



Classic music for climate protection BTHVN2020 mobilizes artists for climate protection

June 2, 2020

On the occasion of Beethoven's 250th birthday, the Beethoven Jubiläums GmbH and the UN Climate Change Secretariat have launched the "Beethoven Pastoral Project" to call on creative people around the world to be inspired by Beethoven's 6th Symphony (Pastoral) and set an example for climate protection. On June 5, 2020, World Environment Day of the United Nations, in addition to a moderated Livestream on the homepage pastoralproject.org, the first artistic statements and projects on the subject of culture and sustainability will be presented by over 250 artists and ensembles from six continents.

In addition to prominent guest contributions, among others by UN Secretary-General António Guterres and German Minister of State Monika Grütters, Federal Government Commissioner for Culture, and musical recordings, the live stream also features the world premiere of the documentary film "The Sound of Nature" produced by Deutsche Welle.

The organizers of the Beethoven Pastoral Project also announce the presentation of an 'Open Petition' by renowned artists on the occasion of World Environment Day, which will be presented to the United Nations at the end of the Beethoven anniversary BTHVN2020.

Originally, numerous concerts and live events were planned in the context of the anniversary celebrations BTHVN2020 around World Environment Day, both nationally and internationally. Now the "Beethoven Pastoral Project" is becoming a "digital event" with a varied online offer and a socio-political statement.

The live-program will be streamed on June 5, 2020, from 06 p.m. CEST by Deutsche Welle and repeated several times to reach interested parties around the world (on June 6, at 02.00 a.m. (CEST) for the South-American region and 02.00 p.m. (CEST) for the Asian continent). Not only for this reason, the partnership with Deutsche Welle, also based in Bonn, seems natural. Further partners are the UNFCCC Executive Secretary, ICLEI – Cities for Sustainability, and Earth Day Network. Among those participating with its own parts are the Federal Government Commissioner for Culture and the Media (BKM), the Beethoven Orchestra Bonn, the European Music Council as well as the Office for International Affairs and Sustainability of the City of Bonn and Google Arts & Culture.

Malte Boecker, Artistic Managing Director of Beethoven Jubiläums GmbH, and Ralf Birkner, Commercial Managing Director of Beethoven Jubiläums GmbH are available for further questions or additional interview requests today, on 02 June 2020 in the time between 09.00 a.m. and 05.00 p.m.

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Exclusive background information for (pre-)reporting

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Moderated Livestream

On June 5th from 06.00 p.m. (CEST) an approximately three and a half hour program with talk and music will be streamed live from the Beethoven-Haus in Bonn via pastoralproject.org and bthvn2020.de/en as well as on dw.com/bthvn2020, youtube.com/dwclassicalmusic, and youtube.com/bthvn2020. You can find the current program schedule here (subject to change): pastoralproject.org

Greetings will be given by UN Secretary-General António Guterres, a supporter of this extraordinary project, the Federal Government Commissioner for Culture and the Media, Minister of State Monika Grütters, and Bonn's Lord Mayor, who is also President of ICLEI (Cities for Sustainability), Ashok Sridharan. In addition, Deutsche Welle anchorman Robin Merrill, who is also a musician himself, will welcome prominent guests with whom he will discuss the idea, motives, and goals of the "Beethoven Pastoral Project" and provide insights into Beethoven's work. Among the guests are Patricia Espinosa, Secretary-General of the United Nations Framework Convention on Climate Change (UNFCCC), Daniel Hope, star violinist and President of the Beethoven-Haus, and Bonn's General Music Director Dirk Kaftan.

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Playout channels

The Livestream will be broadcasted on June 5, from 06.00 p.m. (CEST) on the following pages and will be repeated on June 6, at 02.00 a.m. (CEST) for the South-American region and 02.00 p.m. (CEST) for the Asian continent.

ONLINE

www.dw.com/BTHVN2020

pastoralproject.org

www.bthvn2020.de/en

YOUTUBE

www.youtube.com/dwclassicalmusic

www.youtube.com/bthvn2020

FACEBOOK

www.facebook.com/dw.culture

www.facebook.com/dw.musicscene

www.facebook.com/BeethovenOfficialPage

www.facebook.com/unitednations

www.facebook.com/UNclimatechange

www.facebook.com/BTHVN2020

TWITTER

[@dw_culture](https://twitter.com/dw_culture)

All submitted contributions to "Pastoral Day" can be seen on the official homepage of the "Beethoven Pastoral Project" (pastoralproject.org) – some are already online now.

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Images and logos

Under the following link, you will find images and logos of the Beethoven Pastoral Project:

<https://niklasrudolph.de/nextcloud/index.php/s/q88sW3P6iBHHpTd>

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World premiere of the Deutsche Welle documentary film "The Sound of Nature"

The public premiere of the DW documentary film "The Sound of Nature" is another highlight of the live program. The approximately one-hour film by director Grete Liffers tells the story of five musicians and ensembles on five continents, who in their work deal artistically with nature and climate change. The Australian composer Brett Dean, who has written his own "Pastoral", "Aterciopelados", one of the most successful rock bands in South America, the Indian music star Ricky Kej, the Icelandic jazz formation "ADHD" and pop star Betty G from Ethiopia, Queen of Afropop.

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Project page with artistic statements on culture and sustainability

In addition to the stream, a colourful variety of artistic contributions from more than 250 artists already involved await interested parties on the official website pastoralproject.org and in the social networks.

Everyone is invited to participate with an artistic statement on the subject of environmental protection on the project's homepage (www.pastoralproject.org), where the first contributions can already be seen.

