

250th birthday of Ludwig van Beethoven in Bonn
BTHVN2020 celebrates with broad radio, TV and internet programme
Bonn, December 9th, 2020



left to right: Malte Boecker, artistic director Beethoven Jubiläums GmbH; Ralf Birkner, commercial director Beethoven Jubiläums GmbH; Matthias Kremin, programme director WDR 3; Pedro Muñoz, Corporate Communications, Sustainability & Brand Post DHL Group; Stephan Althoff, Head of Group Sponsoring Deutsche Telekom; Dirk Kaftan, General Music Director of the Federal City of Bonn (Image source: Beethoven Jubiläums GmbH/ Barbara Frommann)

In about a week's time, on 16th and 17th December 2020, Ludwig van Beethoven's anniversary will be celebrated for the 250th time. It is the highlight of the anniversary celebrations BTHVN2020, which have been extended until September 2021 due to the Corona pandemic. The planned events can be experienced primarily through the media. Today, Beethoven Jubiläums GmbH, which coordinates the Germany-wide programme, held a digital press conference to announce the programme, which can be experienced primarily on radio, television and the Internet, on the birthday of the world's most frequently performed classical composer. At the same time, Beethoven Jubiläums GmbH, together with partners and sponsors, provided a review and outlook for 2020/21.

Culture with passion - especially in times of the Corona pandemic

Those responsible for the Beethoven anniversary programme, are aiming to send a signal at Beethoven's birthday from his native city of Bonn in the light of the overall social situation - in honour of the great composer, for the future of music and a culture of togetherness. At the same time, the programme marks the start of the second half of the anniversary.

"The Beethoven Anniversary was planned with a great deal of passion and creativity and was gloriously opened in a festive manner one year ago. Despite the great corona-related restrictions, it attracted a great deal of attention at home and abroad. This is not least due to all those involved on site, who have repeatedly reorganised and redesigned the programme with impressive creativity, commitment, and passion. By extending the anniversary by another 250 days in the new year, we want to give as many artists as possible the chance to realise their initially cancelled concerts and contributions – as an encouragement in these particularly difficult times", emphasises Dr. Günter Winands, Head of Office of the Federal Government Commissioner for Culture and the Media and Chairman of the Supervisory Board of the non-profit limited company Beethoven Jubiläums GmbH.

BTHVN2020 with international appeal

The participatory anniversary programme and Beethoven's home region have received great attention in both national and international media. Since the first bars of the anniversary-programme at the end of 2019 until today, over 6,000 media reports have been published in 47 countries. This corresponds to a reach of 3.6 billion.

"With the help of our supporters, partners and sponsors we have succeeded in developing the BTHVN2020 Anniversary Programme into a national cultural event with international appeal. In view of the international resonance, we are pleased that the creative potential of the celebrations can continue to unfold until the end of September 2021. As someone who, despite many strokes of fate and challenges, has always fought on, Beethoven is just the right jubilarian for this time," says Ralf Birkner, commercial director of Beethoven Jubiläums GmbH.

Programme highlights and outlook

On December 16th and 17th, 2020, the "BeethovenNight powered by Telekom" and the broadcast "Anniversary Concert" will focus on two unique BTHVN2020 productions, which will take place without an audience and will be broadcast worldwide by the media. Further programme is planned to honour the 250th birthday of the great composer – including specials by BTHVN2020 cultural partner WDR and media partner Deutsche Welle, the social media campaign #HappyBirthdayLudwig of the Beethoven-Haus Bonn, which collects congratulations to the great composer from all over the world, and of which some will be displayed on the approximately 160-metre-high facade of the Post Tower from 6 pm to midnight on 16th and 17th December, an ecumenical service at the baptismal font as well as the ARD feature film premiere of "Louis van Beethoven" (*For a detailed overview see programme overview December*).

From exhibitions, opera performances and plays to open-air events, there are currently around 100 further projects planned for the coming year. The Beethovenfest Bonn, taking place from August 20th to September 10th, 2021, will mark the end of this participatory and innovative anniversary (*for more information, see programme highlights 2021*).

