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Vienna Media News, December 2023



The newly reopened House of Strauss: a museum for “the king of waltz” and his dynasty

The “House of Strauss” presents a museum dedicated to Johann Strauss II and his dynasty at the refurbished original location, the Casino Zögernitz. [more](#)



Reopening of the Wien Museum: where history meets the future

The fascinating history of Vienna is told in a completely new way in this museum of the future, which, in a first for Vienna, has a permanent exhibition that is accessible to everyone free of charge. [more](#)



Vienna’s enticing world-class exhibitions in 2024

Vienna will continue to live up to its reputation as an international capital of art in 2024. The city’s museums have announced some fantastic exhibitions for the months ahead. [more](#)



Hotels offering a fresh perspective on Vienna

Certain types of accommodation in Vienna allow you to see the city from a completely new perspective: in former business premises, in trendy Airstream caravans or in natural straw rooms. [more](#)



Get a glimpse behind the scenes of Vienna's culinary world

A look behind the scenes of Viennese cuisine: cooking courses and workshops allow you to discover Vienna's culinary delights up close. Wiener Schnitzel is the epitome of Viennese cuisine. What's the secret behind it? [more](#)

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International Women's Week in Vienna: Discover 7 extraordinary women with the Vienna app, ivie

They made architectural history and guided hotels to world fame, but also built the best pianos of their time and much more: Vienna is associated with a number of unconventional women. [more](#)



Vienna's museums set sustainability benchmarks

Vienna's cultural institutions show how to put sustainability into practice: 17 museums have already been certified with the Austrian Ecolabel and that number is growing all the time. [more](#)



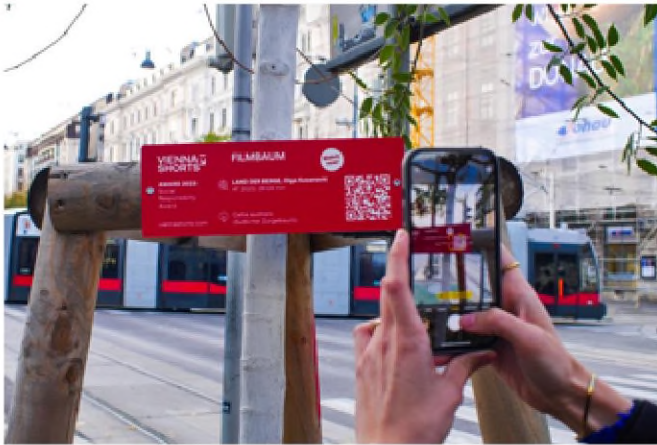
Schönberg's 150th anniversary year: celebrating the birthday of an icon of modern music

The musical year of 2024 is dedicated to the Viennese composer Arnold Schönberg. He was revolutionary artist, and one of the most influential composers of the 20th century. [more](#)



French Grätzel flair in the Servitenviertel

Picturesque alleyways lined with cafés, restaurants and small stores define the Servitenviertel in the 9th district. The Viennese locals like to refer to it as "Little Paris" because of the French spirit that flows through the district. [more](#)



Vienna Shorts Film Festival: trees instead of trophies

Prize winners at the international short film festival Vienna Shorts are now being awarded trees instead of trophies. The award winners' short films can be streamed directly onto smartphones by ([..](#)) [more](#)

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WIENER FEST WOCHEN

**More visibility for female composers:
Wiener Festwochen presents the global
women composers platform *Academy Second
Modernism*.**

Did you know that only 7,7% of the works performed by orchestras worldwide are by female composers? That is due to change: the participants and jury members of a new Wiener Festwochen project - the *Academy Second Modernism* - were presented today during a press conference at the Austrian Cultural Forum in New York. From now on, the global women composers platform will aim to counteract the under-representation of women composers and raise the visibility of female creators of music. The participants chosen for 2024 include the Pulitzer Prize winner Du Yun, Bushra El-Turk, who was chosen as one of the 100 'most inspiring women' by the BBC, Monthati Masebe and Brigitta Muntendorf. The performances in the framework of the Wiener Festwochen will be staged by Klangforum Wien at ORF RadioKulturhaus. Patron of the project is Nuria Schoenberg Nono.

The *Academy Second Modernism* aims to encourage theatres, opera houses and concert venues, but also festivals and ensembles to distinctly raise the share of works by women composers in their programmes. Despite over a hundred years of modernism, currently only 7.7% of the works performed by orchestras worldwide are by female composers (source: Equality and Diversity in Global Repertoire Report by Donne, Women in Music #DonneReport2022). And only about 2% are represented in subscription concerts throughout Germany (source: Archiv Frau und Musik Frankfurt/Main und musica femina münchen, 2021). Under the artistic directorship of Milo Rau, Wiener Festwochen are therefore founding the *Academy Second Modernism*, a global platform to demand and promote the visibility of women composers. Patron of the project is Nuria Schoenberg Nono, who is the daughter of Arnold Schoenberg and widow of composer Luigi Nono.

