Mozart’s life and those connected with him. Mozarthus Vienna is now an established component of the Vienna museum scene,” says Andreas Mailath-Pokorny, executive city councillor for cultural affairs.

Museum with appeal

Numerous cooperations in the last years confirm the importance of Mozarthus Vienna for the Austrian and international classical music scene. Among them is the International Beaumarchais Competition, a singing competition initiated by Mozarthus Vienna and the Vienna State Opera. Other good examples include the special exhibitions in cooperation with the Gesellschaft der Musikfreunde in Wien, such as “Antonio Salieri: The Facts” or “Christoph Willibald Gluck: 300th Anniversary”.

Through cooperation with the Mozarteum Salzburg Foundation, Mozarthus Vienna has also been able to borrow and display fascinating objects such as Mozart’s original fortepiano in autumn 2012, or in 2014 the original clavichord on which Mozart composed his last works. At the invitation of the media group Yomiuri, Mozarthus Vienna also went on tour in Japan in 2014, reaching an international audience of millions.

Apart from exhibitions and concerts, Mozarthus Vienna also has special programmes to communicate culture to children and adolescents. The palette ranges from guided tours for children and school classes to Mozart quizzes and creative Mozart-themed competitions. There is also a special audio guide for children. Every year over 7,000 children and adolescents have visited Mozarthus Vienna.

Ambitious project

Mozarthus Vienna is one of Wien Holding’s most ambitious cultural projects. In the 1990s the building was privately owned and becoming increasingly derelict. In preparation for Mozart Year in 2006, Wien Holding was commissioned by the city of Vienna to renovate the building and establish a new Mozart centre around Mozart’s apartment. The project was completed in just fourteen months as a PPP model with private partners. For its multimedia presentations it was awarded the State Prize for Multimedia and E-Business.

“Mozart’s appeal attracted 176,308 visitors 2016, a record result surpassed only in the opening year in 2006. Around 85 per cent of the visitors come from other countries, notably Germany, France, the USA, Italy, Spain, Japan and, increasingly, Korea. The museum is also prospering economically. Around 75 per cent of costs are covered through revenue from ticket sales, the shop, catering and rentals – well above the average for most other Austrian museums,” says Wien Holding director Peter Hanke.

Experience the world of Mozart

Mozarthus Vienna offers Mozart fans of all ages a comprehensive presentation of the composer's main works and time in which he lived. Nowhere else did he write as much music as here. Mozart's years in Vienna, where he reached the peak of his creativity, are therefore a particular focus. The four floors of Mozarthus Vienna offer visitors an insight into many aspects of Mozart's life and works. The centerpiece is Mozart's apartment, curated by Wien Museum. "As director of Wien Museum, it gives me great pleasure to express my gratitude for the successful collaboration. Mozart's apartment, the centerpiece of Mozarthus, is the composer's only surviving apartment in Vienna. It is therefore not only an important satellite branch of Wien Museum but also a truly global memorial. We look forward to continuing this partnership with Mozarthus Vienna in future," says Wien Museum director Matti Bunzl.

Prominent Mozarthus fans: from Madonna and John Kerry to The Eagles

Numerous celebrities from the world of entertainment and politics have visited Mozarthus Vienna. Pop icon Madonna wrote in the guest book "Thank you for inspiring us". Members of the rock and country band The Eagles were also enthusiastic, as was John Kerry, former Secretary of State of the United States of America. Many classical artists, like Thomas Hampson, Angelika Kirchschlager, Luca Pisaroni, Ildiko Raimondi and Michael Schade, have also performed in the Bösendorfer Room.

Program 2017

SPECIAL EXHIBITION: until 14. January 2018

Mozart and his Viennese Networks. A Cross-Section

In 1781 Mozart made a major step from being an employee at the Salzburg Court to becoming an entrepreneur in Vienna. For this he needed a new location (Vienna), new clients (including emperors and middle-class citizens), new musicians, new publishers, new venues, new sponsors, and new audiences. He created networks to meet these aspirations. All members of these networks only came together at premieres of his operas and in his academy concerts. Otherwise meetings took place individually according to needs and wishes.



Mozart had learned musical skills from his father as well as how to create networks. The travels right across Europe as a seven-year-old child introduced him to heads of royal and princely households, the high clergy, even including the Pope, high-ranking military staff, scholars, philosophers and scientists, artists, poets, wealthy middle-class citizens, and also ordinary people so that he was able to move with ease between all levels of society. These experiences as a child undoubtedly made an impact on Mozart for his entire life and were beneficial to him later on. In Vienna he encountered the court headed by Emperor Joseph II, as well as high military officials, wealthy citizens, civil servants, publishers, artists, poets, intellectuals, people from the theater, and Freemasons. Many of them sponsored him with moral and financial support.

