

# CULTURE AT ITS FINEST



## **Credits**

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**‘We act as an Imperial host, who courteously welcomes guests from Austria and all over the world to his stately homes, provides them with the best of entertainment and treats them as royalty. We rely on quality, responsibility and strong partnerships to ensure all-round success.’**

Schönbrunn Group





**Dear Readers,**

With Schönbrunn Palace, the Vienna Furniture Museum, the Sisi Museum in the Vienna Hofburg and the Schloss Hof Estate, the Schönbrunn Group administers the foremost attractions of Austria's Imperial heritage. The revenue yielded is invested in the preservation and renovation of the cultural monuments, enabling us in consequence to continue offering a unique experience to our visitors. This is only possible with competent and committed associates and co-workers, visionary advisory boards, and innovative cooperative and business partners. The essential factors here are an open entrepreneurial culture and mutual appreciation and respect.

Accordingly, I would like to thank you for your interest and trust! We not only preserve and conserve, we also create, every day, through our endeavours and our work. So that every visit to our locations will be an unforgettable experience!

**Mag. Klaus Panholzer**

*CEO / Director*

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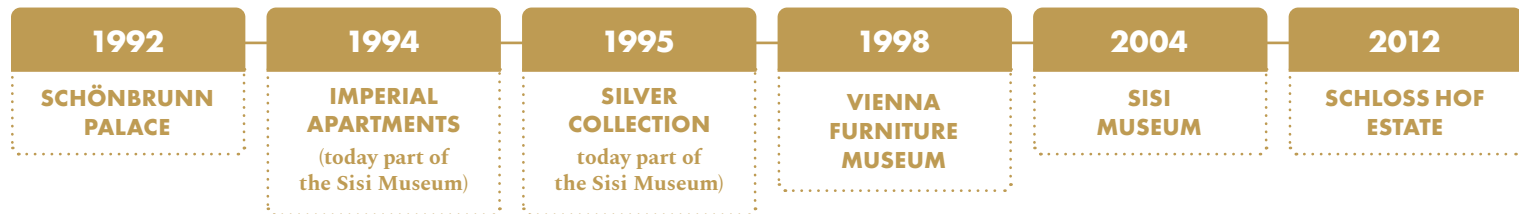




# SCHÖNBRUNN GROUP

With Schönbrunn Palace, the Vienna Furniture Museum, the Sisi Museum in the Vienna Hofburg and the Schloss Hof Estate, the Schönbrunn Group, which is registered as Schloß Schönbrunn Kultur- und Betriebsges.m.b.H., administers in the name of the Republic of Austria the foremost attractions of Austria's Imperial heritage. The Schönbrunn Group is assigned to the Federal Ministry for of Labour and Economy, Cultural Heritage Section. Starting in 1992, these cultural assets owned by the Republic of Austria were successively entrusted to the Schönbrunn Group in the form of usufruct and lease contracts.

The mission of the Schönbrunn Group is to generate the means of preserving and restoring the historical monuments through sensitive and customer-friendly usage. The key focus of these endeavours is on the optimal protection of the historical substance. In making these monuments accessible to cultural, touristic and leisure activities, the Schönbrunn Group takes particular care to integrate touristic infrastructures as smoothly and sensitively as possible.



II  
**Schloss  
Schönbrunn**  
IMPERIAL LIVING



## **AN AUTHENTIC EXPERIENCE OF AUSTRIA'S IMPERIAL HERITAGE**

A fine day in the resplendent atmosphere of historic, Imperial Austria. Schloss Schönbrunn is a must-see for every visitor to Vienna. Schönbrunn is a fascinating, easily accessible attraction with a genuine Imperial Palace, Children's Museum, park, cafés and the oldest zoo in the world. Visitors encounter the Imperial heritage of the Habsburgs as a living experience, learn about European history, and acquire historical knowledge in an entertaining way.

II  
**Möbelmuseum  
Wien**  
DESIGN AND HISTORY



## **TIME-TRAVEL THROUGH THE HISTORY OF DESIGN, FROM THE BAROQUE THROUGH TO JUGENDSTIL AND THE PRESENT DAY**

The Vienna Furniture Museum impresses visitors with the largest furniture collection in Austria, the largest Empire collection in the world, and a unique presentation staged as a fascinating time trip through the history of furniture design.



## Sisi Museum

EXPERIENCE THE IMPERIAL HOFBURG



### FEEL THE AURA OF THIS ICONIC EMPRESS

Here in the original location and her dwelling of many years, Sisi's personality and aura still haunt the place – here you can feel what she was really like and what is so fascinating about her today. An inspiring and emotional experience with an abundance of Empress Elisabeth's authentic and personal belongings.



## Schloss Hof

IMPERIAL RELAXING



### A BAROQUE EXPERIENCE FOR ALL THE FAMILY

An unforgettable experience for the whole family in the midst of the Marchfeld landscape. Enter into the world of the good old days – whether in the royal splendour of the Imperial Palace and its gardens, or on the idyllic estate farm with herbal garden and petting zoo.

