ART AND ARTFUL PROJECTS IN THE EUROPEAN REGION BURGENLAND

artful

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Phasing Out Projects financed by the European Union for the funding period 2007 - 2013
Dear readers,

435,000 guests. 4,000 cultural events. 80 million Euros of added value. These are the overwhelming results, which we owe to Haydn in the year of the 200th anniversary of his death. A considerable plus of visitors in cultural events, in tourism, in gastronomy as well as a considerable plus in the number of overnight stays illustrates the huge success of the Haydn Year 2009 in all fields of economy.

These consistent positive results show the importance of supporting and cultivating the creative potential in the province of Burgenland. Extensive media coverage has sustainably assigned a firm place to the “trademark Burgenland” in the minds of the population. It is our task now to live up to our international reputation as an excellent cultural location also in the future.

Every million Euros of funds that were invested in Burgenland created an additional added value of 1.1 million euro in the Haydn Year 2009. It is certainly not exaggerated to call this achievement efficient funding. The figures show that investments in cultural events are not only worth while, but they also lead to unexpected synergies across all fields of economy. That is why the projects of the young and “wild” creative heads in our province deserve just as much attention as the preservation and improvement of the existing cultural heritage.

Our young and upcoming artists, musicians, designers and film talents need suitable financial aid to start new projects and to get to on the right track economy wise. However, it is not only financial aid which is needed to put creativity on those tracks that lead to full personal, artistic and also economical development. Creativity is a process of interactive communication. By providing appropriate forums for the exchange of ideas and by offering platforms for international networking we create the ideal framework for outstanding achievements.

Wise investments in the cultural economy in Burgenland contribute considerably to the discovery, the support and the unfolding of young talents. Might well be that there is an extraordinary talent living among us in Burgenland just now that will be just as famous as Joseph Haydn one day.

Enjoy this interesting and informative brochure!

Hans Niessl
Governor of the province of Burgenland
In the centre

A visit at the scene of musical world literature

The internationally renowned Haydn Center is home to the Haydn Museum, the Haydn Archives and numerous exhibition rooms. In preparation for the Haydn Year 2009 the former private home of the famous composer was extensively renovated and adapted.

Wolfgang Kuzmits, Managing Director
Kultur-Service Burgenland GmbH
formerly Schloss Esterházy Management GmbH
Cultural heritage ... 

... is in many ways of great importance for the cultural province of Burgenland. In Eisenstadt the influence of cultural heritage can be felt at the most. It is Haydn’s musical legacy that strongly influenced the town’s identity and that has also shaped it for generations.

So this is where he lived. Filled with perceptible veneration the visitors wander through Haydn’s private rooms. They come to a halt in front of the piano forte. It seems sheer unbelievable that some of the most beautiful compositions of baroque music might have been composed on this little instrument.

What visitors do not notice, however, is that the past years, months and weeks were filled with frenetic preparations, adaptations and renovation works. “We started with the preparations for the exhibition “Phenomenon Haydn” already in 2006.”, says Wolfgang Kuzmits, managing director of Kultur-Service Burgenland GmbH.

Given the variety of events it was indispensable to bring our facilities in line with the current state of technology. Furthermore, we were also obliged to take the adequate fire and security measures necessary to protect the outstanding exhibition items.

EXHIBITION „PHENOMENON HAYDN“ AT THE HAYDN-CENTRE

“Haydn’s home burnt down twice. Bad luck for him, but a historic fortune for us.”

Wolfgang Kuzmits, Managing Director Kultur-Service Burgenland GmbH

“At the time when Joseph Haydn owned the premises there were two devastating fires. Naturally, for Haydn the fires were an unfortunate private disaster. However, from the point of view of historians and art restorers the fires were an invalu-able stroke of luck as the so-called fire damage conscriptions of that time still exist today. These conscriptions are a list made by Haydn in order to outline which furniture pieces he lost in the fires. These historical documents enabled us to restore his house back into the original condition and to furnish it with pieces from his time.”

As one of the venues of the exhibition “Phenomenon Haydn” the Haydn Centre gives unexpected insights into the private life of the composer. “The overarching theme of this exhibition is the Bourgeoisie perspective, however, not solely with regards to Haydn’s musical creations, but also with
Haydn-Centre Eisenstadt

What has been funded:

- Extensive renovation and adaption measures to preserve the building complex of the Haydn-Centre Eisenstadt
- Modernization of the Haydn museum, the archives and the exhibition halls

Funding objectives:

- Infrastructural and sustainable development of location
- Improvement of cultural resources and tourism offers

Funding details:

- Funding Period: September 2008 – July 2009
- Total volume of investments: 241 000 Euros
- Funding volume: 241 000 Euros

Responsible funding body:

- Office of the provincial government of Burgenland Department 7 – Culture, Science and Archives

Funded project:

Kultur-Service Burgenland GmbH
Glorietteallee 1
7000 Eisenstadt
www.kulturservice-burgenland.at

Haydn-Centre Eisenstadt

::: a view on his daily environment, which he encountered here in Eisenstadt.”