16.12. – "BeethovenNight powered by Telekom" with world premieres by Quincy Jones and Max Richter

Broadcast of charge on www.magenta-musik-360.de, in stream, via Radio WDR3-Radio and Magenta TV

General Music Director Dirk Kaftan and the Beethoven Orchestra Bonn celebrate the jubilee and the relevance of his music with two world premieres and international guests. The "BeethovenNacht powered by Telekom" tells of the development of Ludwig van Beethoven in Bonn, the emergence of his music despite increasing deafness and the importance of his music in the present. It is organised

by Beethoven Jubiläums GmbH in cooperation with the Beethoven Orchestra Bonn and the project sponsor Deutsche Telekom.

Among other things, the world premieres of "Ode to Joy", a composition by Quincy Jones for BTHVN2020, as well as the latest work by Max Richter, "Opus 2020", a commissioned composition by the Beethoven Orchestra Bonn, will be presented. The show will also feature many well-known guests, including soul singer Joy Denalane, pianist Olga Pashchenko, cabaret artist Sarah Bosetti and violinist and president of the Beethoven-Haus, Daniel Hope.
(For further information see programme details December)

17.12. -Broadcast "Anniversary Concert" with Daniel Barenboim and speech by the German president and patron Frank-Walter Steinmeier

Free international broadcast on 3Sat, WDR, Deutsche Welle and EBU stations, via stream and radio

A top-class cast of pianist and conductor legend Daniel Barenboim and his renowned West-Eastern Divan Orchestra will play in the Bonn Opera House on 17th December. The programme includes Beethoven's 3rd Piano Concerto in C Minor op. 37 and the Symphony No. 5 in C Minor op. 67.

The short welcoming speech will be delivered by Frank-Walter Steinmeier, President of the Federal Republic of Germany, who is the patron of the Beethoven anniversary. The "Anniversary Concert" is organised by Beethoven Jubiläums GmbH in cooperation with WDR as cultural partner, which will broadcast the programme EBU and worldwide on radio and television.

(For further information see programme details December)

Important information: The present programming is subject to changes that may become necessary due to the further development of the COVID pandemic.

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17.12. - [Broadcast “Anniversary Concert” with Daniel Barenboim and the West-Eastern Divan Orchestra](#)

17-18.12. ["Great Beethoven Night" by WDR on radio and television](#)

16/17.12.- [Deutsche Post DHL has congratulations from all over the world shining in 163m letters on the Post Tower](#)

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25.12. - [German premiere of the historical film "Louis van Beethoven" on ARD](#)

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December - [social media campaign #HappyBirthdayLudwig](#)

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December - [Digital project "Beethoven Everywhere" with a virtual tour through the Beethoven-Haus by Google Arts & Culture in cooperation with the Beethoven-Haus Bonn](#)

[BTHVN2020 letter installation in front of the Bonn Opera with electricity from SWB](#)

16.12. “BeethovenNight powered by Telekom”

- Free transmission in the video livestream via www.magenta-musik-360.de and bthvn2020.de from 08.30 p.m.(CET) and on MagentaTV
- Radio broadcast on WDR3 from 08.04 p.m.

For further information see main press release.

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17.12. Broadcast “Anniversary Concert”

- Live transmission of WDR on 3sat, via connected EBU institutions and on the German TV programme of Deutsche Welle from 8.15 p.m. and on WDR television from 10.15 p.m.; on radio via WDR 3 in the ARD and EBU radio stations from 8.05 p.m.
- Online streaming via bthvn2020.de, WDR.de, the YouTube channel of Google Arts & Culture and via affiliated media partners from 08.15 p.m.

About the West-Eastern Divan Orchestra:

The West-Eastern Divan Orchestra has been an established name in the international music world for more than 20 years. Daniel Barenboim founded it together with Edward W. Said in 1999 with the aim of facilitating dialogue between the different cultures of the Middle East through the experience of making music together. With the Beethoven Symphony, the orchestra has performed in the world's

great concert halls: in Berlin and New York, in Asia and South America, at the Salzburg Festival and the famous BBC Proms.