# MISSION STATEMENT – CULTURE AT ITS FINEST

We create fascinating places that are the stuff of dreams and take their place among the top attractions of global cultural tourism.

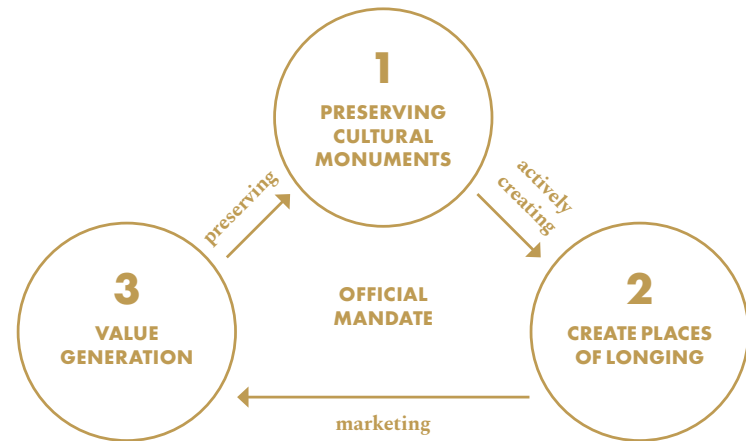
Our name stands especially for the combination of these two qualities: “culture at its finest” and “economic success”.

We act as an imperial host, courteously welcoming guests from Austria and the whole world to the places of his realm, providing top entertainment, and giving them genuine royal treatment. Our main aim is to ensure quality, responsibility and firm partnerships for mutual success.

We generate our resources ourselves, our objective being to authentically safeguard the culture treasures entrusted to us, to show these treasures to a great number of people, to make our historic locations and histories – and stories – accessible, and furthermore to develop them in terms of cultural communication. We preserve the heritage that has been bequeathed to us and continue its development.



# CORE COMPETENCES



COMMITTED IN  
**CREATIVITY**

ECONOMIC IN  
**CONCEPT**

IMPRESSIVE IN  
**ENTERTAINMENT**

AUTHENTIC IN  
**PRESERVATION**

# MANAGEMENT & ADVISORY BOARDS

## MANAGEMENT

<b>Mag. Klaus Panholzer</b> <i>CEO / Director</i>			
<b>Dr. Alexander Keil</b> <i>Authorised Officer and Deputy Director</i>	<b>Ing. Herbert Polsterer</b> <i>Authorised Officer and Deputy Director</i>	<b>Mag. (FH) Florian Felder</b> <i>Authorised Officer</i>	<b>Mag.a Maria Mayr-Muñoz</b> <i>Authorised Officer</i>

## SUPERVISORY BOARD

<b>Mag.a Elisabeth Udolf-Strobl</b> <i>Chairwoman</i>		<b>Mag.a Eva Landrichtinger</b> <i>Deputy Chairwoman</i>	
<b>DI Matthias Molzbichler</b>	<b>Florian Langmann, MA MSC</b>		<b>Mag.a Beatrice Schobesberger</b>
<b>Lukas Svoboda</b> <i>Employee Representative</i>	<b>Andrea Rotter</b> <i>Employee Representative</i>		<b>Michael Schuhböck</b> <i>Employee Representative</i>

## HISTORICO-CULTURAL ADVISORY COUNCIL

**The council**, consisting of art historians, monument conservationists, museum specialists and tourism experts, assumes an advisory function on all key questions pertaining to touristic usage.



# ORGANIZATION

## MANAGEMENT

**Mag. Klaus Panholzer**  
*Geschäftsführer*

## EXECUTIVE ASSISTANCE

**Mag. (FH) Florian Felder**  
*Head of Strategy & Development / Authorised Officer*

**Mag.a Petra Reiner**  
*Head of Corporate Affairs and Manager Vienna Furniture Museum*

**Mag.a Evelyn Larcher**  
*Head of Corporate Communications*

**Mag.a (FH) Christina Schumann**  
*Deputy CFO / Auditing & Compliance*

**Dr. Andreas Horner**  
*Legal / Compliance*

## DEPARTMENTS

**Dr. Alexander Keil**  
*CFO*  
*Deputy Director / Authorised Officer*

**Mag.a Maria Mayr-Muñoz**  
*Contracts, Legal Affairs, Property Management*  
*Authorised Officer*

**Ing. Herbert Polsterer**  
*Technical Department*  
*Deputy Director / Authorised Officer*

**Claudia Schmidberger-Slond**  
*Marketing Department*

**Mag. FH Mario Feigl**  
*Eventmanagement Department Schloss Hof Estate*

**Johann Kleemaier**  
*Personnel Department*

**Mag.a Patricia Lindner**  
*Meetings & Events Department*

**Mag. Helmut Pichler**  
*Retail & Licensing Department*

**Mag. Wolfgang Smejkal, BA**  
*Guest Service and Cultural Mediation Department*

**Sebastian Joos, B.SC.**  
*Garden Department*

**Mag.a Katharina Tschann**  
*Zoological Department*

**Dr.in Elfriede Iby**  
*Scientific Department*

## AWARDS & CERTIFICATIONS

### **Schönbrunn Group: Ökoprofit Operation**

The Schönbrunn Group has been an ÖKOPROFIT operation since 2002 and aspires to economise in an ecological way. The basic idea of ÖKOPROFIT (ecological project for integrated environmental technology) is to combine ecological benefit with economic profit.

