



BEST OF **WIENER STADTHALLE**

2010

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Dr. Gerhard Feltl, Managing Director of Wiener Stadthalle (left); Dr. Heinz Fischer, President of the Republic of Austria; Fritz Neugebauer, Chairman of the Union of Public Services.

BEST OF VIENNA

Vienna's renowned Wiener Stadthalle has established a reputation as a major European multifunctional venue of international standing. It also plays a significant role in accommodating the diverse offering of cultural events available in the City of Vienna. Year after year, over 1.2 million visitors experience the very best in entertainment, shows and sports at this prominent venue. The variety of national and international programs and events hosted here also promotes tourism and thus directly benefits Vienna as a tourist destination and a business location.

2009 was a very successful year for the Wiener Stadthalle in terms of attendance and commercial results. The year was notable for the high-quality of the shows and performers and the presentation of successful productions organized directly by the Stadthalle. Challenges from increasing competition and alternative attractions were met and effectively managed. International stars including Tina Turner, Woody Allen, Bruce Springsteen, Paul Anka, Green Day, Metallica, Depeche Mode and Bryan Adams came to Vienna

and the Wiener Stadthalle demonstrated - as it has done so often before - that there is only one place in Austria which can meet the high standards of the elite of the global entertainment industry. Whether its spectacular productions like "Masters of Dirt," "Holiday on Ice," and "WrestleMania," or musical performances by Lionel Ritchie and Annett Louisan - the Wiener Stadthalle has shown that it's a venue that can handle any event.

More than five decades of entertainment

For half a century, the Wiener Stadthalle has been Austria's stage for great stars, great shows and unforgettable events. Since its opening in 1958 the internationally famous venue has drawn some 63 million people to thousands of concerts, shows, sports events and other happenings. This impressive public turnout clearly shows the high regard that the Wiener Stadthalle enjoys in Austria.

Designed by architect Roland Rainer, the facility features an impressive steel roof over the main hall, measuring



Hall F (above) and Hall D (left).

100 meters on each side, which immediately identifies this iconic building; this intriguing roof shape is the inspiration for the corporate logo.

Leading position in Europe

With its capacity of up to 20,000 people, together with its restaurant and infotainment facilities, the Wiener Stadthalle is one of Europe's most multifaceted event centres. The maximum usable space of the six halls at is 13,000 m². This puts Wiener Stadthalle in fourth place among the top European halls, with the same ranking for visitor capacity.

Web 2.0

The Facebook community already has over 300 million users, with around 600,000 new members joining each day. The Wiener Stadthalle Facebook fan page is growing every week as the ideal place for fans to find out about sneak previews, events and much more besides. All the latest updates are also "tweeted" at twitter.com/stadthallewien to ensure followers and friends of the Stadthalle are the first to know about any new developments.

Ultra-modern web portal

The contemporary and easy-to-navigate Wiener Stadthalle website offers a broad range of customer services. These include a user-friendly event calendar with information on concerts and events, plus an option to subscribe to the Wiener Stadthalle newsletter.

WIEN HOLDING

The Wiener Stadthalle is a subsidiary company of Wien Holding. Wien Holding is owned by the City of Vienna, has become a key factor in the Austrian capital's success as a business location. The overall objective is to promote the development of Vienna into an innovative competence centre for business and services. The concept of alliances with partners in Vienna and the CENTROPE Region, as well as the successful „Viennese model" in the public private partnership (PPP) sector have all helped to position Vienna as an attractive business location at the heart of Europe.

FACTS & FIGURES

Number of subsidiaries: 75
Revenues: approx. 350 m Euro
Investments: approx. 182 m Euro
Employees: Over 2,000



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Steel sculpture: "Bewegung" by Wander Bortoni. Wander Bortoni was born in Codisotto, Reggio Emilia, Italy in 1925. In 1943 he was forced into being a laborer in Vienna. After the war, studying under Fritz Wotruba at the Vienna Academy, he was eventually appointed the head of the sculpture department at the University of Applied Art.