For further information see main press release.

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17-18.12. "Great Beethoven Night" by WDR 3 following the broadcast of the anniversary (approx. 10.04 p.m.)

250 years ago, the newborn Ludovicus was recorded in the baptismal register at the Bonn parish office in the presence of his father - reason for a sleepless night in honour of the great Ludwig! The Beethoven Year is being extended, but the celebration will last eight hours tonight.

What perspective do today's jazz musicians, for example, have on Beethoven and his immortal beloved? In the project "Re: Immortal Beloved" some answers can be heard. The feature "Beethoven-Voyager" by Thomas von Steinaecker takes an acoustic foray into the reception of Beethoven. In between, very different congratulators such as Schröder from the Peanuts, Igor Levit or the curious schoolchild Lisa have their say. And of course, current Beethoven interpretations, which were able to take place this year despite all the adverse circumstances, will also be on display.

<https://www.wdr.de/programmorschau/wdr3/sendung/2020-12-17/44297857/wdr-3-die-grosse-beethoven-nacht.html>

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16th/17th December - Deutsche Post DHL Group lets congratulations from all over the world shine on the approximately 160 metres high Post Tower

On the 250th anniversary of Beethoven's baptism day, Deutsche Post will be illuminating the 160-metre high Post Tower on 16th and 17th December (from 6 p.m. to midnight) with congratulations from all over the world. The displayed news are part of the Beethoven-Haus' social media campaign #HappyBirthdayLudwig, where people can send congratulations to the great composer until the end of December.

Deutsche Post DHL Group has just been awarded the "European Cultural Investor 2020" prize for its commitment to culture, in particular with regard to the interactive touring exhibition "BTHVN on Tour", which was created together with the Beethoven Haus Bonn.

In 2020, the Group has realised a lot according to the motto "Cancellation is easy, make things possible is much better": The competition to design the BTHVN-package set special edition was aimed in the first lockdown at giving people who were suddenly sitting at home the opportunity to be creative. The number of returns exceeded all expectations. Deutsche Post DHL Group also enabled local artists to stream concerts from the Post Tower as part of a streaming partnership; and with the "Roll over BTHVN" bicycle squadron, employees connected the Beethoven cities of Bonn and Vienna corona-safe and brought a smiling statue of Ludwig to Beethoven's second home.

Deutsche Post DHL Group had opened the year with the official stamp for Beethoven's birthday, which was issued in a record number of 626 million and is very popular.

[inmotion.dhl/BTHVN] "BTHVN on Tour" virtual and corona-safe experience

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17.12.- Ecumenical service on the 250th anniversary of Ludwig van Beethoven's baptism day on his Baptismal font in St. Remigius church in Bonn

- **Church service with limited audience and free live stream on bthvn2020.de from 04.00 p.m.**

In memory of Ludwig van Beethoven's 250th baptismal day, an ecumenical service will be held at his historic baptismal font. The baptismal font is in today's St. Remigius Church.

It will be performed by the city dean Wolfgang Picken and superintendent Dietmar Pistorius. The musical direction is provided by regional and cathedral cantor Markus Karas. The organist Prof. Johannes Geffert, a vocal quartet formed by Lorraine Pudelko, Stefanie Zimmermann, Robert Reichinek and Andreas Petermeier and the "Bonner Saxophonensemble e.V." in quartet formation with Lea Kuron, Lena Rohde, Christian Burgmann, Arnulf Marquardt-Kuron will play.

The service is a cooperation of the City Deanery of Bonn, the Protestant Church District of Bonn and the BTHVN2020 Beethoven Jubiläums GmbH.

