

Innovative Beethoven exhibition opens at Leipzig's Gewandhaus beginning March 26

- **Exhibition “BTHVN on Tour” shows original exhibits as well as high-quality replicas**
- **Multimedia displays and other exhibits offer unique access into the life of Ludwig van Beethoven**
- **Following Leipzig, “BTHVN on Tour” will begin its tour around the world**

Bonn – March 20, 2019: Deutsche Post DHL Group together with Beethoven-Haus in Bonn created an innovative exhibit in preparation of the composer's 250th birthday by 2020. Visitors can gain easy access into the exhibition via multimedia channels and on the basis of original exhibits as well as historically valuable replicas. DHL is not only the official logistics partner for the exhibition but also helped develop and design the exhibition in close cooperation with the Beethoven-Haus Bonn. On March 26, 2019, Professor Andreas Schulz, Director of the Gewandhaus Orchestra, Malte Boecker, Director of the Beethoven-Haus in Bonn and Arjan Sissing, Head of Group Brand Marketing at Deutsche Post DHL Group, will officially open the “BTHVN on Tour” exhibition. The Leipzig exhibit will run from March 26 to April 5, 2019 before beginning its tour of concert halls around the world throughout 2020.

“One of the best composers of all time, Ludwig van Beethoven and his work continues to enthrall people everywhere, even 250 years after his birth! It's a great pleasure for us to contribute to the 2020 celebration with this multimedia exhibit on Beethoven's life and work, and we're proud to offer our logistics expertise to make the exhibit available to people around the world,” says Frank Appel, CEO Deutsche Post DHL Group. “For many years we have been a main partner of the Beethoven-Haus Bonn and a main sponsor to the Beethovenfest music festival here in Bonn. Supporting the arts, culture, the sciences and sports is important to us, and our involvement is a way to give back to the communities in which we conduct business.”

The “BTHVN on Tour” is designed to provide easy access to the exhibition. The life and work of Beethoven is shown via multimedia elements and a monitor which allows visitors to follow Beethoven's composition process from initial sketches through to finished score, as well as an

interactive timeline depicting Beethoven's life and some of the historic events of his time. The exhibit also features one of Beethoven's original ear trumpets in addition to audio samples that give visitors an idea of how bad Beethoven's hearing had become, and how much the ear trumpets could compensate for this. A special photo booth installation allows visitors to take selfies and add them to a huge Beethoven photo mosaic. The selfies can be uploaded on a dedicated website (via www.dhl-in-motion.com) while the photo mosaic will continuously grow.

"BTHVN on Tour" carries the idea of the jubilee into the world and offers the opportunity to discover him once again," says Malte Boecker, Director of the Beethoven-Haus in Bonn.

"Beethoven played a very important part in paving the way for modernism and a democratic development in the 21st Century."

"It's no coincidence that we are kicking off the world tour at the Gewandhaus in Leipzig: The Gewandhaus Orchestra is linked to Beethoven's music in a very special way. In addition DPDHL Group is also the official logistics partner of the Gewandhaus Orchestra and so responsible for transporting the orchestra's valuable instruments and other necessary equipment whenever it goes on tour," says Vincenzo Scrudato, Global Managing Director Trade Fairs & Events GmbH at DHL. "The sensible and partly irreplaceable items of "BTHVN on Tour" are transported in special containers equipped with sensors and under ideal climate conditions."

Stops for the tour include concert halls like the Walt Disney Concert Hall in Los Angeles, in Cincinnati, New York and Boston as well as London, Warsaw, Brussels and in Asia.

With its headquarters in Bonn, Deutsche Post DHL Group is a longtime supporter of projects and institutions who deal with the heritage of Ludwig van Beethoven. The Group and Bonn's Beethoven-Haus enjoy a longtime and trusted partnership. In addition the company maintains a number of other high-profile partnerships in the areas culture, lifestyle and sports – as for example the Gewandhaus in Leipzig.

Opening hours of the exhibition:

Monday – Friday, 10.00 – 18.00 o'clock

Saturday, 10.00 – 14.00 o'clock and during events and concerts.

– End –



You can find the press release for download as well as further information on dpdhl.com/pressreleases

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DHL is part of Deutsche Post DHL Group. The Group generated revenues of more than 61 billion euros in 2018.

About Beethoven-Haus-Bonn:

Beethoven-Haus Bonn: An association established in 1889, Beethoven-Haus Bonn is considered the leading center devoted to the life, work and legacy of Ludwig van Beethoven. The center includes the world’s most important Beethoven collection, the Beethoven-Haus museum with over 100,000 visitors per year, a musicology research department complete with library and publishing house, and the Hermann J. Abs chamber music hall, with its year-round schedule of concerts. Financed by some 900 friends, patrons and members from over 20 countries, along with institutional support from the German federal government, State of North Rhine-Westphalia, Rhineland Regional Council (LVR) and City of Bonn, the association fulfills a cultural mission of national and international importance. Currently serving as president of Beethoven-Haus Bonn is Professor Tabea Zimmermann, the internationally acclaimed viola player, chamber musician and teacher. In 2016, Beethoven-Haus Bonn, with public-sector funding, founded the non-profit Beethoven Jubiläums Gesellschaft, which coordinates and promotes the Beethoven anniversary project BTHVN2020.