

Press information for the kick-off press conference of the „Beethoven Jubiläums GmbH“

on Monday, Oct 29th 2019

Bonn. December 16th 2019 marks the beginning of the official anniversary year celebrating the 250th birthday of Ludwig van Beethoven. The festivities take place under the patronage of federal president **Frank-Walter Steinmeier**. As the **Beethoven Jubiläums GmbH** communicated today, the planning stages are completed. 300 projects, including thousands of events, will be implemented under the brand "BTHVN2020" until December 17th 2020. Beethoven's hometown of Bonn will be at the center of the nationwide festivities. The unique range of scheduled events follows the motto of 'Rediscover Beethoven', and ranges from classical music concerts to exhibitions, to events in public spaces. The start of the anniversary year will be seeing the opening week from **Dec 14th – Dec 21st 2019**, with a plethora of free events.

Beethoven for everybody / Unique schedule of events

Beethoven is among the most performed composers of all time. But you will be mistaken thinking that the offerings throughout the jubilee year only cover classical music. The year stands under the motto of 'Rediscover Beethoven' and ranges from nationwide concerts to talking events, exhibitions, theater plays, public- and open-air-events. **Malte Boecker**, Artistic Director of the non-profit Beethoven Jubiläums GmbH: *"The diverse program mirrors the anniversary's goal of presenting Beethoven in all his facets, and make him accessible to a wide audience."*

A budget 24.6 Mio EUR, courtesy of the Beethoven Jubiläums GmbH, was supported by the federal government, the province of North Rhine-Westphalia, the Rhein-Sieg county and the city of Bonn. 2/3 (approx. 16.2 Mio EUR) of this budget will be used to finance external projects, the remaining 1/3 (8.4 Mio EUR) for own projects, initialised by the GmbH itself. The **BKM (commissary of the federal government for culture & media)** will furthermore support dozens of projects on a nationwide scale. All in all there will be 300 projects, including thousands of events in the anniversary year. *"Germany celebrates this 250th anniversary with the entire world. The radiance and range of this jubilee year makes its mark on the world stage and secures a broad public perception for Beethoven's 250th birthday in Bonn"* **Malte Boecker** confirms.

Overview funded projects in NRW

Ralf Birkner, Business Director of the Beethoven Jubiläums GmbH says: *"After four rounds of funding so far, the association is supporting 179 projects from 139 applicants. The application deadline for the fifth and final round ended on Sept 30th 2019. 115 further projects will be evaluated by the board of artistic advisors on Nov 6 and decided upon by the board of supervisors on Nov 29th."*

Annex 1 provides insight into the regional distribution of the already approved funded projects. Accordingly, 90 projects will be taking place in Bonn, 25 throughout the Rhein-Sieg district. Further 63 projects are being funded outside of the region in wider North Rhine-Westphalia.

Overview In-house projects of the Beethoven Jubiläums GmbH

In addition to these funded projects, the Beethoven Jubiläums GmbH is organizing over 20 in-house projects, ranging from the opening week to the grande final on Dec 17th 2020. An overview is attached. *"We are pleased to announce that all initiatives are going according to plan. This also concerns the Open-Air-classical-concert in the Hofgarten on May 15th 2020. The joint effort of the Beethoven orchestra Bonn and WDR will be proceeding simultaneously with the opening of the*

*Vienna festive week in front of the Vienna city hall", says **Malte Boecker**. "A truly exceptional event is emerging, marking the connection between both Beethoven-cities. It shall be free of admission, in order to reach the most people possible."* Detailed information about the program and distribution of the free tickets will be communicated in a separate press conference with the partners shortly.

Eventful opening week to kick off anniversary

An eventful opening week from **Dec 14th to Dec 21st 2019** including numerous free events marks the official start of the Beethoven anniversary year.

The beginning is a nationwide house-concert initiative under the moniker "**Beethoven bei uns**" („Beethoven at our place“), spanning the weekend of **Dec 14th and 15th 2019**. Currently, over 500 private house-concerts are being planned, celebrating Beethoven in various ways. One particular house-concert will take place in Schloss Bellevue, the patron's residence. Further hosts can register until 1. December 2019 (further information and mostly free tickets [here](#)).

On **Dec 14th 2019** the **Telekom** stages the final concert of the **International Telekom Beethoven Competition Bonn** as part of BTHVN2020 (further information [here](#)).

The vernissage to the central exhibition of the jubilee year "**Beethoven.World.Citizen.Music.**" will take place on **Dec 15th 2019** in the **Bundeskunsthalle** of Bonn. The opening will be free of charge and public, before taking up regular operation from **Dec 17th 2019 to April 26th 2020**. Organisers are the Beethoven-Haus and the Bundeskunsthalle (further information and tickets [here](#)).

Festive opening "The new Beethoven-Haus Bonn" – On **Dec 16th 2019** Federal Government Commissioner for Culture and the Media **Prof. Monika Grütters** and **Isabel Pfeiffer-Poensgen**, Minister of Science and Culture in NRW, will be opening the extended and completely overhauled Beethoven-Haus, along with the special exhibition "Joseph Stielers Beethoven Portrait and its history". The following day, **Dec 17th 2019**, the Beethoven-Haus will be open to the public. Tickets to the Beethoven can also be purchased online (Online Tickets [here](#)).