Festwochen start a Second Modernism in Vienna: global, unlimited and female

‘We will bring together women composers and cultural institutions as ambassadors of Second Modernism across the world. Together, we want to alter structures of inequality in the world of music. We want to establish the same access, the same rights and resources for women, but also focus on decolonial perspectives on contemporary music’, described Festwochen music dramaturge and initiator of the project Jana Beckmann the further aims of the *Academy Second Modernism* at a press conference at ACFNY. Milo Rau, new artistic director of Wiener Festwochen, added: ‘Classical Viennese Modernism with Schoenberg, Freud and Klimt was great, but it was incomplete. It remained mostly eurocentric, male and elitist. The *Academy Second Modernism* will instigate a second modernism, which will be more global, delimited and female.’

Beyond Schoenberg: 50 women composers by 2028

Every year from 2024 onwards, ten women composers from across the world will develop strategies for visibility and present their own compositions at the Wiener Festwochen together with local and international sources of inspiration from the world of music and theatre. By 2028, 50 women composers will therefore have become members and ambassadors of the *Academy Second Modernism*. This number is a conscious reference to the fifty female students of composition taught by Arnold Schoenberg, who, in contrast to such famous colleagues as John Cage, Alban Berg and Anton Webern, have almost entirely sunk into oblivion.

Quotas and numbers: more than a standard - a humane compass

Composer and Pulitzer Prize recipient Du Yun was chosen from over 160 applications from 48 countries across the world to be among the first participants, and also attended the press conference: ‘As working artists, we never yearn to be pigeon-holed and we loathe the minute we are tokenised. I believe our works, on their own, offer enough reasons to be celebrated. However, as a shift for institutions and especially, a change on ideals from a region, we must look at quotas and numbers as a standard not only an operative mode but also a humane compass. I’m glad to see the new direction that the Vienna Festival is undertaking and I am delighted the festival is committed in presenting and performing a collaborative piece of mine, *Where We Lost Our Shadows*, co-created with the Palestinian filmmaker/visual artist Khaled Jarrar, which centers on human migration.’ Further participants include

Bushra El-Turk, Shasha Chen, Dilay Doğanay, Mirela Ivičević,
Marina Lukashovich, Monthati Masebe, Brigitta Muntendorf,
Feliz Anne Reyes Macahis and Aida Shirazi.

The members of the jury are music theatre director Barbora
Horáková Joly, singer and composer Sofia Jernberg, violinist
and dramaturge of Klangforum Wien Sophie Schafleitner,
theatre maker, composer and researcher meLê yamomo as
well as curator and dramaturge of the Wiener Festwochen
Jana Beckmann.

Find more information about Academy Second Modernism at
<https://www.festwochen.at/en/academy-second-modernism>

Interested composers can get in contact via:
festwochen@festwochen.at

Press photos and material are available for download at:
<https://www.festwochen.at/en/press> (username: „presse“,
password: „information“)

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VIENNA TOURIST BOARD CELEBRATES FIRST NONSTOP FLIGHT FROM BOSTON TO VIENNA, DEBUTING ON JULY 1, 2024

VIENNA, AUSTRIA (January 30, 2024): The **Vienna Tourist Board** is thrilled about the announcement of the first and brand new nonstop flight from Boston to Vienna, further enhancing the connection between the U.S. and the Most Livable City. Austrian Airlines will begin non-stop, round-trip flight service from Boston to Vienna starting on July 1, 2024.

Norbert Kettner, CEO of the Vienna Tourist Board, highlights that "Vienna's tourism is as international as it was before the pandemic. The USA, Vienna's highest-volume distant market after Germany and Austria, played a key role in this. Therefore, we are very excited about this direct connection to our most important long-distance market."

Vienna's recent recognition by **The New York Times** as one of the "**52 Places to Go**" this year reflects the city's remarkable developments, unique culture, and growing popularity among visitors. In 2023, Vienna achieved its second-best year in tourism, recording 17.3 million overnight stays—an impressive 31% increase from 2022 and a marginal 2% decline from the peak in 2019. Approximately 82% of these visitors were from other countries, with the **United States emerging as Vienna's leading international market**. Explore further insights into **Vienna's overall tourism industry data [here](#)**.

Austrian Airlines played a pivotal role in this success by improving its services with timely operations and fleet upgrades, especially focusing on transatlantic routes. Now, they are delighted to announce the launch of the **first nonstop flight from Boston to Vienna, set to debut on July 1, 2024 with the Boeing 767-300ER**.

For more details on this groundbreaking nonstop flight, **please find the below press release from Lufthansa**. We're also pleased to offer **statements from Norbert Kettner, CEO of the Vienna Tourist Board**, upon request.

Thank you for your editorial consideration. To get in touch, contact Rebecca Austin (rebecca.austin@aboutdci.com) or Chiara Peretti (chiara.peretti@aboutdci.com).



