

„Help us build a magical realm for the imagination“

We would like to take the exhibition „The Emperor’s Ivories“ as an opportunity to remind you of an important topic close to the Museum’s heart: **Fundraising for the Collection of Sculpture and Decorative Arts.**

The Kunsthistorisches Museum was designed in the late 19th century as a daylight-museum, which means visitors frequently had to leave the galleries at dusk. By 2002 structural and technical conditions in the Collection had deteriorated so much that it had to be closed to the public. At present, the galleries are undergoing extensive revitalization work and we hope to re-open them in 2008/9. The new galleries will be substantially enlarged, covering over 2.700 m².

The Kunsthistorisches Museum and all its collections owe their very existence to people who loved beautiful things and collected works and objects d’art from all over the world, patronized artists and commissioned artworks. Art history and history record the names of these patrons together with those of the artists.

Without the Medici, Isabella d’Este or the Habsburgs we would not have art of this quality or scope.

A Magical Realm for the Imagination - the Habsburgs' *Kunstammer* Collections

The present-day Collection owes its magnificent holdings to the patronage of Archduke Ferdinand II (1529-1595) who founded the *Kunstammer* at Ambras, and to the Emperor Rudolf II (1552-1612) who's legendary *Kunstammer* was housed in the castle at Prague. It was the aim of a *Kunstammer*, the precursor of our modern museums, to reflect the cosmic order of the universe. However, it also included a magical realm where imagination ruled.

Today, the Kunsthistorische Museum's Collection of Sculptures and Decorative Arts houses a unique collection of sculptures, goldsmith-works, small bronzes, and ivories turned on a lathe as well as precious vessels cut from semi-precious stones, tapestries, and quite a few curiosities. The *Kunstammer* in Vienna is generally regarded as even more important than the *Grüne Gewölbe* in Dresden which was recently re-opened in a glare of publicity. The Kunsthistorische Museum's Collection of Sculpture and Decorative Arts may serve as an example for the successful collaboration between museums and private individuals or companies pursuing a common goal - to present unique and priceless artworks to the public.

Why do we need your help?

In order to guarantee international standards for the renovation programme and the new installation of the Collection closed since 2002 we need the help and support of sponsors. The extensive revitalization of the galleries is budgeted with 8 Million Euro. This fundraising campaign began in January 2006 and since then we have been able to raise about 600.000,- Euro with the help of a host of activities (campaigns for large and small sponsors, several fundraising dinners, a mulled-wine stand at the annual Christmas-Market etc.). This sum should cover the renovation of the floors, the windows, the stucco and the valuable painted decorations on the ceilings, the installation of electricity in all the galleries (for lighting and security), their necessary climate control, and new show-cases. The new Collection of Sculptures and Decorative Arts will be over a third larger than before as the curators' offices will be moved to the second floor.

The conservation of the Collection's precious holdings is of particular importance. Of the more than 3000 objects that will be exhibited in the new galleries, over 300 need to be restored.

A vision of a new *Kunstammer*

The objects of the Collection of Sculpture and Decorative Arts are rarely works that a visitor can understand in an instance - unlike, for example, a painting. A modern visitor will not be as versed as a Renaissance collector in knowledge about the different materials (e.g. pure rock crystal that looks like glass) and the technical difficulties inherent in working them, the exciting variety of meanings hidden in details or behind deceptively simple appearances (e.g. clocks and automatons, or cabinets).

However, presentation and accompanying texts displayed in the galleries aim to introduce visitors to this fascinating world of beauty and esprit, of the curious and the magical.

The aim is to offer both intellectual stimulation and sensual visual enjoyment.

The concept for the new installation was devised by the curators of the Collection of Sculpture and Decorative Arts. It envisages an exciting journey through time and artistic development. From mediaeval treasuries to the beginnings of the love of collecting so typical of the Italian Renaissance to early forms of museums - the *Kunstammer* - which evolved around the turn of the 17th century in a way that still informs the present-day collection in the Kunsthistorisches Museum.