Joseph II and the Freemasons – increasingly a force to be reckoned with – fostered, like Mozart, the ideals of the Enlightenment. The Emperor was well aware of how important the arts were for transporting new ideas because he himself was a practicing musician and highly appreciative of the emotionally conveyed background. The Freemasons who made up to 40 percent of the listeners in Mozart's concerts were in any case committed through their own laws and rules to the Enlightenment.

The Viennese Classical period presented the ideal tools for demonstrating the ideology of the Enlightenment: the sonatas and symphonies with their dialectic themes and their discussion in the development, the inclusion of dance in the structure, the confrontation of individual and collective in an instrumental concerto, and finally opera, which showed in models of human beings what it meant to live according to the ideals of the Enlightenment. Therefore it was consistent that Joseph Haydn as the "father" of Viennese Classicism, and Mozart's father Leopold, who represented enlightened ideas from the time of his training, were introduced by "Brother" Mozart to the Freemasons.

On the basis of his networks Mozart was, apart from very few crises, able to live well from his work and establish his renown throughout Europe. Without this ingenious entrepreneurial strategy, which the presentation tries to highlight, he would not have been successful. And moreover he set an example for the musical future.

Curator Manfred Wagner



v.l.n.r.: Josef Hauzinger: Kaiser Joseph II. at Spinnet with his two sisters, 1778 © KHM-Museumsverband (left), Joseph Lange: unfinished oil painting of Wolfgang Amadé Mozart, 1789 © Internationale Stiftung Mozarteum (ISM) (middle), Johann Hieronymus Löschenkohl: Valentin Adamberger, around 1786 © Wien Museum (right)

Note:

If used by press the title of the exhibition and ©has to be used as followed: Mozart and his Viennese Networks. A Cross-Section
All images: © see caption

BÖSENDORFER ROOM AS EVENT LOCATION

Mozarthaus Vienna offers an extensive concert programme organised in cooperation with Klaviermanufaktur Bösendorfer. The Bösendorfer concert hall was relocated to Mozarthaus Vienna in October 2010, adding a further cultural dimension to Mozart's only surviving apartment in Vienna.

The programme can be found on the Mozarthaus Vienna website www.mozarthausvienna.at and at www.boesendorfer.com.

Mozart Academy 2017

The concert cycle at Mozarthaus Vienna

The "Mozart Academy" concert cycle is already an established part of the Mozarthaus Vienna concert program. It is inspired by the musical "Akademien" or subscription concerts organized by Mozart, among other things as a way of developing his network.

Three of the six concerts are also devoted to the theme of this year's exhibition "Mozart and his Viennese Networks. A Cross-Section" and show the influence of Mozart's surroundings on his music. In the other three concerts, young musicians will offer a diverse program of their choice, presented by members of the popular Jess-Trio.

Dates 2017:

15.02. Yoon-Hee Kim (Violin) / Luca Monti (piano) – works by W. A. Mozart, J. Brahms and C. Franck

01.03. Emmanuel Tjeknavorian (Violin) – works by E. Ysaÿe, J. S. Bach and B. Bartok

22.03. String quintet (1st Violin: Alexander Heil) / Elisabeth Plank (Harp) / Liviu Holender (Baritone) / David Kropfitch (Violin) – works by J. S. Bach, C. Debussy and W. A. Mozart

27.09. Paul Kropfitch (Violin) / Johannes Kropfitch (piano) / Noriko Ushioda (piano) – works by W. A. Mozart, J. S. Bach and L. v. Beethoven

18.10. String quintet (1st Violin: Alexander Heil) / Stefan Teufert (Cello) / Lisa Braun (Cello) / Markus Mayr (Trumpet) / Lisa-Maria Sekine (Violin) – works by W. A. Mozart, A. Vivaldi and J. B. Neruda

22.11. String quintet (1st Violin: Alexander Heil) / Davide Salomoni (Bass) / Naoki Miyasato (Tenor) – works by W. A. Mozart, D. Dragonetti and L. v. Beethoven

Subscription I – three Concerts of choice

Admission: regular € 60, reduced € 48

Subscription II – six Concerts

Admission: regular € 108, reduced € 90



MOZARTHAUS VIENNA

THE LIFE AND WORK OF A MUSICAL GENIUS IN FOCUS

Domgasse 5 is the only surviving Mozart apartment in Vienna, where the composer lived in grand style from 1784 to 1787. Nowhere else did he compose as much music as here. Mozarthaus Vienna presents three exhibition levels focusing on Mozart's life and work in this former apartment. Visitors are offered a wide-ranging presentation of the time in which he lived, his most important works and the apartment, adapted by Wien Museum, in which his family lived for two and a half years.



