

PRESS KIT

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Region Bonn - Top Destination in cultural tourism

A whole year for Beethoven's 250th birthday BTHVN anniversary year 2020 - from Bonn to the whole world - "boundless"

Every year, Bonn and the region attract tourists from Germany and around the world through top-class culture, the political past, glamorous events and attractive nature. In 2018 the region recorded 2,9 million overnight stays.

At the end of 2019, Beethoven's anniversary year will be a unique year of celebration: from December 16th 2019 to December 17th 2020, Ludwig van Beethoven's documented baptismal day will be celebrated in his native city of Bonn and throughout the region. Bonn becomes a central meeting place for the work and the spirit of the most performed classical composer and invites to the "year of Beethoven discovery".

"The year of Beethoven discovery" - listening and experiencing - concerts and projects

Ashok Sridharan, Lord Mayor of the City of Bonn:

"In 2020, Bonn will be dedicated to its great son Ludwig van Beethoven - and the whole world will be celebrating. His music inspires and delights people on every continent. The 'Ode to Joy' from the fourth movement of the Ninth Symphony has become, as Europe's anthem, the leitmotif for peace and international understanding. Beethoven's world of ideas - internationality, innovation, emancipation - has shaped Bonn, his birthplace, to this day: as the German city of the United Nations, as the city of the German constitution, as an exciting location for business and science. And as a city with a lifestyle in R(h)einkultur in which one knows how to celebrate and enjoy. "

The jubilee year is under the brand BTHVN2020, derived from Beethoven's own signature - he occasionally signed letters and scores with the shortened version of his name: "Bthvn".

From these five consonants, the main themes of BTHVN2020 were developed: B stands for Beethoven as a Bonn born world citizen, T for Beethoven for the musician, H for the humanist, V for the visionary and N for Beethoven as a nature lover. The jubilee will be coordinated by the

specially founded Beethoven Jubilee Society in Bonn, which will enable new perspectives on Beethoven and Beethoven from a jubilee year with a participatory approach and many partners. www.bthvn2020.de

Christian Lorenz, Artistic Director of the Beethoven Anniversary Society BTHVN2020:

"The anniversary year offers great musical experiences and opportunities for understanding social identity and future topics. Starting from Beethoven and in many ways leading him to be in hundreds of events, along the five main themes B-T-H-V-N experienced new, sometimes visionary and often astonishing views of Beethoven made."

Big names and musical highlights in the jubilee year (selection):

- At the **beginning of the Beethoven anniversary year**, BTHVN2020 is initiating house concerts with all over Germany with the project "**Beethoven with us**".
www.beethovenbeiuns.de
- **Opening concert** on December 16th 2019 with the **Beethoven Orchestra Bonn** under **General Music Director Dirk Kaftan** at the Bonn Opera.
- **Simon Sir Simon Rattle with the London Symphony Orchestra** on February 22nd 2020 at the Bonn Opera.
- **Beethoven Open-Air** at the Bonner Hofgartenwiese in front of the University - May 15th – 24th, 2020, with the Beethoven Orchestra Bonn and international pop stars
- Beethoven's "Ninth" and the world premiere of Tan Dun's "The Nine Project" with the Federal Youth Orchestra and the **World Youth Choir** on August 8th 2020 in the Maritim-Saal Bonn.
- **Kent Nagano** and Concerto Cologne with the Missa solemnis in Cologne Cathedral on August 21, 2020
- Members of the **Berliner Philharmoniker** organize their "Beethoven Day" at the Electoral Ball House in Bad Godesberg on 1.11.2020
- **Daniel Barenboim** conducts the closing concert in the plenary hall of the old Bundestag on December 17th 2020.

The **Beethovenfest Bonn** under the direction of **Nike Wagner** presents itself twice in the jubilee year: In March, a cyclical performance of all nine symphonies of Ludwig van Beethoven under Teodor Currentzis forms the backbone of a spring festival. With the motto "Be embraced", the Beethovenfest will stage symphonic highlights in September 2020 by renowned orchestras, including the **Pittsburgh Symphony Orchestra** with **Anne-Sophie Mutter**, the **Bayreuth Festival Orchestra**, the **Basel Chamber Orchestra**, the **Hungarian National**

Orchestra and the **Academia di Santa Cecilia Antonio Papano** and **Igor Levit**.
www.beethovenfest.de

The **Chamber Music Festival of the Beethoven House** "BTHVNwoche" will be hosting international artists from January 16th to February 9th 2020 and will for the first time make Beethoven's complete chamber music work heard. At the end of the jubilee year, Anne-Sophie Mutter a benefit concert in the chamber music hall of the Beethovenhaus. www.beethoven.de

