

MARX HALLE

A historic event location at the heart of Vienna



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“Welcome to **MARX HALLE!**”

20.000 square meters split into four studios, all able to host events simultaneously, heated, and with all adjoining rooms ready for you and your event. The impressive steel structure in the area of Neu Marx in Vienna-Landstraße has developed in recent years to become a versatile and unique event location. The HEY-U! Mediagroup has recognized the gap in the Viennese event sector and turned an unused area with a shed roof into a center for national and international events in Vienna.



Since 2015, we have welcomed over 2 million visitors to more than 800 events at MARX HALLE. The range of events include international fairs, industrial and corporate galas, concerts featuring *Parovoz Stelar*, *Cro*, *Pharrell Williams*, *The XX*, and *The Chainsmokers* as well as theater and cabaret plays in the always sold-out GLOBE VIENNA.

In addition, we continue to welcome many enthusiastic visitors to popular events such as the *Craft Bier Fest*, design markets, and various parties at *Marx Project*.

Every year, more than 30,000 art lovers from all over the world come to Neu Marx for the internationally prestigious contemporary art fair *viennacontemporary*.

Protected as a historical monument, the iron structure of MARX HALLE provides a spectacular setting for all kinds of events. MARX HALLE is multifunctionally usable thanks to the flexible room structure and technology.

Get a picture on the following pages of the versatility of MARX HALLE, or pay us a visit.

We look forward to seeing you!


Herwig Ursin
Executive Director

Treasure of architecture

“This place is naturally brilliant, the open construction of the three-aisled hall (...), the first wrought-iron construction in Vienna.”

www.art-magazin.de, 25.9.2015 **art** DAS KUNSTMAGAZIN

© Thomas Strini

1878

In this year, the local council of the imperial capital Vienna decided to build the Vienna Central Meat Market at St. Marx. In the course of this, the now listed architectural jewel was planned according to the designs of the Viennese architect, Rudolf Frey, and was finally completed in 1881. From then on, animals were exhibited and traded in this three-aisled cattle hall. With its graceful lightweight construction method, Vienna's first wrought-iron construction was regarded as an outstanding constructive achievement at the time of its creation.

In 1997, the building - which is the only surviving wrought-iron construction - was finally listed as a historic monument.

The original 50-meter-long hall now measures 175 meters in length, 114 meters in width and

17 meters in height. This results in a total area of 20,000 square meters.

After the removal of the adjacent slaughterhouse in 1997, the hall was empty for a long time. The iron structure and the roof were renovated between 2006 and 2007.

From 2011 to 2014, the HEY-U! Mediagroup successfully worked out a utilization concept and emphasized the features and the expansion of the infrastructure. In a few years, the building - now known as MARX HALLE - became the vibrant center of the area of Neu Marx.

What began at the end of the 19th century with a brilliant architectural achievement and was abandoned in the 20th century as a former industrial building, has now become the state-of-the-art, multifunctional MARX HALLE.



Ideal transport connection
Subway, Tram, Bus & Car

An excellent venue:
Concerts, Clubbing, Theatre, Fairs & Corporate Events

An ideal place for **community, culture and music** in Vienna

Parking spaces and a garage right next to the location

MARX HALLE counted over **2 million** guests since its opening

MARX HALLE

The Vibrant and Creative Center of Neu Marx - an international Showcase Project

Offering an area of **20.000 m²** the **MARX HALLE** offers space and possibilities for every kind of event

A perfect addition to the already existing venues in Vienna

Within **3 studios** and a **theatre** can take place **simultaneously**

Impressive architecture from 1878 and now listed as a **historic monument**



Art Capital Vienna

The gate to the east

Every September, Vienna becomes the global capital of the contemporary art scene. Anyone who steps into MARX HALLE through the imposing round-arch portal – decorated with a bull's head above – dives into the world of art; simultaneously crosses over through the Gate to the East.

Since the art fair *viennacontemporary* first took place in Neu MARX in 2015, it has ultimately taken shape and anchored its position on the art market.

Meanwhile, the fair is considered as the center/hub of art for Eastern- and Southern Europe.

The phenomenal development is not only based on the unique charm of the venue.

After all, the industrial monument built at the end of the 19th century, with its extraordinary light conditions, an outstanding sense of openness, and ideal transport connection, was predestined for the presentation of contemporary art.

"The MARX HALLE fits perfectly in our concept. By this extraordinary turn-of-the-century architecture, it offers an interesting and provocative antithesis to the contemporary art scene. It has already established itself as cultural hotspot in the midst of the up-and-coming creative area of Neu Marx, and offers a multifunctional venue with a wealth of possibilities for the construction of the fair stands and unique presentations. MARX HALLE allows a remarkable experience for VIP guests and visitors of the *viennacontemporary* art exhibition", says Renger van den Heuvel, managing director of the *viennacontemporary*.