Seats are limited. Registration is requested at: <https://vivenu.com/event/okumenischer-gottesdienst-zum-250-tauftag-von-ludwig-van-beethoven-pyk8>

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17.12. - Deutsche Welle's "Beethoven" theme day

Ludwig van Beethoven - a theme over 24 hours. On 17th December, Deutsche Welle will broadcast a theme day on its two German-language channels to mark the 250th anniversary of the composer's birth. DW is the media partner of the Beethoven Jubiläums GmbH and will present numerous programme highlights, concerts, recordings and documentaries during the Beethoven Year, which was extended until September 2021 due to the corona pandemic.

The "Beethoven" theme day will be broadcast 24 hours a day on 17 December from 9 a.m. CET on DW (German) and DW (German+). It can be accessed via livestream dw.com/tvdeutsch-live and via youtube.com/deutschewelle/live.

Until the end of the Beethoven anniversary programme in September 2021, DW presents concerts and concert recordings as live stream, podcast, or broadcast via partner stations. There are also articles, picture galleries, interviews and concert recordings on dw.com/culture and dw.com/kultur and on the YouTube channel "DW classical music" (www.youtube.com/dwclassicalmusic). DW's programme activities around the Beethoven Year are bundled on the special cultural websites <https://www.dw.com/beethovenfest> (German) and <https://www.dw.com/beethoven> (English).

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25.12. - History film "Louis van Beethoven" with Tobias Moretti (in German)

- **Broadcast on ARD at 08.15 p.m.**

The feature film about the great composer is convincing – with a successful screenplay by Nikki Stein and great acting and musical performances.

On the occasion of Beethoven's anniversary, EIKON Media GmbH produced the historical film "Louis van Beethoven" in co-production with ARD Degeto, WDR and ORF with Tobias Moretti in the title role. The film shooting took place in 2019. The filming retells the story of Beethoven from different perspectives: on the one hand, from the perspective of a young genius growing up in a time of political upheaval, on the other hand, from the perspective of a deaf and lonely man who – trapped in a highly unusual family constellation – looks back on his life. The feature film will be broadcasted on Christmas Day at 8:15 p.m. on the First, celebrating its first broadcast on Free TV.

Trailer: <https://www.dailymotion.com/video/x7wwyir>

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December - Germany-wide poster campaign by Beethoven Jubiläums GmbH and the City of Bonn

To draw attention to Ludwig van Beethoven's 250th birthday throughout Germany, Beethoven Jubiläums GmbH and the Federal City of Bonn are strengthening the public presence of the composer with a large poster campaign in December.

The motif shows "Ludwig", a small statue created by Ottmar Hörl in 2019 on the occasion of the art campaign "Our Ludwig".

Until 20th December 2020, the motif can be seen on billboards, flags, in underground stations and on digital pillars. At the same time, the campaign under the motto #HappyBirthdayLudwig draws attention to the digital congratulations campaign of the Beethoven-Haus. In the foyer and in the service centre of the Stadthaus Bonn (town hall), in the district town halls and in the Haus der Bildung, light steles draw visitors' attention to the birthday campaign. In the foyer of the Stadthaus there is also a photo wall with a motif from the "Happy Birthday Ludwig" campaign. The city also advertises the motif in an online advertisement in the travel magazine "Lonely Planet".

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December - social media campaign #HappyBirthdayLudwig

Through the website www.beethoven.de/en and social media such as Instagram and Facebook, people around the world can personally congratulate the world's most performed classical composer in December. Special: The congratulations will be documented in the archive of the Beethoven-Haus Bonn in memory of the 250th birthday. The campaign is supported by a Germany-wide poster advertising campaign of Beethoven Jubiläums GmbH and the City of Bonn.

It doesn't matter whether it's a video message, a short message or a photo - take part and congratulate the city's greatest son on his birthday.

This is how it works:

Visit the website and enter your birthday wishes

or

create an entry on your own social media channel, e.g. Facebook, Twitter, Instagram, LinkedIn or Pinterest with the hashtag #HappyBirthdayLudwig.

Your congratulations will then be published on www.beethoven.de/en. The most beautiful congratulations will then be recorded in the archive of the Beethoven-Haus Bonn.

The social media campaign is an action of the Beethoven-Haus Bonn on the initiative of the International Beethoven Project.

