

Kick-off for the 25th Life ball in Salzburg

Style Bible gives insight into the look and feel of the anniversary year. Now available in stores and can be viewed online at www.stylebible.org

Vienna/Salzburg. Yesterday evening together with numerous prominent guests, the 25th Life Ball season officially kicked off at the Salzburg Hotel Schloss Leopoldskron, one of the original locations of the Hollywood classic *THE SOUND OF MUSIC*. The new Style Bible was also presented as part of the event.

Alfons Haider and Silvia Schneider led the evening with Conchita, Herbert Föttinger, Vera Doppler, Markus Freistätter Zoe Straub, Nathan Trent and Missy May.

Numerous longstanding Life Ball companions attended the event to clink glasses with Gery Keszler and his team. These included Viktoria Swarovksi, who plays the role of an angel watching over the Life Ball Family in this year's Style Bible. Among the guests were several other characters starring the Style Bible. Chris Lohner, Elisabeth Gürtler and Sunnyi Melles who played nuns in the Style Bible attended the event.

The singer Dominic Muhrer presented his interpretation of the iconic song *The Hills are Alive* to tune in the anniversary year.

Other guests included representatives from the cultural, political and economic fields such as Elisabeth Himmer-Hirnigl, Otto Konrad, Conny Kreuter, Gerda Rogers, Max Schmiedl, Florian Gschwandtner (Business Angel und Runtastic-Gründer), Gabriele Benz (Le Méridien Wien), Amra Bergmann (Bühnen-Designerin), Dieter Ehrenguber (Gut Aiderbichl), Suzanne Harf (Salzburger Festspiele), Stefan Herzl (Sound of Music Panoramateurs), Markus Ferrigato (Moët & Chandon), Christian & Fred Sturmayer (Coiffeur Sturmayer), sowie die Designer Thomas Kirchgrabner, Jürgen C. Hoerl und Andreas Enzenhofer und der General

Manager Austria von Red Bull, Robert Hohensinn.

The current Style Bible shows an elaborate series of pictures that reinterprets striking scenes from the 1956 film by artistically translating polarizing themes such as religion, tradition and tolerance into a new context. The main subjects were photographed this year by photographer Markus Morianz at the original outdoor locations of the Hollywood film. It is published by Verlag für Moderne Kunst.

Look Made in Austria

“A dirndl alone is not considered a style, but an excuse”, says Gery Keszler, CEO LIFE+ and organizer of the Life Ball. “Those who believe that a traditional costume automatically stands for a conservative attitude, make it too easy for themselves. Traditional costume is what you make out of it: We hope to have provided enough inspiration and fresh ideas through the themes and atmosphere of this year's Style Bible. At this year's Life Ball we want to take traditional costume in all its facets to a new level”, Keszler continues.

Several Austrian star designers, as well as two leading Austrian fashion schools, were involved in the implementation of the anniversary looks. Thomas Kirchgrabner developed Conchitas “Novizinnenkleid”. JCH JÜRGEN CHRISTIAN HÖRL also contributed several designs. Among other things, he developed the look of Fräulein Maria before the altar. FJ Baur created various headpieces for the Life Ball family. The Austrian designer and friend of Life Ball, Andreas Enzenhofer, created new outfits in the couture look especially for the historical dolls of the Salzburg figure theatre version of the musical. The long-time supporter of the Life Ball, Birgit Mörtl, was again responsible for extraordinary body-paintings and styles.

The Style Bible can be viewed online at www.stylebible.org. It has been published by VfmK Verlag für moderne Kunst GmbH and is also available internationally in bookshops for EUR 25.

Press Release
January 27th 2018

LIFE  BALL



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Style Bible 2018 Facts and Figures

- The style Bible photo shoots for the 25th anniversary of the life ball to be held on June 2, 2018 were held at twelve original locations of *The Sound of Music*.
- The style Bible themes were photographed mostly in outdoor locations.
- ART for ART provided more than 200 costumes for the shootings
- Around 50 schoolchildren, students and graduates of the Herbststrasse fashion school, and the Ferrari Innsbruck fashion school, invested over 2,000 hours of hard work in preparing the costumes.
- Alone for an Angel costume more than 8,000 crystals from Swarovski ELEMENTS were processed over 90 hours and 30 pairs of hands. The costume weighs a total of 50 kg, the wings 20 kg. The dress requires a steel framework to support it.
- The Salzburg Festival has provided the Life Ball with historical death costumes, made by the general public, for a variety of productions.
- More than 60 models and extras were in action at the various locations
- Hair & make-up styles were created by more than 30 people in close cooperation with artist, body painter and costume designer Birgit Mörtl.
- More than 100 M.A.C. products were used in the shootings.
- At the Felsenreitschule Salzburg, a ten-metre-high cuckoo clock stood as a prop during the Style Bible shoots (from the Mörbisch Lake Festival).

Published by: VfmK Verlag for moderne Kunst GmbH (www.vfmk.org)

Price: EUR 25

ISBN 978-3-903228-55-9

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