



## Gala for the ceremony of the European Cultural Awards on August 28 at the Bonn Opera House

Katie Melua, Till Brönner, the Scorpions, Nico Rosberg, Tobias Moretti and David Garrett lead the line-up of international star guests +++ Beethoven's 250th birthday will be celebrated until the end of September +++ Diverse supporters on board +++ Cooperation with the Beethoven Jubilee Association as part of BTHVN2020

### Press release from the 23<sup>rd</sup> of August 2021

At long-awaited, the Bonn Opera House will once again be welcoming audiences on August 28 - and then immediately with a red-carpet event graced by so many celebrities: star violinist **David Garrett** will lead the lineup of international guests at the European Cultural Awards ceremony. He will be joined by top model **Barbara Meier**, figure skating heroine **Katarina Witt**, climate activist **Nico Rosberg**, star trumpeter **Till Brönner**, the **Scorpions**, singer **Heinz Rudolf Kunze** and **Tobias Moretti**.

Under the patronage of North Rhine-Westphalian Prime Minister **Armin Laschet**, the gala will be dedicated to Ludwig van Beethoven, whose anniversary BTHVN2020 will be celebrated on the occasion of his 250th birthday until September 2021. For this purpose, numerous top-class artists will come together on the grand opera stage, led by the **Beethoven Orchestra Bonn**, which has just been named a UN Climate Ambassador, under the direction of its General Music Director **Dirk Kaftan**. Presenter and soprano **Annette Dasch** and cultural journalist Axel Brüggemann will guide through the evening. Songwriter **Katie Melua**, the Scorpions and Till Brönner will each perform together with the orchestra with their own newly arranged pieces. "For us it is a great honor to be nominated for the European Culture Award and to perform live in front of our audience again after such a long time. The developments of the past years have clearly shown us that we all have to take care of our earth together. The European Cultural Award is a wonderful signal to us artists not only to live the European idea, but also to network worldwide in order to actively shape the great challenges of the future. As a UN ambassador, the Beethoven Orchestra Bonn feels particularly motivated and committed to this," says Dirk Kaftan.

The presentation of the European Cultural Awards has been considered a cultural highlight in the national event calendars for many years. Canceled in 2020 due to a pandemic, the Cultural Awards Gala will finally take place again this year. "After last year's cancellation, we are extremely pleased that our gala, which is safe thanks to an intrinsically 3G hygiene concept, can even take place as the first cultural event in front of an audience at the Bonn Opera House. The event is almost sold out due to the reduced audience capacity. We are therefore delighted that the award ceremony will be broadcast live and exclusively to a large audience on August 28, 2021 on MagentaMusik 360 or on the #dabeiTV channel on MagentaTV free of charge," says Annett Reeder, Managing Director of the European Cultural Forum.

### **Cultural Award with the support of the Beethoven Jubilee Association**

"It is as if every tree spoke to me," Beethoven raved during his sojourns in the countryside. At a time when environmental and climate issues are more topical than ever, the Beethoven Jubiläums GmbH is also taking a new look at the relationship between people and nature. Malte Boecker, Artistic Director: "The motto of the anniversary is: Rediscover Beethoven! The awarding of the European Cultural Award in Bonn fits this in a special way. It draws attention not only to personalities, but also to initiatives that contribute to sustainability in society and are also inspired by Beethoven."

### **Culture as common ground**

Particularly in times of crisis for Germany's unique cultural landscape, partners become increasingly important. It is therefore particularly gratifying that, despite the pandemic, Vienna-based HALLMANN HOLDING, the main sponsor and presenting partner, has remained loyal to the European Culture Prize for the second year. "Ludwig van Beethoven described art as a means of uniting the world. Culture connects, creates identity and gives strength, even in difficult times," says entrepreneur and investor Klemens Hallmann. "On this common ground, a society can continue to develop in a promising and, above all, peaceful manner. That's why it gives me particular pleasure to present the European Culture Award in Bonn and, as the main partner, to make a contribution to the preservation and further development of the European cultural landscape."

### **New paths: The digitized culture**

"Closeness despite distance. Digitalization has contributed to this, especially in the pandemic. Together with the Beethoven Jubiläums Gesellschaft and the Beethoven Orchestra, we have moved many formats over our networks into living rooms, so to speak, by broadcasting them on our free #dabeiTV channel on MagentaTV. For the future, we want both: concert experiences with an audience. But also to continue to make these concerts available to as many people as possible via digital means. That is why we are also a media partner of the European Cultural Forum," said Timotheus Höttges, CEO of Deutsche Telekom AG.

### **About the European Cultural Award**

For many years, the European Cultural Awards have been one of the most highly regarded cultural highlights. Every year, the gala is held in major European cultural venues such as the Frauenkirche in Dresden, the Elbphilharmonie in Hamburg, and the Vienna State Opera. It is an important platform for the encounter between art, business, and politics. The European Culture Award honors personalities, initiatives, artists, politicians and institutions for outstanding services and achievements for Europe and its people.

### **About the Beethoven Jubilee GmbH**

The Beethoven Jubilee honors Ludwig van Beethoven's 250th birthday. Founded as a subsidiary of the Beethoven-Haus Foundation, the non-profit Beethoven Jubilee GmbH coordinates a nationwide program with the support of the German government, the state of North Rhine-Westphalia, the city of Bonn and the Rhein-Sieg district, under the patronage of German President Frank-Walter Steinmeier. The multifaceted program is grouped under the umbrella brand "BTHVN2020" and has the motto "Rediscover Beethoven." The celebrations will last until September 2021. The current schedule of the anniversary can be found in the events calendar at [www.bthvn2020.de](http://www.bthvn2020.de).

**For more information** on the European Culture Award, please visit [www.europaeischer-kulturpreis.de](http://www.europaeischer-kulturpreis.de). If you have any questions, please contact Annett Reeder: Tel. +49 351 33 22 37 34 or by mail: [annett.reeder@europaeischer-kulturpreis.de](mailto:annett.reeder@europaeischer-kulturpreis.de)

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



as well as our partners:



The European Cultural Award will be presented in 2021 with the support of the Beethoven Jubilee Association.