



## **The Style Bible Presents the Look of the Life Ball 2019**

**The count-down for imaginative costume creations & Life Ball tickets has begun**

*Vienna. The association LIFE+, together with Red Bull and Circus Roncalli, invited to the Wiener Lusthaus yesterday to present the Style Bible for this year's Life Ball. The protagonists of this volume elaborately decorated with Swarovski crystals emerge from a black-and-white circus world to find themselves in a colourful plane of diversity at the end of the rainbow. Their slogan is: "United in Diversity. Walking on the yellow brick road towards an end to AIDS." On their way, they pick up an increasing number of odd figures. They are all "freaks" in their own right, each on the search for a home, a heart, a brain, or courage.*

The guests of yesterday's Style Bible Presentation found themselves in the illustrious world of Bernhard Paul's Circus Roncalli. Before this perfect backdrop, Georgij Alexandrowitsch Makazaria was a worthy stand-in for Bernhard, guiding through the event as its host and circus director. It was a lucky find according to LIFE+ founder and Life Ball organiser Gery Keszler: "We are deeply grateful that Bernhard Paul gave us the opportunity to take pictures of our 'freaks' in his great circus. This very special world offers a unique atmosphere. It is impossible to miss that a circus is a single large family, with great cohesion as well as diversity. It used to be a place of refuge in the past, where people who were different would be included and accepted. That is what we want to express in our pictures."

Bernhard Paul is happy about the good cooperation and the ideas that connect the circus and LIFE+: "The world of circus has always been a place of refuge and a place where many people could live their fantasies. Nationality and religion don't matter in the circus. Gender matters even less. Homosexuality and different sexual orientations are a matter of course for us. The only thing that counts is what you can do and what you are like as a person." He is particularly happy that his daughter Lili Paul is this year's Life Ball Angel. She and her sister Vivi can also be seen in various pictures in the Style Bible.

The Style Bible with its 208 pages, issued in a limited edition of 1,000, was made possible by publisher and editor Christian Pöttler from the echo medienhaus. Christoph Schörkhuber from the agency Seite Zwei took care of the graphical implementation. Supported by Swarovski, he conjured Dorothy's sparkling red crystal shoe from the *Wizard of Oz* onto the cover.

The Style Bible was created in the USA and in Austria. Its pictures were taken by three star photographers: Markus Morianz and Denis Malerbi took the pictures of the black-and-white motifs before the backdrop of Circus Roncalli in Graz, while Marco

Ovando shot with international celebrities in six rainbow colours in New York and Los Angeles. Each of these represents one of the six groups of the LGBTQA movement. Stars such as Dita Von Teese, Alan Cumming, Kelly Osborne, Gilles Marini, Tatjana Patitz and Cynthia Nixon appeared before his camera as ambassadors for the good cause.

All in all, more than 100 models in 55 looks were photographed in Austria. The roughly 140 costumes were provided by ART for ART and elaborately reworked. The outfits for the prominent US models were put together by style icon Patricia Field, who already equipped *Sex & The City*. They were improved with more than 16,000 Swarovski ELEMENTS crystals in painstaking manual labour. A team of 30, with make-up and hair artists, stylists, decorators and body painters ensured an authentic look of the Style Bible protagonists. Renowned make-up artists brought their looks to life with more than 100 products by MAC Cosmetics. The hair stylists finished the ensemble with products by L'Oréal Professionnel.

The Style Bible, an interactive online magazine, not only permits the first view of the "Look & Feel" of the 26<sup>th</sup> Life Ball. It is meant as an introduction and inspiration for those ball guests who enjoy extravagant styles and help define the visual opulence of the Life Ball. The Style Bible 2019 is available online at [www.lifeplus.org](http://www.lifeplus.org). The limited-edition printed book costs EUR 35.00.

## **Tickets for the Life Ball 2019 – Information & Campaigns**

Official ticket sales for the 26<sup>th</sup> Life Ball will commence at 10 am on 4 March 2019. Tickets are sold by the "first come, first serve" principle. If you are interested, you can sign up for the ticket alarm at oeticket right now.

Tickets are available in the following categories:

Style Ticket:	EUR 90
Regular Ticket:	EUR 180
After Hour in the Volksgarten	EUR 20

Information on further ticket campaigns & specials can be found, always up to date, at [www.lifeplus.org/tickets](http://www.lifeplus.org/tickets) and [www.facebook.com/LifeBall](https://www.facebook.com/LifeBall).