

## MEDIA INFORMATION

# 5 years of Elbphilharmonie Hamburg: Facts, figures & quotes on the cultural city of Hamburg

## 5 years of the Elbphilharmonie and its impact on Hamburg

### **The Elbphilharmonie as a touristic hotspot and “cultural tourism amplifier”**

(Survey to identify Hamburg's guest potential in the area of cultural tourism, October 2019, excerpts).

- Overnight stays in Hamburg have increased by more than 15% between January 2017 and late 2019. Overnight stays by international guests have increased by 15.8%. This marked increase is partially owing to the Elbphilharmonie's strong appeal.
- While Hamburg is primarily associated with its port (as stated by 25% of tourists surveyed), this is now directly followed by the Elbphilharmonie (23% of respondents).
- For 22% of German overnight tourists who visit Hamburg for the first time, the travel occasion is an Elbphilharmonie event or a visit to the Plaza viewing platform.
- International examples: 17% of Danish first-time guests come to Hamburg to attend a concert in the Elbphilharmonie, and for 16% the travel occasion is a visit to the Plaza. As regards tourists from Switzerland, 18% of overnight guests come to Hamburg for the first time to attend a concert in the Elbphilharmonie (repeat attendees: 21%). For one quarter of Swiss guests, the travel occasion is a visit to the Plaza.
- 75% of guests who were in or at the Elbphilharmonie also attended an opera production, 73% attended a drama/theatre play, 82% dance and ballet, and 80% visited exhibitions and galleries. 58% of Elbphilharmonie visitors also visited museums during their stay in Hamburg.
- At the Hamburger Kunsthalle, for example, the city's largest art museum, the share of visitors from abroad increased after the opening of the Elbphilharmonie from 11% in 2016 to 21% in 2019.

### **Michael Otremba, Managing Director of Hamburg Marketing and Tourism Board:**

(1) *“In terms of Hamburg's external image, the Elbphilharmonie has become the visually powerful landmark we had hoped for. It is also an iconic place with high recognition value for Hamburg and one of the must-see locations in Germany”.*

(2) *“The Elbphilharmonie has become an indispensable part of Hamburg's external image. It keeps generating highly visible communication occasions and continues to be very attractive to the public. It is a source of great inspiration beyond the city limits, and we use this in marketing to the advantage of the entire city.”*



## The cultural city of Hamburg

Hamburg is home to over 300 cultural institutions, and some of the highlights are listed below.

- Hamburg has around 60 **museums and exhibition houses** as well as numerous galleries. The unique Kunstmeile Hamburg – an association of five renowned exhibition houses/art museums in the city centre that can be visited with one ticket (the “Kunstmeile Pass”) – includes the Bucerius Kunst Forum (with new premises since 2019), the Deichtorhallen, the Hamburger Kunsthalle, the Kunstverein, and Museum for Arts and Crafts Hamburg (MK&G).
- With as many as 45 **theatres** in Hamburg, theatre lovers are spoilt for choice. Since December 2021, the Mehr Theater has been the only theatre to present a spectacular German language production of “Harry Potter and the Enchanted Child”. The Deutsches Schauspielhaus is Germany's largest theatre of the spoken word, and the Thalia Theater is frequently ranked among Germany's best German-language theatres. Time and again, Hamburg's renowned theatres ensure top-class performances and premieres.
- As a **city of music**, Hamburg can draw on a centuries-old tradition of classical music:
  - In 1678, Europe's first public **opera house** opened on Gänsemarkt. Today, the Hamburg State Opera with general music director and conductor Kent Nagano, is one of the world's leading opera houses.
  - **Famous composers** such as Johannes Brahms, Carl Philipp Emanuel Bach, Georg Philipp Telemann, Johann Adolf Hasse, C. P. E. Bach, Fanny and Felix Mendelssohn-Bartholdy and Gustav Mahler were born in Hamburg or lived here. In the Composers' Quarter in the Neustadt, visitors can gain insights into the lives and works of these great artists.
  - Ever since its opening in 2017, the **Elbphilharmonie Hamburg** has been one of world's leading concert halls in terms of both acoustics and programming. With the NDR Elbphilharmonie Orchestra under the baton of conductor Alan Gilbert from the United States, the Elbphilharmonie's resident orchestra enjoys a great international reputation.
  - The **Laeiszhalle**, which is operated jointly with the Elbphilharmonie, has been a traditional venue for classical music since 1908.
- US-born choreographer John Neumeier has been running the **Hamburg Ballet** – one of the world's finest and most successful ballet companies – for almost 50 years.
- Hamburg is the number one German-speaking **location for musicals** as well as the world's third-largest musical location with regard to visitor numbers (just after New York and London).
- About 150 **(music) clubs** of all sizes, many of these located in the Reeperbahn entertainment district, invite you to enjoy live concerts throughout the week. This is also the place where, 62 years ago, the **Beatles** started their world career and where Europe's largest club festival, the Reeperbahn Festival, takes place every September.
- In the area of innovative performing arts, the **Kampnagel production centre** is one of Europe's leading establishments.
- Even though Hamburg was severely damaged during WW2, historic building complexes such as the “Speicherstadt and Kontorhaus District with Chilehaus”, a designated **UNESCO World Heritage Site** since 2015, bear witness to the city's unique architectural and trading tradition.

