

99 Showbiz Made in Vienna The Marischkas

18 October 2023–9 September 2024



Im Palais Lobkowitz
Lobkowitzplatz 2, 1010 Wien
presse@theatermuseum.at
T +43 1 525 24 4019

About the Exhibition

By way of one of the most impressive Austrian artistic families – the Marischkas – the major annual exhibition held at the Theatermuseum gives detailed insight into one of the most fascinating and prolific eras in the history of Vienna’s entertainment industry. Beginning with the work of the two brothers Hubert (1882–1959) and Ernst (1893–1963), the exhibition pays tribute to the Marischkas’ wide-ranging creative output in theatre, operetta, and revue, and to their pioneering achievements in Austrian film. Furthermore, a broad panorama of artistically committed family members and creative collaborators, including composers, as well as such costume designers as Gerdago or Stella Junker-Weißenberg are disclosed.

Whereas, owing to his *Sissi* trilogy, Ernst Marischka remains inscribed in collective memory as a film director, the œuvre of illustrious theatre impresario, operetta singer, and bon vivant, Hubert Marischka, has yet to be revisited. Acquired in 1965, his private collection represents one of the most valuable mainstays of the Theatermuseum’s holdings. The occasion for the exhibition is the digital cataloguing of the estate, comprising as it does over 20,000 archive items. Presented here, among other artefacts, are photographs, sketches, original costumes, posters, and programmes from all the museum’s collections. Together they present a kaleidoscopic view of the protean creative work of the two Marischka brothers. The film and audio recordings recreate the contemporary spirit in and around Vienna’s stage life together with the impact it exerted on the international arena.

Ausstellungsparcours

The exhibition’s panopticon opens with *Hubert’s World*, featuring Hubert Marischka, whose virtuoso artistic talents ranged from operetta tenor, theatre management, inventor, and director of spectacularly staged revues during the 1920s to shrewd marketing genius, as testified by his collaboration with the Wiener Werkstätte and the Piatnik games company. Hubert’s collaboration with his younger brother Ernst made itself felt in the then still nascent medium of film. Without doubt, both of them are regarded as pioneers of Austrian filmmaking in the 1910s, in which they were active as directors, actors, screenwriters, and, not least, as producers.

Ernst Marischka – whose original screenplay for *A Song to Remember* was nominated for an Oscar, and whose libretto for the operetta *Waltzes from Vienna* provided the inspirational impetus behind Alfred Hitchcock’s screenplay for his eponymous film – is represented by such lesser-known works as *Matthäus-Passion* (St Matthew Passion), but also by his hugely popular entertainment films. Chief among them is the *Sissi* Trilogy (1955–57), based on the operetta *Sissy* (1932) by the Marischka brothers, to which the final section of the exhibition is devoted, and which also casts light on the long-standing legal dispute surrounding the ‘Sissy/Sissi’ material. The original drafts by costume designer Gerdago are presented for the first time and contrasted with the coronation dress worn by Romy Schneider in the movie.

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Recently retrieved Agfa colour albums of production photos and film stills as well as letters from Magda Schneider and Oskar Werner, grant insights into the film's behind-the-scenes production. The recent economic boom in the reception of Sisi is also highlighted in the final section.

Further exhibition highlights feature, among other things, the stunning reconstruction of the Viennese St. Stephen's Cathedral costume from the Marischka revue *Alles aus Liebe* (1927), and derive from costume sketches by the brilliant Stella Junker-Weißenberg. On loan, is the original coronation dress from the *Sissi* trilogy, which is contrasted with one of the original dresses of the Netflix series *The Empress*. Lotte Reiniger's silhouette animation film for the Marischka operetta *Sissy* from 1932 can be described as a real rediscovery. Finally, on display is a replica of a stage design model for the operetta *Reklame* (1929) – amalgam of Art Deco and Weimar Bauhaus – especially created for the exhibition.

A family tree spanning five generations serves as a unifying element, revealing other members of the artist dynasty and their creative work.

Selected contemporary approaches further comment on and contextualise the Marischkas' oeuvre, such as those of Christoph Schlingensiefel, Anna Artaker, and the Viennese club collective Rhinoplasty.

The majority of the 400-plus objects on display originates from the Theatermuseum's diverse collections. Two original, seldom shown pieces from the Kunsthistorische Museum's Picture Gallery and the Imperial Carriage Museum, are presented, among them a pair of ladies stockings from the Empress Elisabeth estate. These are supplemented by items held by the Filmarchiv Austria, the custodian of the Ernst Marischka estate, the Austrian Film Museum and the MAK – Museum of Applied Arts. A series of hand-selected loans from among the Marischka family and private collections complete the exhibition.