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December - Beethoven in shops in Bonn city centre

In December, some shops in the city centre of Bonn offer BTHVN2020-Give-Aways. So interested people can discover postcards and BTHVN2020-pins on the local counters. The small gifts are free of charge and are intended to commemorate the anniversary and Ludwig van Beethoven's 250th birthday – at the same time, the campaign also invites people to take part in the Beethoven-Haus Bonn congratulations campaign. (For more information see programme overview).

The idea was developed in cooperation with the Bonner City Marketing e.V.

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December – „Beethoven Everywhere“ virtual tour of the composer´s birthplace by Google Arts & Culture in cooperation with the Beethoven-Haus Bonn and further projects

In a new, interactive online project by Google Arts & Culture in cooperation with the Beethoven-Haus Bonn and 17 other international partners, users can discover the world of the legendary composer and learn more about his life and legacy.

On the occasion of Ludwig van Beethoven's 250th birthday, [Google Arts & Culture](#) today presents a very special online project in cooperation with the Beethoven-Haus in Bonn, which sheds light on the world of the iconic composer and lets users explore the many facets of Beethoven's life, work and legacy. A central component of the project is a [virtual tour](#) of the composer's birthplace in Bonn.

Malte Boecker, director of the Beethoven-Haus: "Due to the pandemic, our newly designed museum is closed on Beethoven's 250th birthday. This makes it all the more important to me that Beethoven friends and music lovers from all over the world can now virtually visit the exhibition thanks to the Google Street View tour and experience it with a lot of additional Beethoven content".

Among the 18 renowned cultural institutions from seven countries that have participated in "[Beethoven Everywhere](#)" are the Beethoven-Haus in Bonn, Carnegie Hall, Deutsche Grammophon, the Secession in Vienna, the Karajan Academy of the Berlin Philharmonic, and the Chineke! Orchestra from Great Britain.

<https://artsandculture.google.com/project/beethoven>

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BTHVN2020 letter installation in front of the Bonn Opera with electricity from SWB

As a municipal enterprise, Stadtwerke Bonn ensures that Beethoven is presented in the best possible light in his native city. This is why SWB Energie und Wasser (SWB Energy and Water) supplies green electricity for lighting the BTHVN capital letters (h: approx. 2.00 m, w: approx. 9.60 m, d: approx. 1.25 m) in front of the Bonn Opera House. Just like the 250th anniversary celebrations, the lighting campaign is also going into extra time. The illuminated letters will be on display in front of the Bonn Opera until the end of September 2021. SWB Energie und Wasser takes over the electricity costs incurred.

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2) Voices of sponsors and partners

Cultural partner WDR, Tom Buhrow, Director General

"If the audience cannot come to art, then art must come to the audience. WDR has been committed to this goal since the beginning of this pandemic. We are therefore very pleased that we can do our part with multimedia support to help so many Beethoven highlights find their way to the audience."

Media partner Deutsche Welle, Rolf Rische, Head of Culture

"For Deutsche Welle, Beethoven's message of freedom, equality and fraternity is not least an essential motivation for a special commitment in the Beethoven Year. With two theme days, an elaborate documentary film trilogy, special web pages, live broadcasts and countless other programme offers, we are not only carrying Beethoven's music out into the world. What we are particularly pleased about is the great interest shown by our international audience."

Google Arts & Culture, Simon Rein, Program Manager

"We are very pleased to accompany and support the anniversary year. With 'Beethoven Everywhere', we published a comprehensive online collection on Google Arts & Culture last week, in which the Beethoven-Haus Bonn and its international partners shed light on Beethoven's work and life. And as part of a "Global Ode to Joy", conductor Marin Alsop invited us to share with others what brings us joy despite this challenging time. The entries already submitted are as moving as they are inspiring and show how inspiring Beethoven is for people all over the world, even 250 years after his birth."

Sparkasse KölnBonn, Ulrich Voigt, Chairman of the Board

"It is important to us that Beethoven is perceived and inspires people beyond the anniversary year. This is why we have deliberately supported projects with the "Strong Children's Voices" and the "Beethoven Tour", which will continue to make Beethoven accessible to young and old after 2020."

