

# The Vienna Project

## Press Kit

**President:** Karen Frostig, Ph.D.

[www.theviennaproject.org](http://www.theviennaproject.org)

[www.memoryplatz.at](http://www.memoryplatz.at)



## Factsheet

**President:**

Dr. Karen Frostig  
Based in Newton, USA and Vienna, AT

**Founding date:**

28 Jul 2011

**Website:**

<http://www.theviennaproject.org>

**Blog:**

<http://www.memoryplatz.at>

**Press Contact:**

[karen@theviennaproject.org](mailto:karen@theviennaproject.org)

**Social:**

<https://twitter.com/ViennaProject>

<http://www.facebook.com/TheViennaProject>

**Contact:**

147 Cypress Street  
Newton, MA 02459, USA  
+1 617 965 6274

**Austrian Project Manager:**

Mag. Jennifer Carvill  
A-1020 Vienna, Austria  
[jennie@theviennaproject.org](mailto:jennie@theviennaproject.org)

## Description

Representing the human capacity to care, memory is the antithesis of genocide, brutality and indifference. *The Vienna Project* will be the first public memorial in Europe to represent seven different victim groups of genocide and murder under National Socialism, on record within a given country, murdered between 1938-1945.

Developed as a public art project, *The Vienna Project* will use street art, video projections, new media, history and education to make memory visible on the streets of Vienna. Inviting participation and promoting social engagement, the project will portray the history of National Socialism in an accurate and enlivening format, increasing accessibility as well as injecting renewed interest into this dark period of Austrian history. Commemorating the 75th anniversary year of the Anschluss when racial persecution began in Austria, the project will open at The Odeon Theatre and then move to the Danube Canal on October 23, 2013 and conclude at the VII-G Flak Tower in the Augarten on V-Day, May 8, 2014.

## History

*The Vienna Project* began in 2004, when Karen Frostig, artist, writer and professor, inherited letters written by her grandparents between 1938-1945, to her father living in exile. Translating the letters in 2005, making a journey of return to Vienna in 2006, and reclaiming Austrian citizenship in 2007 soon gave way to an emerging relationship between the artist and her father's homeland. *The Vienna Project* grew out of this process starting in 2009, as a new social action, public memory project. The memorial commemorates the 75th anniversary year when racial persecution began in Austria under Nazi rule, creating a contemporary encounter with the history of National Socialism regarding legacy and lesson.

The memorial project went through numerous reiterations before reaching its current state. Starting out as a graffiti naming memorial, the project has maintained an affinity with street art both in spirit and conceptual design. Using a participatory framework to engage the public in memory work, the project reflects a collaborative and decentralized model of production.

Frostig, founder and project president, established a series of partnerships with a variety of Austrian institutions early on, in order to situate the project in Vienna. Out of this process, an interdisciplinary project team was developed, comprised of Austrian artists, historians, web designers, educators and project managers.

Presenting the project at professional conferences in Europe, North America and South America beginning as early as 2010, publishing articles and book chapters starting in 2011, Frostig has been encouraged by the enthusiastic response of various audiences to the project's design. Concurrently, momentum builds in Austria as city and federal offices in Vienna pledge support for the memorial plan.

Three boards, an Honorary, Academic, and International Advisory Board were established early in 2012, comprised of thirty-eight scholars, historians, artists, writers, psychologists, scientists, lawyers, and educators. The interdisciplinary project team represents eighteen artists, historians, educators, web designers, media specialists, and project managers. Seventeen international partnerships, located primarily in Vienna and the US provide additional resources.

Opening and closing dates are now set, research began in March 2013, and fundraising is fully underway.

## Project Objectives

- To mark the Moment: the 75th anniversary of the Nazi takeover of Austria and the history of genocide and murder, slave labor and theft that followed; and secondly, to acknowledge the impending loss of the survivor community, impacting public memory as we know it
- To create a public vehicle of remembrance that enables individuals, families and communities, descendants of victims, dissidents, perpetrators and bystanders to engage in collective acts of remembrance
- To make visible the history of the Holocaust and National Socialism on the streets of Vienna
- To develop a memorial bound by the historic record; a memorial that is imaginative and inventive about the delivery of history without distorting the historic record
- To produce a new collaborative model of memorialization that features a participatory framework
- To create a lively and engaging format of remembrance that elicits a public response