### **Schönbrunn Group: European Royal Residences**

The Association of European Royal Residence (ARRE) was founded in 2001 on the initiative of the Palace of Versailles, where it also has its headquarters. It stands for a unique heritage and is a leading representative of European culture. The objective of the association – to which the Schönbrunn Group belonged from the very beginning – is on one hand the targeted sharing of knowledge and experience of the members in such widely diverse fields as academic research, conservation of the historical heritage, management, cultivation of tourism, etc. On the other hand, it aspires to sensitise public awareness for the common European heritage.

### **Schönbrunn Palace: UNESCO World Cultural Heritage Site**

Schönbrunn Palace is one of Austria's most important cultural assets and since the 1960s has been one of the leading sightseeing destinations in Vienna. In December 1996 at the 20th session of the World Heritage Committee Schönbrunn Palace and Gardens was adopted into the list founded in 1972 of UNESCO World Cultural Heritage Sites. The entry into this world-renowned list underlines the significance of the palace and the entire garden complex as a Baroque synthesis of the arts.

### **Hofburg Vienna: Seal of European Cultural Heritage**

Since 2014 the European Union has singled out sites that possess strong symbolic significance for the common history, consensus and identity of Europe. They include monuments, memorials and their locations, archaeological and industrial sites, cultural landscapes, cultural assets and immaterial cultural heritage. As yet, 38 sites have been distinguished throughout Europe, among them the Vienna Hofburg in 2016.



## **Numerous awards for the online platforms “World of the Habsburgs” and “The First World War and the End of the Habsburg Monarchy”**

The interactive web portal “World of the Habsburgs” ([www.habsburger.net](http://www.habsburger.net)) presents a virtual exhibition on the history of the Habsburg Monarchy, with wide-ranging themes including the domestic and public lives of the Habsburgs. It presents detailed text and images to cast a critical light on the life and careers of the leading ruler personalities and explains the contemporary historical backgrounds. The online platform “The First World War and the End of the Habsburg Monarchy” ([ww1.habsburger.net](http://ww1.habsburger.net)) is conceived as a virtual exhibition to address the history of the war from 1914 to 1918 in Austria.

- Erasmus EuroMedia Award / Seal of Approval
- State’s Award for Multimedia and e-Business, winner in the category of Culture, Learning and Knowledge
- Comenius EduMedia Seal and Comenius EduMedia Medal
- World Summit Award, awarded in Cairo in the category e-Culture and Heritage
- EuroMedia Seal of Approval and
- Erasmus EuroMedia Special Award

## **Meetings & Events**

In 2017 the Schönbrunn Palace Meetings & Events was distinguished with the Austrian Wedding Award in the category Best Location / Banqueting Hall for the Maria Theresa Room in the Apothekertrakt, in 2019 during the Austrian Event Awards the special prize as “Best Event Location”.

In 2018 the Schloss Hof Estate won the Austrian Wedding Award in the category “Best Location”.

# COLLECTIONS

## EMPRESS ELISABETH COLLECTION

On founding the Schönbrunn Group in 1992 a collecting strategy was developed for the enterprise that focused in the early years on purchasing views of the Habsburg palaces under the title “Imperial Residences”. Hence the relevant pictorial sources were available during the comprehensive restorations.

The pictorial sources showed that many of the domestic accessories from the rooms privately used at the time of the Monarchy were missing. These were often owned privately by the former Imperial family, or frequently landed on the auction market, or were also purchased on the part of the Schönbrunn Group in order to reproduce an authentic and yet simultaneously living impression of the private apartments.

This acquisition strategy was extended. Besides objects from historical interiors, high quality portrait paintings from the eighteenth and nineteenth centuries were purchased, presenting Habsburg rulers and their families in both historical and museum-oriented contexts. Since the Elisabeth exhibition in 1998, the focus was placed on the world-famous empress, and several private collections were acquired. This laid the foundation for the Sisi Museum opened in 2004 in the Imperial Apartments in the Vienna Hofburg.

Continuing this targeted acquisition policy and professional collection management, within the last twenty years the Schönbrunn Group has constantly enlarged its in-house Empress Elisabeth Collection with exceptionally high-quality and in the main very private objects. Extremely successful since its opening, the Sisi Museum meanwhile presents a display that consists almost exclusively of its own objects.