© Alexander Murashkin

"Our commitment to the viennacontemporary is unbroken. I have a big vision: Our exhibition is without a doubt the leading art fair within CEE (Central East Europe, Anm.), stands for the mediation between East and West and offers an ideal platform for exchange and discussion. The success of our endeavour in the previous year underlines clearly how important this is. I can proudly say that our art exhibition in Vienna is one of the most important platforms for well-known art markets in Western Europe and emerging markets in Eastern, Southern and Central Europe."

*Dmitry Aksenov, chairman of the viennacontemporary,
founder of the RDI Group, supporter of the Salzburger Festspiele and the Albertina*



© Alexander Murashkin



© Alexander Murashkin



© Alexander Murashkin

"Now in its fourth edition in the spectacular venue of Marx Halle, a cast-iron former meat market, Vienna Contemporary, which ends on Sunday, this year featured some 110 exhibiting dealers, about 40 percent of whom are based in Austria."

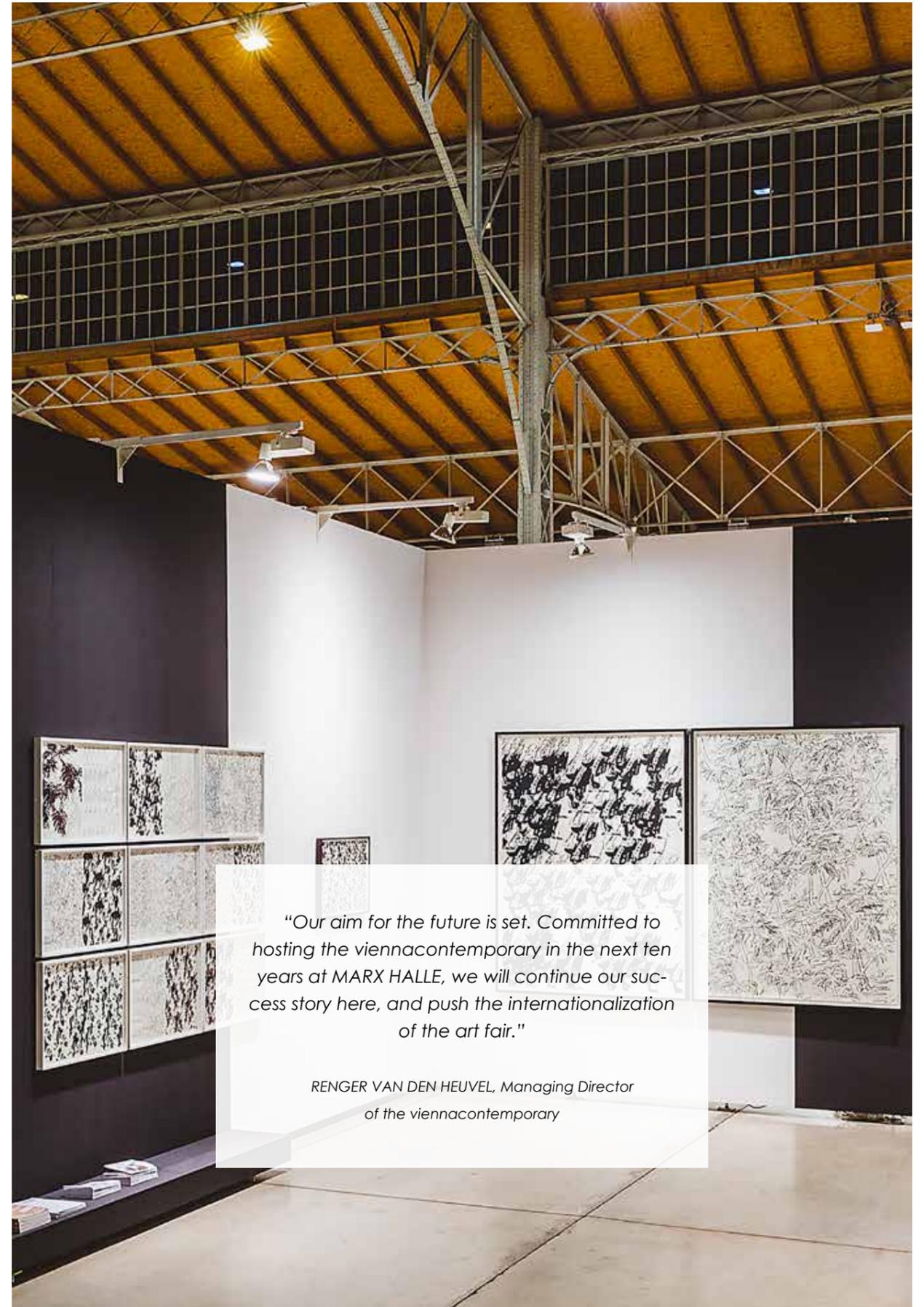
THE NEW YORK TIMES

"Although the fair is undoubtedly a high commercial event, it has retained the atmosphere of a space for opportunity: mostly the galleries don't offer luxury trophies, but rather risk presentations by less prominent artists."

