

# From Real Life into the World of Art

from 10 June 2021



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## About the virtual exhibition

**The KHM-Museumsverband is collaborating with the international research project "ART-ES", which invites visitors to experience aspects of European festive culture from the sixteenth to the eighteenth century online.**

The Theatermuseum, the Imperial Carriage Museum at Schönbrunn Castle, Ambras Castle in Innsbruck and the Visual Media Department of the KHM-Museumsverband participate in the research project "ART-ES", which was initiated in 2016 by the University of Málaga and which culminates in a virtual exhibition formally opened on 10 June 2021 ([www.artes-exhibition.digital](http://www.artes-exhibition.digital)). Visitors will be able to enjoy and experience European festive culture from the sixteenth to the eighteenth century in currently twelve (by September fifteen) different virtual galleries. The formal opening includes an international symposium held at Málaga and attended by Sabine Haag, Director-General of the KHM-Museumsverband.

### The Concept

In the early modern era, theatre performances and court festivities played a seminal role in European culture. They brought together artists from different disciplines and backgrounds and led to an intensive exchange between the visual and performing arts, creating novel, hybrid artforms. Reflecting the representational demands of the various patrons, these theatre performances and court festivities developed strong pictorial programmes and denote the "transition from life to art" (Jacob Burckhardt, *The Civilisation of the Renaissance in Italy*, 1860).

*From real life into the world of art* uses novel digital tools to communicate information and to make this complex and transient festive culture accessible for a modern audience. The exhibition combines the advantages of a scholarly publication with an interactive presentation comprising "dynamic one-pagers", animations and videos. Users can freely select their route through the centuries and subjects.

The exhibition is curated by Carmen González-Román (professor of art history at Málaga University), who leads the research project, and Rudi Risatti (curator of Drawings and Models at the Theatermuseum), head and coordinator of the project "virtual exhibition"; the content shown in the "virtual galleries" was selected by eighteen researchers from five European countries.

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## **The Horse Ballet and the Golden Apple**

The contributions from the Theatermuseum look at celebrations hosted by the imperial court in Vienna in the second half of the seventeenth century. Rudi Risatti resurrects the 1667 horse ballet *La contesa dell'aria e dell'acqua* (The Contest between Air and Water) in a comic-like animation. Daniela Franke recounts the famous baroque opera *Il pomo d'oro* (The Golden Apple) of 1668, illustrated by 23 spectacular stage sets devised by Lodovico Ottavio Burnacini, which take us from the heavens to the underworld.

## **The "Kolowrat Wedding" of 1580: "Let's bring it to life!" (as of July 2021)**

Veronika Sandbichler from Ambras Castle presents a splendid pageant held at Innsbruck in 1580 that featured countless mythological and fantastic figures. It was organised by Ferdinand II, Archduke of Austria and ruler of the Tyrol, to celebrate the wedding of his chamberlain Kolowrat, and the Archduke himself appeared at these nuptials disguised as Jupiter, the father of the Olympian gods.

## **Winter Pleasures (as of September 2021)**

With the help of a large painting depicting members of the imperial court in Vienna enjoying a sleighride in 1765, Monica Kurzel-Runtscheiner from the Imperial Carriage Museum at Schönbrunn Castle resurrects the fascinating world of courtly sleighrides that were popular in the baroque era. The painting demonstrates the remarkable conflation of court etiquette and princely representation with sport, fun and a chance to flirt. In addition, the animated painting shows us what it must have been like to witness these spectacular festivities.

## **Programming and Design**

Nicoletta Hernandez of the Visual Media department of the KHM-Museumsverband was in charge of programming and designing the digital show rooms. The department, led by Stefan Zeisler, including the media design group led by Peter Steinacher, was able to gain important experiences for future exhibition projects.

The main grant for this research project came from the Spanish Ministry of Science and Research. *From real life into the world of art* will go online on 10 June 2021. The opening event and the international symposium are open to the public and will be streamed on the exhibition's webpage. Both visiting the virtual exhibition and attending the symposium are free of charge.