# FURTHER EDUCATION AND TRAINING

## SCHÖNBRUNN ACADEMY

Further development and education rank high in the Schönbrunn Group. This ensures that the already high standard of work in all departments is maintained and enhanced. It is of the greatest import for the Schönbrunn Group to offer employees targeted, in-house educational options through the Schönbrunn Academy. The programmes are continually developed in close cooperation with internal and external experts and trainers.

## ECHOCAST

The Schönbrunn Group is ECHOCAST-certified, thus ensures a qualified and motivated guest service. All employees in contact with guests – from the ticket office and the shop to the supervisory staff and guides – are trained and certified in the departments of customer service and security.

Other museums and cultural operations in Austria and Germany also comply with the ECHOCAST standard. Together they continuously develop it, based on the experiences and needs of the guests. The ECHOCAST organization office was taken over by the Schönbrunn Group from 2020 for the next five years.



## LOCATIONS

1

**SCHÖNBRUNN  
PALACE**

2

**VIENNA  
FURNITURE  
MUSEUM**

3

**SISI  
MUSEUM**

4

**SCHLOSS  
HOF ESTATE**



1

## SCHÖNBRUNN PALACE

***Schönbrunn Palace is a World Cultural Heritage Site and Austria's most frequented sightseeing destination. This Baroque synthesis of the arts consisting of palace and gardens was for centuries in Imperial ownership and is still to be seen for the most part in its authentic historical state. Visitors can look forward to a great number of attractions – a tour through the Imperial Family's historically furnished residential and state rooms in the palace, also the Maze and Labyrinth in the palace gardens, and even a Children's Museum.***

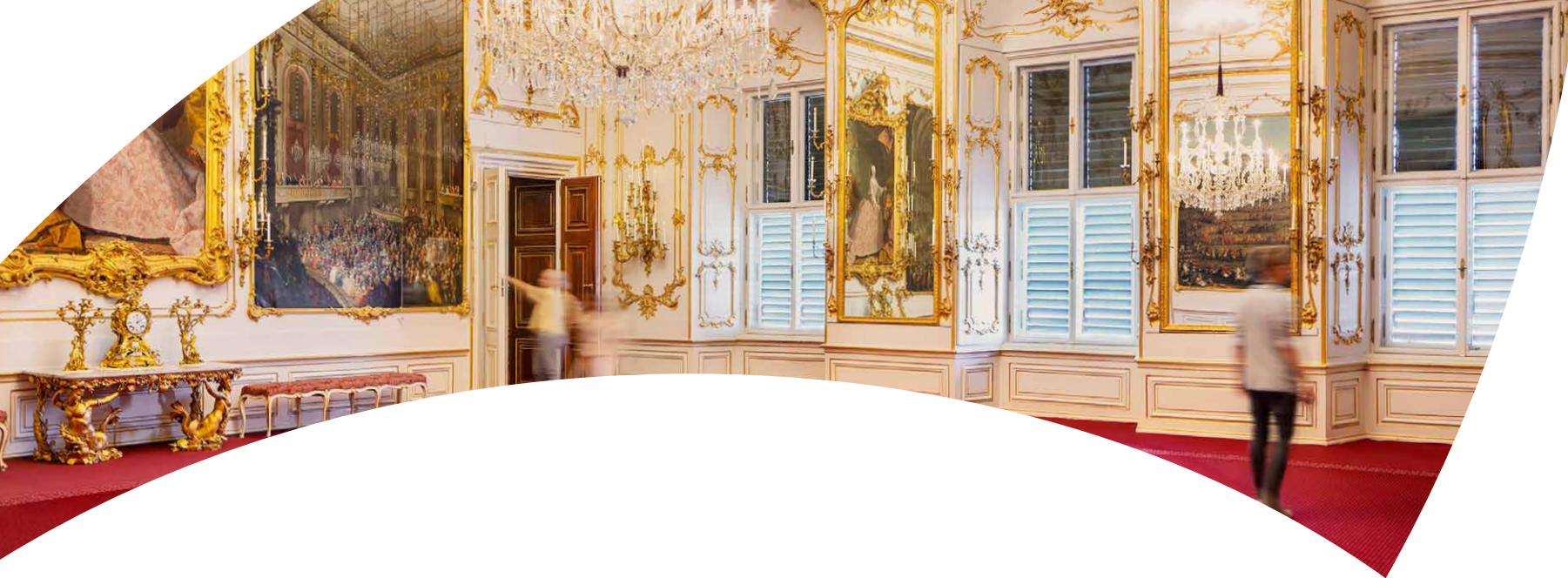


Schönbrunn Palace is a unique Baroque synthesis of the arts – consisting of the former residential palace and the surrounding gardens. From 1569 until the end of the Monarchy in 1918, the complex was owned by the ruling House of Habsburg. Under the reign of Maria Theresa from 1745 on, the palace ensemble experienced its most brilliant epoch as summer residence and became the hub of courtly and political life. The Baroque interiors from the era of Maria Theresa and including the mid-nineteenth-century adaptations in Neo-rococo style have for the most part been preserved to the present day.