## Images



## **Honorary Board**

Professor Lotte Bailyn  
President Leon Botstein  
Edmund de Waal  
Ambassador Stuart E. Eizenstat  
Dr. Manfred Gerstenfeld  
Emeritus Professor Herbert C. Kelman  
Professor Walter Kohn  
Ambassador Wolfgang M. Paul  
Professor Elie Wiesel

## **International Advisory Board**

Prof. Judy F. Baca  
Ute Meta Bauer  
Ellen Driscoll  
Prof. Debórah Dwork  
Eva Fogelman  
Ruth Ellen Gruber  
Prof. Steven Katz  
Martin Krenn  
Suzanne Lacy  
Ute Larkey  
Univ. Prof. Dr. Albert Lichtblau  
Prof. Dr. Jutta Lindert  
David S. Luft  
Joanna B. Michlic  
Univ.-Prof. Mag. DDr. Oliver Rathkolb  
Prof. Shulamit Reinharz  
Lisa Rettl  
Evan Roth

Prof. Rudolf Sarközi

David M. Seymour

Mag. Dr. Valentin Sima

Prof. Dr. Ojars Sparitis

Dr. Gregory Stanton

Mag.phil.Dr.phil. Heidemarie Uhl

Bessel van der Kolk

Prof. Ruth Weisberg

Krzysztof Wodiczko

Prof. James E. Young

## **Audience**

The project tells a national narrative about the territory of Austria between 1938-1945. The project serves multiple groups connected to that history including survivors of National Socialism and families of survivors, dissidents and perpetrators, living in and outside of Austria. These groups include: Jews, Roma and Sinti, mentally ill and physically disabled, homosexual, Jehovah's Witnesses, communists, socialists, and dissident groups. In addition, the project serves minority groups living in Vienna today, such as Turkish, Russian and Serbo-Croatian-Bosnian groups. The project also supports teachers and students learning about Holocaust education, as well as government officials developing social programs to address a variety of civic issues. The project is dedicated to examining racism of the past alongside present-day expressions of prejudice, Xenophobia, and anti-Semitism.

# Project Timeline

## Antecedents to memorial project

2002	“Earth Wound” project
2004	Inherited family letters and documents originating from Vienna First trip of return to Vienna
2006	First trip of return to Vienna
2008	“Exiled Memory” project, permanently installed at University of Vienna’s Institute for Philosophy of Law

## Project Inception

2009	Idea for Danube Memorial Project
2010-2013	Revisions give birth to The Vienna Project

## Public Presentation and Preparation

March 2013	Press Release, Newsletter, Blog, Kickstarter campaign Research Seminar, University of Vienna, Spring 2013 Law Seminar, University of Vienna, Summer 2013 Stencil and map development, Spring 2013 Teaching Seminar, August 27, 2013
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## Project Begins

Oct. 23, 2013	<u>Phase One</u> Opening Ceremony Odeon Theatre and Video Projections along the Danube Canal Mapping Vienna and Sidewalk Installation Project Pogromnacht events INFOscreen broadcasting and ongoing documentation Digital Audio street interviews Street Performance, Educational Theater, and Public Interviews
May 6-8, 2014	<u>Phase Two</u> Closing Ceremony Memorial Projections on Flaktürme Tower in The Augarten Sound Installation in The Augarten
November 2014	Academic Symposium
Ongoing	Website maintained

## Project Team

### Academic Board

Rektor Dr.iur. Gerald Bast, University of Applied Arts Vienna

Prof Dr. Richard Potz, Head of Institute, Department for Legal Philosophy Law of Religion and Culture, University of Vienna

Emeritus Professor Dr. Christian Reder, University of Applied Arts, (Head of the Center of Art and Knowledge Transfer)

Priv.-Doz. Mag. Dr. Dirk H. Rupnow, Head of the Institute for Contemporary History, University of Innsbruck

### Team/Partnerships

Karen Frostig, Ph.D., President and Artistic Director

Mag. Jennie Carvill, Project Manager

Kabren Levinson, Chief Technology Officer

Mili Segal, Events Manager

Dr. Ildiko Meny, Curator for Performance Art

Shachar Brenner, Computer Programmer/Database Designer

Dr. Georg Traska, Interviewer

Jim Parsons, Research Assistant

Univ.-Prof. Mag. Art. Brigitte Kowanz, Head of Transmedia Department, University of Applied Arts/Universität für angewandte

