

European Cultural Brand Award 2021
BTHVN2020 voted "European Cultural Brand of the Year 2021"

Bonn, 10th of November 2021

BTHVN
2020



Beethoven Jubiläums GmbH
Loggia am Stadthaus 2. OG
Thomas-Mann-Str. 4
D-53111 Bonn
www.bthvn2020.de/en

PRESSEKONTAKT BTHVN2020
Phone: +49 (0) 173 407 9805
pressoffice@bthvn2020.org

From left to right: Ralf Birkner, Managing Director of Beethoven-Jubiläums GmbH and Malte Boecker, Artistic Director of Beethoven Jubiläums GmbH (image source: Beethoven Jubiläums GmbH).

The brand of the Beethoven Anniversary "BTHVN2020" receives the award as "European Cultural Brand of the Year 2021". This was announced today by Causales, the society for cultural marketing and cultural sponsoring (see official [press release by Causales](#) – in German). A 40-member jury selected a total of 10 award winners from over 110 submissions.

The press release it is said about the decision: "In the category "European Cultural Brand of the Year 2021", the jury chose BTHVN2020 (GER) as the biggest musical driving force of the last two years. Furthermore, the project convinced through consistent brand management with a vivid brand identity." (translated from the German press release)

Statements by the management of Beethoven Jubiläums GmbH on the award as "European Cultural Brand of the Year 2021"

Ralf Birkner, Commercial Director of Beethoven Jubiläums GmbH:

"The award as "European Cultural Brand of the Year" is a great affirmation for what we have achieved in the last two years under these difficult conditions. It is an acknowledgement for an extraordinary anniversary, which could be perceptibly celebrated despite all adversities, and which reached and touched people even during the lockdown.

Thanks to the anniversary Germany, the state of North Rhine-Westphalia, the Rhine-Sieg District and the Beethoven City of Bonn were able to successfully position themselves as cultural destinations worldwide and will continue to benefit from this in the years to come. We are pleased to be in line with other major cultural brands now. Our clear brand management and our passion have paid off."

Malte Boecker, Artistic Director of the Beethoven Jubiläums GmbH:

"We are very happy about this appreciation. The marketing team has succeeded in developing what was initially a controversial brand into a strong anniversary brand. As an authentic, unmistakable, and internationally understandable umbrella brand for Beethoven, it can now be continued beyond 2020. Our thanks go to the representatives of the Federal City of Bonn, the Rhein-Sieg District, the State of North Rhine-Westphalia and the Federal Government for their support and flexibility over the last few years, which were necessary to be able to realise the Beethoven anniversary under this signet. Thanks also go to all the artists who never gave up hope and continued to realise their projects under the motto "Rediscover Beethoven" during and after the lockdown, thus artistically charging the brand."

The brand was originally developed by Uwe Hecker on the initiative of Helmut Andreas Hartwig for the Beethoven-House Bonn.

***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 continued up to and including September 2021. Further information about the anniversary can be found at www.bthvn2020.de/en.*