



## **European Cultural Award Gala 2020 in Bonn will be postponed**

**The Beethoven gala will take place in 2021 +++ Tickets remain valid or can be returned +++ Cooperation with the Beethoven Jubiläums GmbH remains in force**

### **Press release of 17 June 2020**

Due to the current situation linked to this year's Corona pandemic the European Cultural Award Gala will not take place as planned at the opera in Bonn on 3 October 2020. "With a heavy heart we forced ourselves to take this step", bemoans Bernhard Reeder – board of the European Cultural Award and hence the organiser of the gala – the decision. "Facing the insecure situation and still unpredictable risk we had to take action, the health of our guests, partners, the audience and staff comes first.

So far, we can assume that major events will stay prohibited even after 31 August or are only allowed to take place in compliance with stringent hygiene and distance regulations. For a gala event like the European Cultural Award Ceremony these regulations are not viable from our present point of view. Over 1,500 spectators participated at the European Cultural Award Gala in the past few years. On account of the Corona pandemic, major events with more than 1,000 participants are presently forbidden throughout Germany and beyond."

Together with our partners – HALLMANN HOLDING International Investment GmbH, Beethoven Jubiläums GmbH and the Opera Bonn – a new date has already been determined: The Beethovengala will take place at the opera in Bonn on **28 August 2021**.

## **The Beethoven anniversary will be extended until September 2021**

The Beethoven Jubiläums GmbH, which coordinates – due to the pandemic – several postponements and cancellations together with its funding recipients, also had to reschedule. The anniversary celebrations have been extended up to and including September 2021. “With the extension of the celebration year finding a new date for the European Cultural Award has also been simplified”, declares Malte Boecker, Artistic Manager of the Beethoven Jubiläums GmbH. “We are glad that the European Cultural Award Gala at the opera Bonn remains as an important highlight of the Beethoven anniversary”.

## **HALLMANN HOLDING is supporting the gala already for the second time**

As the precious year, the main partner and presenter of this top-class event will be the HALLMANN HOLDING International Investment GmbH. “We want to provide a worthy setting for our awardees and to celebrate a glamorous gala with all our guests. Unfortunately, this cannot be assured to full extend at this time. The past event in my home town Vienna was an inspiring experience as well as an impressive celebration of the cultural diversity in Europe. Therefore, it is a pleasure for me – although it will take place one year later – to support the European Cultural Award as magnificent European Cultural Event in Bonn”, stated Klemens Hallmann.

## **Tickets remain valid or can be returned**

Already purchased tickets remain valid or can be credited for next year. Customers who want to return their tickets receive a reimbursement equal to the ticket costs.

## **About the European Cultural Award**

The ceremony of the European Cultural Award is regarded as cultural highlight in the event calendars of the respective venues – e. g. the Dresdner Frauenkirche, Hamburger Elbphilharmonie or the Vienna State Opera – and depicts an important platform for art, economy and politics. With this award well-known personalities, initiatives, artists, politicians and institutions are honored for their outstanding merits and achievements for Europe. In recent

years these were, inter alia, the tenor Piotr Beczala, soprano Anja Harteros, painter Gerhard Richter, Fürst Albert II. of Monaco, actor Daniel Brühl, the European Union Youth Orchestra, Nana Mouskouri or the Dresdner Musikfestspiele.

2019 – by reason of the 150<sup>th</sup> anniversary of the Vienna State Opera – the honors went to the actress and diva Sophia Loren, soprano Nina Stemme, bass René Pape, baritone Thomas Hampson, the Vienna State Opera with its Director Dominique Meyer and its orchestra, patron Gordon Getty, actor and environmentalist Arnold Schwarzenegger, designer Vivienne Westwood as well as to the young artist Alma Deutscher.

For press inquiries Annett Reeder is gladly at the disposal.

We thank our main partner and presenter HALLMANN HOLDING for the support of the cultural dialogue in Europe.