The Baroque period is represented by extensive holdings which include specific artworks and monuments that document the status of the House of Habsburg as a chosen dynasty. The journey ends with Classicist art, a representative selection of which will be displayed for the first time ever in the history of the collection.

Imagination needs light air, warmth...

A costly conservation programme for the precious objects is planned in connection with the new installation so that newly-restored objects may not only regain their former glory but may also be adequately presented and displayed. The different types of mainly small-scale artworks, the variety of materials used - wood, bronze, ivory, precious metals, stone and

wax and to name but a few - require a large number of specially designed show-cases that have to meet lighting, security and climate control requirements just as much as aesthetic demands. Of particular importance will be controlling the temperature in the galleries: too high or too low temperatures, or fluctuating humidity levels gravely damage precious objects.

Like everything else, artworks are also subject to a natural aging process. This, however, can be aggravated by the environment in which they are stored. The renovation of the windows marks a first step in our effort to achieve constant results; however, additional steps to control temperature, ventilation and air conditioning of the galleries are needed. Installing them in the historic galleries is particularly difficult and expensive. A new lighting system will be able to do justice to objects that need a lot of light (e.g. bronze sculptures) and to those (e.g. tapestries) that have to be protected from too much light so as not to fade.

.. and strong partners and friends who help us

We are looking for patrons to help us by adopting one or more of the 300 most important objects. Conservation has a lot of catching up to do, even during the Austrian Empire this was not a priority. Only since the 1970's has the museum employed an academically-trained conservator. At present, nine conservators are working on the artworks, which means that some conservation work has to be outsourced. Over 500.000 Euro are budgeted for the conservation and restoration of these precious objects.

Adopt an artwork...

A list of all the artworks that urgently need to be restored is available from the Press Office (Abteilung für Öffentlichkeitsarbeit und Marketing). Please select your favourite exhibit and assume the costs for its conservation.

By contribution 500,- Euro you become a patron of the Collection of Sculpture and Decorative Arts providing vital support for the conservation and care of the objects in the collection. You will receive a certificate and a letter expressing our gratitude.



By contributing 1000,- Euro you can select your personal object together with one of the curators of the Collection of Sculpture and Decorative Arts to reflect your personal tastes and interests. The Director of the Collection will take you on an exceptional tour of the depot which is normally not accessible to the public. The Director General of the Kunsthistorisches Museum will thank you personally at a special reception. In addition, your name will be included in the label identifying and explaining your artwork.

Become a patron of imagination!

Most of the objects in the Collection of Sculpture and Decorative Arts owe their existence to art-loving patrons and connoisseurs such as the Medici in Florence or Isabella d'Este in Mantua, and, of course, the Habsburgs who not only collected but also commissioned works directly from artists.

With your support you will continue this noble tradition which has helped to preserve for posterity the names of all those connected with it.

And make use of these opportunities for your company.

We are pleased to offer your company the opportunity to show publicly your commitment to the Kunsthistorisches Museum and the Collection of Sculpture and Decorative Arts.

By contributing 1000,- Euro or more the name of your company will be included both in the programme of the formal opening and in the publication „Masterpieces in the Collection of Sculpture and Decorative Arts“.

By contributing 3.500,- Euro or more patrons of the Collection of Sculpture and Decorative Arts will also be able to visit the galleries during rebuilding and be invited to the formal opening reception scheduled for 2008/9.

By contributing 7.500,- Euro (excl. VAT) donors' names will also be included on a plaque installed in the entrance area of the new galleries.



Donors of 18.000 Euro or more (excl. VAT) will in addition to all the above be able to reserve the Cuppola Hall of the Kunsthistorisches Museum for a private function (max. 200 guests, excl. catering and personnel costs).

We also offer tailor-made sponsoring packages for companies.

Donations to the Kunsthistorisches Museum's Collection of Sculpture and Decorative Arts are tax-deductible for companies acc. to § 4 (4) Z 6 lit b. EstG (Austrian Tax Code), and for private individuals acc. to § 18 (1) Z 7 EstG (Austrian Tax Code).

Please send your donations to PSK Bank, account no. 900 28 580, bank code (BLZ) 60.000, payable to Kunsthistorisches Museum, Kunstammer

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