The Beethoven Orchestra under the direction of Dirk Kaftan will pay special tribute to the name patron in the center of Bonn's Beethoven year: world-class artists will be invited to numerous Friday concerts and lecture concerts to rediscover Beethoven with the orchestra. A Carnival concert as well as **exceptional performance venues** such as an indoor campsite, the Hotel Kameha Grand and the Sport-Arena Telekom Dome offer the orchestra a stage as well as the former Electoral Ballhaus, the Bad Godesberger Redoute or the Bonn Opera House. www.beethoven-orchester.de

A special musical-artistic project is **Beethoven Moves!** of the Don Bosco Mission and the Beethoven Orchestra Bonn. In Germany and Colombia, young people, some of whom have a past as child soldiers or as street children, engage with the 5th symphony of Ludwig van Beethoven. Together with artist coaches, the young people interpret their experiences on topics such as violence, exclusion and freedom. Allowed is only what's hip in Medellin and Bonn: Urban interpretations of music, dance, rap or graffiti. The best compete against each other in the summer of 2020 to participate in an international youth camp in Bonn. Afterwards they will perform with the Beethoven Orchestra Bonn the 5th Symphony in Bonn in front of a large audience in the Telekom Forum. Members of the Beethoven Orchestra Bonn, General Music Director Dirk Kaftan, music educators and Rita Baus (idea & project leader) are already traveling to Medellín for a week in April 2019 in order to get involved in the artistic journey with the youth of Ciudad Don Bosco Medellín. www.beethoven-moves.de

Bonn is not only the city of Beethoven, but also a UN city and the seat of the UN World Climate Secretariat. **Beethoven loved nature**. His sixth symphony, the "Sinfonia pastorale", is dedicated to the relationship between man and nature. The result is the global **Beethoven Pastoral Project** - launched 2017 at the Climate Change Conference in Bonn. On "Pastoralday" (June 5, 2020), the World Environment Day, the sixth symphony is performed by many orchestras and ensembles worldwide and linked with statements on climate protection. www.beethoven-pastoral-project.com

Those who want to walk on Beethoven's footsteps in their home region can hike the "**Beethoven Story**". A **multimedia tour** through Bonn and the Rhein-Sieg district with a total

of 22 information displays will enrich the Beethoven region. How did Beethoven live, what influenced his development, how did he shape the city and the region? Which witnesses of the past can still be seen and experienced today?

Sebastian Schuster, District Administrator of the Rhein-Sieg-Kreis:

"Even today's Rhein-Sieg district with its 19 cities and municipalities has influenced Beethoven's immediate surroundings and environment during his first 22 years of life. Beethoven as a nature lover can be experienced in the district, for example in the Siebengebirge, which has always inspired him. He also visited many places in the region like Oberdrees, Odendorf or Erzdorf as a child and played the organ in the abbey on the Siegburg Michaelsberg, for example. We call that in remembrance with the **Beethoven-Picnic-Festival-2020**, where castles and castles offer concerts for the whole family! " The **Rheinische Orgel Festival** will offer 10 concerts in selected churches in the anniversary year. For fall 2019, a Beethoven hiking trail in the Siebengebirge is planned. www.rhein-sieg-kreis.de

Seeing and experiencing Beethoven - the exhibitions

Visitors will experience the newly designed, extended and experience-oriented **Museum Beethovenhaus**, the preserved original birthplace, from 16 December 2019. Over 200 original exhibits - Beethoven's original manuscripts, instruments, everyday objects, ear trumpets as well as portraits - from the world-famous collection can be seen.

New are a **music room**, which offers frequent performances on historical keyboard instruments, film screenings and lectures, **sensory rooms** with audiovisual offerings to Beethoven's Bonn time as well as a **"treasury"** with Original manuscripts. There will be **five theme exhibitions** in 2020, including "Joseph Stieler's Beethoven portrait and story", "Bernstein Beethoven" and "contemporary Beethoven". www.beethoven.de.

The **Bundeskunsthalle** shows in cooperation with the Beethovenhaus the central, interdisciplinary Beethoven exhibition **"Beethoven - Welt.Bürger.Musik"**, a plastic and tangible portrait in the Panorama of his time. The show traces Beethoven's most important stages of life and interweaves them with his musical work.

