

Press Conference
State Exhibition
Great World Theatre –
The Salzburg Festival Centenary

Wilfried Haslauer, Governor (Landeshauptmann) of Salzburg

Bernhard Auinger, Deputy Mayor of the City of Salzburg & Chairman of the Board of the Salzburg Museum

Martin Hochleitner, Director of the Salzburg Museum and Curator of the Exhibition

Helga Rabi-Stadler, President of the Salzburg Festival

Margarethe Lasinger, Head of Dramaturgy and Publications of the Salzburg Festival, Curator of the Exhibition

Peter Husty, Chief Curator of the Salzburg Museum



Salzburg State Exhibition 2020

“Great World Theatre – The Salzburg Festival Centenary”

An Exhibition of the Salzburg Museum in cooperation with the Salzburg Festival
Neue Residenz

Exhibition Space: 1,800 m² (ca. 19,000 square feet)
Budget: 2.1 million Euros
Financing: City and State of Salzburg
Duration: 25 April to 31 October 2020 (Mon–Sun)

“The State Exhibition is the first event celebrating the 100-year anniversary of the Salzburg Festival. We are grateful to all those who have enabled this: the State and City of Salzburg for their financial support, the Salzburg Museum as our ideal partner – above all, we thank Martin Hochleitner, who is acting as curator, as is our own dramaturge Margarethe Lasinger. Together they have developed a concept which is as imaginative as it is thorough. We are optimistic that this show will offer both the citizens of Salzburg and guests from all over the world fascinating retrospectives and glimpses of the future,” says Festival President **Helga Rabi-Stadler**.

“The Salzburg Museum is pleased to present a ‘great’ Salzburg theme in the form of a State Exhibition once again. After 2016 (‘200 Years of Salzburg in Austria’) and 2018 (‘Silent Night! Holy Night! at 200’), the entire team of the Salzburg Museum is looking forward to this special challenge. We will rise to this challenge with enthusiasm, both in terms of organization and content. We have already begun collaborating with the Salzburg Festival’s team, especially Margarethe Lasinger and the designer duo Michael Veits and Ferdinand Wögerbauer, and we look forward to implementing this project jointly in 2020,” says Museum Director **Martin Hochleitner**.

“As an internationally outstanding festival, the Salzburg Festival makes important contributions to the City and State of Salzburg and is a major part of the history and identity of this state. The State Exhibition on the 100th anniversary of ‘our Salzburg Festival’ demonstrates the special value of this traditional and innovative cultural event, both by looking back through history and forward into the future. Thanks to the success of the State Exhibitions in 2016 and 2018/2019, we look forward with confidence to this State Exhibition, which is supported by the City and State of Salzburg, at the Salzburg Museum. Together, the City and State of Salzburg have dedicated 2.1 million Euros to this purpose. Even at this early stage, my gratitude goes to President Dr. Helga Rabi-Stadler and Director Prof. Dr. Martin Hochleitner as well as all the employees working on this project and numerous cooperating partners,” says Governor (Landeshauptmann) **Wilfried Haslauer**.

“It is most gratifying that the Salzburg Museum dedicates itself to the founding and history of the Salzburg Festival in form of a State Exhibition in 2020. On the one hand, one hundred years of festival history demonstrate the artistic and cultural development of the institution and all the personalities which have left their mark upon it. Naturally, the retrospective also reflects



the historical, political and economic context of Salzburg's development as a city during this period. Thus, the Salzburg Festival has not only been an artistic and economic motor sharpening the city's profile as an international cultural location, it has also had significant influence on the quality of the urban cultural landscape and partners with major cultural institutions within the city today.

Therefore, we look forward to the full spectrum of 100 years of Festival history which the 2020 State Exhibition will unfold for us. I am grateful to all those who contribute to this great project," says **Bernhard Auinger**, Deputy Mayor of the City of Salzburg and Chairman of the Board of the Salzburg Museum.

