

Press Release of the Salzburg Festival

From Salzburg via Munich, London, Paris to New York, Seoul, Beijing and back to Europe.



Concert of the Young Singers at the Forbidden City: Alina Adamski (soprano), Nika Gorič (soprano), Ilya Kutuyukhin (Baritone), Alfredo Abbati (pianist).

(SF, 7 December 2018) The presentation of the 2019 Salzburg Festival programme also launched the annual “road show” of the Directorate of the Salzburg Festival: in Salzburg, Vienna, Paris, London, Munich and New York, the Salzburg Festival has already presented its programme to journalists as well as friends and patrons of the Festival. In early December, Festival President Helga Rabl-Stadler gives her seventh presentation in China and her third in South Korea.

“Our goal with these trips, which no other cultural institution undertakes in this elaborate form, is fourfold: they enable the Festival to attract even more international audience members. We demonstrate our gratitude to our friends and patrons by visiting them at home. We maintain relationships with existing sponsors and patrons and forge new ones all over the world. And we refresh our contacts among journalists,” **Helga Rabl-Stadler** sums up with satisfaction.

More than 1,400 friends and supporters followed the presentation by Markus Hinterhäuser, Bettina Hering (director of drama) and Florian Wiegand (director of concerts) at the Haus für Mozart with palpable interest. Festival artists accompany the programme presentations on tour in all cities: in Salzburg, Alisa Kolosova sang and Angela Winkler offered a reading. Igor Levit played in Salzburg and in Munich. At the presentation at the Austrian National Library in Vienna on 14 November, Joel Prieto, who will embody the title role of Orpheus in 2019, sang, while actress Gerti Drassl read.

Paris

Paris is a regular part of the Salzburg Festival's "road show". Helga Rabl-Stadler and Markus Hinterhäuser presented the Festival programme in the centre of Paris, at the Hôtel d'Évreux on Place Vendôme. René Pape sang arias by Giuseppe Verdi. During the daytime, Helga Rabl-Stadler and Markus Hinterhäuser gave interviews to French media representatives.



René Pape sang on the occasion of the Paris programme presentation



London

Thaddaeus Ropac opened his gallery in Mayfair to the Salzburg Festival. In the Grand Hall, where the walls featured paintings by Georg Baselitz, the Festival's President and its Artistic Director first gave a press conference, followed by the programme presentation. Christopher Maltman, who will perform in Enescu's *Oedipe* this summer, sang songs by Franz Schubert and Hugo Wolf.



Markus Hinterhäuser and Helga Rabl-Stadler with Thaddaeus Ropac, at whose London gallery in Mayfair the Festival programme was presented.



View of the press conference in London

New York



Marifé Hernández (member of the Board of Directors of the Salzburg Festival Society, centre) hosted a cocktail reception for the Salzburg Festival in New York.

In New York, Helga Rabl-Stadler and Markus Hinterhäuser presented the programme at a gala of the Salzburg Festival Society, the association of American friends of the Festival. Their remarks were flanked musically by Rosa Feola and Javier Camarena, who sang arias by Gaetano Donizetti, Francesco Paolo Tosti and Pablo Sorozábal, accompanied at the piano by Gerald Moore. This was also the first public appearance of Alexa Wesner, a former American ambassador to Austria, who is the new chairwoman of the wonderful American association of friends.



Helga Rabl-Stadler and Alexa Wesner (Chairwoman of the Salzburg Festival Society)

Seoul



Dr. Jong Bum Park (president of Youngsan), Helga Rabl-Stadler, pianist Seong-Jin Cho and Hyosook Clara Song (WCN - World Culture Networks).

At the invitation of Hyosook Clara Song (World Culture Networks), the Festival President presented the programme for the third time in the South Korean capital.



All the most important media of the country were present for a press conference on 4 December 2019.

Beijing



Presentation in Beijing with Helga Rabl-Stadler and Thomas Owsianski, President of Audi China.

The second stop of the Asian tour was Beijing, where a programme presentation and press conference were scheduled in cooperation with the Festival's main sponsor Audi. The

Festival President was supported musically by Alina Adamski, Ilya Kutuyukhin and Nika Gorič, all three former participants in the Young Singers Project.

Audi has been a main sponsor of the Salzburg Festival since 1995. The partnership has been extended until 2022. Furthermore, 2020 will be a grand year of anniversaries: 100 years of the Salzburg Festival and 25 years of its partnership with Audi.

Another highlight in Beijing was the concert of the Young Singers at the Forbidden City. The concert was part of the third tour of members of the Salzburg Festival's Young Singers Project, which is supported by the Festival's first Chinese sponsor, Hantang Culture Development.

The **next stops** of the "Festival Road Show" will be in Europe.

On December 11, Markus Hinterhäuser, Helga Rabl-Stadler, Bettina Hering and Florian Wiegand present the Festival programme at the Austrian Embassy in **Berlin**. Ambassador Peter Huber also asked the Festival to present a cultural calling card for Austria, marking its current EU Presidency. On this occasion, therefore, Matthias Goerne and Markus Hinterhäuser will perform Schubert's *Winterreise* at the Philharmonie's Chamber Music Hall.

On 15 December, the annual programme presentation takes place in Zurich at the Zunfthaus zur Meissen, traditionally a very well-attended occasion. For the first time, the Festival's new main sponsor, Klaus-Michael Kühne, will participate.

In January, Markus Hinterhäuser and Helga Rabl-Stadler will also make their traditional presentation in Hamburg.

And in February, the Artistic Director completes the series of programme presentations in Moscow.



Concert of the Young Singers at the Forbidden City: Alina Adamski (soprano), Nika Gorič (soprano), Ilya Kutuyukhin (baritone), Alfredo Abbati (pianist).

Conclusion

For Chinese and Korean tourists, Salzburg remains one of two top destinations in Austria, along with Vienna. Between January and October 2018, 86,086 Chinese citizens visited the city of Salzburg; during the same period the city also hosted 119,889 US citizens, 57,404 Britons, 22,193 French tourists, 43,566 South Koreans and 285,026 German guests.

The past summer brought 260,875 visitors from 85 countries, including 47 non-European countries, attending the Salzburg Festival.

International activities allow the Salzburg Festival to create a worldwide presence, arousing the interest of new groups of visitors. Journalists and guests receive first-hand programme information and have opportunities for direct contact with those responsible. The employees of sponsors are involved in their companies' cultural activities, making them ambassadors for the Salzburg Festival.

Photographs: Salzburg Festival