The centrepiece of the exhibition is Haydn’s newly renovated dormitory. “It was pure coincidence that had us discover the original colours of the room under numerous levels of paint. Due to this historical discovery we decided to fully reconstruct this room.

Today, the room displays the original colours around 1780. The template painting on the ceiling was laid open, cleaned and retouched with water colours and chalk colours. The walls were given special treatment and were adjusted to the structure of the ceiling. Now, the dormitory is in its original condition. ‘At present the room is probably in the same condition as it was when Haydn lived here.’ says Wolfgang Kuzmits, who is more than satisfied with the reconstruction.

“There will definitely be more extraordinary exhibitions and unique items on display in the future.”

Wolfgang Kuzmits, Managing Director
Kultur-Service Burgenland GmbH

“In the overall concept of the Haydn Year 2009 the Haydn Centre plays an important role. We are very thankful for the possibility to be able to preserve cultural heritage with public funds. The support we received from the European Regional Development Fund and the co-financing from the authority of Burgenland as well from federal sources enabled the entire renovation of the Haydn Centre.

Sustainable preservation and improvement of cultural resources have definitely been put into practice with the renovation of the Haydn Centre. We have created an exhibition space which opens up a lot of possibilities for the future. Therefore, there will definitely be more extraordinary exhibitions and unique items on display the future.”

Growing with Europe

PROJECT PART-FINANCED BY THE FEDERAL STATE OF AUSTRIA, THE PROVINCE BURGENLAND AND THE EUROPEAN REGIONAL DEVELOPMENT FUND.
CHRISTMAS LIGHTS ON KÄRNTNER STRASSE IN VIENNA - DESIGNED BY RAINER MUTSCH FROM BURGENLAND
Creative? Economy!

The art of funding

The mindset „Economy supports art and culture.“ used to be a one-way street for quite some time. Ever since the recognition of creative industries as a field of economy in its own right this one-way street has changed into a busy two-way road, as creative potentials support the economy to a great deal.

Dietmar Baurecht
Kreativwirtschaft Burgenland

Roman Wappl
Kulturtourismus Burgenland
It is easy to have good ideas ...

... but who wants to become an entrepreneur? Kreativwirtschaft Burgenland has taken on the task to discover creative talents in the province and to give space to their visions.

“Economy supports art as well as culture. On the other hand this creative potential also supports the economy. It is our task to act as intermediary and to give an impetus to this fascinating discourse.”, Dietmar Baurecht explains. In his function as head of Kreativwirtschaft Burgenland he is involved in a mere abundance of creative projects.

“The creative sector deserves to be funded. Our institution was established as a service and information centre for those working in the creative industry. We establish contacts and we help individuals respectively entrepreneurs to put their creative potential into practice economy wise. Typical questions, which we have to answer frequently are for example: “How can I present my project to my partners and how can I put it into practice?” Sometimes we also need to give information on who needs to be contacted in order to receive funding.”

“Very often creative heads are lacking basic economic competences. However, they need these competences in order to be able to sell their projects to their economic partners and to be able to establish on the market.”

Dietmar Baurecht
Kreativwirtschaft Burgenland

The economic sector of art and culture is an economic giant, which has an impact on all fields of economic added value.

About 2,200 individuals work in the field of creative industries in Burgenland. If you add the public sector the number increases even to 4,000. Thus, this number may be compared to the number of employees in the hotel and restaurant industry in Burgenland.

“Many projects initially need financial aid supplied by public authorities. Hence, we try to help by proactively providing information and by bringing people together: We advise people on how and where they can get information on funding options or other information like possibilities for training, where to elaborate business plans etc. In principle, we help those active in the creative industry to get on the right track with their project economy wise.

The service and information provided is free of charge. Our project is financed by funds from the European Union. The authority of the province of Burgenland also actively supports this project. After all, it is one of the most important objectives of the province of Burgenland to allocate creative resources for the field of tourism.”
Kreativwirtschaft Burgenland

What has been funded:

- Qualification of enterprises
- Regional and international public relations
- Cultural economic location marketing
- Specific counseling service
- Assistance to start-up businesses in creative industries
- Increase of added-value as networking, service and information office for entrepreneurs, for institutions and individuals working in the creative industry in Burgenland.
- Integration of creative industries and tourism

Funding details:

- Funding period: January 2008 – December 2009
- Total volume of investments: 370 000 Euros
- Funding volume: 370 000 Euros

Funding objectives:

- Support of creative industries
- Supply of creative resources for tourism and economy
- Integration and marketing of creative industries in Burgenland
- Contribute to cultural infrastructure of the province
- Point out that culture is an economic factor

Responsible funding body:

- Office of the provincial government of Burgenland
  Department 7 – Culture, Science and Archives

Funded project:

Regionalmanagement Burgenland GmbH
Marktstraße 3
7000 Eisenstadt
www.kreativwirtschaft.net

The southern Burgenland shows successfully that the positioning and joint marketing of creative resources of a region make sense. Creative achievements and cultural offers are presented jointly in the media which automatically leads to a clear positioning of the region.

