



Salute to ViennaTM New Year's Concert

Story Ideas: Salute to Vienna New Year's Concert

A Tradition for Families

Since its debut in North America 25 years ago, Salute to Vienna New Year's Concert has become an annual tradition for families across the United States and Canada. A lively, energetic, and highly amusing performance, the concert is easily enjoyed by audiences of all ages. Unlike most classical music events, the pieces performed are short — 2- to 5-minute musical confections — creating a continuously shifting programme full of surprising variety. The performance is enlivened by members of internationally acclaimed dance companies, adding a delightful layer of spectacle to the concert-going experience. A knowledgeable and entertaining conductor acts as emcee with wit, charm, and exuberance, guaranteed to capture and keep your attention. Above all, the concert is a lighthearted romp through some of the most accessible, uplifting classical music of the late 19th and early 20th centuries: an unparalleled introduction to the art form for children and those new to the genre.

A Feast for the Senses

Salute to Vienna is not just a concert. Although the timeless overtures, waltzes, arias, and duets of Strauss and his contemporaries are given the spotlight, the sensory experience of the music-filled evening is enriched by visual elements, including intricate designs unique to each city hosting the concert. Based on the traditional floral design of Vienna's long-standing Neujahrskonzert, each North American concert features elaborately constructed, one-of-a-kind floral arrangements crafted specifically for each production by local florists. These floral arrangements create a vibrant visual focal point to unify all of the elements of the production. In addition, the concert features stunning performances from internationally renowned ballroom dancers and members of highly regarded ballet companies, including the National Ballet of Hungary, Kiev-Aniko Ballet Company, and Europaballet St.Pölten. Thanks to these masterful performances, the universal language of music is punctuated by the visual language of dance, creating a veritable feast for the senses.

25th Anniversary of the Concert in North America

This year marks a very special occasion: the 25th anniversary of Salute to Vienna in North America. Based on the Neujahrskonzert performed annually in Vienna's Musikverein for more than 80 years, this North American tradition was co-created by Attila and Marion Glatz a quarter-century ago, in an effort to introduce some of the finest European performers to audiences in Canada and the United States. From its humble origins in Toronto, the concert has evolved into a perennial event attended by



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more than 60,000 audience members in more than 20 cities each year. Over the last 25 years, families and friends have embraced this entertaining and lighthearted celebration; indeed, it has become an unmissable seasonal highlight for tens of thousands of audience members. And, with multi-city tour expansions on the horizon and a new generation of audience members being charmed by this annual concert experience, the future of Salute to Vienna in North America looks extremely bright. “Even as we reflect on the successes of the last twenty-five years,” says the concert’s co-founder Marion Glatz, “we find ourselves looking towards the future, in eager anticipation of all the great things still to come.”

Comedy in Operetta

Audiences may not expect a classical music presentation to be laugh-out-loud funny, but Salute to Vienna New Year’s Concert features some of the most entertaining and amusing content from comedic operettas that is sure to put a smile on everyone’s face. Traditionally a more light-hearted musical genre, operetta often tells stories of romantic entanglements, comedies of mistaken identities, and young lovers falling head over heels for the first time. The musical selections chosen for each programme vary from year to year, so that the humor of the performance is always fresh for returning audiences. The performance styles of the individual artists and the visual elements of the concert’s design work together to emphasize the music’s comedic qualities, creating the production’s fun and carefree tone. Audiences of all ages, including children, are routinely delighted by the onstage antics and lively musical performances at Salute to Vienna New Year’s Concert.

Local and International Talent

It takes both the finest local and international talent to make Salute to Vienna New Year’s Concert an authentic, unique, and unifying occasion. European singers and conductors are handpicked by the concert’s founders each year and invited to perform in cities across North America to ensure that local audiences are exposed to some of the world’s most renowned performers. These performers are accompanied by the finest local musicians each participating city has to offer, who come together to create the Strauss Symphony of America. By attending Salute to Vienna, local audiences have the opportunity to both support homegrown musicians, and enjoy the artistry of sopranos, tenors, ballroom dancers, ballet company members, and conductors who’ve crossed an ocean to ring in the New Year with them. This cultural meeting of artists from different backgrounds is a testament to the universal power of music, and its ability to bring communities together in celebration and song.