With the end of the Monarchy, the Imperial State assets and thus also the palatial complex of Schönbrunn were transferred to the ownership of the Republic of Austria. Although already partly open to the public during the time of the Monarchy, it was the twentieth century that saw the touristic usage of the palace state rooms being intensively promoted. In 1996 palace and park were listed as a UNESCO World Cultural Heritage Site. Today, Schönbrunn Palace is one of the top sightseeing destinations in Vienna and Austria.







## **An authentic experience of Austria's Imperial heritage**

Today, visitors to Schönbrunn Palace can get an impression of the royal and imperial way of life in authentically furnished residential and state rooms. Of around eighty palace rooms in toto furnished as historical interiors, forty-five rooms on the bel étage are open to public viewing. The tour starts in the residential rooms dating from the nineteenth century of Franz Joseph I and his spouse Elisabeth in the west wing of the palace. It leads on to the state rooms in the central part and the apartments in the east wing, occupied by Maria Theresa and her spouse Emperor Franz I. In the nineteenth century part of the east wing was used as the residence of Franz Joseph I's parents – Archduchess Sophie and Archduke Franz Karl; these were used since 1880 as state rooms and, when needed, as guest rooms. The various interior designs symbolise the lifestyles, atmosphere and political leanings of the individual Habsburg rulers.

The palace park – most of it in its original state – can also be explored, with its imposing garden buildings and fountains

from Maria Theresa's dowager period (1770s). The most impressive features are the Neptune Fountain, the Obelisk Fountain, the Roman Ruins, the eponymous "Schöne Brunnen" – the "beautiful fountain" – and the Gloriette on the Schönbrunn Hill. In addition there are special attractions inviting visitors to linger, mainly based on historical models, including the Privy Garden, the Maze and Labyrinth, and the Labyrinthikon Playground.

Visitors to the Orangery Garden can stroll through the history of European horticulture, past Seville oranges, olive trees and myrtle. The Schönbrunn Orangery, 189 metres long and 10 metres wide, is thus one of the largest orangery buildings in Europe next to Versailles. Thanks to the still functioning original hypocaust heating system (via channels in the floor) dating from the mid-eighteenth-century, exotic plants that are susceptible to the cold can survive during winter at constant ten degrees Celsius.

## Children's Museum at Schönbrunn Palace

*The Children's Museum in the palace invites its young visitors to a time trip through the history of the Monarchy in the era of Maria Theresa and her successors.*

The museum is designed as an adventure playground where young guests can get to know life at the Court in all its facets. The main spotlight is on the life of the royal children at court. Here, in twelve rooms on the palace ground floor, children can touch and try things out and relive life in the Imperial Age in play. The rooms are designed with different themes in mind and illustrate how children dressed at court, how they played, what they ate and so much more. Historical situations and events are

communicated by taking an interactive approach that appeals to children. The young visitors can also join in themselves and role-play life at a royal and imperial court, copy extravagant hairstyles, try on clothes, and set the banquet table. In addition, a versatile children's programme is planned throughout the whole year consisting of guided tours, do-it-yourself creative workshops and much more. And to cap all, children's birthdays can be celebrated in the Children's Museum.



## Meetings & Events

***On the east side of the palace complex in the so called Apothekertrakt, the Apothecaries' Wing, is a versatile event centre for conferences, meetings, trade fairs, exhibitions, concerts, company celebrations, weddings and private parties.***

The conference and event rooms available for use in the Apothekertrakt combine historical charm with the latest technology. On a total area of 2,700 square metres, ten rooms diversified in size and flair provide an ideal setting, no matter what the occasion, private or business. The rooms are connected by spacious, light-flooded break-time areas. And there are outside areas available – the terrace in the Orangery Garden and the Apothecaries' Courtyard – which are barrier-free and connected to the ground floor facilities.

Directly adjacent to the Apothekertrakt, the Orangery offers an imposing setting for events. The space measures 700 square metres and the whole ambience is striking for its elegant yet unobtrusive appearance with direct access to the Orangery Garden. In the summer months the plant orangery and its 1200 square metres can also be hired. The Great Gallery and White-and-Gold Rooms directly inside the palace can likewise be hired, breathtaking in their historically authentic and Imperial decoration and furnishing.

In 2017 the Schönbrunn Palace Meetings & Events was distinguished with the Austrian Wedding Award in the category Best Location / Banqueting Hall for the Maria Theresa Room in the Apothekertrakt, in 2019 during the Austrian Event Awards the special prize as “Best Event Location”, which underlines the exceptional quality of these superlative facilities.





