BTHVN 2020

Kick-off Press Conference

Bonn, October 28th 2019

Sponsored by:
The Beethoven Jubiläums GmbH

Objective: Celebrating the composer’s 250th anniversary the charitable organization was given the task of coordinating a nationwide program of events.

Founding: The Beethoven Jubiläums GmbH was established in 2016, as an affiliate of the Beethoven-Haus Foundation.

Support & funding: The federal government, the state of Northrhine-Westphalia, the city of Bonn, and the Rhein-Sieg district have provided a budget of 30 Mio EUR in total (16,2 Mio. EUR of which go into funded projects, and 8,4 Mio. EUR into in-house projects).

Patron: Frank-Walter Steinmeier, Federal President of Germany
2020 under the motto of „Rediscover Beethoven“

The anniversary spans 300 projects including thousands of events.

A colourful, diverse event program is being created under the motto of „Rediscover Beethoven“.

For example...

Overview of the funded projects in NRW

Coordinated by the Beethoven Jubiläums GmbH, **five rounds of funding** take place, four of which are already closed. The fifth and final round is currently being evaluated (application round ended Sept 30)

- At the moment 179 approved projects by 139 cultural facilities
- In the fifth funding round 115 submissions were received which are being examined until late November.
- In total the Beethoven Jubiläums GmbH will be funding over 200 projects
  - 90 funded projects in Bonn
  - 25 in the Rhein-Sieg-district
  - 63 further approved projects in larger NRW

For informational purposes

In addition, there are dozens of projects on a nationwide scale that are being funded by the BKM (commisary of the federal government for culture & media), some of which to take place in NRW, especially those BTHVN2020 projects coordianted by the BKM-funded federal institutions located in Bonn (German Music Counsil, Haus der Geschichte, Beethoven-Haus, Bundeskunsthalle, Deutsche Welle)
Regional distribution of the projects
In-house projects of the Beethoven Jubiläums gGmbH

Die Beethoven Jubiläums GmbH is organizing over 20 in-house projects,

Find an excerpt here:

Q4 2019:
- BTHVN Story
- Beethoven bei uns
- Light art installations
- Opening concert
- Beethoven-Marathon

Q1 2020:
- Quatuor Ébène
- London Symphony Orchestra/
  Sir Simon Rattle
- BTHVN-Musikfrachter (music freighter)

Q2 2020:
- Hofgarten Open-Air Classik-Concert
- Beethoven Pastoral Project

Q3 2020:
- Tan Dun - The Nine
- City festival

Q4 2020:
- European Culture Award
  #bebeethoven-Showcase
- Telekom BTHVN2020 final gala
- Final concert
- West-Eastern Divan, ECA /
  Daniel Barenboim

Weitere Projekte:
- Hörl’s Beethoven-figures in Bonn
- Calendar for primary schools
- Beethoven and the sense of hearing
- 250 piano pieces for Beethoven
- Dancetheater
- Beethoven@Karneval

Sponsored by:
Kick-off into the grand opening week with the house-concert initiative „Beethoven bei uns“

Film
Opening week of the Beethoven anniversary year – plenty of free events

14.-15.12.2019 Beethoven bei uns (Beethoven at our place) – a nationwide house-concert initiative with over 500 private concerts, free of admission. Also in Schloss Bellevue, residence of Prime Minister, Frank-Walter Steinmeier, who is the jubilee's official patron, will initiate a concert.


Opening week of the Beethoven anniversary year – plenty of free events

Starting from 16.12.2019: **Beethoven-Haus Bonn** – Prof. Monika Grütters, Federal Government Commissioner for Culture and the Media and Isabel Pfeiffer-Poensgen, Minister of Science and Culture in NRW, will be opening the extended and massively overhauled Beethoven-Haus, as well as the special exhibition „In bester Gesellschaft - Joseph Stielers Beethoven-Portrait und seine Geschichte.“ **Free entry** on Dec 17th 2019.

**16.12.2019 Opening concert** – official opening of the anniversary year in the Bonn opera house with the Beehtoven Orchestra Bonn under the lead of General Music Director Dirk Kaftan. 350 **free tickets** can be booked nationwide beginning on Nov 8th 2019 via bonnticket. Further 100 **free tickets** can be won in a lottery of the official cultural partner WDR starting from Nov 28th. Further information will be available here: bthvn2020.de/en and wdr.de.

14.-22.12.2019 **Light art installations** – impressive light sculptures by the art collective Müller/Schultze will create fascinating visuals under the brand B-T-H-V-N in public spaces of Bonn.
Opening week of the Beethoven anniversary year – plenty of free events

Event-Overview

Online Calendar
All current dates of BTHVN2020-projects can be found here:

Magazine
The free BTHVN2020 magazine including a preview of the anniversary year will be available in early December 2019 via the Beethoven Jubiläums GmbH and its partners.
Tickets for BTHVN2020

- Available tickets for BTHVN2020 events can be viewed online via the event calendar
- All bookable events provide an order-button, linking to the according ticket agency
- Tickets to in-house events of the Beethoven Jubiläums GmbH will offered at least **five weeks** in advance to the event. Further information in the official [BTHVN2020 Shop of bonnticket](#)
Umbrella brand

BTHVN is derived from Beethoven's own signature

BTHVN2020 is the umbrella brand and visual signature for all projects of the anniversary year.

All projects of BTHVN2020 are registered on the central homepage www.bthvn2020.de/en

Usage of the umbrella brand is free for all charitable societies and public organisations. Profit-oriented companies are invited to settle on an agreement.
Image campaign

The official image campaign including the umbrella brand the claim „Rediscover Beethoven“ will start in November 2019.
The German National Tourist Board advertises internationally with the slogan „Discover Beethoven“
Cultural Partner

WDR

Media Partner

Deutsche Welle

General-Anzeiger

Made for minds.

Sponsored by:

Federal Government Commissioner for Culture and the Media

Ministry of Culture and Science of the German State of North Rhine-Westphalia

FREUDE. JOY. JOIE. BONN.

:rhein-sieg-kreis:
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October 2019
Further highlights
The music freighter

12.03.-20.04.2020

The culture freighter was conceived in cooperation with the Junge Ohren – network, and travels along Beethoven's route from Bonn to Vienna.

Aboard: a young and dieverse music program which invites the public to participate and listen in 14 mooring points in total. Further information here.
Beethoven Pastoral Project

05.06.2019
On world environment day artists worldwide on all continents will perform Beethoven’s 6th symphony, giving a strong statement against ecocide.

The international project stands under the patronage of Antonio Guterres, General Secretary of United Nations
Further information here.
What are the radical changes that will define music in the 21st century? What will classical and contemporary music look like in the future?

12 young artists confront these questions and develop artistic experiments and projects. Further information [here](#).