BEST OF ART & CULTURE

The Stadthalle as an exhibition hotspot

For many years, art lovers have enjoyed the opportunity to view Austrian works of art at the Wiener Stadthalle and the nearby outdoor areas. Many of the pieces are on loan from the artists and have been integrated into the architecture of the venue. By being exhibited at the Stadthalle, the art enjoys a highly visible location for public enjoyment. Outdoor and indoor spaces at the Stadthalle house a permanent exhibition with new pieces being added periodically. Visitors to the various events and fairs have the added attraction of enjoying the art works for free. A series of special tours provide visitors with insights into the works on display, shedding light on the creative talents behind them.

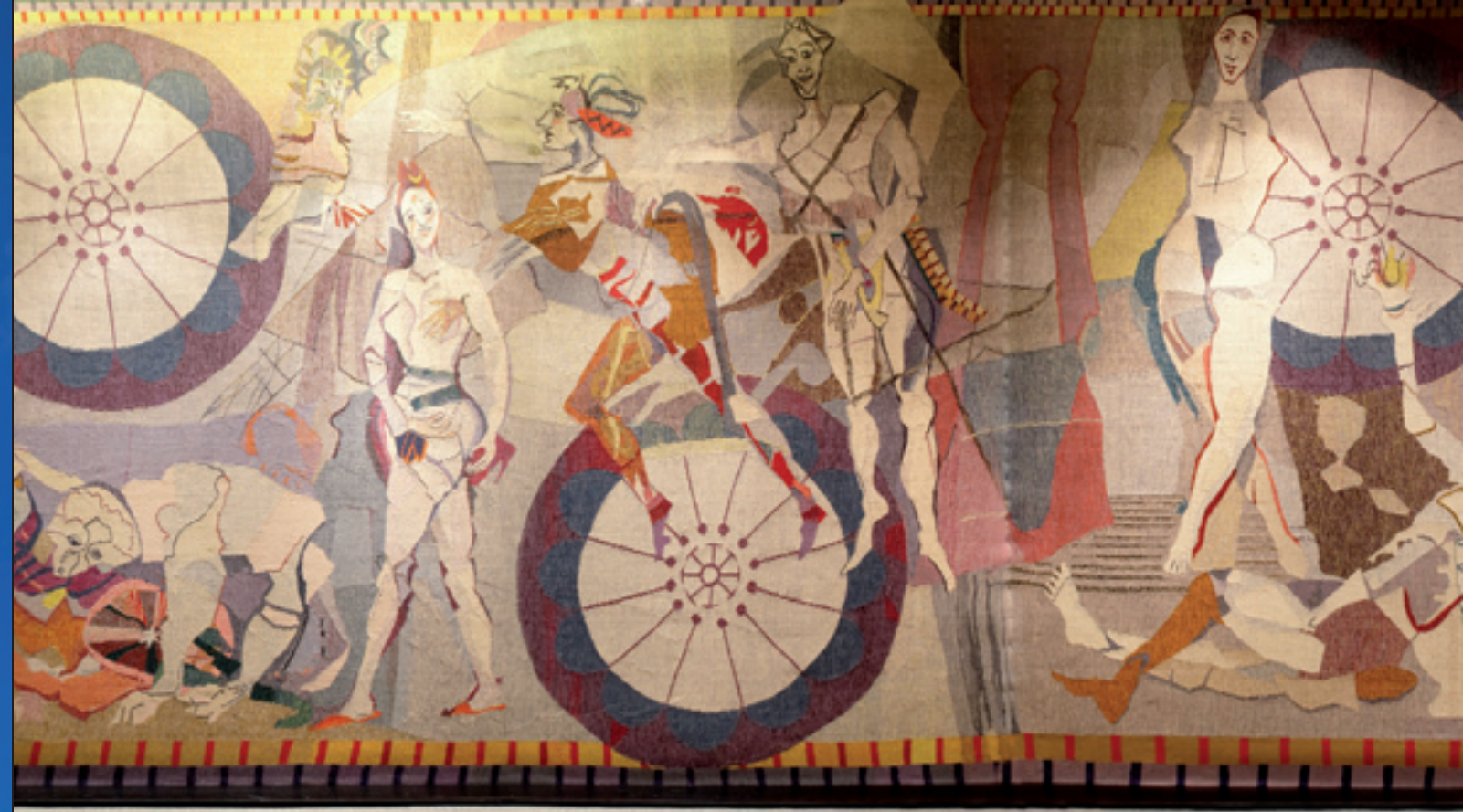
Work of art - Hall F

The Wiener Stadthalle is considered to be a monument in its own right. This unique building was completed during the post-

war period of the reconstruction of Vienna. The architect, Roland Rainer, created an aesthetically intriguing structure with an enduring functionality which is borne out by the consistently high numbers of visitors which have been attracted over the years. With the addition of Hall F a highly complementary facility was introduced to the complex which maintains its own distinctive identity thanks to its location in the southeast corner of the Stadthalle site. This 2,000 seat venue is a superb location for concerts, revues, dance performances, fashion shows, musicals and even circus acts. The front façade of the building provides a highly visible place for multimedia installations; the fully-glazed sloping flanks of the building provide an exciting visual counterpoint.

Wiener Stadthalle rediscovered

Over the years, young architects and architectural scholars have come to



Herbert Boeckl, "The World and Man", (1956-1958) Tapestry 250 x 1,200 cm. Herbert Boeckl was born in 1894 in Klagenfurt, Carinthia; he died in January 1966 in Vienna. He was one of the most influential artists for modern art in Austria and an inspiration for Maria Lassnig, Cornelius Colig and Arnulf Rainer.

Mosaik by Maria Biljan-Bilger (1958). Maria Biljan-Bilger (1912-1997) was an Austrian sculptor and artist. She also taught ceramics and textiles at the University of Applied Art.

