



Global logistics meets classic: Deutsche Post DHL Group and Beethoven-Haus Bonn send the exhibition 'BTHVN on Tour' around the world

- **'BTHVN on Tour' was developed by Deutsche Post DHL Group together with Beethoven-Haus Bonn for Beethoven's 250th birthday in 2020**
- **On the occasion of DHL's 50th birthday, 'BTHVN on Tour' 2019 travels to the USA after its debut in Leipzig and in 2020 to other countries in Europe and Asia**
- **Further highlights for the 50th anniversary of DHL: Tree planting campaign for Bryan Adams "Shine A Light" Tour and fan competition for the 50th Formula E Race**

Bonn, March 26, 2019: From today until April 5, the modular Beethoven exhibition 'BTHVN on Tour' will celebrate its opening at the Gewandhaus in Leipzig. The exhibition was conceived and developed by Deutsche Post DHL Group together with Beethoven-Haus Bonn in preparation for the upcoming Beethoven year 2020. On the occasion of DHL's 50th anniversary in 2019, the exhibition will be shown in several concert halls in the USA after its first stop in Leipzig, before going on tour in Europe and Asia. DHL was founded in San Francisco in 1969 by three entrepreneurs – Adrian Dalsey, Larry Hillblom and Robert Lynn – and has since developed into the largest logistics company in the world as the Deutsche Post DHL Group with 550,000 employees.

"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. "Beethoven was a visionary. He revolutionized the music of his time and has since inspired generations of musicians. Our company is equally innovative and has been bringing people together since 1490 – through the introduction of the postal service, the invention of express delivery services, or today with our goal of zero-emission logistics."

"The exhibition 'BTHVN on Tour' will be shown in 2019 and 2020 in several large concert halls around the world. It is intended to arouse curiosity about Beethoven's anniversary in 2020, to give an insight into Beethoven's life, work and influence, and, in addition to unique exhibits from

Seite 1 von 4



the Beethoven-Haus Bonn collection, it also has multimedia and interactive elements," says Malte Boecker, Director of the Beethoven-Haus Bonn.

Transport logistics extremely demanding due to irreplaceable exhibits

The mobile exhibition consists of eight modules on the composer's life and work, with a strong emphasis on multimedia and interactive elements. The exhibition also contains valuable original objects from Beethoven-Haus Bonn, some of which are being shown internationally for the first time: an original ear trumpet used by the composer and an original print from Andy Warhol's Beethoven series from 1987. The cargo will be transported in special containers using DHL SmartSensor technology that permits temperature, humidity and light levels as well as shocks and vibrations to be continuously monitored.

"Both the design and the logistics behind this kind of an exhibit are challenging. The equipment for 'BTHVN on Tour' will travel some 50,000 kilometers – via air, but also by road freight. The delicate and in some cases irreplaceable exhibits need to be transported to every exhibition venue safely but also expediently – protected against vibrations and temperature variations. As a longtime logistics partner of the Gewandhaus Orchestra, as well as other orchestras, DHL specialists have years of experience in this field," says Vincenzo Scudato, Managing Director Trade Fairs & Events GmbH at DHL.

50 Years of DHL – Beethoven exhibition kicks off a series of highlights

The transportation of the Beethoven exhibition is the start for a series of highlights that will mark DHL's 50th anniversary in 2019. These include a tree planting campaign as part of Bryan Adam's "Shine A Light" tour, which DHL is supporting as an official logistics partner, the joint Formula E and DHL competition for Formula E fans on the occasion of the 50th Formula E race worldwide, and a "50 Special Deliveries" campaign to be carried out throughout the year. In addition to these centrally managed activities, many DHL subsidiaries in countries around the globe are also preparing local measures. The climax will be employee celebrations on September 25, DHL's founding day.

- End -



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

You can read more about our CR activities in our latest [CR Report](#).

Dates for “BTHVN on Tour“ (Preliminary – additional dates in planning):

- March 26 to April 5: Gewandhaus, Leipzig
- May 17 to 26, 2019: Walt Disney Concert Hall, Los Angeles
- June 6 to 11, 2019: Steinway Showroom, New York
- September 23 to 30, 2019: Cincinnati Music Hall, Cincinnati
- October 27 to November 2, 2019: Symphony Hall, Boston
- February 2020: Barbican Centre, London
- March 29 to April 10, 2020: National Philharmonic Hall, Warsaw
- 2020: Bonn

Media Contact:

Deutsche Post DHL Group

Media Relations

Hannah Braselmann / Claus Korfmacher

Phone: +49 228 182-9944

E-mail: pressestelle@dpdhl.com

On the Internet: dpdhl.de/press

Follow us at: twitter.com/DeutschePostDHL

Beethoven-Haus Bonn

Ursula Timmer-Fontani

Corporate Communications

Phone: +49 228 8 175-16

E-mail: timmer-fontani@beethoven.de,

On the Internet: www.beethoven.de



About DHL:

DHL – The logistics company for the world

DHL is the leading global brand in the logistics industry. Our DHL family of divisions offer an unrivalled portfolio of logistics services ranging from national and international parcel delivery, e-commerce shipping and fulfillment solutions, international express, road, air and ocean transport to industrial supply chain management. With about 380,000 employees in more than 220 countries and territories worldwide, DHL connects people and businesses securely and reliably, enabling global trade flows. With specialized solutions for growth markets and industries including technology, life sciences and healthcare, energy, automotive and retail, a proven commitment to corporate responsibility and an unrivalled presence in developing markets, DHL is decisively positioned as “The logistics company for the world”.

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 support, founded the non-profit Beethoven Jubiläums Gesellschaft, which coordinates and promotes the Beethoven anniversary project BTHVN2020.