The exhibition was curated by Roland Fischer-Briand, Head of the Theatermuseum's Photography Collection, and film scholar Clara Huber. Mark and Hammann were responsible for the scenography and design, which reflects the broad spectrum of this artist dynasty.

There are two accompanying publications for the exhibition: *Showbiz Made in Vienna. Die Marischkas* edited by Marie-Theres Arnbom (German only) and *Fabulous Photography, Ready for the Stage*, optionally available with a limited photo edition, edited by Roland Fischer-Briand (German/English bilingual).

Showbiz Made in Vienna. The Marischkas is complemented by a varied programme featuring guided tours and workshops for children and adults, evening events, and a retrospective by Filmarchiv Austria, our cooperation partner.

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Accompanying Programme

GUIDED TOURS WITH THE CURATORS, OVERVIEW TOURS and WORKSHOPS FOR KIDS

The exhibition is accompanied by a comprehensive educational programme including guided tours and school workshops.

Visit www.theatermuseum.at/ShowbizMadeInVienna for more information and dates.

EVENTS

No one can get by me! Hubert Marischka makes music

Hubert Marischka also delighted his audiences as a flugelhorn player! Experience this unknown side of the universal genius in a humorous and highly musical way.

With Marie-Theres Arnbom, Daniela Preimesberger, Christina Renghofer, Lorenz Raab and Georg Wacks

Tue, 14 Nov. 2023, 7 p.m.

Tickets € 29 / concessions € 23

Learning to love and feel the body with the tools of acting

Workshop with actress and director **Nicole Marischka** for all who would like to feel themselves.

Sat, 27 April 2024, 10 a.m. till 4 p.m.

Tickets € 70

Sissi! Ein musikalischer Blick hinter die Kulissen

What would the world-famous cult films be without the heartfelt film music? The great and innovative ensemble **CrossNova** follows in their footsteps. It looks behind the scenes and reveals amazing details. A new look at Sissy – or Sissi.

Fri, 7 June 2024, 7 p.m.

Tickets € 29 / concessions € 23

The Marischkas – a retrospective

The Filmarchiv Austria pays tribute to the cinematic work of the Marischka dynasty in this extensive retrospective at the METRO Kinokulturhaus.

3 December 2023 till 17 January 2024

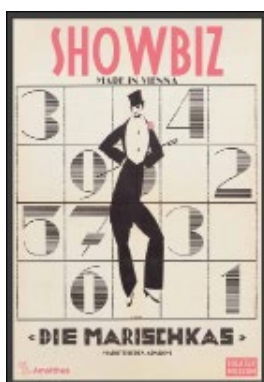
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Exhibition Publication



Showbiz Made in Vienna. Die Marischkas

Marie-Theres Arnbom

170 x 240 mm, 224 pages, French binding (German only)

Published by Amalthea

€ 30

For the Austrian entertainment industry, the legacy of the Marishka family is second to none. While virtuoso Hubert Marischka began his career as a singer, he went on to assume management of the Theater an der Wien in which capacity, and much to the delight of his audiences, he introduced Broadway to Vienna with dazzling, star-studded productions. His brother Ernst composed successful libretti, later achieving eminence above all as film director, the *Sissi* films being surely among his best-known works.

By way of vibrantly descriptive biographic sketches, the publication reawakens 1920s glamour and the spirited optimism of the 1950s of which the Marischka brothers were integral figures. Costume designers are featured no less than are the composers, librettists, and stars, each of whom contributed to a spectacularly imaginative era, as diverse and versatile as it was creative.

The publication includes essay contributions by Marie-Theres Arnbom, Paolo Caneppele, Christiane Druml, Lydia Gröbl, Clara Huber, Emmerich Kálmán, Günter Krenn, Barbara Lesak, Hubert Marischka, and Nicole Marischka.

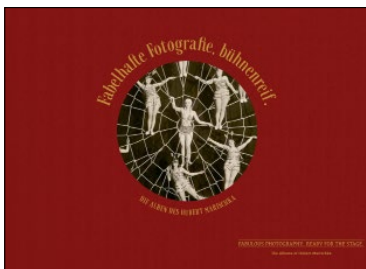
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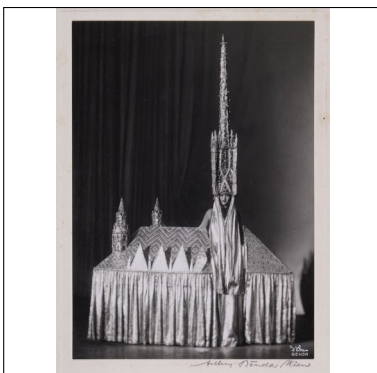


*Fabulous Photography, Ready for the Stage.
The Albums of Hubert Marischka*
Edited by Roland Fischer-Briand
German/English bilingual
Hardback, 31.8 x 21 cm, 184 pages
Published by Fotohof Edition
€ 150 incl. photo edition (€ 45 book only)