### **Dr Carsten Brosda, Hamburg's Minister for Culture and Media:**

*“Hamburg has a long tradition as a city of culture. Christoph Lieben-Seutter and his team, together with many stakeholders from Hamburg, really know how to create unforgettable cultural events and to inspire a love for culture – with great commitment and creativity. The Elbphilharmonie is much more than a successful concert venue – it generates meaning and it brings people together. With the Elbphilharmonie, Hamburg has a cultural lighthouse that makes all of the city's culture shine brighter. These five years of cultural rapture definitely make us look forward to more.”*



## **Hamburg's cultural highlights in 2022**

**7 January to 8 May**

**DRIFT - Moments of Connection**

**Museum for Arts and Crafts Hamburg (MK&G)**

On the occasion of the 5th Elbphilharmonie anniversary, the internationally renowned artist duo DRIFT from Amsterdam will be staging its most extensive presentation in Germany yet. On an area of 350 square metres, DRIFT will transform the MK&G into a sensual experience space with three spectacular kinetic room-filling sculptures on display. Self-luminous real dandelion seeds, magnificent silk flowers that unfold and retreat gracefully, and a spatial installation that mimics the behaviour of plants and animals allow visitors to experience the deep connection between humans and nature. [www.mkg-hamburg.de](http://www.mkg-hamburg.de)

**20 January to 6 February**

**Um alles in der Welt – Lessingtage “Celebration of Life”**

**Thalia Theater**

From 20 January to 6 February, the Thalia Theater will be hosting their first edition of the Lessingtage festival after a long period of time that has fundamentally altered the way we live. In keeping with the tagline “Celebration of Life”, the Lessingtage festival highlights the inherent human need for happiness through the medium of art, featuring open-air art events, cultural guided tours as well as selected plays. [www.thalia-theater.de](http://www.thalia-theater.de)

**11 to 19 February**

**AGE OF ANXIETY – AN AMERICAN JOURNEY**

**Elbphilharmonie Hamburg / NDR Elbphilharmonie Orchestra**

This NDR festival focuses on 20th century culture in the United States, an era when America set out to find itself. W.H. Auden's poem, on which Leonard Bernstein based his Second Symphony, has been chosen as the ambiguous title for this year's festival, which presents a wide panorama of 20th century music. It goes without saying that Charles Ives's Fourth Symphony, “the big bang of modern American music” (Alan Gilbert), is on the programme. Yet works by other American composers, such as Samuel Barber, Aaron Copland and John Adams, and by immigrants like Igor Stravinsky and Erich Wolfgang Korngold, paint a picture of an America of great cultural creativity and diversity, critical and cosmopolitan – an America that has recently seemed to be under serious threat. [www.elbphilharmonie.de](http://www.elbphilharmonie.de)

**12 February to 24 April**

**Minimal Art – Bodies in Space**

**Bucerius Kunst Forum**

Primary structures, the use of industrially manufactured materials and a high degree of surface aesthetics are the hallmarks of Minimal Art, which emerged in the United States in the early 1960s. The exhibition at the Bucerius Kunst Forum is the first to examine the sensual side of Minimalism. [www.buceriuskunstforum.de](http://www.buceriuskunstforum.de)

**28 April to 1 May**

**“BREAKING WAVES” illuminates the Elbphilharmonie Hamburg**

**Elbphilharmonie Hamburg**

As part of this project, artist duo DRIFT from Amsterdam will stage a highlight on the concert hall's façade to mark the venue's fifth anniversary. With a spectacular light installation, the Elbphilharmonie will be sending a signal of joy and movement to the world over a period of four days at the start of the International Music Festival. The work is called “Breaking Waves” and uses hundreds of illuminated drones, choreographed to Thomas Adès's Concerto for Piano and Orchestra, which will be performed in the Grand Hall. [www.elbphilharmonie.de](http://www.elbphilharmonie.de)



**28 April to 1 June**  
**HAMBURG INTERNATIONAL MUSIC FESTIVAL**  
**Elbphilharmonie Hamburg**

The seventh edition of the Hamburg International Music Festival will open with a performance of Joseph Haydn's oratorio "The Creation" on 28 April. In the weeks that follow, Hamburg will celebrate the diversity of music with a highly diverse programme dedicated to the theme of nature. Featuring renowned international artists and excellent concerts, this year's festival includes performances by the Bavarian Radio Symphony Orchestra, the Philharmonia Orchestra, the Boston Symphony Orchestra, the Leipzig Gewandhaus Orchestra, the Royal Philharmonic Orchestra, the Budapest Festival Orchestra, the Orchestre de Paris, the Oslo Philharmonic as well as the Filarmonica della Scala Milan. As in previous years, Hamburg's own orchestras will also be featured prominently. Overall, the programme includes 64 events.

