



**PRESS
RELEASE**

Opening of the Imperial Shop Vienna & Hofburg Info Center

April 2018 sees the opening of the Imperial Shop Vienna at Vienna's Hofburg Palace. Showcased over a surface area of some 160 square metres adjoining the Hofburg Info Center, also newly opened, are exquisite and choice products reflecting an imperial *joie de vivre*. In their contemporary setting they are resplendent with genuine Viennese elegance. It is no small wonder they appealed erstwhile to emperors and kings alike. Here the Empress herself may well have been tempted to embark on a shopping spree, hence the motto 'Where Sisi Would Shop!' Traditional Austrian companies and manufactories offer a selection of the finest souvenirs and exquisite culinary delights.

Viennese charm, outstanding quality and a vibrant tradition are all to be found at the Hofburg Info Center, the main starting point for any visit to the Hofburg site – and sights. The wealth of buildings, treasures and exhibits reflects Vienna's imperial past as well as the refined taste and excellence that characterised imperial collecting activities.

The Imperial Shop Vienna & the Hofburg Info Center are open daily from 9 am to 6 pm. The redesigned Shop also comprises a WienTourismus Info Point and a Tax Refund Point operated by Global Blue.

IMPERIAL SHOP VIENNA NOW OPEN

WHERE SISI WOULD SHOP!

Vienna is a popular hotspot with tourists from all over the world. As a visitor, it is only natural to want to take a small memento of the Austrian capital back home with you. The KHM-Museumsverband's newly opened Imperial Shop Vienna designed by Hoskins Architects Berlin is the perfect spot to indulge in a little imperial shopping spree to your heart's content.



Showcased in a contemporary setting is the imperial flair of a bygone age, with imperial excellence reflected in the product range on offer. The dominant design principles include clean lines, vibrant colours and a consistent interior. Two brass rings adorn the room as a distinctive decorative element. Modelled on the waist size of Empress Elisabeth ('Sisi'), each ring measures 51 cm. The two rings also reference Sisi's daily exercise routine; the originals themselves are on display at the imperial apartments. The original idea is by Peter Weisz (art direction and set design).

It is no wonder, then, that tourists and locals alike have taken to these surroundings as they browse for exquisite souvenirs and mementos. The Imperial Shop Vienna is the main starting point for any visit to Vienna's Hofburg site (and its sights) as well as the city centre itself. It is also simply the place where the history of centuries past is still clearly palpable.

With an installation of 3D prints at the Imperial Shop Vienna, WienTourismus presents this year's theme of Viennese Modernism, illustrated through sculptures featuring the art movement's key exponents, Gustav Klimt, Egon Schiele, Koloman Moser and Otto Wagner (Making-of-Video: <https://youtu.be/8kYWg-P9COs>). Brochures provide information on the extensive offer, with the best discounts available through the Vienna City Card, Austria's most successful visitor pass, also on sale on the premises.

TRADITIONAL IMPERIAL PRODUCTS

A wide selection of Viennese souvenirs and Austrian gourmet products awaits you at the Imperial Shop Vienna. Former purveyors to the royal and imperial court, traditional companies and Vienna-based manufactories have always been a guarantee of outstanding quality, Viennese charm and *joie de vivre*. These imperial classics and chic design pieces would almost certainly have appealed to Empress Sisi, too.

Austria's culture of enjoyment and indulgence is suitably represented by producers such as Augarten, Lobmeyr, Das goldene Wiener Herz,



Mühlbauer, R.Horns Wien, Julius Meinl, to mention but a few. So if you're looking to take a memento of Vienna back home with you, the wide choice available at the new Shop has everything you could wish for.

HOFBURG INFO CENTER NOW OPEN!

FINDING YOUR WAY AROUND THE CENTRE OF POWER, ART & KNOWLEDGE

The new Hofburg Info Center designed by südstudio Stuttgart nestles between the Weltmuseum Wien and the Austrian National Library. Its aim is to help visitors to the Hofburg site find their way around and get all the information they need. The Hofburg site is at the very heart of Austria's historical centre, which is why there are many overlaps between the country's history and the historical events that shaped the Habsburg monarchy and the Republic of Austria. Nowhere else in the world are you likely to experience such a concentration of political, administrative and cultural institutions as at the site of Vienna's Hofburg. Indeed, Austria's primary state institutions are packed into an area some 800 m long and 700 m wide, between the People's Garden (Volksgarten) and the Albertina on the one side and the St. Michael's Gate (Michaelertor) and the MuseumsQuartier on the other.

The Hofburg site is comprised of more than 2,600 rooms and more than 500,000 square metres of surface area. Located in this vast space are more than two dozen institutions representing administrative, political and cultural bodies. This centre of state power and art has existed since the mid-13th century and, for all the revolutions and national crises, it has managed to preserve unscathed its outstanding position within the fabric of the city of Vienna, despite all the changes imposed by history.

In the middle of the room at the Hofburg Info Center is a model of the Hofburg with multiple media replicating the evolution of the planning and implementation phases from the early 13th century right through to the present day. Three timelines along the wall depict the history of



the Hofburg as it unfolds in parallel with the history of Austria and the world at large. This allows visitors to situate the structural development of the Hofburg and its past within the history of their own country and that of Austria itself.