On **Dec 16th 2019** the **festive act to the jubilee** year takes place in the opera house of the Bonn Theater. **Armin Laschet**, Prime Minister of NRW is expected to attend. The ceremonial address will be held by Prof. **Monika Grütters**. The Beethoven Orchestra Bonn under the lead of General Music Director **Dirk Kaftan** will be performing pieces by Beethoven and a Pasticcio by **Paul Griffiths**. Further attendees will be actor **Mathias Brandt**, pianist **Olivia Trummer**, Soprano **Ilse Eerens**, and the **Philharmonic Choir of Brünn** from Czechia. 350 Tickets can be booked via bonnticket, sales starting nationwide on **Nov 8th 2019**. The tickets are free of admission (Information on the tickets [here](#)). Anyone who misses tickets can participate in a lottery by the **cultural partner WDR 3**, offering 100 tickets, starting **Nov 28th 2019**. (The link to the lottery can be found on www.wdr.de and www.bthvn2020.de/en) The festivities will be broadcast online and on radio by WDR.

The opening week will be closed on **Dec 21st 2019** with the Beethoven Marathon. Bonn and the Rhein-Sieg district will become a symphony for over twelve hours in over 30 locations and 90 events (press conference on **Nov 4th 2019**, further information [here](#)).

Berlin based **art-collective Müller/Schultze** will create and exhibit impressive light sculptures in public spaces all around the city of Bonn, circling around the leading topics of "BTHVN2020" from **Dec 14th to Dec 22nd 2019** (free of charge, further information [here](#)).

Event overview

All current projects of BTHVN2020 can be found in the events calendar on <https://www.bthvn2020.de/en/program/calendar-of-events/>. A free magazine with a preview on the anniversary year will be available in early December via the Beethoven Jubiläums GmbH and its partners.

Tickets for BTHVN2020

Available tickets for the BTHVN2020 – activities can be seen in the overview of events on the website. All events on the calendar provide an 'order' button, linking to the according ticket agency.

Umbrella brand, website and image campaign

The umbrella brand BTHVN2020 was derived from Beethoven's own personal signature and provides the visual signature of all projects throughout the anniversary. This umbrella brand appears on all projects funded by the Beethoven Jubiläums GmbH and is registered on the central homepage www.bthvn2020.de/en. Usage of the brand is free for public bodies and charitable establishments.

The jubilee society will start a billboard campaign in November. The central motif including the umbrella brand and the claim "Rediscover Beethoven" can be viewed in the attachment. Germany is advertised internationally via the **Deutsche Zentrale für Tourismus** (German National Tourist Board) under the slogan "Discover Beethoven".

About the Beethoven Jubiläums GmbH: *Beethoven's 250. anniversary will be celebrated worldwide. The Beethoven Jubiläums GmbH, affiliate of the Beethoven-Haus Foundation, is supported by the federal government, the land of North Rhine-Westphalia, the city of Bonn and the Rhein-Sieg-district and is instructed to coordinate a national program. Patron of the anniversary program with the slogan: "Rediscover Beethoven anew" is the German federal president Frank-Walter Steinmeier. The program spans about 300 promoted projects. Here you can find a current overview of the events: <http://www.bthvn2020.de/en>.*

Attachement 1: Chart: regional distribution of the projects

Attachement 2: In-house projects (excerpt)

Attachement 3: Posters

Press Office

Ms Tiffany Künster

Phone: +49 163 702 4864

pressoffice@bthvn2020.org

Beethoven Jubiläums GmbH

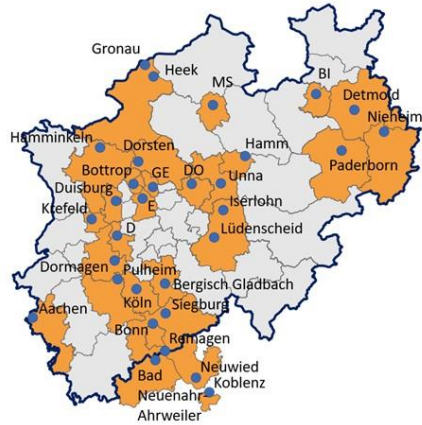
Loggia am Stadthaus

Thomas-Mann-Str. 2-4

D - 53111 Bonn

www.bthvn2020.de/en

Attachement 1: Chart: regional distribution of the projects (in German)



Ort	Projekte
Aachen	1
Ahrweiler	1
Bensberg	1
Bielefeld	2
Bonn	90
Bottrop	1
Brühl	1
Detmold	2
Dorsten	1
Dortmund	6
Duisburg	1
Düsseldorf	4
Essen	6
Gelsenkirchen	1
Gronau	1
Hamm	1
Hamminkeln	1
Heek-Nienborg	1
Iserlohn	1
Knechtsteden	1
Koblenz	3
Köln	17
Krefeld/Mönchengladbach	1
Lüdenscheid	1
Münster	1
Neuwied	1
Nieheim	1
Paderborn	1
Pulheim	1
Remagen-Rolandseck	1
Rhein-Sieg-Kreis	25
Unna	1

Gefördert von: Die Beauftragte der Bundesregierung für Kultur und Medien

Ministerium für Kultur und Wissenschaft des Landes Nordrhein-Westfalen

FREUDE.
JOY.
JOIE.
BONN.