Creative courses respectively creative holidays are an example of how creative achievements can be combined with touristic offers. High-quality packages for summer academies therefore have a great potential for development.

Lastly, it is also about national and international representation. We don’t want our creative heads bobbing up and down in the local pond. It is our objective to call on all creative heads in the region: “Go that extra mile and to get on your feet. We can offer a platform to you. We can establish contacts for you. We can offer you the possibility to communicate your visions and to put them into practice.”

“Art and culture tourism is booming and according to Matthias Horx, a future research expert, it will remain a booming sector,” Roman Wappi says at this point. The province of Burgenland is focusing increasingly on new ways in cultural tourism. We create the necessary environment for the exchange between the players and stakeholders in art, culture, economy and tourism. The outcome of this symbiosis are successful projects.

Our round tables on creative topics are the best example. We get the representatives of different fields of economy on one table and discuss best-practice examples. These discussions create new ideas and give an impetus to new ways of thinking.

“We bring young creative heads, experts and stakeholders on one table.”

Roman Wappi
Kulturtourismus Burgenland

“We bring young creative heads, experts and stakeholders on one table.”

Roman Wappi
Kulturtourismus Burgenland
Insights into Haydn

... on the new revolving stage at the Theater Festival at Kobersdorf Castle

Tension, atmosphere, emotions and the magic of theater are the prerequisites for an extraordinary theater evening. All of that was arranged in a perfect manner for the audience at the world premiere of “Joseph Haydn’s Head”. The final touch was provided by modern stagecraft, which also had a leading role in this play.

Wolfgang Böck, Artistic Director
Theater Festival at Kobersdorf Castle

Wolfgang Kuzmits, Managing Director
Theater Festival at Kobersdorf Castle
It must have been destiny...

... that brought together two extraordinary personalities of theater at a New Year’s Eve dinner. A restaurant named Bürgerhaus in the quaint town of Rust was the scene of the coincidental meeting between Wolfgang Böck, artistic director at the Theater Festival at Kobersdorf Castle and the renowned play writer Michael Korth.

At that time the mind of Wolfgang Böck, known as edgy detective in the Austrian TV-series “Trautmann”, was revolving around Haydn’s life: Who was the person behind the artist? How did he live, love and laugh? What inspired him to come up with his genius musical works?

These questions immediately also caught the attention of author Michael Korth and he as well could not get them out of his mind. A great many inspired and intensive conversations followed their initial meeting and the concept for the world premiere of “Joseph Haydn’s Head” was born.

“I am convinced that the majority of people do not know a lot about the life of Joseph Haydn. I admit that it might be bold to come to such conclusions based on my own knowledge. The reactions, however, of thousands of people, who came to see our play confirmed my assumptions.“, Böck states. “My idea was to create a theater performance which gives the audience an insight into the person of Haydn. Later, it came to me to also integrate Haydn’s music into the play. The performance fulfills these demands by far and it also gets you into the mood for this wonderful music.

“I want to offer interesting and entertaining summer theatre to the audience. Entertainment does not mean you need to have big laughs all the time. Michael Korth once gave a wise reply: ‘But Mr. Korth, you were laughing!’ ‘Yes.’, he replied, ‘But below my level!’ Nobody wants that.”

For one, artistic director Wolfgang Böck has a very good feeling for audience attractions. For the other, his managerial qualities are proven by the numerous innovations, which he introduced ever since he took on this task.

“I accepted the job as artistic director only under the condition that quite a few things will be changed. The most important change was the stage.

After every performance I hear people say: “I did not know that at all. I really have to buy a CD now or go to a Haydn concert soon.”

“Theater is not a museal art. I live in the present moment. And this is also what my theater performances should be all about in the end.”

Wolfgang Böck, Artistic Director
Theater Festival at Kobersdorf Castle
Before the stage was remodeled we played on the mere planks, so to say. As we start with our performance at 20.30 o'clock in the beginning of July, it means we actually start in plain daylight. It takes a while until darkness sets in and until one can experience the magic of theatre. I therefore thought it would be good to have something like a frame on the stage, which would focus the audience's attention onto the stage. In addition, we also placed the lighting directly over the stage, which enables us to set some light accents even during day light, thus creating a theater space.

There is no side stage, no under-stage area, and no curtain. All changes of the scenery are made in the open. It is part of the staging. The revolving stage helps a great deal, though. This years’ play was explicitly adapted for this revolving stage. With this stage, it is possible to perform on one side of the stage while on the other side another scene is prepared. The stage is turned around and the play continues without any further interruptions. The Theater Festival at Kobersdorf Castle has wanted a revolving stage for almost forty years and I am very happy that we have it now. The performance profits enormously from it. Stagecraft as it is used today enables a myriad of options.”