Original instruments and audio stations immerse in historical soundscapes. www.bundeskunsthalle.de

The **Haus der Geschichte** will dedicate the **"Music and Politics"** exhibition to an exciting interplay of music and politics from 1945 onwards. In doing so, the exhibition always refers to Beethoven while taking a contemporary perspective. Discussions about the national anthems in both German states, musical protests against the "Establishment" in the 1960s, the singer-songwriting scene in the Federal Republic and the GDR up to current discussions like the presentation of the ECHO Music Prize 2018 are examples of the exhibition. www.hdg.de

"Sound and Silence" is the title of an exhibition at the Kunstmuseum Bonn, which takes Beethoven's hearing impairment as an opportunity to illuminate the complex relationship of sound and silence in all interdisciplinary facets with many international artists, installations, performances, videos, films, photos and drawings. www.kunstmuseum-bonn.de

The **Rheinische Landesmuseum** will be presenting the interactive exhibition "Hear - Make - Feel ", in which one can pursue questions like "What has the sound of Bonn to do with music from New York, Tokyo, Cairo or Rio de Janeiro and what makes them different? ", " Sounds, sad 'everywhere' sad ', ' happy 'everywhere, happy?' ". The exhibition centers around the shared experience of making music, from Beethoven to Beyoncé and from Europe once around the world.

www.landesmuseum-bonn.lvr.de

The **Stadtmuseum** presents the **exhibition "The residential Town of the Electorate of Cologne at the time of Beethoven"** at the Ernst-Moritz-Arndt House in Bonn. www.bonn.de

Beethoven - destination for tourists from all over the world

Travel and supporting program for events of the jubilee year is organized by Tourismus & Congress GmbH Bonn / Rhein-Sieg / Ahrweiler (T & C) as an important partner of the Beethoven Jubilee Society.

Managing Director Udo Schäfer: "Over the past few years, the region has become increasingly popular with tourists and conference guests. Our overnight stay numbers are at a stable high level. For the Beethoven anniversary year, Bonn and region is well prepared with almost 20,000 hotel beds. We welcome many visitors from all over the world, to celebrate Beethoven's 250th birthday here with us and have put together many attractive booking packages."

The Tourismus & Congress GmbH Bonn / Rhine-Sieg / Ahrweiler is the first point of contact for traveling to the Beethoven's home region. The offer for the Beethoven jubilee year includes almost all major concerts and events and is constantly growing. T & C prominently features its extensive Beethoven arrangements for tour operators as well as individual and group tourists under www.bonn-region.de. With just a few clicks Visitors can conveniently book their trip to the Beethoven region. This service is constantly updated and supplemented. "Beethoven" will also be the central motto on the first weekend in May 2020 at the big event **Rhine in Flames®**. Here, numerous concerts in the Rheinaue, a large ship convoy and brilliant fireworks are offered. Bookings are possible at www.bonn-region.de

The region of Bonn - Top Destination also in 2019 - anniversaries, political heritage and nature experience

In the current year - 2019 - the Bonn region presents itself in its political heritage as the former capital of the Federal Republic Germany. The city in which the foundation of the most enduring democracy in German history was laid: On May 23rd, 1949, 70 years ago, the President of the Parliamentary Council, Konrad Adenauer, proclaimed the Basic Law. In 2019, we also celebrate the 30th anniversary of the fall of the Berlin Wall (November 9th, 1989), a turning point in world history that took place on October 3, 1990 that resulted in the German Reunification. For the Bonn region, an event that had far-reaching consequences. Berlin will be the capital of reunited Germany. In 1999, parliament and government moved from the Rhine to Berlin.

Udo Schäfer, Managing Director of T & C: "These historic events, which are so closely linked with Bonn and the region, were the thematic inspiration for the annual big event Rhine in Flames. In 2019, we celebrate with the motto "freedom" on the first May weekend with hundreds of thousands of visitors. In addition, our current meeting guide is dedicated to the anniversary year 2019."

The political past is almost tangible in one of the five renowned houses on the Museumsmeile, in the **Haus der Geschichte**. On June 14th 1994 - 25 years ago - the Federal Chancellor Helmut Kohl inaugurated the Haus der Geschichte on the Museumsmeile on the B9, which will be celebrated in 2019. The Museum of German Contemporary History since 1945 is one of the most visited museums in Germany, with 850,000 visitors annually. More relevant than ever is the most recent exhibition dedicated to Great Britain "Very British! A German look "from the 10th of July 2019 to March 2020. Beatles, Brexit, Buckingham Palace. The exhibition deals with the German-British relationship from a German perspective and the Special Role of Great Britain in Europe after 1945. www.hdg.de

In contemporary history, the **Zoological Research Museum Alexander Koenig - Leibniz Institute for Biodiversity of Animals (ZFMK)** played an important role after the Second World War in the federal capital. Here was the grand opening of the constituent session of the parliamentary council and Konrad Adenauer worked for a short period of time in his first office as the first chancellor of the Federal Republic in the natural history museum. The **Museum Alexander Koenig** is one of the big Natural History Museums of the Federal Republic. In natural-looking habitats, visitors experience the large habitats of the Earth: "African Savannah", "African Rainforest - Undergrowth", "Water - Life in the River", "Polar Regions", "African Desert "and" Central Europe ". www.zfmk.de