© Mozarthaus Vienna/David Peters

The exhibition looks at the years Mozart spent in Vienna when he was at the highpoint of his creativity. The tour starts on the third floor of the building with the composer's personal and social position in Vienna. The presentation on the second floor deals with his work as an opera composer and his fellow musicians and composers. The apartment on the first floor shows the rooms in which Mozart and his family actually lived.

At the end of the tour is the Mozarthaus Vienna shop. There is also a self-service café with snacks and hot and cold drinks. Mozarthaus Vienna is wheelchair-accessible.

Audio guides are available free of charge in eleven languages for adults and eight languages for children up to twelve years of age. Guided tours on Mozart's life and music are offered for different age groups and school classes. These tours are subject to a fee.

Mozarthaus Vienna has an extensive event programme ranging from concerts to book presentations and symposiums. The Bösendorfer Room in Mozarthaus Vienna, a concert and event room in cooperation with Klaviermanufaktur Bösendorfer, can be rented for private functions, events or celebrations. Exclusive packages with a tour of the museum and a concert can be arranged, and it is even possible to get married in these incomparable and unusual surroundings.



© Mozarthaus Vienna/Eve Kellely

Mozarthaus Vienna is open daily from 10 a.m. to 7 p.m.

Information on the museum, concert programme and special offers can be found in English and German at www.mozarthausvienna.at.

Mozarthaus Vienna
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info@mozarthausvienna.at
www.mozarthausvienna.at

A tour of the museum

Visitors enter the museum through the former carriage gateway on the ground floor. The modern glass-roofed inner courtyard with historical galleries sets the mood both visually and acoustically for the visit. A lift and historical staircase lead to the third floor, where the tour begins.

Vienna in the era of Mozart – Mozarthaus Vienna 3rd floor

Based on the quotation "... I assure you that this is a magnificent place ..." the tour starts with Mozart's personal and social situation in Vienna. A monitor installation shows the various places where Mozart lived during his years in Vienna, with corresponding views of the city. A further installation shows world events during Mozart's time with film representations of some of the most relevant historical occurrences.



© Mozarthaus Vienna/David Peters

Apart from the persons who played a role in Mozart's life in Vienna – his customers, patrons, employees, friends, theatre officials etc. – his relationship with the Freemasons is also investigated, together with valuable original artefacts provided by the Grand Lodge of Austria.

The final focus is Mozart's personality as a gambler, pleasure-seeker and fashion fetishist. An installation with five peepholes gives a forbidden glimpse of the titillating amusements in this erotic era. These rare shows are set up at either side of the "Grabennymphen" installation, in which visitors can look down through a door onto a stylised scene of the Graben showing refined gentlemen and not so refined ladies of easy virtue..

Mozart's musical world – Mozarthaus Vienna 2nd floor

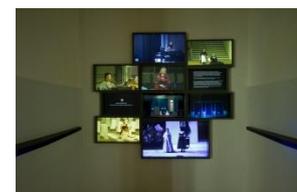
The tour through the 2nd floor (motto: "...and the best place in the world for my profession") focuses first on Mozart's fellow musicians and composers in Vienna.

It also looks at the Da Ponte operas *The Marriage of Figaro* and *Don Giovanni*. These rooms still have the original stucco ceilings, and in the Figaro Room the historical murals are exposed, giving an idea of the original decorations in the house. A further room deals with the Requiem and the end of Mozart's life.



© Mozarthaus Vienna/David Peters

The extensive Figaro Parallelo media installation shows ten scenes from the opera, permitting a comparison of seven recent production of *The Marriage of Figaro*: Salzburger Festspiele (2006), Zurich Opera House (2007), Gran Teatro La Fenice di Venezia (2011), Festival d'Aix-en-Provence (2012), Vienna State Opera (2013), Metropolitan Opera New York (2014) and Royal Opera House Covent Garden (2015). The major duet scenes and arias from these seven productions by internationally renowned opera houses can be compared on special monitors. In the centre is the historical Figaro as a mirror projection in a special theatre model inspired by the 2011 production at the Gran Teatro La Fenice di Venezia.



© Virgil Widrich

The last room is devoted to *The Magic Flute*, probably Mozart's most well-known opera. It features a multimedia installation "The Magic Flute – The Divine Laugh", an outsize model theatre, which opens up to reveal a three-dimensional backdrop with collages of scenes from *The Magic Flute* from 1791 to the present. Scenes of various film productions are presented by a projection of Papageno. The music is a four-minute potpourri of the main arias from the opera – an incomparable multimedia experience.