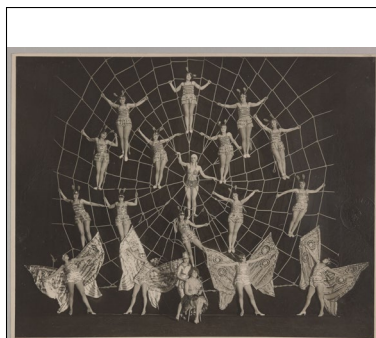
Throughout the course of his career, renowned Austrian actor, operetta tenor, and director Hubert Marischka (1882–1959) documented all aspects of his work for the stage in twenty representative photo albums. This personal compendium is both reflective of the half-century of theatre history spanning the Imperial and Royal era through to the years of 1950s optimism, and outstanding testimony to the developments of stage photography. Well-known photographers and their studios (Madame d’Ora, Arthur Benda, F. X. Setzer, Willinger, and many others) provide illuminating insight into the art of portrait photography, of stage design, and of performance practice both onstage and off.

Featuring highlights from the photo albums, this remarkable compendium is supplemented by photographs documenting two spectacular revues dating from the 1920s to which Marischka contributed. Compiled and with an introductory essay by Head of the Photographic Collection of the Theatermuseum, Roland Fischer-Briand, this volume makes accessible to a broad public a wealth of hitherto unpublished materials from the Hubert Marischka estate.

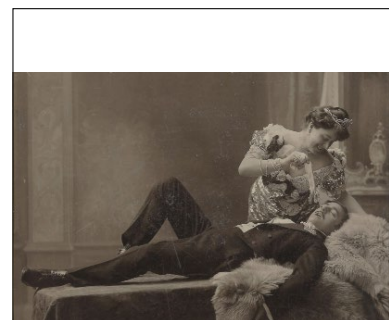
This remarkably high-quality book of photographs is also available with a photo edition, with three motifs to choose from (edition: 30 prints per motif, on HM Fine Art Baryta Paper, 325g, 22 x 28 cm/28 x 22 cm).



Alles aus Liebe – Marischka Revue
Costume: Der Stephansdom, 1927
Design: Stella Junker-Weißberg
Photo: Arthur Benda [d’Ora-Benda, Wien]
Courtesy: Galerie Johannes Faber, Wien



Wien lacht wieder! – Die Revue der Stars!
Untitled (Motive Spider Web), 1926
Photo: Wilhelm Willinger
© KHM-Museumsverband, Theatermuseum



The Merry Widow
Hubert Marischka and Betty Fischer, 1906
© KHM-Museumsverband, Theatermuseum

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Sissi – Schicksalsjahre einer Kaiserin
(Austria 1957), directed by Ernst Marischka, 19 December 1957
© dpa Picture Alliance / picturedesk.com
© Beta Film GmbH



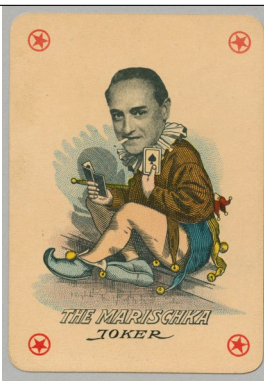
Hubert Marischka directing at the Theater an der Wien
c.1930
Photo: (presumably) Atelier Willinger, Wien
© KHM-Museumsverband, Theatermuseum



Ernst Marischka
from: Kinematographische Rundschau,
Girardi-Nummer
1913
Reproduction
© Österreichisches Filmmuseum



Hubert Marischka as 'Nero'
in *Die Bacchusnacht*
Theater an der Wien, 18 May 1923
(Marischka-Album 9, 1921–1923)
Photo: Wilhelm Willinger
© KHM-Museumsverband, Theatermuseum



Playing card with an image of Hubert Marischka as 'Joker' in a French set of playing cards
Not dated
© KHM-Museumsverband, Theatermuseum



Drinking bowl with the bust portrait of Hubert Marischka in the role of 'Mister X' in *Die Zirkusprinzessin* by Emmerich Kálmán
Theater an der Wien, 1926
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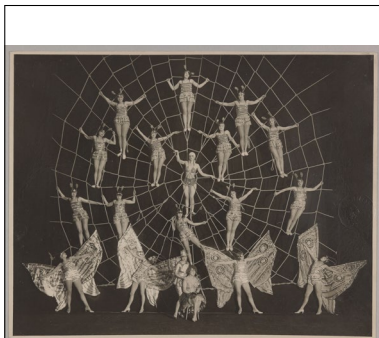
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Scene with revue girls from the revue *Wien lacht wieder* (Karl Farkas, Fritz Grünbaum, music by Ralph Benatzky)
Wiener Stadttheater, 1926
Photo: Wilhelm Willinger
© KHM-Museumsverband, Theatermuseum



