The Vienna Project
Press Kit

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www.theviennaproject.org
http://viennaproject.tumblr.com
www.memoryplatz.at
Factsheet

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Press Release

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

BOSTON/VIENNA, 1. October 2013--Karen Frostig, artist, writer, professor and granddaughter of Austrian Holocaust victims is Founding President of a new social action memorial project The Vienna Project. The memorial opens on October 23, 2013 at the Odeon Theatre, featuring the Vienna Philharmoniker’s ensemble “The Philharmonics,” with poetry readings by Robert Schindel and a performance by Sandra Selimovic, followed by video projections by students at the University of Applied Arts Vienna onto the Danube Canal. The project unfolds over the next six months as a series of public installations, closing on 8. May 2014 in The Augarten. The Vienna Project is a new memory project about National Socialism, which embodies art, technology, history and education. Its honorary board includes Nobel 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 European Agency for Fundamental Rights, 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 that is in keeping with the historic record, 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 that includes building and water projections,

2) Sidewalk installation program that features 38 addresses where crimes against citizens took place, and

3) A closing ceremony featuring the names of 90,000+ persecuted Austrian victims and dissidents projected onto the surface of the Flak-Türme Tower 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, whereby the group identity of the different groups of victims is maintained.
The opening event will take place on 23. October 2013, beginning at the historic Odeon Theatre in the second district followed by Parcours des Erinnerns along the Danube Canal. Join the President of Austria, Dr. Heinz Fischer, and National Council President, Barbara Prammer, and Executive Councillor for Culture and Science in the City of Vienna, Dr. Andreas Mailath-Pokorny, for an evening of music, poetry and performance.

Moving from the Odeon to the Danube Canal, students from the Department of Transmedia Art, headed by Brigitte Kowanz at the University of Applied Arts Vienna will present an imaginative collection of video projections, objects and performative interventions along the canal. Work from Stefan Arztmann, Hazel Brill, Joana Coleman, Stefano D’Alessio, Martina Menegnon, Daniel Niemand, Christin Romirer, and Natasa Siencnik, developed under the artistic direction of Elisabeth Wildling and in cooperation with Niki Passath, will address the central question “what happens when we forget to remember?”

The Sidewalk Installation project begins the very next day demarcating 38 memory sites on the streets of Vienna where crimes of exclusion, humiliation, aggression and rescue took place starting in 1938. Dr. Jérôme Segal, worked with historians in Vienna and at the DÖW, and with historians at the US Holocaust Museum in Washington DC and at Yad Vashem to identify 38 sites of victimization and resistance, populating 16 districts across Vienna. This program will usher in six months of performance art, guided tour programming, and audiotapes that will be reviewed on the project blog and uploaded to the project smartphone app. The closing event will feature the naming memorial, presenting the names of 90,000+ Austrian victims of National Socialism, projected onto the Flaktower in Augarten over three nights.

The Vienna Project is supported by the following foundations: National Fund, BMUKK, Zukunftsfond, the Karl Kahane Foundation, the Embassy of the United States, the City of Vienna, multiple corporate sponsors and numerous private donors.

If you have any questions, please contact:

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THE VIENNA PROJECT
2013—2014

OPENING 23. OKTOBER 2013, 18:00 — 23:00
ODEON, TABORSTRASSE 10, 1020 WIEN

PROJEKTIONEN
INSTALLATIONEN
PERFORMANCES
INTERVIEWS
COMMUNITY FORUM
GEFÜHRTE RUNDGÄNGE
FLAKTURM-EVENT

AB 24.10.
38 SITES
INSTALATIONEN
IM ÖFFENTLICHER RAUM
(GEHSTEIG SPRÜHKATION)

ERÖFFNUNGSPROGRAMM
VORSTELLUNG DES PROJEKTES
ENSEMBLE DER WIENER PHILHARMONIKER
LESUNG ROBERT SCHINDEL
PERFORMANCE SANDRA SELIMOVIC
PARCOURS DES ERINNERNS — TRANSMEDIALE KUNST

www.theviennaproject.org
Invitation

THE VIENNA PROJECT is a new social action project dedicated to memorializing the victims of National Socialism. The project will be the first public art memorial of its kind in Europe and the first public naming memorial in Vienna to symbolically represent, in a differentiated format, multiple groups of Austrian victims of genocide, racist ideology and political persecution on record, murdered under the Nazi regime between 1938-1945. These groups include: Jews, Roma and Sinti, mentally ill and physically handicapped, homosexuals, communists, dissidents, socialists, Slovenian partisans, and Jehovah’s Witnesses. The project is spearheaded by an international team of artists, designers, historians, cultural historians, technologists, and educators, and is envisioned as a “living” memorial based on a participatory model of engagement.