Univ.-Asss.MMag.Art Elisabeth Wildling, University of Applied Arts

Univ.-Lekt.Mag.Art Nikolaus Gansterer, University of Applied Arts

Univ.-Prof.Dr.phil. Ferdinand Schmatz, Institute of Creative Writig, University of Applied Arts/Universität für angewandte

Univ.-Lekt. Mag. Martin Krenn, University of Applied Arts

AProf. Dr. Peter Stoeck, Department of Graphic Design, University of Applied Arts

Univ.-Lekt. Mag. Art Waltraud Jungwirth, Department of Graphic Design, University of Applied Arts

Univ.-Doz.Dr. Hans Safrian, Research Seminar Faculty, University of Vienna Institute for Contemporary History

Dr. Maria Ecker, Curriculum Development Specialist for Erinnern.AT

## Project Announcement

**Save the dates: October 23, 2013 and May 6-8, 2014 !**

“Not to forget as we remember”...***The Vienna Project*** will be launched as a new memorial project in Vienna, Austria, starting on October 23rd, 2013 to mark the 75th anniversary year of the Anschluss in 1938, when racial persecution officially began in Austria. The project closes on V-Day, May 8, 2014. Founding President, Karen Frostig is the granddaughter of Austrian victims of the Holocaust.

**For more:** [www.theviennaproject.org](http://www.theviennaproject.org) and [www.memoryplatz.at](http://www.memoryplatz.at)

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**Sign up for our newsletter:** <http://theviennaproject.us5.list-manage.com/subscribe?u=87d77127f111d18238073a931&id=3a3381c5f0>

## Sample Press Release

### *New Memorial in Vienna Commemorating the 75th Anniversary Year of 1938*

VIENNA, March 12, 2013--Karen Frostig, artist, writer, professor and granddaughter of Austrian Holocaust victims is Founding President of a new memorial project *The Vienna Project*. The memorial opens at the Odeon Theatre and the moves to the Danube Canal on October 23, 2013. The project unfolds over the next six months as a series of public installations, closing on May 8th, 2014 in the Augarten. *The Vienna Project* is a new Holocaust memory project about National Socialism, which embodies art, technology, history and education. Its honorary board includes Nobel Prize laureates Elie Wiesel and Walter Kohn, who were also survivors of the Holocaust, Ambassador Stuart E. Eizenstat, named Special Representative of the President and Secretary of State on Holocaust-Era Issues under the Clinton Administration, Wolfgang M. Paul, former Austrian Ambassador to Israel, the President of Bard College Leon Botstein, and Harvard University Cabot Professor of Social Ethics Herbert C. Kelman. Project partners include The Israelitische Kultusgemeinde Wien (IKG), The Jewish Welcome Service, The University of Applied Arts, the Wien Museum, the Jewish Museum Wien, and the Wiesenthal Institute.

The project axiom “What happens when we forget to remember?” delivers a fresh message about history, while making memory visible on the streets of Vienna. Developed as a participatory and generative model of collective remembrance, the memorial contains three focal points: 1) Opening ceremonies developed as bridge and water projections, 2) sidewalk installation program that features 38 addresses where crimes against citizens took place, and 3) closing ceremony featuring the names of 90,000+ Austrian victims and dissidents projected onto the surface of the Flaktower in the Augarten. *The Vienna Project* will be the first public memorial in Europe to commemorate multiple victim and dissident groups, on record within a given country, murdered between 1938-1945. The project conforms to archival practice at the DÖW, differentiating genocide victims from victims with a means of escape.

Please join citizens and visitors of the Republic of Austria on October 23rd, 2013 at the Odeon Theatre and along the Danube Canal for water and bridge projections; and on May 6-8, 2014 for closing ceremonies in the Augarten. The closing event will be comprised of video and sound installations. Sound by day, image by night, the public will witness 90,000+ names representing multiple victim groups projected onto the Flak Tower (anti-aircraft towers built by the Nazis to shoot down allied bombers) in a nighttime vigil of remembrance celebrating the defeat of Nazism.

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Karen Frostig

+1 617 965 6274

[karen@theviennaproject.org](mailto:karen@theviennaproject.org)

