



PRESS RELEASE

## 365 DAYS OF ELBPHILHARMONIE: A SPECTACULARLY SUCCESSFUL YEAR

**Hamburg, 9 January 2018: The Elbphilharmonie Hamburg can look back on an impressive success story since its official opening a year ago. Some 850,000 people attended over 600 concerts, more than 4.5 million visited the Plaza, nearly 70,000 took part in guided tours of the concert halls, and the Elbphilharmonie's music education programme attracted over 60,000 people of all ages as participants.**

One year ago, on 11 January 2017, the Hamburg Elbphilharmonie was officially opened with a concert to mark the occasion, attended by all the leading representatives of the state: President Joachim Gauck, Federal Chancellor Angela Merkel, President of the Bundestag Norbert Lammert, and Andreas Voßkuhle, President of the Federal Constitutional Court. About a quarter of the guests invited had won their tickets in a raffle.

Since then, the building designed by Swiss architects Herzog & de Meuron has been an unprecedented success story. Some 850,000 people have attended over 600 concerts of great stylistic diversity, always committed to artistic excellence.

In addition to the concert series put on by the NDR Elbphilharmonie Orchestra, the Hamburg Philharmonic State Orchestra and Ensemble Resonanz, some 70 orchestras have made guest appearances at the Elbphilharmonie, among them many of the best orchestras of our time. Around 130 ensembles, bands and choirs performed in a wide variety of concerts ranging far beyond classical music to jazz, world music, rock, pop, electronic music and hip-hop. With many different festival formats and thematic emphases, as well as a number of world premieres, the programme design consistently met with a very positive resonance.

More than 60,000 participants were attracted by the many different music education events, which ranged from concerts for babies, family concerts and school workshops to regular participation in one of the Elbphilharmonie's five ensembles for dedicated non-professionals. At the Elbphilharmonie's World of Instruments in the Kaistudios, over 18,000 children and adults took part in workshops where they had the opportunity to try out all manner of musical instruments for the first time.

**Olaf Scholz, Mayor of Hamburg:** »The Elbphilharmonie has changed the face of Hamburg, locally and internationally, and culture has found a new home at the heart of the city. Sold-out concerts one evening after another and some 4.5 million visitors to the Plaza show the immense fascination held by the building itself and the music performed, for both Hamburg residents and visitors from all over the world. The captivating idea of creating a centre of cultural identification for people of all ages has been an unmitigated success. Hamburg is proud of the Elbphilharmonie and of the city's cultural diversity, which the Elbphilharmonie itself reflects.«

**Christoph Lieben-Seutter, General & Artistic Director of the Elbphilharmonie:** »It's literally impossible to mention individual highlights from the incredibly full programme of our opening year. Alongside the countless wonderful concerts, it remains a source of regular delight to see what an impression the Elbphilharmonie and its atmosphere make on artists and visitors alike.«



Even a year after the official opening, demand for concert tickets remains high: for some concerts, the demand is more than 20 times higher than the number of seats available. Thus when advance booking for particularly popular concerts or concert series opens, tickets will continue to be allocated by raffle amongst all orders submitted. The Elbphilharmonie guided tours are likewise regularly fully booked, and have given some 70,000 people to date an impression of the building and its history.

The Plaza, the public viewing platform that offers a fabulous panorama of the city and its port from a height of 37 metres above the ground, has counted well over 4.5 million visitors since it was opened on 4 November 2016, surpassing even the most optimistic forecasts by a factor of three. The Elbphilharmonie Plaza is Hamburg's undisputed top tourist attraction. And Hamburg's excellent ranking in leading international media such as the »New York Times« and in influential guidebooks like »Lonely Planet« is a direct result of the huge increase in the city's appeal thanks to the Elbphilharmonie.

Last but not least, the media coverage during the Elbphilharmonie's first year surpassed all expectations. Some 50,000 articles appeared worldwide in newspapers, magazines and all kinds of periodicals, as well as online. The website [www.elbphilharmonie.com](http://www.elbphilharmonie.com) has been accessed roughly 50 million times, and various live streams and concert recordings were viewed approximately 3 million times in total via the Elbphilharmonie Worldwide and social media platforms.

The photo book »Elbphilharmonie. Die erste Saison – Künstler, Konzerte, Emotionen« (Elbphilharmonie. The First Season – Artists, Concerts, Emotions), with details of all 324 concerts from January to August 2017, was published by Edel Books and is available online, in all major bookstores and in the shop on the Elbphilharmonie Plaza.

**The programme for the 2018/19 concert season will be published in May.**

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