Lufthansa Group invests in Boston market with new Austrian Airlines Boston – Vienna service; first nonstop flight from Boston’s Logan Airport to Vienna

- New route debuts July 1, 2024, with Boeing 767-300ER
- Austrian Airlines to join Lufthansa and SWISS at Boston Logan International Airport, giving New England travelers access to all Lufthansa Group main hub airlines in 2024

Great news for Lufthansa Group customers in the Boston area – for the very first time in Boston’s history, there will be nonstop flights to Vienna! Austrian Airlines will begin non-stop, round-trip flight service from Boston to Vienna starting on July 1, 2024. With the upcoming July 4th holiday a few days later, Austrian Airlines’ launch flight to “Beantown” is the perfect timing for a celebration!

Austria’s home carrier will fly a Boeing 767-300ER equipped with 211 seats in a three-class configuration on this new route. Austrian Airlines flight 92 will depart Boston Logan International Airport at 5:10pm and arrive in Vienna at 7:25am the following day. Austrian Airlines flight 91 will depart Vienna International Airport at 10:40pm and arrive in Boston at 1:50pm (all times local). Initially, Austrian will operate six weekly flights between the New England metropolis and Vienna hub– on Mondays, Wednesdays, Fridays, Saturdays and Sundays, as well as every second Tuesday.

With Austrian’s new gateway in Boston, Lufthansa Group’s main hub airlines, which include Lufthansa and SWISS, are

fully represented in this market.

Furthermore, the new service links Boston's many world-renowned academic institutions, theater & arts communities, and various hi-tech industries with Vienna (Austrian's home market), as well as offers key connections throughout Central Europe, the Middle East and Asia.

"The U.S. market is integral to our success, and we're excited that 2024 will bring all three of Lufthansa Group's main hub airlines to Boston Logan with the launch of Austrian Airlines' new service to Vienna in July," said Dirk Janzen, Vice President Passenger Sales, The Americas, Lufthansa Group Airlines. "Austrian Airlines is the only airline in the world to provide a personalized service that conveys that special 'Austrian touch.' Bostonians will soon be able to experience Austrian's premium onboard products, high-end culinary options and the warm, friendly hospitality for which Austria is known."

Austrian Airlines' Onboard Experience

Austrians' Boeing 767-300ER aircraft has a three-class configuration consisting of 24 Business Class, 30 Premium Economy Class and 157 Economy Class seats.

The airline's Business Class cabin features an elegant design with state-of-the-art seats that turn into nearly 6.5 feet-long, full flat beds. Another highlight for Business Class passengers is the airline's unique "Flying Chef" program where regional and international gourmet delicacies are prepared on-board by professional chefs. Travelers also benefit from the insight of trained sommeliers ready to recommend wines that complement the menu during their flight.

Additionally, Business Class passengers, while onboard, can savor a wide array of coffees provided through Austrian Airlines' Original Viennese Coffee House Service. Guests can choose from ten Viennese coffee specialties by the Austrian premium coffee company, Julius Meinl.

Austrian's Premium Economy Class provides passengers with a generous amount of legroom based on seat spacing of up to 38 inches. Additional footrests are designed to take the strain off passengers' legs during a long flight and the central armrest, with foldout table between the seats and a personal, broad armrest for every guest, enables greater privacy and more room on the side. Furthermore, every seat is equipped with its own power outlet and USB port.

Intercontinental network expands to 19 destinations with Boston addition With the addition of Boston, Austrian Airlines increases its intercontinental footprint to a total of 19 destinations, offering its passengers in 2024 more than 125 cities across the globe.

Vienna and Vienna Airport

One of the great European capitals, Vienna was for centuries the stomping ground for the Habsburg rulers of the Austro-Hungarian Empire. The empire is long gone, but reminders have been carefully preserved. Past artistic glories live on, thanks to the cultural legacy of the many artistic geniuses nourished here—including Mozart, Beethoven, Schubert, Strauss, and Gustav Klimt. Today's visitors discover a city with a special grace and a cohesive architectural character that sets it so memorably apart from other European cities. These days, travelers enjoy touring the city's imperial palaces, dining on exemplary cuisine and relaxing in charming coffee houses that are famous for their relaxed atmosphere, as well as a variety of delightful desserts.

Vienna International Airport, due to its location in the heart of Europe and close to many different destinations, is the leading flight hub in Central and Eastern Europe. The Austrian Star Alliance Terminal with modern architecture and views of aircraft standing on the apron outside, is home to Austrian Airlines, Lufthansa and SWISS, and their partners in the Star Alliance. The terminal features short and comfortable transfer routes—the airport's minimum transfer time of 25 minutes is unique among the world's hubs and is of special value to the passengers transferring at Vienna Airport. The short times are the product of the 3-story approach, in which transit passengers make their way between floors and not, as is the case in many other airports, among terminals. After having checked in and passed through the central security control, passengers arrive at the pier, which has many shops and restaurants, along with numerous Austrian Lounges featuring modern furnishing and Austrian-style hospitality and comfort.

The New Service in Brief

Vienna – Boston: OS 91, Daily except Thursdays, on Tuesdays service only every second week. 10:40 am – 1:50pm.

Boston – Vienna: OS 92, Daily except Thursdays, on Tuesdays service only every second week. 5:10 pm – 7:25 am.

Flights are now available at www.austrian.com

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