Beethoven Orchestra Bonn, Dirk Kaftan, General Music Director of the Federal City of Bonn

"Here in Bonn we want to celebrate Ludwig van Beethoven and his music with the whole world. Music is always an essential part of life for us. Music is thinking along with us, sympathising with us, doing something. And we invite you to do so on Beethoven's 250th birthday! We believe that Beethoven is our soul connection between past and present. With this in our luggage we can shape the future."

Deutsche Telekom, Stephan Althoff, Head of Group Sponsoring

"The Beethoven anniversary year was something very special with all its highlights and also challenges. In 2021 we can look forward to the premiere of Beethoven's 10th symphony, which will be completed in the interplay of human creativity and artificial intelligence. The premiere will be my absolute highlight!"

Deutsche Post DHL Group, Pedro Muñoz, Corporate Communications, Sustainability & Brand

"We are glad that we were able to continue our cultural commitment creatively with our partners during the Corona pandemic by all of us working together according to the motto 'Cancellation is easy, make it possible much better'."

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3) Programme Highlights 2021

- Until end of January 2021 - Max Klinger exhibition, Bundeskunsthalle Bonn
<https://www.bundeskunsthalle.de/en/exhibitions/max-klinger.html>
- Until October 2021 - Exhibition "Hits and Hymns", Haus der Geschichte, Bonn
<https://www.bthvn2020.de/en/participation/event/hits-and-hymns-sounds-of-contemporary-history>
- March to October 2021 - Exhibition "Beethoven lives!", Rock n Pop Museum, Gronau
<https://www.rock-popmuseum.de/de/museum/wechselausstellung-ludwig-lebt>
- End of May 2021 until Sept 2021 - Sound and Silence exhibition Kunstmuseum Bonn
<https://www.bthvn2020.de/en/participation/event/sound-and-silence-the-sound-of-silence-in-contemporary-art>
- May 2021 - BEETHOVEN? The redemptive mistake (...where am I not wounded, cut?!) - the internationally award-winning composer, author and director Helmut Oehring stages a dance-music-drama for the deaf dancer, sign soloist, vocalist Cassandra Wedel. Cassandra Wedel already danced in a moving video to Beethoven's music at the beginning of the year and was awarded the Opus Klassik, Bonn
<https://www.bthvn2020.de/en/participation/event/beethoven-the-redeeming-blemish-where-have-i-not-been-wounded-or-cut>
- June 2021 - Open-air concerts in the context of Beethoven's anniversary: Fantastische Vier (11.06.), Kraftwerk (12.06.) and Robbie Williams (13.06.) on the Hofgartenwiese in front of Bonn University
- August 2021 - European Cultural Prize 2021 at the Bonn Opera House. Among others the Beethoven Orchestra Bonn, Claudia Cardinale, Tobias Moretti and the Scorpions will be awarded.
- September 2021 - "Prometheus.dis.order" - production in the Tonhalle in Düsseldorf
<https://www.bthvn2020.de/en/participation/event/prometheus-disorder>
- Fall 2021 - World premiere of the 10th symphony completed with KI in Bonn (Telekom and Beethoven Orchestra Bonn)
<https://www.telekom.com/en/company/topic-specials/beethoven-year-2020-special/details/artificial-intelligence-will-complete-beethoven-s-10th-symphony-587432>
- August 2021 - Historical spectacle for the 175th anniversary of the unveiling of the Beethoven monument in Bonn organized by Schiffer-Verein Beuel 1862 e.V.
<https://www.bthvn2020.de/en/participation/event/historical-pageant-to-mark-the-175th-anniversary-of-the-unveiling-of-the-beethoven-monument-in-bonn>
- Aug-Sept 2021 - Beethovenfest Bonn as a brilliant conclusion of the festivities
<https://www.beethovenfest.de/en/program/all-concerts/calendar/>

About 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 President of the Federal Republic of Germany 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