

## Press Release of the 2021 Salzburg Festival

### Jewish Museum Vienna Opens Exhibition *Jedermanns Juden. 100 Jahre Salzburger Festspiele*



Opening of the exhibition *Jedermanns Juden. 100 Jahre Salzburger Festspiele*. Photos: Barbara Nidetzky

(SF, 14 July 2021) The Jewish Museum Vienna has opened its new exhibition, *Jedermanns Juden. 100 Jahre Salzburger Festspiele* (*Jedermann's Jews. The Salzburg Festival at 100*). The show is dedicated to a retrospective of 100 years of Salzburg Festival history and Jewish participation in the world's most important classical music and performing arts festival.

Director and curator Danielle Spera welcomed the assembled guests to the opening of the exhibition: "Max Reinhardt left Europe forever in 1937. He wrote to the ruling Nazis: 'The decision to irrevocably give up the Deutsches Theater was naturally not an easy one. With my ownership, I lose not only the fruits of 37 years of work, but I am also losing the soil I have nurtured all my life and from which I myself grew. I am losing my homeland.'"

She emphasized how Jewish protagonists shaped the early years of the Festival, pointing out not only the founding fathers Max Reinhardt and Hugo von Hofmannsthal, but also Berta Zuckermandl's contributions.

Curators Marcus G. Patka and Sabine Fellner provided an overview of the exhibition in their speeches. The guests were also welcomed by Andreas Fleischmann, Chairman of the Board of the Raiffeisenlandsbank NÖ-Wien AG and Michael Spiss, Raiffeisen Capital Management.

Michael Heltau read from Max Reinhardt's memoirs of the Salzburg Festival.

In her remarks, the President of the Salzburg Festival, Helga Rabl-Stadler, emphasized: "The Salzburg Festival is grateful to the Jewish Museum Vienna for the important contribution this exhibition makes to the Festival's centenary. The Salzburg Festival owes its existence to Hugo von Hofmannsthal and Max Reinhardt, and their belief in the power of the arts."



The keynote address was delivered by Federal Minister Karoline Edstadler: “The Salzburg Festival is deeply embedded in the DNA of Salzburg’s citizens. The fact that the Salzburg Festival was founded by Jewish Austrians, however, was long swept under the carpet – as so much about Austria’s Nazi past. I am glad that this exhibition once again visualizes how profoundly Jewish life influenced Austrian history and our identity. Allow me to thank all those involved in making it happen.”

The guests, including the Ambassador of Israel Mordechai Rodgold, the Russian Cultural Attaché Ageev Nikolaj, the Chargé d’Affaires of the American Embassy Mario Mesquita, the Rev. Toni Faber of the Vienna Cathedral, Ewald Nowotny, Cordula Reyer and Maria Rauch-Kallat, were highly enthusiastic about the extensive exhibition at the Museum on Dorotheergasse in Vienna.

On the occasion of the exhibition’s opening, the Associate Director of Technology, Online and New Media of the ORF, Thomas Prantner, presented the “ORF TVthek Medienarchiv Judentum”: “The ‘Media Archive Jewish Life’, first launched at religion.ORF.at and then integrated into the ORF TVthek, was the very first video archive dedicated to contemporary and cultural history, and it has been continuously expanded with TV features and documentaries, thanks to an excellent cooperation between ORF and the Jewish Museum Vienna. For this, special thanks are due to Director Danielle Spera and her outstanding team. Today, the ‘Media Archive Jewish Life’ offers a comprehensive audio-visual overview of Jewish religion and Jewish life, providing materials related to the horror of the Holocaust and anti-Semitism, and portraying famous personalities such as David Ben-Gurion and Teddy Kollek.”

100 years ago, the theatre producer and visionary Max Reinhardt joined the writer Hugo von Hofmannsthal in implementing their vision for Salzburg. They declared the city a stage, including Cathedral Square as the backdrop for *Jedermann*, thereby catapulting Salzburg from a provincial town to prominence on the international cultural scene. After the first performance took place on 22 August 1920, Salzburg came to epitomize innovative theatre on open-air stages, music in absolute perfection and dance as an expression of the avant-garde. Jewish artists, such as conductor Bruno Walter, opera director Lothar Wallerstein and dancers Margarethe Wallmann and Tilly Losch, made essential contributions to this success. When the Nazi regime seized power in 1938, however, the situation changed dramatically: Jewish artists were banned and driven into exile. Conductors such as Wilhelm Furtwängler and Karl Böhm

took over. Those profiting from the Nazi era were only blacklisted for a short time after 1945, then returning to the stage as celebrated stars. Once lauded as a “magician of theatre”, Max Reinhardt died a lonely man in exile in the USA. Today, it is imperative to give him and the many other Jewish artists of the Salzburg Festival a place in front of the curtain.

*Jedermanns Juden. 100 Jahre Salzburger Festspiele* is on view at the Jewish Museum Vienna, one of Wien Holding’s museums, from 14 July 2021 to 21 November 2021. The exhibition, which was curated by Marcus G. Patka and Sabine Fellner and designed by Fuhrer, Vienna, is accompanied by a catalogue published by the Residenz Verlag and available for 29.90 €. The Jewish Museum Vienna, located at Dorotheergasse 11 in 1010 Vienna, is open from Sunday to Friday from 10 am to 6 pm. Its second location, Museum Judenplatz at Judenplatz 8 in 1010 Vienna, is open from Sunday to Thursday from 10 am to 6 pm and on Fridays from 10 am to 2 pm (wintertime) or 5 pm (summertime).

Further information is available at <https://www.jmw.at/> or [info@jmw.at](mailto:info@jmw.at).

**For further information, media representatives may contact:**

Mag.a Petra Fuchs, M.Litt., Media Liaison

Tel.: +43-1-535 04 31-1513

Email: [petra.fuchs@jmw.at](mailto:petra.fuchs@jmw.at)

Photo and press materials on the current exhibitions can be found on the website of the Jewish Museum Vienna at <http://www.jmw.at/de/presse>