The Mozart apartment – a veritable challenge

Arriving at Mozart's apartment, visitors enter the rooms in which Mozart and his family actually lived. The apartment was the largest, most elegant and most expensive one that Mozart ever lived in and the only apartment in Vienna that still exists. It consists of four large rooms, two small ones and a kitchen.



Mozart lived there from the end of September 1784 until the end of April 1787. During these two and a half years he wrote some of his key works, including *The Marriage of Figaro*. Nowhere else did he compose more music.

The apartment has been open to the public in various forms for more than 60 years. Until the new design in 2006, exhibitions attempted to present as much of Mozart as possible in these narrow confines.

All too often composers' former apartments are called "memorials", suggesting respectful veneration. Mozarthaus Vienna is far removed from the era of the historicising cult of the genius. The minimalised redesign of 1995 by the architect Elsa Prochazka cut out everything that was not authentic. One of the considerations in the remodelling in 2006 was to retain the high level of reflection of 1995 (with the soberly poetic "phantom furniture") while creating new levels of interpretation, offering information and inviting visitors to retrace Mozart's footsteps themselves: a veritable challenge.



The Mozarthaus Vienna now has two additional floors providing information about Vienna, Mozart and his music in general. In contrast to earlier incarnations, the focus in Mozart's apartment is now exclusively directed on the time that Mozart actually spent living there.

None of the original furniture owned by Mozart has survived. Selected furniture and other objects from Mozart's time are therefore used to provide an indication of the ways in which the rooms were probably used. The selection is based on Mozart's estate. Examples include the gaming table for board games like chess or Trick-Track recently acquired by Wien Museum and a magnificent musical clock made around 1790.

Admission

regular	EUR 11.00
reduced ¹	EUR 9.00
children and adolescent under 19 years	EUR 4,50
groups (10+ persons)	EUR 8.00
family ticket (2 adults and up to 3 children)	EUR 24.00
students under 15 in school groups	EUR 2.50 p.P.
students under 19 in school groups	EUR 4.50 p.P.
guided tour for school classes	EUR 25.00
guided tour for adults	EUR 60.00
every Sunday at 11 am a 30-minute guided tour of the special exhibition. (Free with valid ticket for the Mozarthaus Vienna)	

¹ Reduction: Wien Card, Ö1 Club, students, senior citizen

COMMUNICATING CULTURE AND ART

Mozarthus Vienna offers numerous art and culture programmes for young and old to investigate Mozart's life and work and above all his time in Vienna, from guided tours and workshops to combinations with exclusive private concerts in the event room.

Both general and specific themed tours in various languages can be booked, with the theme being chosen in advance. Apart from a comprehensive presentation of Mozart's life and work, the themed tours look at the socio-political and historical context with subjects like "Mozart and his fellow musicians", "Mozart and his family" and "Mozart and his time" or "Mozart and his travels".

The 50-minute tours are offered in different languages and can, of course, be adapted to the age group or school class. Apart from these individually bookable tours, Mozarthus Vienna offers a 30-minute guided tour of the special exhibition at 11 am on every Sunday. (Free with valid ticket for the Mozarthus Vienna)

Children and juveniles (also classes) can also discover the museum by taking part in a quiz supervised by the museum's education staff on the subject of Mozart, Mozarthus Vienna and the historical apartment.

Workshops for children and juveniles

The basic art education programme at Mozarthus Vienna is supplemented by a number of **workshops** for children and juveniles, also bookable by school classes, in which participants can give full rein to their creativity. Possible **themes** of the one and a half hour workshop include making Mozart balls or rehearsing Mozart dances. There are also programmes during the **Wiener Ferienspiel** and the **Advent period** in which participants can immerse themselves in the world of Mozart. It is even possible to hold **birthday parties** in Mozarthus Vienna.



Museum & Concert package

The event room can be used for concerts, films and lots more. Mozarthus Vienna sets itself the task of communicating as extensive a cultural impression as possible. This can be done with the Mozart & Concert package in which a visit to the museum is combined with an exclusive private concert in the Bösendorfersaal of Mozarthus Vienna.

Visitors can discover the museum with an audio guide, available in eleven languages, or personal guided tour with our art educators, followed by a concert of 45 minutes featuring some of Mozart's most famous works.

Minimum number of participants: 25 persons

Maximum participants per concert: 70 persons (larger groups will be divided)

Museum opening hours: daily 10 a.m. to 7 p.m.

