



Culture & Trends Communications

Lena Hoppe

Spokeswoman

Phone: +49 841 89-48361

E-mail: lena.hoppe@audi.de

www.audi-mediacyenter.com/en

Audi Summer Concerts

Ingolstadt, January 29, 2019– Audi has hosted its own classical music festival since 1990. Every summer, world-renowned artists delight classical music fans in Ingolstadt. Featuring big names like Anne-Sophie Mutter, Sir Simon Rattle, the Vienna Philharmonic and Juan Diego Flórez, the summer concerts have drawn more than a quarter of a million visitors to the concert venues since their inception. In addition to the stars of classical music, young talent can also be heard, including the Audi Young Persons' Choral Academy, which has been performing there since 2008.

History of the festival

With the founding of the Audi Summer Concerts in 1990, AUDI AG expanded its involvement in the arts with its own festival. In doing so, Audi did not take center stage as a sponsor in the traditional sense, but instead designed its own concert program for the first time as an organizer. The aim was to enrich the cultural life of Ingolstadt as an integral part of the region and as a result to also contribute to the quality of life of the people. On June 15, 1990, Lorin Maazel and the Bavarian Radio Symphony Orchestra opened the first "Summer Concerts between the Danube and Altmühl," as the festival was named until 2003.

Highlights of the Audi Summer Concerts

The Audi Summer Concerts have offered their audiences a high-caliber program every year for 27 years now. Conductors such as Carlos Kleiber, Zubin Mehta and Nikolaus Harnoncourt, renowned soloists including Anne-Sophie Mutter, Lang Lang and Juan Diego Flórez and renowned ensembles from all over the world enchant audiences in the summer. The guest performance of the Salzburg Festival is a particularly enjoyable tradition at the summer concerts that continues to this day. This is a privilege for Ingolstadt that no other city in the world enjoys.

The Audi Summer Concerts celebrated their 20th anniversary in 2009. As a token of thanks to the loyal audience, Audi for the first time presented two large open-air concerts with free admission. More than 17,000 visitors flocked to Klenzpark, and their enthusiasm resulted in the Classic Open Air series being continued to this day.



In 2014, Audi and the internationally successful conductor Kent Nagano launched the three-year “Vorsprung-Festival” – a festival within the festival that focused on especially progressive artists and programs, which established new interfaces between great classical music stars and emerging young talent.

For the 25th anniversary of the Audi Summer Concerts, a production hall was converted into a concert hall with an extraordinary atmosphere. Behind the London Symphony Orchestra, elaborate, digitally distorted images of the conductor’s movements were projected onto a screen, accompanied by the thunderous sounds of Stravinsky’s “Le Sacre du Printemps.” Afterwards, in keeping with the theme of “Nature and Technology,” Kent Nagano conducted George Antheil’s “Ballet mécanique” with four pianists, the drums group led by Peter Sadlo, and with three Ducati motorcycles as instruments. Another technical and musical highlight of the anniversary summer was presented by the Minguet Quartet, which performed Stockhausen’s “Helicopter String Quartet” in four flying helicopters.

Stage for young talent

The Audi Summer Concerts have increasingly become a meeting place for artists of different generations. During the first decade of the festival, the Bavarian Orchestra Academy Ingolstadt – which renamed itself the BR Orchestra Academy Ingolstadt in 1993 – played a major role. Here, a symphony orchestra made up of music students learned from the professional musicians from Bavarian Radio and worked under renowned conductors including Lord Yehudi Menuhin, Lorin Maazel, Mstislaw Rostropowitsch and Mariss Jansons.

The festival continued its commitment in this area even after Audi became the sole organizer of the summer concerts in the summer of 2004. The Audi Young Persons’ Choral Academy, a project choir for around 70 young singers, celebrated its premiere during the 2008 season. The choir now makes international guest appearances and most recently performed during the grand opening of the Elbphilharmonie in Hamburg in January 2017. In addition, the summer concerts provide a stage for young composers and artists by awarding commissions for compositions and guest performances.

– End –

The Audi Group, with its brands Audi, Ducati and Lamborghini, is one of the most successful manufacturers of automobiles and motorcycles in the premium segment. It is present in more than 100 markets worldwide and produces at 16 locations in twelve countries. 100 percent subsidiaries of AUDI AG include Audi Sport GmbH (Neckarsulm), Automobili Lamborghini S.p.A. (Sant’Agata Bolognese, Italy) and Ducati Motor Holding S.p.A. (Bologna, Italy).

In 2017, the Audi Group delivered to customers about 1.878 million automobiles of the Audi brand, 3,815 sports cars of the Lamborghini brand and 55,900 motorcycles of the Ducati brand. In the 2016 fiscal year, AUDI AG achieved total revenue of €59.3 billion and an operating profit of €3.1 billion. At present, approximately 90,000 people work for the company all over the world, more than 60,000 of them in Germany. Audi focuses on sustainable products and technologies for the future of mobility.