Idea and Self-Concept of the State Exhibition

The first performance of Hugo von Hofmannsthal's *Jedermann*, which Max Reinhardt directed on Salzburg's Cathedral Square on 22 August 1920, is considered the birth of the Salzburg Festival. The State Exhibition *Great World Theatre – The Salzburg Festival Centenary* is dedicated to the world's most important performing arts festival, offering insights into the history and development towards the present, but also opening perspectives upon the future of the Salzburg Festival.

The State Exhibition at the Salzburg Museum at the Neue Residenz thereby becomes a place of encounter with the Salzburg Festival: stories, enactments and events offer visitors space for experiences, participation and personal memories as well. The exhibition has been conceived as a "staged play" within the museum, in keeping with Max Reinhardt's conviction that a theatrical work can only fulfil its potential in intense exchange with its audience. In this spirit, invitations to participate, interact and slip into other characters form an essential aspect of the exhibition. The State Exhibition is also being conceived in a comprehensive dialogue with various institutions and artists. The shared goal is to view the Festival from different perspectives, also leading to institutional and artistic contributions and a narrative including multiple voices. The Salzburg Museum considers itself a place where these stories come together. However, the exhibition will also feature an actual stage for performances to take place.

The State Exhibition is divided into four major chapters. Each chapter has its own area within the Neue Residenz.

Chapter 1 – The Salzburg Festival on Screen

Säulenhalle / Portico

Visitors to the State Exhibition will be welcomed inside the portico with a film introducing the history of the Salzburg Festival. A documentary produced by ORF provides initial orientation on the founding, chronology and historical context of the Salzburg Festival.



Chapter 2 – “The Archive” – The Salzburg Festival Centenary

Max-Gandolph-Bibliothek / Max Gandolph Library

The second chapter of the exhibition is located within the sumptuous Max Gandolph Library of the Neue Residenz and features the Salzburg Festival Archive – the department charged with safeguarding, documenting and researching the institution’s history. A walk-in encyclopaedia assembles documents and materials, facts and figures, sounds and images, words and (hi)stories alongside human protagonists and developments of the Festival. This chapter is the heart of the State Exhibition, recounting 100 years of Festival history from 1920 to 2020.

Transformed into a vibrant memorial of the Salzburg Festival, the Max Gandolph Library – originally founded as a court library by Archbishop Max Gandolph in the West Wing of the New Residence Building – is the perfect location for this part of the exhibition.

The classical Archive with its photographs, reviews, publications, sketches and documents will be complemented by three-dimensional objects from the costume collection, the workshops and the furniture and props collection and enriched by sound clips and film and audio samples. 100 objects represent 100 years of Festival history.

Chapter 3 – Encounters in Dialogue

Tour on the First Floor

The third chapter includes a tour which is being developed in collaboration with institutions such as the Jewish Museum in Vienna, the Vienna Theatre Museum, the Salzburg Literary Archive and the Vienna Philharmonic, as well as internationally renowned artists. The latter have been invited to react to the Festival from their own perspective, contributing their expertise and competence and/or artistic interventions to the collective narrative. Each room appears as a special installation and embodies a specific approach to the “Gesamtkunstwerk” – used here as a descriptive term for the Festival. This exchange is designed to transform historical aspects and the phenomenon that is the Salzburg Festival into a multi-sensory experience for the visitors.

Chapter 4 – Museum on Stage

Kunsthalle / Art Exhibition Hall

The fourth chapter of the State Exhibition turns the Art Exhibition Hall of the Salzburg Museum into a stage. For the entire duration of the exhibition, from 25 April to 31 October 2020 and especially during the 2020 Festival summer, it serves as a performance venue while also offering a stage for Festival (hi)stories within the overall concept for the Art Exhibition Hall. It provides a platform for artists, persons active on and behind stage, and the audience. Further offerings include curated film programmes, panel discussions, fashion shows and numerous other performance series. First and foremost, however, the museum hosts a comprehensive children’s and youth programme.



For questions on the overall project:

The Salzburg Festival at 100

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