[www.elbphilharmonie.de](http://www.elbphilharmonie.de)

**20 May to 18 September**  
**8th Triennial of Photography Hamburg 2022**

The 8th Triennial of Photography Hamburg uses the theme of *Currency* to invite reflection from different perspectives across twelve exhibitions. From a photo album from the colonial era to fantasies expressed through visual images, from experimental pictures to social documentary photography: this year's Triennial will be exploring the many ways in which photographs are produced, circulated and interpreted. The exhibition route through Hamburg was designed by artistic director Koyo Kouoh and her international team as well as the curators of the ten participating museums and exhibition venues in Hamburg. The exhibitions will be accompanied by numerous events, alongside a seven-day festival in June.

[www.phototriennale.de](http://www.phototriennale.de)

**19 to 30 June**  
**Hamburg Ballet Days**  
**Hamburg Ballet John Neumeier**

Hamburg in June is all about ballet. In 2022, John Neumeier's Hamburg Ballet will be presenting numerous guest performances as well as its own ballet productions, including all-time favourites such as the Beethoven Project, Liliom, and Hamlet 21. Now in its 47th year, the Ballet Festival will kick off with the premiere of *The Winter's Tale*, a co-production of the Royal Ballet and the National Ballet of Canada. [www.hamburgballett.de](http://www.hamburgballett.de)

**3 to 21 August**  
**International Summer Festival Kampnagel**

For the past 30 years, the festival at Kampnagel has been one of Europe's finest events for contemporary performances. Taking place on the premises of a former crane factory, pop meets avant-garde – and artists from all over the world capture audiences with their innovative theatre and dance productions as well as a great choice of performances, concerts and parties.

[www.kampnagel.de](http://www.kampnagel.de)

**14 September**  
**100 years of Kammermusikfreunde in Hamburg**

Over the years, Kammermusikfreunde in Hamburg, the local association of chamber music lovers, must have invited literally each and every renowned chamber music ensemble in the world to perform in Hamburg. Founded in 1922 by Hamburg merchants and entirely run by volunteers, the association is one of the most time-honoured hosts to musical concerts. On the occasion of its 100th anniversary, special concert highlights will be added to the subscription programme, offering an overview of chamber music literature as well as a cross-section of even the lesser-known works of classical, romantic and contemporary repertoires.

[www.kammermusikfreunde.de](http://www.kammermusikfreunde.de)



**21 to 24 September**

**Reeperbahn Festival – Platform for Pop Culture**

The Reeperbahn Festival is the biggest club festival in Europe and arguably the number one international platform for pop culture and the music industry. Taking place since 2006, this four-day festival transforms the Reeperbahn and its side streets into one big stage. Here, fans, artists and people from the music business can enjoy excellent live music and connect with others. The programme will be packed with events from the areas of visual arts, film, literature and discourse. During the festival, countless clubs, concert halls, cinemas, galleries and off-spaces will be transformed into venues for concerts, book readings, film screenings and exhibitions. For all stakeholders from the music industry, there will be a wide range of panel discussions, talks, networking events, galas and award ceremonies to choose from. [www.reeperbahnfestival.de](http://www.reeperbahnfestival.de)

**22 October to 14 March 2023**

**IN THE HEART OF ANOTHER COUNTRY**

**WORKS FROM THE SHARJAH ART FOUNDATION**

Deichtorhallen

“In the Heart of Another Country” will be dedicated to contemporary art from the Middle East since the 1960s. It will be presented in cooperation with the Sharjah Art Foundation. This will be the first time that contemporary art from the Arab world is being displayed in a major exhibition in a German-speaking country. [www.deichtorhallen.de](http://www.deichtorhallen.de)

More information on Hamburg’s cultural offers and events on <a href="http://www.hamburg-travel.com">www.hamburg-travel.com</a> .
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**Services for the Media (Information / Content):**

Elbphilharmonie Hamburg: [www.elbphilharmonie.de/en/press/birthday](http://www.elbphilharmonie.de/en/press/birthday)

Hamburg (Information): [www.mediarelations.hamburg.de](http://www.mediarelations.hamburg.de)

Hamburg (Content): [www.mediaserver.hamburg.de](http://www.mediaserver.hamburg.de)

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