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## Additional Links

Information about the exhibition, opening event and the symposium:  
[www.artes-exhibition.digital](http://www.artes-exhibition.digital) (from 10 June 2021)

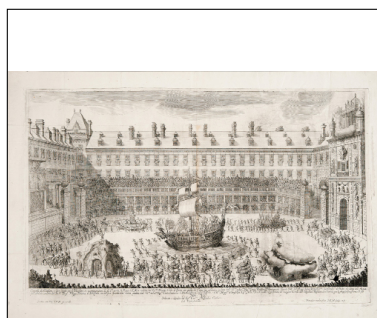
Sneak-Preview of three digital rooms:  
[artes-exhibition.digital/preview-scenography/](http://artes-exhibition.digital/preview-scenography/)  
[artes-exhibition.digital/preview-pomo-d-oro/](http://artes-exhibition.digital/preview-pomo-d-oro/)  
[artes-exhibition.digital/preview-rossballett/](http://artes-exhibition.digital/preview-rossballett/)

## Press Photos

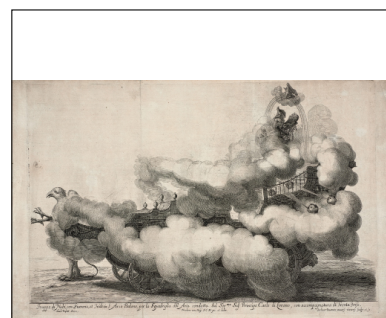
Photos are free of charge in relation to the press coverage of the exhibition.  
They are available for download under [www.theatermuseum.at/presse/](http://www.theatermuseum.at/presse/)



1\_ From Real Life into the World of Art  
Virtual exhibition  
© KHM-Museumsverband



2\_The Contest between Air and Water  
Vienna Horse Ballet, 1667  
Etching by Franciscus van der Steen after-  
Nikolaus van Hoy  
Theatermuseum  
© KHM-Museumsverband



3\_The Contest between Air and Water  
Vienna Horse Ballet, 1667  
Etching by Franciscus van der Steen after-  
Nikolaus van Hoy  
Theatermuseum  
© KHM-Museumsverband



4\_The Contest between Air and Water  
Animation / Filmstill  
© KHM-Museumsverband



5\_“Bocca d’Inferno” (“Hell’s Mouth”) from  
the opera “Il pomo d’oro” (“The Golden  
Apple”). Design: Lodovico Ottavio  
Burnacini (1636-1707),  
Etching: Matthäus Küsel (1629 - 1681)  
Theatermuseum © KHM-Museumsverband



6\_Courtly sleighride on 7 February 1765,  
dated 1766  
Franz Michael Augustin Purgau (1714 - 1770)  
Kunsthistorisches Museum Wien,  
Picture Gallery  
© KHM-Museumsverband

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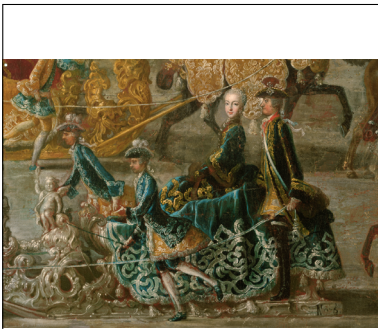
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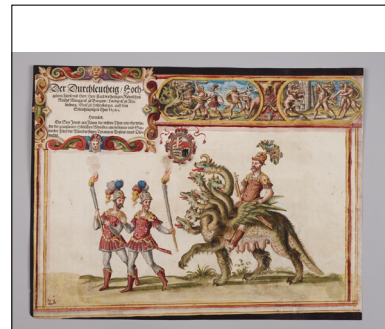
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7\_Courtly sleighride on 7 February 1765  
(detail), dated 1766  
Franz Michael Augustin Purgau (1714 - 1770)  
Kunsthistorisches Museum Wien,  
Picture Gallery  
© KHM-Museumsverband



8\_Kolowrat-Wedding, Detail  
Sigmund Elsässer (died before 1587)  
Kunsthistorisches Museum Wien,  
Kunstammer / Ambras Castle  
© KHM-Museumsverband



9\_Kolowrat-Wedding, Detail  
Sigmund Elsässer (died before 1587)  
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