

belvedere

CORPORATE SOUND BELVEDERE Kovacs/Mayr Develop Sound Identity for the Belvedere and Belvedere 21

Tuesday, July 9, 2019



What does an art museum containing eight hundred years of Austrian art history sound like? The Belvedere put that question out there and, together with Mira Lu Kovacs and Manu Mayr, came up with a convincing answer.

“The Belvedere is the first art museum in Austria with its own sound identity. Mira Lu Kovacs and Manu Mayr have created a sound structure that acoustically surrounds the Belvedere’s wide range of action to perfection,” says Stella Rollig, Artistic Director of the Belvedere.

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In the spring of 2019, renowned contemporary musicians were invited to submit suggestions and samples for the “Belvedere sound.” Their mission was to create a sound package that could be used in a variety of formats. Classic for the Belvedere but avoiding Baroque clichés, and for the Belvedere 21, modern, edgy, but nevertheless inviting.

The contributions of Mira Lu Kovacs and Manu Mayr made the final grade. “*Our aim,*” they stated, “*is to capture the atmosphere of the museum. For the Belvedere, a bold progression through the rooms, while for the Belvedere 21, it is more about neon lights with contemporary dynamism.*” The duo, who also play together in the group 5K HD, developed four basic tracks for several applications: telephone loops, as well as background music and sound logos for videos, events, and daily museum operations. The musical motifs they used are present in all the variants and are easily recognizable. For example, a guitar theme on a Wurlitzer for the Belvedere, or a “zipper motif” for the Belvedere 21; for both, the sound is unpredictable, elegant, and unique.

Mira Lu Kovacs is a principle figure in the young, cutting-edge Viennese alternative pop scene. Since 2013, the native of Burgenland has been writing, playing, and singing in the trio known as Schmids Puls. With this group, she won the 2016 FM4 Award at the Amadeus Austrian Music Awards and opened the 2018 Wiener Festwochen. She is also part of the avant-garde electronic/rock band 5K HD as well as member of the newly formed all-female rock group, My Ugly Clementine. Within a museum context, Kovacs is active with the series *Ganymed in Love* at Vienna’s Kunsthistorisches Museum. In 2019, she also curated Popfest Wien.

Manu Mayr is a contrabassist, electric bassist, and electronic musician and composer who has made a name for himself in a variety of band and scene-related contexts, including the Jazzwerkstatt Wien and the group known as Kompost 3. The latter ensemble has mutated into 5K HD, his collaboration with singer Mira Lu Kovacs. After studying jazz, the multi-instrumentalist has increasingly turned to improvised contemporary music; the deep exploration and melding of different soundscapes and the resulting sociotope can be described as the core of his creative work. His concert career brings him to renowned jazz, new music, and electronic festivals worldwide.

The new sound signatures of the Belvedere and the Belvedere 21 will be used starting July 2019.

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Press images and sound files are available to be downloaded for free for press purposes via the following link: <https://belvedere.hbox.at/index.php/s/9oPMTN2byKHqXsx>

*Link to the video with Mira Lu Kovacs and Manu Mayr:
<https://www.youtube.com/watch?v=quoLzgqzRyw>*

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