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Siemens Festival Night 2010 opens for first time with opera film adapted for children

Film of children's version of Wagner opera to debut in Bayreuth

The Siemens Festival Night in Bayreuth – a public viewing event scheduled for August 21, 2010 – will feature not only a live transmission from the Festspielhaus to the Volksfestplatz but also for the first time the screening of a new opera film for children. In the morning, a film version of *Tannhäuser and the Singers' Contest at Wartburg* that has been specially adapted for youngsters will be shown. In the late afternoon and evening, the opera *The Valkyrie* will be relayed live from the Festspielhaus for all to enjoy. As in past years, the opera will also be broadcast live on the Internet.

During the Bayreuth Festival 2010, Siemens AG – the eponymous main sponsor of the Siemens Festival Night – and the Siemens Stiftung are cooperating to promote this public viewing event as a means of generating enthusiasm for the world of opera among new target groups. “With this new public viewing attraction for children, we’re not only addressing tomorrow’s music enthusiasts but also fostering the wide acceptance and contemporary interpretation of Richard Wagner’s work,” notes Stephan Heimbach, head of Siemens Corporate Communications and Chairman of the Siemens Stiftung.

The “Richard Wagner for Children“ initiative has already proven to be a crowd-pleaser and a blockbuster. Tickets for the showings of this year’s film adaptation for youngsters – an age-appropriate version of *Tannhäuser and the Singers' Contest at Wartburg* – were sold out within 30 minutes. This new film expands the offerings presented as part of the initiative – which was established by Katherina Wagner – and gives more children and young people access to Richard Wagner’s work.

As part of the Siemens Festival Night, the Siemens Stiftung is now getting involved by screening the age-appropriate film adaptation of *Tannhäuser* at the Volksfestplatz in the morning. This new offering represents an added attraction for families with children at the open-air event, which drew more than 40,000 spectators in 2009.

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In the afternoon, tens of thousands of viewers can first receive an introduction to *The Ring of the Nibelung* before enjoying the live transmission of one of the highlights of the Bayreuth Festival 2010: the performance of the opera *The Valkyrie* at the Volksfestplatz is slated to be a delight for young and old alike this summer.

The Siemens Stiftung is supporting the public viewing program, thus underscoring one focus of its activities – a commitment to fostering culture.

Those who can't make it to Bayreuth in person can take advantage of a special feature of the Siemens Festival Night online at www.siemens.com/festspielnacht. Opera fans around the world can follow the festival performance of Wagner's *Valkyrie* as a live webstream or subsequently enjoy watching a video of the event.

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