## VIENNA FURNITURE MUSEUM

***The Vienna Furniture Museum presents the culture of domestic living from more than three centuries. The show encompasses courtly furniture from diverse stylistic epochs, including Baroque, Rococo, Neo-classicism, Empire, Biedermeier and historicism. A special focus also spotlights furniture design ranging from Viennese modernism to contemporary styles. Changing special exhibitions are devoted to architecture, design and furniture creations of the twentieth and twenty-first century.***

The Vienna Furniture Museum presents superlative ensembles and also individual objects representing the former Imperial domestic culture. The museum's core holdings include historical furniture from the former Hofmobiliendepot and also interiors and ensembles from former Habsburg residences, including the palaces of Schönbrunn, Belvedere and Laxenburg, in part replenished with subsequent furnishings. The objects assigned to individual personalities from the Imperial family such as Crown Prince Rudolf and Empress Elisabeth reflect not only political events but also courtly ceremonial and everyday life.

The approximately 6,500 objects shown in the museum stem from the former Hofmobiliendepot in which the moveables of the Imperial Court were kept and maintained until the end of the Monarchy. In 1901 the former Hofmobiliendepot was given its own building on

Mariahilfer Strasse 88 on commission of Emperor Franz Joseph I. Since 1919 the former Hofmobiliendepot - now Federal Administration of Moveables - has been owned by the Republic of Austria. In 1924 the first show collection was opened in part of the complex. Today's Vienna Furniture Museum preserves fifteen "Biedermeier cabinets" from this first exhibition concept as a "museum within a museum", which recreate examples of bourgeois home-living scenarios composed of furniture from the Imperial Court.

The current presentation in the Vienna Furniture Museum goes back in its essentials to 1998, when, after comprehensive refurbishment, building extensions and a new museum concept, the museum existing since 1924 was reopened as a modern Austrian museum of furniture. The new conception and installation aim to convey the depot character it still possesses, besides a museum-type

presentation. Therefore a walk-in depot was created that stems in its basic form from the time of Emperor Franz Joseph I. As ever, furniture from the Federal Administration of Moveables is used for appointing Federal Government offices, Austrian embassies abroad, and for the furnishing of state banquets.

A special focus since the reopening is also on furniture design ranging from Viennese modernism until today. The Vienna Furniture Museum presents objects of interior design and furnishing by important Austrian architects, among them Adolf Loos, Otto Wagner, Josef Hoffmann and Josef Frank, also contemporary designers. Moreover, the special changing exhibitions put a close-up spotlight on individual aspects of creativity in twentieth- and twenty-first century architecture and design.





## SISI MUSEUM

*The Vienna Hofburg was for centuries the centre of the Habsburg Empire. Besides its function as official residence and administrative centre, the Hofburg was also the Imperial family's winter residence. Today the Hofburg houses the Sisi Museum with the Imperial Apartments and the Silver Collection, thus presents authentically historical insider views of courtly traditions and the everyday life of the Imperial household.*

The Vienna Hofburg was used as the Imperial residence for more than six hundred years. The former medieval fortress complex was continually extended with banqueting halls and state rooms to comply with the demands of a representative, prestigious imperial court, household and ceremonial. Meanwhile the Hofburg had to house the residential apartments for each separate family member. In addition, facilities had to be made available for the numerous court officials of the Imperial household, including kitchens, wine cellar and provision stores, also the Court Silver and Table Room.



### Feel the aura of this iconic empress

The Hofburg encompasses a total of eighteen wings with 2,600 rooms. While most facilities accommodate various museums, also offices, ministries and, last but not least (since 1947), the Presidential Chancellery, the Sisi Museum with the Imperial Apartments and the Silver Collection are open to public viewing; they are situated in the Imperial Chancellery Wing and in the Amalienburg surrounding the inner courtyard. The museum, sensitively designed after a concept by the renowned stage designer Prof. Rolf Langenfass, brings the Empress's fascinating personality back to life for visitors. In planning the museum great value was placed on a continuation of the Sisi legend that does not eschew a critical perspective but draws a true-to-life picture of the monarch remote from conventional clichés. The Schönbrunn Group's comprehensive collection tells the story of this complex and fascinating woman as reflected in a great number of objects owned by the empress. Original articles of clothing and matching accessories such as umbrellas, fans and gloves take visitors on a time trip into a past world. More than three hundred exhibits testify to joy and sorrow, yearnings, fears and blows of fate dealt out to an empress who still casts her spell on many people today.



## **Imperial Apartments**

The Imperial Apartments encompass the twenty-four rooms occupied by Emperor Franz Joseph and his spouse Elisabeth. These are open to the public for the most part in their original state, having been reproduced in comprehensive restoration work. The interior design and decoration of the private quarters reflect the frugality of the long-ruling monarch in the second half of the nineteenth century until his death in 1916: they do indeed convey Imperial splendour, but not extravagant pomposity. High spot of the tour includes the Bedroom and the Study, where Franz Joseph surrounded himself with numerous pictures and mementos of family members. The Exercise & Dressing Room and Bathroom spotlight the personal culture of home life cultivated by the beauty-conscious Sisi; the Large Salon of Empress Elisabeth with its gold furnishings shows the exquisite craftsmanship that adorns the Viennese Court. The Dining Room illustrates the famed table culture of the Viennese Court, its table set with original objects from the Silver Collection.

