

Siemens extends Salzburg Festival sponsoring commitment

- **Siemens extends sponsoring contract, takes over cultural and societal responsibility with cooperation**
- **20-year anniversary of the Siemens Festival>Nights**
- **New Siemens>Breakfast>Concerts format provides new Saturday concert highlights**

“Siemens has undergone a profound change over the past years and has responded to market changes. Our growth drivers are digitalization, automation and sustainability. Resource conservation, however, is not the only major aspect of sustainability. It also addresses social responsibility, which does not necessarily have to refer to tragedy or pain, but can also mean providing access to the arts. In order to enable as many people as possible access to the arts, we will again extend our partnership with the Salzburg Festival by at least three years and will thus also guide the *Siemens Festival>Nights at the Kapitelplatz* in Salzburg into a safe future,” states Wolfgang Hesoun, CEO of Siemens AG Österreich (Siemens Austria), who is proud of this outcome.

Siemens was named a Salzburg Festival project sponsor 25 years ago. In 1999 Siemens became the main sponsor of the world’s most important classical music and dramatic arts festival for the first time ever. “This cooperation not only symbolizes the importance the arts and culture have for our society, it is also an inspiring showcase for a partnership where partners inspire each other. This ultimately leads to the ability to keep the festival at a continuously high artistic level,” says Hesoun.

20 years of Siemens Festival>Nights: Free of charge public viewing at the Kapitelplatz

The long-term partnership between Siemens and the Salzburg Festival also resulted in the formation of the *Siemens Festival>Nights*, which premiered in 2002. They annually attract around 70,000 visitors to the Kapitelplatz in Salzburg from all over the world.

This is where culturally interested persons are given the opportunity to experience and enjoy both historical and current festival highlights in front of the picturesque scenery of Salzburg's Old Town. "Culture frequently expands horizons, mirrors societal debate and also often provides a platform for discussion. If we want to change and drive something, we require precisely this kind of openness. This is why we want to continue to give persons interested in culture the opportunity to enjoy high culture free of charge," explains Hesoun. He would also like to thank President Helga Rabl-Stadler and her entire team for the courage to fill the total work of art, the Salzburg Festival, with life and for guiding it into a safe future – even in difficult times, such as for example during the Corona pandemic.

The *Siemens Festival>Nights* – a close cooperation between the Salzburg Festival, the Austrian broadcasting company ORF in Salzburg and Unitel – can be visited by all, and are free of charge. A wide range of festival productions will be presented from July 24 to August 29, 2021, on an LED screen suitable for daylight viewing, in a unique atmosphere. In 2020 the *Siemens Festival>Nights* were enhanced by means of a special sound system with room simulation, thus ensuring special acoustics under the open sky. One of the absolute highlights at the Kapitelplatz is the showing of this year's *Don Giovanni*. For additional information visit www.siemens.at/festspielnaechte.

New format: Concert gems at the Siemens>Breakfast>Concerts

An innovation awaits the visitors in the form of the Siemens>Breakfast>Concerts. The concerts will be held every Saturday at 10am. Select highlights, such as for example three orchestra concerts of the Vienna Philharmonic, will be shown – in a relaxed atmosphere with coffee, tea or an extensive breakfast in the restaurant tent of the Kapitelplatz. Additional information can be found at <https://www.siemens.at/festspielnaechte/en/siemens-fruehstuecks-konzerte.html>.

Playful approach to the arts and culture with the Siemen Siemens>Children's>Festival

The tiniest among the culture fans will not be left out, either: The *Siemens>Children's>Festival* will also showcase a colorful mix comprising operas and ballets suitable for children. Highlights such as the popular classic "The magic flute for children" or "Persinette" will again ensure an abundance of joy for young and old alike. The performances will all begin at 5pm and are suitable for children aged five and up. Additional information: <https://www.siemens.at/kinderfestival/>.

Artistic Director Markus Hinterhäuser, Festival President Helga Rabl-Stadler, Siemens-CEO Wolfgang Hesoun and Executive Director of the Salzburg Festival, Lukas Crepaz.
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Press contact:

Siemens AG Österreich

Barbara Holzbauer, MA

Tel.: +43 664 88553680

E-Mail: barbara.holzbauer@siemens.com

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