



WIEN MUSEUM
MEIN STÜCK WIEN

Vienna, November 2018

MY PIECE OF VIENNA

A Crowdfunding Campaign

A new era is coming to the Wien Museum! In the spring, Vienna's municipality approved the funding and zoning for our big construction project -- the complete renovation and ambitious expansion of our building on Karlsplatz. The preparations for **Wien Museum Neu** are well underway.

Our museum will change greatly. But some things will remain. Our most beloved objects, the **icons of our collection**, will of course be on view in the newly created museum. And we are using the time until then to put a special shine on them -- a major conservation project.

The first highlight is our **large city model from 1898** -- one of the museum's favorite objects ever since its opening. Made of hand-painted paper and measuring 13" x 16", the model of Vienna's first district was completed by Erwin Pendl on the occasion of the 50th anniversary of Francis Joseph's reign. Then as now, the model is a symbol for the modernization and growth of the city. This fave will enjoy a thorough facelift -- just like the museum as a whole.

With our major crowdfunding campaign **My Piece of Vienna**, we are inviting companies and private citizens to assume stewardship for one or more of the sites found on the historic city model. The proceeds will be used to finance the restoration of the museum's icons.

At the heart of the campaign is a website that will be launched on November 22, 2018:

www.meinstueckwien.at

A richly designed virtual, interactive 3D-model will offer the chance to digitally travel in time. Potential sponsors will be able to visit the historic first district to choose individual addresses to purchase. Sponsors will be prominently acknowledged, of course.



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My Piece of Vienna will also be featured in a major media campaign. We will use all our communication channels as well as our many partners to bring attention to the effort: press, newsletter, website, direct mail, and social media will all be mobilized. The campaign will also be advertised with posters and postcards.

We look forward to joining our sponsors in making their selections!

Contact us at meinstueckwien@wienmuseum.at if you want to get involved.

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