On June 5, 2020, streaming access will be offered among other things:

- Beethoven's Pastoral in a version for string sextet – Live-performance on June 5, 2020, from the Futurium Berlin with members of the Junge Deutsche Philharmonie
- Piccola Pastoral – The Beethoven Orchestra Bonn plays a 'Corona-version' of the Pastoral by Lars Lange
- Pastoral Variations – Commissioned by BTHVN2020 for violin and piano in a world premiere by Daniel Hope
- *and much more*

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Declaration of Artists

On June 5, 2020, the Beethoven Jubiläums GmbH will publish a declaration on environmental and climate protection signed by numerous renowned creative artists. The declaration is directed against the denial of climate change and advocates the responsibility of the cultural sector to support efforts for sustainable development. The 'Open-Petition' will be available afterwards on the website pastoralproject.org.

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Partners

The Beethoven Pastoral Project is organized by Beethoven Jubiläums GmbH in cooperation with the UNFCCC Executive Secretary, ICLEI – Cities for Sustainability, and Earth Day Network as part of the anniversary celebrations BTHVN2020. The entire stream will be broadcasted by Deutsche Welle. Further cooperation partners are the Federal Government Commissioner for Culture and the Media (BKM), the Office for International Affairs and Sustainability of the City of Bonn, the Beethoven Orchestra Bonn, and the European Music Council.

The project is supported by the Federal Government, the State of North Rhine-Westphalia, the Rhein-Sieg District, and the City of Bonn. Among the main sponsors of the anniversary celebrations are Deutsche Post DHL, Deutsche Telekom, Sparkasse KölnBonn, and Google Arts & Culture, who is also participating in this project. The project partners include the Beethoven-Haus Bonn, the



Beethovenfest, and the Theater Bonn. We would also like to thank axessio for their kind support.
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Statements on the Beethoven Pastoral Project

"Beethoven's work is not only a tribute to the beauty of nature, but also stimulates reflection on the relationship between man and his environment. It was therefore very important to me to contribute a performance to the Pastoral Project. After all, culture is at the forefront when it comes to shaping a sustainable future. Especially in culture there are many pioneers when it comes to environmental protection. Sustainable operations or environmentally conscious production are possible without limiting artistic wealth. The cultural sector shows in many different ways how it assumes its co-responsibility for the preservation of our livelihoods – also in order to live up to its function as a role model for society," emphasizes Prof. Monika Grütters, Federal State Minister for Culture and Media.

Ashok Sridharan, Mayor of the federal city of Bonn and President of ICLEI – Cities for sustainability reminisces that the idea for the Pastoral Project was born during the world climate conference in Bonn: "With this project, we aspire to unite arts, music, climate, land, and nature. Especially nowadays, this goal is binding, maybe more than ever before. Let us be inspired by the passion of the 6th symphony, and by the energy that runs through all of Beethoven's works, and allow this to carry through these testing times."

UN-Climature-Leader Patricia Espinosa reminds the states: "Coronavirus is the most urgent threat facing humanity today, but we cannot forget that climate change is the biggest threat facing humanity over the long term. What links them is the concept of humanity working to achieve a common goal in order to reduce human suffering—now and in the future. People are inspired to act in many ways and music is an important motivator. The world itself is a beautiful symphony—and we are all conductors."

Rolf Rische, head of culture at official partner Deutsche Welle, states that the "Pastoral Project" proves Beethoven's modernity: "It is impressive that Beethoven's works are still being heard on all continents – inspiring musicians, too. Be it jazz, rock, or classical musicians: They are all united in the thought that the human race shall survive and prosper in unison with nature and the harmony of creation. Those are musical expressions, and them fitting is not entirely by chance. All of these musicians are vibing to the sounds of nature, Beethoven's message."

"The Pastoral Project translates Beethoven's symphony, whose original manuscript is kept in the Beethoven-Haus Bonn, and which for the first time thematized the human sensation in nature, into the present. Beethoven, a fervent advocate of the Enlightenment and a great lover of nature, inspired us to talk with artists about the relationship between man and nature and the responsibility of culture for sustainable development. The great response shows us that the topic moves people around the world," says Malte Boecker, artistic director of Beethoven Jubiläums GmbH.

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Beethoven and nature

For the reclusive composer who also suffered from dramatically progressing deafness, the countryside provided a safe haven of inspiration and wellness. His love of nature is preserved in various statements and correspondences. In early 1810 for example he wrote to fellow musician Therese Malfatti: „How glad I am to stroll among bushes, woods, under trees, herbs, and rocks, no man can love the land as I do. Because it is woods, bushes, and rocks that resonate man's desires!“ An admiration of nature of almost religious proportions is shown by a statement that he wrote in 1815 in Kahlenberg near Vienna: „Lord almighty in the woods! I am blessed, happy in the woods; every tree speaks through you. Oh god! Such divinity! In such forest stretches, in the highlands, there is tranquility, tranquility to serve him.“ With his 6th symphony, Beethoven trodded new paths and gave his love of nature a sonic identity that is still captivating entire generations for centuries to come.

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About the Beethoven Jubiläums GmbH: *Beethoven's 250. anniversary is celebrated worldwide. The Beethoven Jubiläums GmbH, an 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" is the German federal president Frank-Walter Steinmeier. The celebrations will continue up to and including September 2021. An up-to-date overview of the projects can be found in the calendar of events at www.bthvn2020.de/en.*

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About Deutsche Welle: *Deutsche Welle (DW) is Germany's international broadcaster and one of the most successful and relevant international media outlets. Our linear and multimedia content in 30 languages reaches over one billion people worldwide each month. DW provides news and information to people worldwide, giving them the freedom to make up their own minds. Through our audience approach, we tell stories close to the hearts of our users, viewers and listeners and their everyday reality. We provide platforms for dialogue, we listen to their concerns, speak their languages and close information gaps. With DW Akademie, a leading European institution for media development, our experts around the world are enhancing media and information literacy.*

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