Scene photo from the revue *Alles aus Liebe*
Neues Wiener Stadttheater, 1927
Photo: d'Ora Arthur Benda
Courtesy: Galerie Johannes Faber



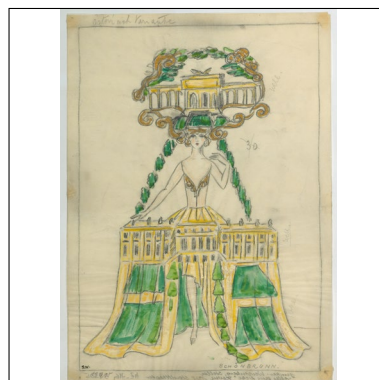
Scene photo from the revue *Alles aus Liebe*
Neues Wiener Stadttheater, 1927
Photo: d'Ora Arthur Benda
Courtesy: Galerie Johannes Faber



Revue girl 'Stephansdom' from the revue *Alles aus Liebe*
Neues Wiener Stadttheater, 1927
Photo: d'Ora Arthur Benda
Courtesy: Galerie Johannes Faber



Figurine 'Parlament' from the revue *Alles aus Liebe* (Karl Farkas, Ernst Marischka, music by Ralph Benatzky)
Costume designs: Stella Junker-Weißenberg
Wiener Stadttheater, 1928
© KHM-Museumsverband, Theatermuseum



Figurine 'Schloss Schönbrunn mit Gloriette' from the revue *Alles aus Liebe* (Karl Farkas, Ernst Marischka, music by Ralph Benatzky)
Costume designs: Stella Junker-Weißenberg
Wiener Stadttheater, 1928
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Figurine for the movie *Sissi – Schicksalsjahre einer Kaiserin* (1957)
Costume designs by Gerdago (Gerda Gottstein) for Romy Schneider
© KHM-Museumsverband, Theatermuseum



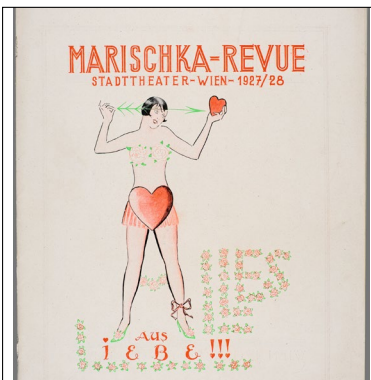
Figurine for the movie *Sissi – Schicksalsjahre einer Kaiserin* (1957)
Costume designs by Gerdago (Gerda Gottstein) for Romy Schneider
© KHM-Museumsverband, Theatermuseum



Figurine for the movie *Sissi – Schicksalsjahre einer Kaiserin* (1957)
Costume designs by Gerdago (Gerda Gottstein) for Romy Schneider
© KHM-Museumsverband, Theatermuseum



Costume in the style of a Hussar uniform for Hubert Marischka in his role as 'Mister X' in *Die Zirkusprinzessin*
Costume design: Atelier Gaston Zanel Paris Theater an der Wien, 1926
© KHM-Museumsverband, Theatermuseum



Playbill for the revue *Alles aus Liebe* (Karl Farkas, Ernst Marischka, music by Ralph Benatzky)
Neues Wiener Stadttheater, 1927
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Honorary ball ticket for Hubert Marischka to 'Würstelball' ('sausage ball')
1921
© KHM-Museumsverband, Theatermuseum

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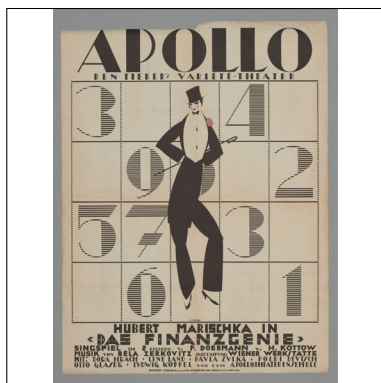
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Poster for *Das Finanzgenie*
Graphic design: Dagobert Peche / Wiener
Werkstätte
Ben Tieber's Apollo Variété-Theater,
December 1915
© KHM-Museumsverband, Theatermuseum



Poster for the revue *Alles aus Liebe* (K. Farkas,
F. Grünbaum, music by R. Benatzky)
Graphic design: Carlo Jung
Gust performance in The Hague,
The Netherlands, 1928
© KHM-Museumsverband, Theatermuseum



Lilian Marischka
Painting by John Quincy Adams
1927
© KHM-Museumsverband, Theatermuseum

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Entrance fees

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We request that, in addition to mentioning your medium, you also specify the date of your visit and attach a scan of your valid press pass. Many thanks for your understanding!

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