



B E E T H O V E N F E S T B O N N

Bonn, 2. September 2011

Media Presence of the Beethovenfest Bonn 2011

Public Viewing, Podcasts, Übertragungen, Social Media und Medienpräsenz

The **first live transmission of a Beethovenfest concert** from the Beethovenhalle in Bonn's city centre took place in 2007. For the fifth year running, the Beethovenfest Bonn 2011, together with Deutsche Welle, will put on a live transmission of the concert given by the **Pittsburgh Symphony Orchestra under Manfred Honeck** with the soloist **Hélène Grimaud** at **10 September** from the Beethovenhalle on a large screen from 8pm onwards. The programme includes Beethoven's Piano Concerto no. 4 in G major, op. 58 as well as Tchaikovsky's Symphony no. 5 in E minor, op. 64. The orchestra is one of the three 'orchestras in residence' this year. It will also open the Beethovenfest together with Anne-Sophie Mutter the previous day (9 September). The **warm-up programme** on the stage on Münsterplatz has been significantly expanded. It will begin **at 3pm** and, as in previous years, will be presented by Meike Krüger from Deutsche Welle | DW-TV. The public screening will be presented by Deutsche Post DHL, Sparkasse KölnBonn, Deutsche Welle and Bonn's retailers. Admission is free. For the warm-up, Beethoven's Piano Concerto no. 4 will be the object of a filmic and musical examination by the musicologist, journalist and radio presenter Michael Struck-Schloen. Excerpts from the music documentary "Das Beethoven-Projekt", about the Beethoven symphony cycle performed by the Deutsche Kammerphilharmonie Bremen under Paavo Järvi at the 2009 Beethovenfest Bonn, will also be shown; it was recorded by Deutsche Welle | DW-TV in co-operation with Unitel Classica Live.

Deutsche Welle is a main sponsor and media partner of the Beethovenfest Bonn. It enables listeners around the world to listen to concerts of the Beethovenfest **on the radio and as podcasts**. This year half of the 64 concerts in the Beethovenfest Bonn 2011 main programme will either be broadcast live, or they will be recorded and then subsequently broadcast by the media partners Westdeutscher Rundfunk, Deutschlandfunk / Deutschlandradio Kultur and Deutsche Welle. The special concert held by the Beethovenfest Bonn on the 100th anniversary of Gustav Mahler's death, 18 May, with the Philharmonia Orchestra under Lorin Maazel and Janine Jansen was recorded by and broadcast for the first time on 7 August.

Bonn's General Anzeiger newspaper is another **media partner** of the Beethovenfest Bonn. Every year, just before the festival, it publishes a special supplement

Internationale Beethovenfeste Bonn gGmbH | Pressebüro Silke Neubarth
Telefon +49-228-20 10 340 | Fax +49-228-20 10 344 | presse@beethovenfest.de

consisting of several pages of artist interviews, background reports about the individual concerts, reports, tips about current CDs released by the musicians performing at the Beethovenfest, a programme overview and an attractive competition. During the Beethovenfest the General Anzeiger reports on the current events on a daily basis in the arts pages and the local section. The page "Schüler lesen Zeitung" ("School Students Read the Newspaper") features reports by young people participating in the educational programme of the Junges Beethovenfest. They include impressions of a day spent backstage with a Beethovenfest employee, a school visit by a musician, who answers students' questions, and an artist interview as part of the question-and-answer project ("Nachgefragt").

A further **educational service** provided by the Beethovenfest Bonn is the student manager project of the Junges Beethovenfest (Young Beethovenfest). Since February, ten senior high school students from Bonn and the surrounding area have been organizing Goran Bregović's concert in the Telekom Forum Bonn on 17 September. The student managers are among the awardwinners of the competition "365 Orte im Land der Ideen" 2011. The award for "Ausgewählter Ort" ("selected location") 2011 will be made during the Bregović concert. The student managers have documented their work right from the start in their blog "Balkanfunk" and on the website www.schuelermanager-beethovenfest.de as well as on facebook and on Twitter. The Beethovenfest Bonn launched its presence on **social websites** such as facebook, Titter, YouTube and Flickr this year, providing intelligent insights into the work of the festival and information about the festival programme, introducing artists and employees and publishing anecdotes and competitions, inviting fans and followers to join in the debate. The Posterous blog, which bundles social web activities, can be subscribed to via RSS feed at <http://www.beethovenfest.de/beethovenfest-socialweb/>.

The Beethovenfest Bonn is increasingly being mentioned in blogs around the world, as well as by the **international press**. Journalists from Great Britain, Spain, Italy, Luxembourg, the Netherlands, Belgium, Switzerland, Austria, Finland, Hungary, Romania, Bulgaria, Lithuania, Russia, the United States, Korea, Australia, Israel and Iraq will all report on the Beethovenfest Bonn 2011. In addition more than 50 **inland journalists** and more than 30 **regional media** representatives will come to one or more events of the Beethovenfest Bonn.

The Orchestral Campus staged by Deutsche Welle and the Beethovenfest Bonn, which this year features the **National Youth Orchestra of Iraq**, has already been the object of great media interest. Selected German-language media will report on the rehearsal phase of the 43 young Iraqis in Arbil in early September. The orchestra's subsequent two-week stay in Bonn will be accompanied by two television crews from Iraq, as well as countless national media. This is now the third year in which volunteers from the **Deutsche Welle-Akademie** have covered the stay of the campus orchestra in a multi-media blog. In co-operation with the **music journalism degree** course offered by **Dortmund's Technical University**, the Beethovenfest Bonn is, for the first time, giving young journalists the chance to report on an international music festival.

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