## **Silver Collection**

The Silver Collection situated on the ground floor is one of the largest show collections in the world focusing on the culture of a court household. The presentation comprises pieces selected from the inventory of the former Court Silver and Table Room, exquisite individual pieces used by members of the Imperial House as well as lavish ensembles that impressively illustrate the wealth of the Imperial Household. 7,000 of the total of 150,000 exhibits are on display on a floor space of 1,300 square metres. Among the astonishing variety of preserved utility objects and artworks are cooking pots and pans from the court kitchen, baking tins from the court confectionary, table linen, glass services, table silver, porcelain and epergnes of gilt bronze. Particular highlights include the magnificent Milan Centrepiece, the Vienna Court Table Silver, the Grand Vermeil Service and Maria Theresa's personal cutlery set.



## SCHLOSS HOF ESTATE

***Schloss Hof Estate was built in 1725 for the legendary military commander Prince Eugene of Savoy, then extended and remodelled under Maria Theresa to become the largest rural palatial complex in Austria. Today a stately home, an artistically planned terraced garden and an idyllic estate farm form an ensemble that ideally combines royal and imperial splendour and rural idyll.***

Located only about an hour by car from Vienna, the Baroque synthesis of the arts that forms the Schloss Hof Estate stretches across more than seventy hectares in the eastern Marchfeld. Prince Eugene of Savoy purchased a four-winged castle from the seventeenth century and had it extended by another two wings. Thirty years later in 1755, Maria Theresa purchased the rural seat. Between 1773 and 1775 she had the palace raised by another storey and the rooms on the first floor remodelled. The rooms on the bel étage with their historical furnishings are open to guests for viewing.

The tour starts in the north wing with Prince Eugene's former residential apartment, which was remodelled for Emperor Joseph II. The rooms in the east wing open up a view onto the splendour of the garden and are devoted exclusively to the life and career of Prince Eugene of Savoy, who equally excelled as art lover and connoisseur as he was successful as a military commander. The way continues through the Baroque chapel and the Neo-classical banqueting hall, then finally to the apartment of the dowager Maria Theresa in the south wing. Other rooms in the north wing of the bel étage are used for changing special exhibitions.

Schloss Hof Estate was already renowned in the eighteenth century for its resplendent Baroque garden. Seven terraces descending to the River March are visibly divided by a central vertical axis in a laterally reversed arrangement. Symmetrically laid-out flower beds, the avenues of artfully clipped trees, the richly decorated fountains, a labyrinth and maze today transform the garden – just as in “the olden days” – into an idyllic spot for hours of recreation. The heart of the Baroque garden is the Great Cascade, a fountain that very few Baroque fountains in Europe can vie with in size and artistic craftsmanship, comparable only with those in Versailles. Prince Eugene's orangeries – two glass-houses striking for their technology and architecture and with front garden – are an irresistible invitation to linger and marvel.

## A Baroque experience for all the family

Everyday life in the Baroque era also becomes a living experience on the Schloss Hof Estate. It contains an intact estate farm, which used to provide the royal household with food and luxury products and saw to the husbandry and care of the riding animals and general livestock, also the technical maintenance of the complex. Today, we find ancient and traditional types of herbs, fruit and vegetables thriving on the Schloss Hof Estate in the Weinviertler Farmer's Garden and the Potpourri Garden. And visitors can relish the harvest themselves by tasting berries in the "Naschgarten" – the snack garden. The Herb Garden planned in the style of a Baroque monastery garden, the Rose Garden and the "Herrenhof" planted with perennial shrubs and bushes complete the palette of themed gardens.



A hammock garden gives visitors a chance to chill out in the shade under ancient walnut trees. Historically authentic artisans' workshops demonstrate the crafts of wood-turning, pottery and basketry. And there's more: adventure paths take young guests on a trip through time into the eighteenth century, where they become familiar – learning by playing – with everyday life in the Baroque era in all its facets. Awaiting them as well is an adventure and water playground and the Children's and Family World where they can join in do-it-yourself workshops, enjoy puppet shows, magic shows, readings, concerts and much, much more.

The main attraction of the estate farm however is its fauna, its animal residents: approximately two hundred animals live on the estate farm, including numerous ancient Austrian domestic species that are now very rare, such as Noriker horses, Hungarian Wallachian and Racka sheep, four-horn goats and white Baroque donkeys. The petting zoo gives visitors the chance to come even closer to some of the species.