recognize that Rainer's masterpiece is an early prototype of the plastic-expressive movement which was identified early in the 21st century as a global megatrend in art and architecture. Frank Gehry's famous Guggenheim Museum in Bilbao and Roland Rainer's Wiener Stadthalle are separated by many years and many miles, but both structures represent major milestones in the genre of public cultural venues. While Gehry's work is the better known of the two buildings, advances in global communications have certainly played a role in popularizing his architecture, a medium which was in its infancy in Rainer's day. The Wiener Stadthalle has stood the test of time: operating perfectly, it is able to adapt easily to changing demands and can be expanded while retaining its integrity and contemporary nature.



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BEST OF SHOWS & EVENTS



Luxurious interior of Hall F.



Magic of the Dance.

HALL F: FACTS AND FIGURES

Capacity
Maximum Audience: 2,036 seats

Construction data
Hall measurements
Length 68.20 m,
Width 73.40 m,
Height 12.50 m

Total area
Total effective area: 13,660 m² ,
Base area: 4,885 m² ,
Main foyer with cloakrooms: 1,300 m²
2 Intermission foyers: each 400 m²
Banquet hall: 300 m²



China Swan Lake.

Internationally acclaimed ice, sports, music and dance shows for both young and old are a permanent feature of Wiener Stadthalle's annual program. The spectacular "High School Musical" was family entertainment in the truest sense of the phrase - a show with numerous musical highlights.

The Wiener Stadthalle has the characteristics and features which will enable it to continue for years to come to play a vital role in the show and events sector. It features remarkable architecture equipped with the latest technical facilities, offers additional spectator capacities thanks to its new Hall F, has significantly expanded its foyer, catering facilities and VIP lounges, and the entire hall Complex has an completely new look.

China Swan Lake.



European Swimming Championships (above), European Handball Championships 2010.

BEST OF SPORTS

Major sporting events are highlights of the annual program at the Wiener Stadthalle. No fewer than 80 World and European championships have taken place there. Events as diverse as the "Bank Austria Tennis Trophy", the "Equestrian Festival", the "Night of the Jumps", the

"Vienna Sports Festival" and indoor soccer matches hold thousands of visitors spellbound. The tennis, soccer and horse riding tournaments offer an outstanding platform for sponsoring and VIP hospitality.