In remembrance of the persecuted Austrian victims of National Socialism, The Vienna Project team invites you to attend opening events at the Odeon Theatre and experimental video projections along the Danube Canal. The theater program will feature “The Philharmonic Ensemble,” poetry by Robert Schindel and performance by Sandra Selimovic. Sidewalk stencil sprays marking 38 addresses where, beginning in 1938, crimes of exclusion, degradation and violence, as well as sites of resistance took place, will start the very next day. The 38 sites, situated in 16 districts, will be posted on the web site on 24. October. For more information about the project, please visit our web site www.theviennaproject.org

Place: Odeon Theatre, Taborstraße 10 A-1020 and along the Danube Canal

Date: 23. October 2013

Time: Reception at 18:00, program at 19:00, canal projections at 20:30

Open: to the public

RSVP: For specified groups at events@theviennaproject.org
1 — DANIEL NIEMANN WORTE
PROJEKTION
IN DEN RAUMEN DES ODEON
18:00 — 21:00

2 — NATÁŠA SIENČNIK NOW
OBJEKTE
CUCHINA, LIENBRUNNGASSE 3
AB 18:00

3 — NIKI PASSATH ELISABETH WILDLING RETAINING THE MOMENT
PERFORMATIVE PROJEKTION
DONAUKANAL, AB MARIENBRUCKE
AB 20:30

4 — STEFAN ARTTMANN WHAT WE REMEMBER
PROJEKTION
PASSAGE, DONAUSTADT/SALZTORBRÜCKE
AB 20:40

5 — HAZEL BRILL TO NOT FORGET AS WE REMEMBER
VIDEOANIMATION
KAI BEI SALZTORBRÜCKE
AB 20:50

6 — CHRISTINA ROMIRER WHAT WAS
INTERVENTION, SCHABRONE, SPRAY
KAI 1. BEZIRK NÄHE SALZTORBRÜCKE
AB 14:00

7 — MARTINA MENEGNON STEFANO D’ALESSIO RIGHT TO BE PRESENT
INSTALLATION, PROJEKTION
SALZTORBRÜCKE
21:00

8 — JOANNA COLEMAN AUFLICHTUNG
PROJEKTION, INTERVENTION, PERFORMANCE
SALZTORBRÜCKE, ADRIA
21:10
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 forty-two scholars, historians, cultural historians, artists, writers, psychologists, scientists, lawyers, and educators. The interdisciplinary project team represents twenty-seven artists, historians, educators, web designers, media specialists, project managers and interns. Nineteen international partnerships, located primarily in Vienna 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
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President Leon Botstein  
Ambassador Stuart E. Eizenstat  
Dr. Manfred Gerstenfeld  
Emeritus Professor Herbert C. Kelman  
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Bessel van der Kolk
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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
- Stencil and map development, Spring & Summer 2013
- Law Seminar, University of Vienna, Summer 2013

Project Begins

- Oct. 23, 2013: Phase One Opening Ceremony
  Odeon Theatre: “The Philharmonics” ensemble, readings from Robert Schindel and performance by Sandra Selimovic, and Video Projections by students of angewandte under the direction of Elisabeth Wildling along the Danube Canal
  INFOscreen broadcasting and ongoing documentation
  Mapping Vienna and Sidewalk Installation Project
  Teaching Seminar, October 28, 2013
  Performance Art
  November Pogromnacht events
  Community Forums, Winter 2014
  Digital audio street interviews, Thematic Tours & Public Interviews

- May 6-8, 2014: Phase Two Closing Ceremony
  Memorial projections on Flak-Türme Tower in The Augarten and sound installation in The Augarten

- November 2014: Academic Symposium
- Ongoing: Website maintained
Project Announcement

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

“Not to forget as we remember”... *The Vienna Project* will be launched as a new social action memorial project in Vienna, Austria, starting on 23. October 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, 8. May 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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