

Beethoven Everywhere

The music that's everywhere, the memory that's everlasting

BEETHOVEN-HAUS
BONN



Celebrating Ludwig van Beethoven's 250th birthday online

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.

Thursday, December 3rd – 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. A variety of stories, contributions and videos – created and curated by Beethoven experts – allow a global audience to learn more about Beethoven's everyday life: How he worked, what made his music so groundbreaking and where we still encounter him in our modern culture today. This is made possible, among other things, by digitized personal objects and documents of Beethoven, which provide insights into his life with his increasing deafness, address his difficult private life, but also illuminate his creative process. A central component of the online celebrations is also the video series "[Global Ode to Joy](#)", initiated by conductor Marin Alsop, in which people around the world participate to celebrate the composer.

As one of the main partners, Beethoven-Haus Bonn has contributed more than 500 objects from its collection and created 25 online stories especially for the project. In addition to a tour through the museum using Google Street View, highlights to be discovered online include the legendary Beethoven portrait by Joseph Karl Stieler, personal items of Beethoven such as his instruments, desk, compass and hearing aids, as well as numerous autographs, letters, notes and scores. Immersive online stories such as "[12 facts to help you get to know Beethoven](#)", "[This is why Beethoven's music is so fascinating](#)" or "[Beethoven as a brand](#)" invite Beethoven fans and people worldwide to get to know the music legend.

In a "[Director's Choice](#)" story, the director of the Beethoven-Haus, Malte Boecker, also shows his very personal favorite pieces from the collection. The Google Arts & Culture project complements

the Beethoven-Haus' extensive online offerings. It provides a first introduction to the person and work of Beethoven, which can be enhanced by visiting the website www.beethoven.de with the Beethoven-Haus digital archive.

Prof. Monika Grütters, Federal Government Commissioner for Culture and the Media:

"Already at the opening of the redesigned Beethoven-Haus a year ago, it was clear that the redesigned Beethoven-Haus is not a monument, but dedicated to a person. This makes this museum experience both instructive and emotionally touching. This place is a 'Beethoven-Haus for all', a place that allows you to approach one of the most important artists and cultural ambassadors of our country from different points of view, regardless of age, origin or educational background. I am all the more grateful that in this crisis-ridden year, despite travel and contact restrictions, it is possible to experience the federally funded exhibition on Beethoven's 250th birthday at least on a virtual tour of his birthplace".

Simon Rein, Program Manager Google Arts & Culture: „As partners of the anniversary year, we are especially happy to launch this online collection in honor of Ludwig van Beethoven today. I am excited about the vast range of stories and formats that museums, orchestras and archives from all over the world collected on Google Arts & Culture, as they provide immediate insights into the life and work of the artist Ludwig van Beethoven and make his influence on our modern culture impressively transparent.”

The entire Beethoven online exhibition including the contributions of the Beethoven-Haus Bonn can be found via the free platform [Google Arts & Culture](https://www.google.com/culturalinstitute/) at g.co/BeethovenEverywhere, as well as via the free app on [iOS](#) or [Android](#).

Video and image material can be downloaded [here](#). Here you will also find further facts and figures at a glance.

About Beethoven-Haus Bonn

The Beethoven-Haus Bonn is supported by the Beethoven-Haus Bonn Association, founded in 1889, and is considered the leading international Beethoven center. The association has set itself the task of keeping Beethoven's life, work and influence alive. The cultural institution includes the world's most important Beethoven collection, the museum in Beethoven's birthplace with over 100,000 visitors per year, a musicological research department together with a library and publishing house, and the Hermann J. Abs. Chamber Music Hall. Supported by around 800 friends, sponsors and members from over 20 countries, supported by the Federal Government, the State of North Rhine-Westphalia, the Rhineland Regional Council and the City of Bonn, Beethoven-Haus fulfills a cultural mission of national and international significance. Since 2020, the violinist Daniel Hope has served as its president. In 2016, the non-profit Beethoven Anniversary Society was founded under the umbrella of the Beethoven-Haus Foundation, which is responsible for the coordination and marketing of Beethoven's 250th birthday in 2020.

About Google Arts & Culture

[Google Arts & Culture](https://www.google.com/culturalinstitute/) has been working with over 2000 cultural organizations from over 80 countries since 2011. The online platform and app enables users to explore the cultural treasures of the world with just one click. On Google Arts & Culture you will find more than 200,000 works of art, over 6 million photos, videos, manuscripts and other documents on topics related to art, culture and history. The online exhibitions are available to all users online and free of charge on the Internet and via the Google Arts & Culture app for Android and iOS.