“The financial support serves the art.”
Wolfgang Kuzmich, Managing Director
Theater Festival at Castle Kobersdorf

“I really have to point out that we had a very ambitious budget for this year.,” Wolfgang Kuzmits, commercial director, says. Without the funding from the province of Burgenland and the European Union we would not have been able to produce this world premiere in this format. However, one must not forget that the Theater Festival at Kobersdorf Castle contributes decisively to touristic development in the region. We sell 830 tickets per performance and we play 18 nights. Many guests do not only come for the performance, however, they arrive early to have something to eat, to have a drink, or to visit the local wineries. The economic added value is definitely there.”

“We achieved a lot in the past years. As an artistic director you therefore strive for even higher goals every year.,” says Böck. “Due to the funding we received this year we were able to afford more than in the years before. Needless to say that there will be great and opulent theater evenings for our audience also in the future.”

Theater Festival at Kobersdorf Castle

What has been funded:

• Erection of a revolving stage

Funding objectives:

• Improvement of cultural resources und offers in tourism
• Creation of infrastructure
• Sustainable location development

Funding details:

• Funding period: December 2008 – December 2009
• Total volume of investments: 180 000 Euros
• Funding volume: 180 000 Euros

Responsible funding body:

• Office of the provincial government of Burgenland Department 7 – Culture, Science and Archives

Funded project:

Schloss-Spiele Kobersdorf
Glöntetalallee 1
7000 Eisenstadt
www.kobersdorf.at

Growing with Europe
PROJECT PART-FINANCED BY THE FEDERAL STATE OF AUSTRIA, THE PROVINCE BURGENLAND AND THE EUROPEAN REGIONAL DEVELOPMENT FUND.
7 at one blow

The brave fashion label ESTIVA

“If a piece of clothing is completely impractical, it cannot be of real beauty.” This is the motto Sonja Schneider adheres to in her work as a tailor. Her fashion label ESTIVA stands for tailor-made unique pieces of clothing. Apart from business fashion and evening gowns Sonja Schneider also creates jewellery from semi-precious stones.

Sonja Schneider
ESTIVA - Fashion by Sonja Schneider
Perfect styling starts ...

... as soon as women enter my studio, Sonja Schneider replies with a cheeky grin. “Self-confidence is definitely part of a sophisticated appearance”, she says. But there is even more to it. Perseverance, diligence and to be convinced of one’s goals are the absolute pre-requisites for a fashion designer – especially for one that lives in central Burgenland.

Sonja Schneider’s studio is situated close to the Hungarian border, in a small village called Großwarasdorf. Not necessarily the ideal catwalk for tailor-made fashion. However, one can be mistaken easily. The fashion label ESTIVA has successfully made the step into internationality. Sophisticated women from Vienna to Germany are crazy about ESTIVA. Just as are young girls, who dream of wearing the most beautiful dress at the local school ball.

“It is all about the mix.”, Sonja Schneider says; while she gently runs her hand over a piece of fine cloth. “My primary goal is to offer quality. However, it is not always obligatory to use the most exclusive and most expensive cloths in order to produce quality clothing. I also want to reach those clients that are not that affluent. It is part of my philosophy being able to sew a fancy piece for them nevertheless.

business. Sonja Schneider offers colour analysis, style consulting, couture, jewellery, accessories and - of course - the matching shoes. Sonja Schneider’s innovative in-house service gives the final touch to her “Seven Glorious Styling Rules”.

“Especially business women lack the time to come to my studio. Hence, it is easier if I visit them at their office. If they wish I also visit them at their private apartment. First of all, I do a colour analysis and style consulting. I observe the women closely to find out which colours would go well with their personalities and how to enhance their physical advantages.”

Compared with prêt-a-porter fashion ESTIVA couture excels for its outstanding diversity and individuality.
ESTIVA

What has been funded?

• Training course “Colour analyses and style consulting” including a hands-on seminar in the framework of training and continuous education of entrepreneurs

Funding objectives:

• Continuous education of employees and entrepreneurs to improve competiveness of businesses
• Incentives for business establishments or business takeovers
• Adaption to structural changes of the economy
• Improvement of competitive position
• Securing the business location
• Securing of jobs

Funding details:

• Funding period: November 2007 – December 2010
• Total volume of investments: 2 040 Euros
• Volume of funding: 1 440 Euros

Responsible funding body:

• Wirtschaftsservice Burgenland AG

Fund project:

ESTIVA
Fashion by Sonja Schneider
Kirchenäcker 13
7304 Großwarasdorf
www.estiva.at

“All my creations are unique pieces, they are not reproduced. Every woman, who comes to see me, receives a piece of clothing that is perfectly adjusted to her needs.

It may sound cheesy, but it is true. Every woman is unique. My task is to enhance the advantages of every woman a little more, and to hide little imperfections. By choosing the matching accessories every look can be enhanced further. Therefore, I also do create matching earrings, necklaces and bracelets from semi-precious stones for my clients.”