Already in the eras of Prince Eugene and Maria Theresa the Schloss Hof Estate was famous far and wide as the scene of brilliant fêtes. Today this tradition continues with a wide-ranging programme of events for the whole family. Furthermore, with its magnificent halls, the historic Riding Hall, the artfully laid-out garden terraces, the Baroque palace chapel and many other locations, the Schloss Hof Estate provides a magical setting for conferences, meetings and celebrations. In 2018 the Schloss Hof Estate won the Austrian Wedding Award in the category "Best Location".

## Schloss Niederweiden

Schloss Niederweiden located within the Schloss Hof Estate was built in 1693 by Johann Bernhard Fischer von Erlach for Ernst Rüdiger Count von Starhemberg with the name of “Jagdschloss Engelhartstetten”, thus hunting lodge. Prince Eugene of Savoy purchased the building in 1726 after he had purchased the nearby stately home of Hof as country and hunting seat a year previously.

Like the palace of Schloss Hof Estate, Schloss Niederweiden received today’s appearance basically under Maria Theresa. Her court architect Nikolaus von Pacassi remodelled the building in 1765 according to her wishes. Several rooms were designed in the Chinoiserie style that was very much en vogue at that time – today reflected solely in the banqueting hall.

In order to entertain and cater for illustrious guests, Fischer von Erlach planned a Game Kitchen in an ancillary building of Schloss Niederweiden. Two open hearths were installed. Three hundred years after being built the room has been set up according to its original state of homely Baroque comfort and is open to guests for viewing. What is more, the Game Kitchen is used for gastronomic events. The palace itself is venue for changing special exhibitions. Last but not least, Schloss Niederweiden enchants visitors with its idyllic garden.



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## FACTS & FIGURES 2019

<b>Owner</b>	The Republic of Austria (BMDW)
<b>Management</b>	Schönbrunn Group
<b>CEO / Director</b>	Mag. Klaus Panholzer
<b>Employees</b>	approx. 373 (full-time equivalence), two-thirds female
<b>Total turnover</b>	approx. € 71,600,000
<b>Investment and restoration volume</b>	approx. € 19,200,000
<b>Total number of visitors</b>	approx. 5,522,000

### Number of visitors based on individual location

<b>Schönbrunn Palace incl. garden attractions</b>	approx. 4,255,000 admissions
<b>Sisi Museum</b>	approx. 947,000 persons
<b>Vienna Furniture Museum</b>	approx. 58,000 persons
<b>Schloss Hof Estate</b>	approx. 262,000 persons

## FACTS & FIGURES 2020

<b>Owner</b>	The Republic of Austria (BMDW)
<b>Management</b>	Schönbrunn Group
<b>CEO / Director</b>	Mag. Klaus Panholzer
<b>Employees</b>	approx. 328 (full-time equivalence), two-thirds female
<b>Total turnover</b>	approx. € 18,500,000
<b>Investment and restoration volume</b>	approx. € 13,200,000
<b>Total number of visitors</b>	approx. 937,000

### Number of visitors based on individual location

<b>Schönbrunn Palace incl. garden attractions</b>	approx. 640,000 admissions
<b>Sisi Museum</b>	approx. 179,000 persons
<b>Vienna Furniture Museum</b>	approx. 19,000 persons
<b>Schloss Hof Estate</b>	approx. 99,000 persons

## FACTS & FIGURES 2021

<b>Owner</b>	The Republic of Austria (BMDW)
<b>Management</b>	Schönbrunn Group
<b>CEO / Director</b>	Mag. Klaus Panholzer
<b>Employees</b>	approx. 305 (full-time equivalence), two-thirds female
<b>Total turnover</b>	approx. € 20,900,000
<b>Investment and restoration volume</b>	approx. € 8,500,000
<b>Total number of visitors</b>	approx. 1,133,500

### Number of visitors based on individual location

<b>Schönbrunn Palace incl. garden attractions</b>	approx. 829,000 admissions
<b>Sisi Museum</b>	approx. 160,500 persons
<b>Vienna Furniture Museum</b>	approx. 12,500 persons
<b>Schloss Hof Estate</b>	approx. 131,500 persons

## FACTS & FIGURES 2022

<b>Owner</b>	The Republic of Austria (BMDW)
<b>Management</b>	Schönbrunn Group
<b>CEO / Director</b>	Mag. Klaus Panholzer
<b>Employees</b>	approx. 337 (full-time equivalence), two-thirds female
<b>Total turnover</b>	approx. € 52,000,000
<b>Investment and restoration volume</b>	approx. € 7,600,000
<b>Total number of visitors</b>	approx. 3,159,000

### Number of visitors based on individual location

<b>Schönbrunn Palace incl. garden attractions</b>	approx. 2,344,500 admissions
<b>Sisi Museum</b>	approx. 555,000 persons
<b>Vienna Furniture Museum</b>	approx. 31,500 persons
<b>Schloss Hof Estate</b>	approx. 228,000 persons



**Schönbrunn  
Group**

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