A Passionata. Beautiful horses and skilled riders in perfect harmony.

BEST OF COPRODUCTION



Holiday on Ice "Energia".



Tennis Trophy.



Equestrian Festival.



Holiday on Ice.

Masters of Dirt (below).

The most spectacular and breathtaking show on two wheels was once again presented in Austria. As in previous years, the most dedicated Moto-X riders showcased their best tricks, highest jumps and most stylish jumps in an amazing and entertaining show. Like

Holiday on Ice and the indoor soccer tournaments, this event is often carried out in collaboration with other organizers. The Wiener Stadthalle is always open to new coproduction opportunities with private investors, developers, organizers and sponsors.



HALL D: FACTS AND FIGURES

Infrastructure

Cloakroom, offices, VIP-rooms, buffets, catering, restaurant, direct access to halls A, B, E and C

Total area

Interior 4,920 m²
Foyer 1,600 m² , Foyer 1.Balcony South 623 m²,
Foyer 1.Balcony North 663 m², Dressing rooms
1,970 m²

Hall measurements

Length 98.00 m x Width 55.20 m, Height 15.40 m

Exhibitions

Incl. transportation routes 9,776 m²

Stage

Variable up to max. 476 m²

Main auditorium

Seating variety

Standing places	Seats	Total
3,700	8,488	12,188
5,700	7,324	13,024
10,700	5,344	16,044
Seating floor max. 10,763		

BEST OF CONCERTS



Audience surveys have shown that more than 90 percent of visitors have been satisfied with the events they have experienced at the Wiener Stadthalle in recent years. Concerts with well-known artists have been particularly highly rated. Stars like Udo Jürgens, Tina Turner, André Rieu, Pink, Nena and Shakira attract their audiences year after year, and are almost permanent

fixtures at the Stadthalle. The celebrated opera duo of Anna Netrebko and Rolando Villazon first performed at the Wiener Stadthalle, and the concert "An Italian Night" was sold out completely. Other concerts by artists like Tokio Hotel, Abba Mania, Bryan Adams, Depeche Mode and Kylie Minogue underscore Wiener Stadthalle's claim to offer the "Best of Concerts".

Pink.

Anna Netrebko and Rolando Villazon in "An Italian Night".



Kylie Minogue (left), Bryan Adams, Tina Turner, Depeche Mode.



BEST OF B2B SERVICES

Best of Exhibitions & Presentations

The events area of the arena in Hall D and the show stage of Hall F are complemented by the Stadthalle's multifunctional Hall E. With direct links to Halls A, B and D, this venue is ideally suited for exhibitions, presentations, VIP banquets, corporate celebrations, clubbing and lectures. Major events such as "Senior Citizens Now", BeSt (job & education fair, where young people learn about a variety of professions and education program) and Baby Expo are held in Hall D. Halls A and B, as well as an ice rink in Hall C are used as training facilities and are also available for public events.

Best of VIP Hospitality

Wiener Stadthalle offers every conceivable VIP service for important customers, successful employees and good friends. The offerings range from VIP buffets for several hundred guests and cocktails in

a separate VIP area to gourmet catering in the venue's various VIP lounges and studios. Anything is possible. VIP packages with top tickets, A1 catering, parking, cloakroom facilities, program booklet and promotional gifts all included. Or even entire events.

Best of Sponsoring

The Wiener Stadthalle offers those organization and entities who are seeking sponsorship opportunities customized activities and events for every target group and occasion. Virtually anything is possible, from the corporate sponsoring of the Stadthalle itself to sponsoring of entire events or individual performances, complete bookings of individual events, sponsoring of individual advertising such as posters, internet or perimeter boards. These can also be arranged in conjunction with VIP tickets, VIP packages or VIP hospitality, or even a "Meet & Greet" event.

Various VIP- lounges in Hall D, studios, "Ö3 Hitcafé" and Club F in Hall F.





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