As soon as the dress fits like a glove, the jewellery glitters on well-manicured hands and the woman turns in front of the mirror, there is only one thing missing: the perfect pair of shoes. Naturally, Sonja Schneider also offers them. Her eyes are glowing when she says: “I can even offer a very special treat when it comes to shoes. The shoes can be dyed to fit the exact colour of the piece of clothing. Therefore, the perfect outfit can be guaranteed.”

“It was definitely worth wile to contact the funding office.”

Sonja Schneider succeeded in making her fashion label ESTIVA known across the borders of Burgenland. “I owe a lot to my family. However, being able to put this venture into practice, I also do owe to EU-funding. It was really great that my distance-learning course, despite it being based in Germany, was paid by WiBAG nevertheless.

I was searching in vain for a training course in colour analyses and style consulting in Austria which I could follow after my job. I would have needed to close my business for four months to be able to attend the local courses. Luckily I found an academy in Hamburg, which also offered a distance learning course. Therefore, I was able to complete my learning units from home and keep my business open.”

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Marketing Phenomenon Haydn

“My language is understood all over the world.”

Haydn’s quarrelsome wife had only little appreciation for the value of his compositions. Without further ado she used to convert precious sheet music into hair curlers. 200 years after his death Haydn is more than ever in the spotlight in all parts of the world.

Franz Patay, Managing Director
Joseph Haydn Burgenland GmbH
80 Million Euros of added value

You do not have to love music in order to love Haydn in view of full cash boxes. There is no doubt – the Haydn Year was a sensational success.

It definitely paid off to count on Haydn’s musical weight. Just like a Hollywood-Blockbuster the events of the Haydn Year flushed record revenues into the box offices of concert halls and museums in Burgenland.

International marketing at its best is the key to this impressing result. It was the Joseph Haydn Burgenland GmbH that was in charge of this responsible task.

“The Haydn Year 2009 became possible because of the large number of partners in this venture”, explains Franz Patay, managing director of this large-scale project.

But it is not only concert halls and museums that profit. The multiplication effect of the investments that were made in the field of culture is considerably higher than initially thought.

In a study of ESCE (Economic Social Research Center) the economic factor of culture was thoroughly examined. The results of this study overwhelmed even the most insistent opponents of public culture budgets, as it turned out that every ninth job in Burgenland was linked to cultural economic activities. In other words: In total 7 500 jobs were created directly and 9 750 jobs were created indirectly or secured due to the cultural economic activities in the Haydn Year 2009. This number of jobs even exceeds the number of the entire jobs in the agricultural and forestry sector in Burgenland.

“There was the Haydn Festival, the exhibition series “Phenomenon Haydn”, a Haydn opera was staged in Jennersdorf and there were theater performances in Kobersdorf to name just a few of the activities. It was the task of Joseph Haydn Burgenland GmbH to create the feeling for visitors that all these activities were organized by one single organization. Our objective was to embed the umbrella brand “Haydn Year 2009” in the public perception.

“His private home, the Mount Calvary Church, the Castle, the Haydn Hall - all these buildings still breathe the air of Haydn.”

Franz Patay, Managing Director
Joseph Haydn Burgenland GmbH
What has been funded:

- Roll-out and co-ordination of extensive activities, exhibitions and music festivals during the Haydn Year 2009
- Public relations and marketing for the Haydn Year 2009

Funding objectives:

- Further development of attractive locations
- Improvement of cultural resources and offers considering aspects of culture-tourism and culture-science

Funding details:

- Funding period: April 2008 – November 2009
- Total volume of investments: 2.3 Million Euros
- Funding volume: 2.3 Million Euros

Responsible funding body:

- Office of the provincial government of Burgenland Department 7 – Culture, Science and Archives

Funded project:

Joseph Haydn Burgenland GmbH
Schloss Esterházy
7000 Eisenstadt
www.haydn2009.at

DVDs and CDs, which were released in record stores simultaneously, are distributed around the globe. Almost all American newspapers covered the start of the Haydn anniversary year. The global media echo can be considered enormous."

“Sold out means sold out. A 100% utilization rate is something everything organizers dreams of.”

The offshoots of this extensive media coverage captured enthusiastic music lovers in all parts of the world and encouraged them to visit concert halls and elaborate productions. "The Haydn Festival had a 100% utilization rate at the peak of the Haydn Year. Nevertheless, our phones did not stop ringing. The callers were desperately seeking tickets. However, to be sold out means to be sold out. It was luck for us, but to the disadvantage of those that could not get any tickets," Franz Patay finally says with a satisfied impression on his face. "I do hope that those who could not get any tickets this year, will be first next year in buying tickets!"
So ... you can’t read?

Living the life of an illiterate is by far more difficult than learning to read and write.