A selection of choice exhibits correlating with the timelines are used to refer to the museums and institutions of the Hofburg site where the originals of these very exhibits are on show. A research project by the Austrian Academy of Sciences completed only a few years ago provided the starting point for illustrating the Hofburg's structural development. Similarly, the graphical implementation of the evolution of the site's buildings draws on IT-based building imaging created by the Vienna University of Technology on behalf of the Austrian Academy of Sciences.

Together with the newly opened Imperial Shop Vienna the Hofburg Info Center is the first port of call for all visitors to Vienna, culture aficionados, and lovers of the city's distinctive Viennese charm.

QUOTES

Margarete Schramböck / Federal Minister for Digital and Economic Affairs:

‘Historic buildings such as the Hofburg are global ambassadors for Austria’s rich history and its outstanding architecture. That is why they are such an important factor for tourism and the Austrian economy. With the opening of the new Imperial Shop Vienna and the Hofburg Info Center, we are now able to offer our visitors from Austria and abroad a main access point to enjoy a vivid experience of our history and take a memento of Austria back home with them. So I’m delighted that our guests can now have access to even more services, ensuring that the memory of their visit to Austria will linger even longer.’



Reinhold Sahl / Burghauptmann Österreich:

‘With the opening of the Imperial Shop Vienna and the Hofburg Info Center, I am delighted to have this opportunity to present a joint project at the Hofburg together with the KHM-Museumsverband, WienTourismus and Global Blue. We invite all visitors to make use of the newly refurbished Visitor Centre and the Imperial Shop Vienna as the starting point for their explorations of the Hofburg site. Come and discover the institutions and collections that have been housed here for centuries, from the Imperial Treasury to the Kunsthistorisches Museum Vienna and the Albertina, from the National Library to the new Weltmuseum Wien and the MuseumsQuartier, not to mention the stunning architecture. The wealth of buildings, treasures and exhibits reflects Vienna’s imperial past and that of its imperial collections. It is all there waiting to be discovered and admired, on a site relatively manageable in size!’

Sabine Haag / General Director, KHM-Museumsverband:

‘The KHM-Museumsverband is a pivotal art and cultural institution for the Hofburg site. From the Kunsthistorisches Museum at the outer reaches of the so-called Imperial Forum to the collections on show at the Neue Burg and the Weltmuseum Wien on the main Heroes’ Square (Heldenplatz) the museums that make up our Association also extend into the innermost core and the oldest part of Vienna’s Hofburg, namely the Imperial Treasury. And, with the Theatre Museum, the KHM-Museumsverband also has a highly prominent and immediate neighbour at Palais Lobkowitz. Every visitor to the Hofburg is therefore also a guest in the museums of the KHM-Museumsverband.’

Paul Frey / Chief Executive Officer, KHM-Museumsverband:

‘With the new Hofburg Info Center, we have fulfilled the wishes of our guests for more information within the highly diverse Hofburg site, in collaboration with the Burghauptmannschaft Österreich and WienTourismus. The new adjacent Imperial Shop Vienna guides our visitors into the world of high-quality souvenirs of Vienna and the purveyors to the royal and imperial court so all our guests are able to



take a memento of Vienna back home with them. Within the Hofburg setting, an atmosphere steeped in so much history blends with a choice selection of imperial products and Viennese charm to create a unique shopping experience.’

Norbert Kettner / Director, WienTourismus:

‘Here, at this site, we have the highest density of museums anywhere in the world. No other site has more exhibitions to offer than the area situated between the MuseumsQuartier, the Heldenplatz and the Vienna State Opera. This density and quality are just some of the reasons why Vienna as a cultural capital has been breaking tourism records for years. Indeed, in 2017 alone, there were no fewer than 15.5 million overnight stays. So I would like to thank Sabine Haag and Paul Frey for the many years of great co-operation and also warmly congratulate them on the opening of this impressive Info Center & Imperial Shop, which will offer our guests in Vienna even more services: comprehensive information and high-quality souvenirs which, hopefully, will remind them of Vienna as a premium destination for many years to come and inspire them to make a return visit.’

Jiri Macas / Managing Director, Global Blue Austria

‘Global Blue is delighted to co-operate with an institution as renowned as the Kunsthistorisches Museum Vienna. We look forward to operating out of the stylish surroundings of the Imperial Shop Vienna at the Hofburg site, where customers from non-EU countries have the opportunity to obtain VAT refunds. Customers at the Imperial Shop will of course benefit too, with the VAT on any purchase of imperial products (to a value in excess of EUR 75.00) refunded immediately, on site.

International travellers are certain to appreciate the practicality of obtaining refunds either in cash or credited to their credit card, WeChat account, Alipay account or similar. That money is then at their disposal for them to spend again during their stay in Vienna. Global Blue in co-operation with the Imperial Shop Vienna offers Globe Shoppers a great shopping experience and looks forward to working successfully with the Kunsthistorisches Museum and the Imperial Shop.’



GENERAL INFORMATION

Imperial Shop Vienna & Hofburg Info Center
Hofburg, Heldenplatz
A-1010 Vienna, Austria

OPENING HOURS

Daily from 9 am to 6pm

Guided tours of the Hofburg site available on request
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