Also in the surrounding region of Bonn, in the **Rhein-Sieg** district, there are numerous places of historical importance. At the foot of the Siebengebirge, in Bad Honnef-Rhöndorf, stands Konrad Adenauer's house and the extensive exhibition building. The interest of the visitors

uninterrupted to remember the life and work of the politician, first chancellor, Statesman and great European on site. www.siebengebirge.de

The Rhein-Sieg district, which surrounds Bonn like a belt, is becoming an increasingly popular destination for **active and nature tourists** from all over World. Over 600 km of hiking and biking trails lead from east to west, from north to south, and are being continuously expanded. Highlights are the Natursteig Sieg, the Rheinsteig and the Bergische Weg. www.naturregion-sieg.de

This year marks the **50th anniversary** of the **Rhein-Sieg-Kreis**. Highlights of the anniversary are two big ones final events in Troisdorf and Rheinbach. These festivals are made for all citizens of the district. Throughout the year there will be events in the 19 district communes, a jubilee exhibition and various publications.

In May 2019, in one of the largest fruit-growing regions in Germany, the Rhine-Voreifel, the theme cycle path "**Die Apfelroute**" will be opened. On about 120 km, the route leads on low-traffic and well paved roads - past orchards, vegetable fields and Fruit courtyards. Cafés, restaurants and lodging establishments welcome the active tourists. On the track 12 stations inform about the regional agriculture and the cultural landscape.

In Rheinbach grows now the Reconstruction of the Roman Canal Information Center, which after opening with everything worth knowing about the Roman Canal and the associated hiking trail will come up. www.rhein-voreifel-touristik.de

Back on the Museum Mile in Bonn: the tourists will face exciting and impressive exhibitions in 2019.

10 years ago, the King of Pop died - in the Art and Exhibition Hall of the Federal Republic of Germany, the Bundeskunsthalle, he gets up again. From March 22nd to July 14th, 2019, you can experience the exhibition "Michael Jackson. On the Wall ". Michael Jackson's importance in all areas of pop culture is well known, his considerable influence on the Contemporary art becomes apparent in the exhibition. Since Andy Warhol used his picture for the first time in 1982, Jackson is the most frequently portrayed figure in the media world.

The exhibition "**GOETHE. Transformation of the World** " is dedicated to the world's most famous poet of German language from the 17th May to September 15, 2019. The first major Goethe exhibition in 25 years illustrates the work of the poet in the wake of early modernism and visualizes its unique story. In addition to painting, sculpture, graphics and photography, Theater, film and music also play an important role. Also from 14th April: **GOETHES GARDENS. Green worlds on the roof the Federal Art Hall.** www.bundeskunsthalle.de

The Kunstmuseum Bonn is one of the largest nationally recognized museums of contemporary art. Heart and identity of the house is the collection of about 9,000 works of August Macke and the art of the Rhenish Expressionists and the important collection of German art after 1945. From May 30th to August 25th 2019, everything revolves around the theme "**mask**", In a society that is constantly creating real and virtual new faces, the topic is of great relevance. With the exhibition project "**Jetzt! Junge Malerei in Deutschland** ", the Kunstmuseum Bonn is making an attempt from September 19th to January 19th 2020 to give a cross-section of the young paintings produced in Germany. On the occasion of his 70th birthday, the Kunstmuseum will be showing "**Norbert Schwontkowski. Some Of My Secrets**" and thus nearly 70 paintings by the Bremen-born artist, who is considered a loner, from October 31st 2019 to February 16th 2020. www.kunstmuseum-bonn.de

The **Deutsche Museum Bonn**, the only branch of the world-famous German Museum outside Munich, presents in its permanent exhibition highlights of human inventiveness and research spirit since 1945. The highlights 2019:

From April to August "**PLAYMOBIL-Technikgeschichte (n) - Collection Oliver Schaffer**". Hamburg artist Oliver Schaffer owns one of the largest collections of PLAYMOBIL worldwide, with more than 50,000 figures and over 500,000 individual pieces. Toy landscapes with PLAYMOBIL figures and the production process of PLAYMOBIL can be experienced. From September to February: "**Is this possible?**" An experimentation exhibition on everyday questions: Is it possible that the bicycle helmet secures me in an accident or that the thin cardboard box protects the eggs? The exhibition explores these and more questions about industrial materials and their properties in an entertaining way. www.deutsches-museum.de