600,000 adolescents and adults in Austria have difficulties in reading, writing and arithmetics. Daily life becomes a sheer unsolvable problem to them while at the same time their professional options are very limited. The Adult Education Centres in Burgenland support illiterates by providing free courses.

Christine Teuschler, Managing Director
Adult Education Centres Burgenland

Manuela Frey
Adult Education Centres Burgenland

Ursula Foki
Adult Education Centres Burgenland
A ... B ... Sea.

"I say what I mean and I write the words like I pronounce them. That has always been my problem.", Hannes talks about a taboo topic. Hannes suffers from functional illiteracy. For a long time he thought to be alone with this problem. Just like another 600,000 Austrians.

"It is hard to believe.", Christine Teuschler, Managing Director of the Adult Centres in Burgenland states. "Nevertheless, illiteracy is a problem in Austria and also in the whole of Europe. According to international estimates the percentage of illiteracy in Europe is between 3 and 5%. The European Parliament even speaks about a percentage of 10 to 20%. You might think that illiteracy is primarily a problem encountered by migrants, but that’s not true at all. I am talking about people with German mother tongue, who were born here, raised here and who also went to school here."

"Illiterates think it is too late, to learn how to read and write. However, that is not true. Adults can also learn."

Managing Director Christine Teuschler
Adult Learning Centres Burgenland

Despite nine years of schooling many adolescents and adults are not in a position to fill out forms, write a letter or read a news article. Their personal knowledge of the written language is not sufficient to master their private and professional environment independently.

Many of them accepted the fact that they have never learnt to read or write properly as fate. In addition, they encounter feelings of shame and social exclusion. "We want them to realize that they do not have to accept their fate.", Christine Teuschler explains. "Our sensibilizing efforts raise the necessary awareness."

The European Union supports this project. Funds offered by the European Social Funds made it possible to get an ambitious project against functional illiteracy on its feet. Furthermore, the institution is also co-financed by the federal and provincial government.

"We break this taboo by speaking openly about this topic. Besides, we create individual and flexible education offers adapted to needs – in all regions of Burgenland."
Adult Education Centres Burgenland

What has been funded:

- Regional Learning Centres
- Individual and flexible counselling and education options
- Basic courses in reading, writing, arithmetics and computer literacy

Funding Objectives:

- Public Relations and awareness raising concerning the problem of illiteracy
- Integration of non-qualified groups in the process of lifelong learning
- Promotion of education readiness

Funding details:

- Funding period: September 2007 – September 2009
- Volume of investments: approx. 764,000 Euros
- Funding volume: approx. 764,000 Euros

Responsible Funding Body:

- Office of the provincial government of Burgenland Department 7 – Culture, Science and Archives

Funded Project:

Adult Education Centres Burgenland
Pfarrgasse 10
7000 Eisenstadt
www.vhs-burgenland.at

“We start with individual training units, which enable an easy start.”
Manuela Frey
Adult Training Centres Burgenland

Manuela Frey is one of the dedicated members of the team. On a tour through the educational institution she gives some insight into their education concept: “Participants are given the opportunity to improve their reading, writing and arithmetic skills on an individual basis. It is simple, people come and visit us for an initial non-binding counselling interview. Together we create an individual learning method, which can differ considerably depending on the respective person. Some need support in filling out forms, others would like to read a book to their children. Hence, we start with text grasping reading exercises. Others might not know the alphabet, and we therefore start with alphabet exercises. We do also help people who need support in arithmetics. In any case we work with them on different levels according to their knowledge.”

“The courses and the counselling services are free of charge for the participants.”, Ursula Foki informs us. “This is a very decisive point, as for most of them the financial aspect would constitute yet another barrier.”

“Illiteracy is also a topic which affects family and friends.”, Christine Teuschler says at the end of our interview. Our services are also open to them, our counsellors are available at 0664/10 600 60, Monday to Friday from 8.00 to 18.00 o’clock. Naturally, they are also welcome to visit us in Halbturn, Eisenstadt, Oberwart und Jennersdorf to receive counselling.

“Anybody who visits us can only profit, as living the life of an illiterate is by far more difficult than learning to read and write.”
indigo dyeing
indigo dyed clothes
True blue

New jobs with an old tradition

The textile company named Koryphäen has revived the almost forgotten tradition of indigo dyeing while at the same it helps long-term unemployed women to get back into professional life.

Eva Steindl, Managing Director
Association Koryphäen
Out of the blue ...

... to put someone through the winger, to beat somebody black and blue etc... The art of indigo dyeing has definitely left its coloured marks in our language.

Indigo dyeing has a longstanding tradition in Burgenland. Emanating from the early centres of European indigo dyeing this printing technique came to Western Hungary in the 18th century and subsequently to Burgenland. The Kőo family in Steinberg-Dörfl is one of the last families in Europe, who still produces this wonderful cloth with a lot of affection and dedication. The textiles are elaborately manufactured through the dyeing of cotton with genuine indigo.