Price per person for package with audio guide: EUR 24.50 incl. VAT

Price per person with guided tour: EUR 27.00 incl. VAT

Packages with a guided tour can also be booked **outside the opening ours** (7 to 10 p.m.) for EUR 33.50 incl. VAT per person.

FACTSHEET

Sales & Ticketing

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Information on musician apartments of Wien Museum

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MOZARTHAUS VIENNA TEAM

CEO: Gerhard Vitek

Assistant to the CEO: Nicole Singer

Event management & marketing: Christina Redl, Constanze Hell

Sales/ticketing: Nina Nöhrig

Implementation

2nd and 3rd floors:

Concept: Joachim Riedl

Multimedia concept and technical implementation: checkpointmedia AG (team list enclosed)

Architectural design: Gustav Pichelmann

Graphics: buero8, Studio B.A.C.K.

Audio guide for adults: Alfred Stalzer, Isolde von Mersi, Joachim Riedl

Children's audio guide: Alfred Stalzer

1st floor – Wien Museum Mozart apartment

Concept: Werner Hanak (main concept), Ulrike Spring and Wolfgang Kos

Exhibition design and graphics: Lichtwitz - Büro für visuelle

Kommunikation/propeller z, with "ghost furniture" by Elsa Prochazka (1995)

Audio guide for adults: Werner Hanak, Wolfgang Kos, Ulrike Spring

Children's audio guide: Werner Hanak, Nathalie Lettner

Musical consultant: Martin Haselböck

Audio guide production: Artex Acoustics

Website: rematic

Corporate design: beyond

Revitalisation of Mozarthaus

Planning/refurbishing: Klaus Becker (†), Gustav Pichelmann

General contractor, building supervision: Voitl & Co Baugesellschaft mbH

Planning/interior design: Atelier Gustav Pichelmann

Acoustics: Quiring Consultants

Interior lighting consultancy: Ing. Wiltschko GmbH

Exterior lighting consultancy: Furtner

Natural stone work: Wolfgang Ecker Ges.m.b.H.

Lime-sand brick: Schubert Steinzentrum GmbH

Carpentry, wooden floors: Tischlerei Kases

Paintwork: FSS Facility Services

Electrical installations: Fleck Elektroinstallationen Ges.m.b.H

Heating, ventilation and air conditioning: MOLIN Industrie, Inbetriebnahme &

Montage GmbH & Co. KG

Joinery: Cserni Wohnen GmbH

Steel engineering: Metallbau Kamper GmbH

Restorations, exposure: Hans Hoffmann

Picture frames: Kunstwerkstadt

Multimedia installations

Planning: checkpointmedia

Concept: Sigrid Markl

Artistic direction: Virgil Widrich

Technical management: Stefan Unger, Ralph Ortner, Mattias Schnellberger

Project management: Virgil Widrich, Martin Wesian

Content-related project management: Catrin Neumüller

Production management: Stefan Reiter, Renate Haider

Pawlatschenhof monitor installation with Overture & "Making of", monitor installation with Overture in the stele in front of the lift, Mozart's residences in Vienna, World affairs at Mozart's time, Figaro

Storyboard, creation & animation: Oleg Savtchenko

Technical media consultant: Wolfram Zöttl, MFA

Raree show

Planning, realisation, design: Martin Reinhart

Animation: Nikolaus Jantsch

Woodworks: Katapult, Wien

Grabennymphen:

Production design: Hans Kudlich – Studio für temporäre Architektur

CAD planning: Verena Steinschaden

Construction and stage painting: Franz Gebetsberger

Model building: Georg Ausweger, Lothar Hüttling, Adam Stecker

Video & motion graphics: Walter Rafelsberger

The Magic Flute

Animation & video: GTT-Gunther Auer

Set design: Klaus Karlbauer

Set objects: Hannes Simmerl-Burgis

Sound: Alfred Reiter

Cameraman: Volkmar Geiblinger

Papageno: Radek Hewelt

Steel construction: Schlosserei Zoubek

Sound design: highhat media Ton- und Bildstudio

Research & authorisations: Catrin Neumüller

Engineering: Robert Richlik, Werner Schlossarek, Johannes Schmidmayr, Herbert Schmitt, Emanuel Sonnleithner

Collaboration: Valentin Berger, Lukas Litzinger, Natalie Ramler, Felix Siglreithmaier, Nicole Stadler

IT: Milo Christov

Figaro Parallelo

Artistic concept: Virgil Widrich, Gustav Pichelmann

Architecture: Gustav Pichelmann

Model: Nora Pierer

Animation: Oleg Prodeus

Technical implementation: checkpointmedia GmbH