:rhein-sieg-kreis

Attachement 2: In-house projects (excerpt)

The Beethoven- roundtour in Bonn and the Rhein-Sieg-district

www.bthvn-story.de

Free of admission

Beethoven bei uns – the house-concert initiative

www.beethovenbeiuns.de

December 14. and 15. 2019

mostly free tickets

Light art installations

<https://www.bthvn2020.de/en/program/light-art/>

December 14th-22nd 2019

Free of admission

Beethoven-Marathon

<https://www.beethoven-marathon.de/>

December 21st 2019

Contents and pre-sales will be communicated on Nov 4th 2019, in cooperation with the Beethoven Orchestra

Quatuor Ébène: Beethoven around the world

<https://www.bthvn2020.de/en/participation/event/quatuor-ebene-beethoven-around-the-world/>

January 22nd, 2020

Pre-Sales ongoing

Guest performance London Symphony Orchestra

<https://www.bthvn2020.de/en/participation/event/sir-simon-rattle-and-the-london-symphony-orchestra/>

February 22nd, 2020

Pre-sales ongoing

BTHVN Musikfrachter (BTHVN-Music-Freighter)

<https://www.musikfrachter.de/>

March 12th -April 20th 2020

Further information to be communicated in cooperation with the "Junge Ohren" – network.

Beethoven Pastoral Project

<https://pastoralproject.org/>

peaking on June, 5th 2020

Pre-Sale start for events to be communicated

Tan Dun: The Nine world premiere

<https://www.bthvn2020.de/en/program/tickets/>

August 8th, 2020

Pre-sales ongoing

Telekom BTHVN2020 grand closing gala

<https://www.bthvn2020.de/en/participation/event/beethoven-gala/>

December 16th, 2020

Contents and pre-sales will be communicated in accordance w/ Telekom

BTHVN2020 final concert

<https://www.bthvn2020.de/en/participation/event/final-concert/>

December 17th 2020

Pre-sales start will be communicated

European Culture Award

<https://europaeischer-kulturpreis.de/>

October 3rd, 2020

Contents and pre-sales will be communicated

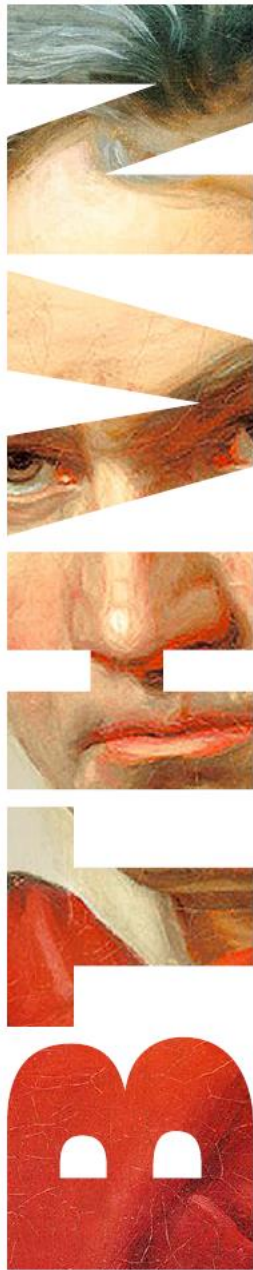
#beethoven Showcase

October 17th-25th, 2020

<https://beethoven2020.com>

Contents and pre-sales will be communicated in accordance w/PODIUM Esslingen

Attachement 3



2020

**FREUDE.
JOY.
JOIE.
BONN.**

**Beethoven neu
entdecken.**

**Alle Veranstaltungen:
bthvn2020.de #bthvn2020**

Gefördert durch



Die Beauftragte der Bundesregierung
für Kultur und Medien

Ministerium für
Kultur und Wissenschaft
des Landes Nordrhein-Westfalen



FREUDE.
JOY.
JOIE.
BONN.

rhrein-sieg-kreis

Unterstützt von



Kulturpartner



Medienpartner



General-Anzeiger

BTHVN
2020

**FREUDE.
JOY.
JOIE.
BONN.**

BTHVN

Alle Veranstaltungen:
bthvn2020.de #bthvn2020

2020

Beethoven neu entdecken.

Gefördert durch



Die Bundesregierung
für Kultur und Medien

Ministerium für
Kultur und Wissenschaft
des Landes Nordrhein-Westfalen



FREUDE
JOY
JOIE
BONN.

rhine-sieg-kreis

Unterstützt von



Sparkasse
Köln/Bonn



Kulturpartner

WDR

Medienpartner



General-Anzeiger