The company Koryphäen, however, does not only excel in the production of this special cloth. This company in Neusiedl was rather established as an association with the aim of helping long-term unemployed women to get back into professional life.

“Apart from the facilities for indigo dyeing we also have a work shop, where textiles are manufactured and made-to-measure modifications are made. Our ironing service is also very popular, especially with men. Furthermore, we also have a second-hand shop. Textiles or leather goods are directly collected from the households. Back at the company we examine them to see whether they can be resold or re-utilized.”

In former days work and everyday clothes were made out of this wonderful material. Today healthy cushions filled with 100% organic herbs, and wonderful accessories like table cloths, table sets, napkins, cushions, rucksacks and clothes are manufactured.

“It was rather coincidence that we discovered this versatile cloth in 1997,”, remembers Eva Steindl, managing director of the Neusiedl-based textile company Koryphaen. “From the start we were very enthusiastic about this special product and its production method and we therefore took the decision to start with indigo dyeing.”

“The women, who come to us, are often in very tough and harsh situations.”

Eva Steindl, Managing Director
Association Koryphäen

“We know that the women who work for us want to make an effort.” These women are in situations, which for some are very unsatisfying. But for some their situation already threatens their existence. We have a lot of single moms and we know about their situations and the neediness they live in.”, Eva Steindl explains.
The working conditions at Koryphäen are adapted to the individual situations of the women. "This is what differentiates us from other companies. The thing is that public bus transport works well for some neighbouring villages, for others, however, there is almost no public transport available. In some villages buses only circulate during the school year to get the kids to school. As soon as the school holidays start, there is no bus service. This framework conditions are not very advantageous for women, who want to get back into professional life. We strive to be cooperative as much as possible and to take the women from where they stand."

"Without the European Social Fund this project would not have been possible in its current form."

"50 to 60% of the women that are registered as long term unemployed with the Austrian Employment Service (AMS) are not sufficiently qualified. The estimated number of unknown cases is even higher. We therefore got in contact with AMS and we told them that we would be very interested in offering apprenticeship training to women. Luck had it that ever since Austria joined the European Union there were funds available from the European Social Fund for our project. The project was very successful right from the start as we also received funding during the preparation time of the project.

Today women are trained here until their apprenticeship exam. Our training facilities are directed at women, who quit school or an apprenticeship, because their children or private problems were in the centre of their attention at that time. The women have the chance to undergo apprenticeships in various fields, i.e. in retail sale, in office management or sometimes also in the tailor workshop. Throughout the years it has become clear in the population that this tailor workshop is an institution that is really needed. Since the start of the economic crisis we experience a threefold increase of the turnover in our second hand shop. People simply spend less money. Despite the crisis however, one of our core products, the indigo dyed cloth, still sells very well."

### Association Koryphäen

**What has been funded:**
- Transfer of professional knowledge in office management, retail and sales, tailoring, stock-taking
- Measures to increase the work motivation as well as the physical and mental capability in daily work situations
- Qualification of women by offering apprenticeships in office management and retail sales
- Termination of long term unemployment
- Increasing the opportunities of participants on the primary labour market

**Funding details:**
- Funding period: January 2008 – December 2009
- Total volume of investments: 1.2 Million Euros
- Funding volume: approx. 1.1 Million Euros

**Funding objectives:**
- Integration into the job market and social integration
- Facilitation of access to employment
- Orientation, training and employment measures for target groups
- Improvement of opportunities on the job market, especially for women

**Responsible funding body:**
- Austrian Employment Service (AMS)

**Funded project:**
- Verein Koryphaen
Obere Hauptstraße 16
7100 Neusiedl am See
www.koryphaen.at

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**Growing with Europe**

PROJECT PART-FINANCED BY THE FEDERAL STATE OF AUSTRIA, THE PROVINCE BURGENLAND AND THE EUROPEAN SOCIAL FUND.
Growing up with Europe

A successful concept on tour

Europe is not somewhere far away in Brussels. Europe is right here in front of your door step. The event “Children’s university on tour” is all about informing children and adolescents about the European Union and on their decision-making rights.

Sonja Seiser
Regionalmanagement Burgenland GmbH

Karoline Iber, Managing Director
Vienna University Children’s Office
Fun and suspense...

... do not have to conflict with learning and knowledge. At the children's university children the contrary is the case as children enjoy themselves while participating enthusiastically in all the activities.

"The team from the Children's University has longstanding experience in conveying complex topics that might not sound thrilling at first sight in a fun manner," says Managing Director Karoline Iber, who has been in charge of the Vienna University Children's Office for many years with a lot of dedication and commitment.

"The Children's University, which was put in place by the Vienna University Children's Office, has been in existence for seven years. Seen from the perspective of our audience the Children's University almost seems to be an "old lady"., managing Director Karoline Iber says with a smile on her face.

"We are growing with every new challenge and we keep developing steadily. We are well established, however, we still we notice that no project is alike. Also for this event, the Europe Day, we came up with a lot of new inventions. Fortunately, we never run out of ideas and topics for conversation."

"Top-class scientists are invited to hold their lectures in front of exceptionally young students. Therefore we always have new contents at our new events, which fit various topics."

"Regionalmanagement Burgenland GmbH invited us to come to Burgenland for the occasion of Europe Day. As Viennese organisation we were very happy to be able to leave the city for once and gladly accepted the invitation. We brought numerous topics with us which should raise the curiosity of the children. The activities we offer catch their attention and our lecturers are experts in conveying scientific content in an entertaining manner."

"Even complex topics that might sound boring are prepared in an entertaining manner, which catches the attention of children."

Karoline Iber, Managing Director
Vienna University Children's Office

Regionalmanagement GmbH (RMB) hosted the event for the celebration of Europe Day. Apart from many other information events RMB regularly stages interesting events for children and adolescents. "One of our most important tasks is to inform about the activities of the European Union and to take care of the public relations regarding the phasing out funding programme," explains Sonja Seiser, in charge of the organization of this event.
Children’s University on Tour

What has been funded:

• Workshop Children’s University on Tour on the topic “Growing up with Europe”
• Public relations on EU topics for children and adolescents

Funding details:

• Funding period: May 2009
• Funding volume: 6,610 Euros

Funding objectives:

• Awareness raising for the individual European identity
• Increasing of readiness for education among children and adolescents

Funded project:

Regionalmanagement Burgenland GmbH
Marktstraße 3
7000 Eisenstadt

www.rmb.at

>>> “We always try go new ways in our information activities. Thus, we succeed in reaching diverse target groups on a broad basis. In addition, we always choose partners who excel in what they are doing. The children’s university was therefore our first choice and they made an outstanding job. I was very enthusiastic about the program they made up for us. But it was not only me that was convinced by the program. The children especially liked the information islands which were built up.”

“Taking part in decision-making also means to say what you think. We invite children and adolescents to do just that.”

Sonja Seiser
Regionalmanagement Burgenland GmbH

“There were five information islands to “travel on” and to discover. On an island called “Speaking European” the kids could participate in a language quiz, which gave surprising insights into the development of the languages spoken in Europe. A linguistic scientist from the Vienna University gave a very interesting lecture looking at the roots of word stems, a lecture which was also very appealing to adults.

The islands “Making music in Europe”, “Painting in Europe”, as well as “Researching in Europe” attracted the young visitors with multimedia contents.

“Today’s information event is supposed to show that Europe is not somewhere in Brussels. Europe is rather in front of your door step. Everything that happens in the EU or that is decided by the European Union affects us,” Sonja Seiser summarizes.

“We want to raise awareness among the young population, also with a view to the upcoming elections to the European Parliament. Taking part in decision-making means to say what you think. We invite children and adolescents to do just that.”
Success = (Ideas + Courage) × Funding

Make the most out of your venture with the phasing-out programme of the European Union.

Excellent! Your idea sounds magnificent! But how can you get the whole potential out of your vision? How to take on the challenge of a project of this size and make it a success? How to make your project cost-effective?

The funding programmes of the European Union are not made for "the others" or for "the big ones". On the contrary: These programmes are made for people just like you, that have the courage to implement a business idea, people that want to develop their strengths, or who want to make up for knowledge they failed to gather. The European Union offers funding programs for everyone.

Your first contacts on your way to funding are the funding information officers. All contact details can be found under www.phasing-out.at.

The funding information officers will provide you with information whether your project or your desired training or qualification measures are in line with the funding guidelines.

There is a broad range of funding measures and your funding information officer will help you to find the suitable option of funding as well as give assistance in submitting your funding application.

Contacts of all the funding bodies of the projects described in this brochure in the fields of culture, education and creative industries: further funding bodies and information under www.phasing-out.at.

WIBAG
Wirtschaftsservice Burgenland AG
Marktstraße 3, 7000 Eisenstadt
www.wibag.at

AMS (Employment Service) Burgenland
Employment Service Burgenland
Permayerstraße 10, 7000 Eisenstadt
www.ams.or.at/bgld

Provincial Government Burgenland
Office of the provincial government of Burgenland
Department 7 – Culture, Science and Archive
Europaplatz 1, 7000 Eisenstadt
www.bgld.gv.at

www.phasing-out.at
In the following we have outlined three simple steps which will lead to matching funding for your project. Good luck!

1 Submit your application

1. Ask your local funding office about funding programmes for your venture. For contact information see www.phasing-out.at
2. Submit your funding application BEFORE you start with your project.

2 Process of the funding

1. After your application has been accepted by the funding commission you will receive a funding contract.
2. With your signature you accept the funding contract.

3 Transfer of funds

1. In accordance with the funding office there might be the possibility of partial transfers. In this case the first tranche of the funded costs will be transferred to your account after an internal audit.
2. As soon as you terminate your project you submit your final account.
3. After your final account has been audited and revised the (remaining) funds will be transferred to your account.
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