KURIER



© Alexander Murashkin



"Our aim for the future is set. Committed to hosting the viennacontemporary in the next ten years at MARX HALLE, we will continue our success story here, and push the internationalization of the art fair."

RENGER VAN DEN HEUVEL, Managing Director of the viennacontemporary

© Alexander Murashkin

Formal dinners and congresses

Vienna's new event hotspot

MARX HALLE provides a large scope for events, there are many possibilities and enough space, especially for international corporate events.

In the last few years many companies had to avoid Vienna, due to the lack of appropriate venues. This gap has finally been closed with MARX HALLE, which presents a positive impact for Vienna as a business and tourism location.

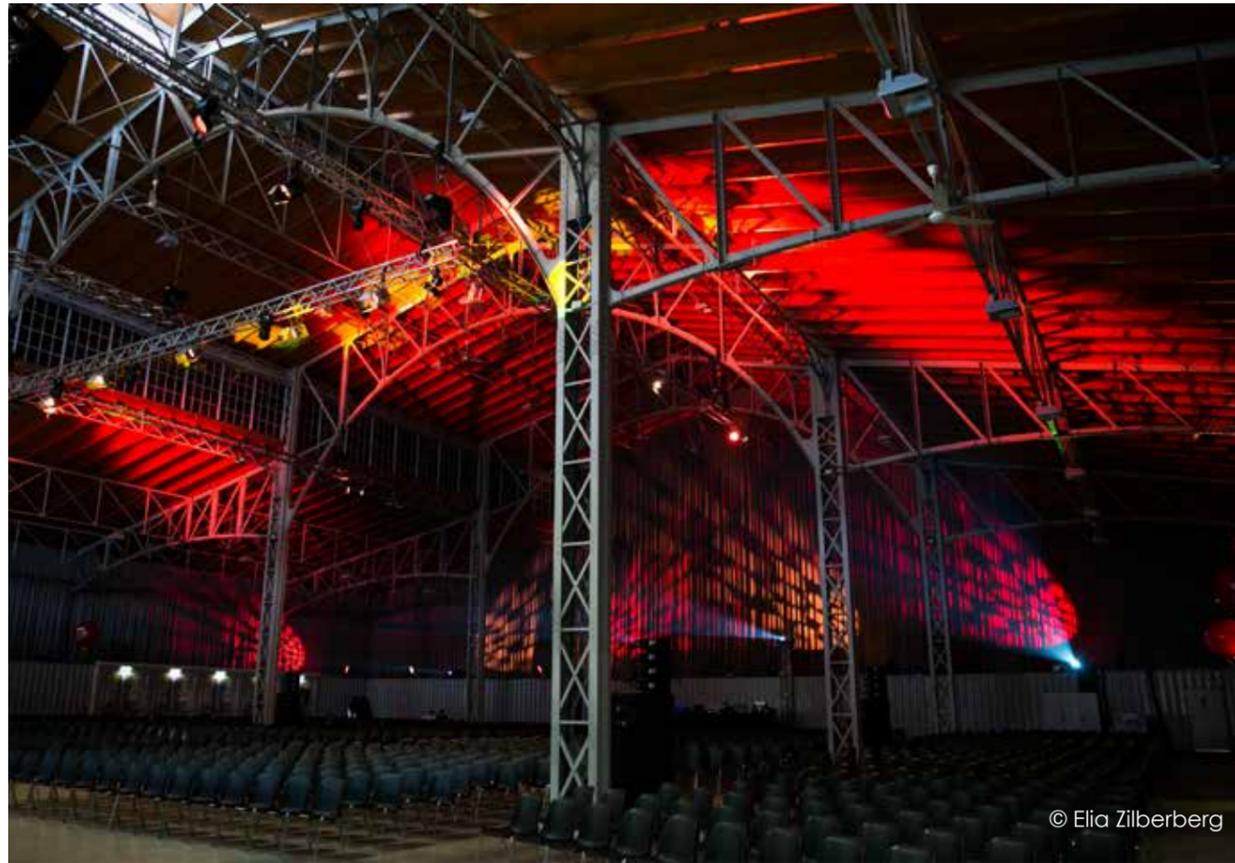
Since international galas and large B2B events happened for the first time in Vienna, it ensured numerous overnight stays and correspondingly added value.

Previously, due to the lack of event locations, many important galas had to move to Bratislava or Prague, but they now have found a new home with MARX HALLE. Thanks to these new possibilities MARX HALLE is an enrichment for Austria's capital and Austria itself.

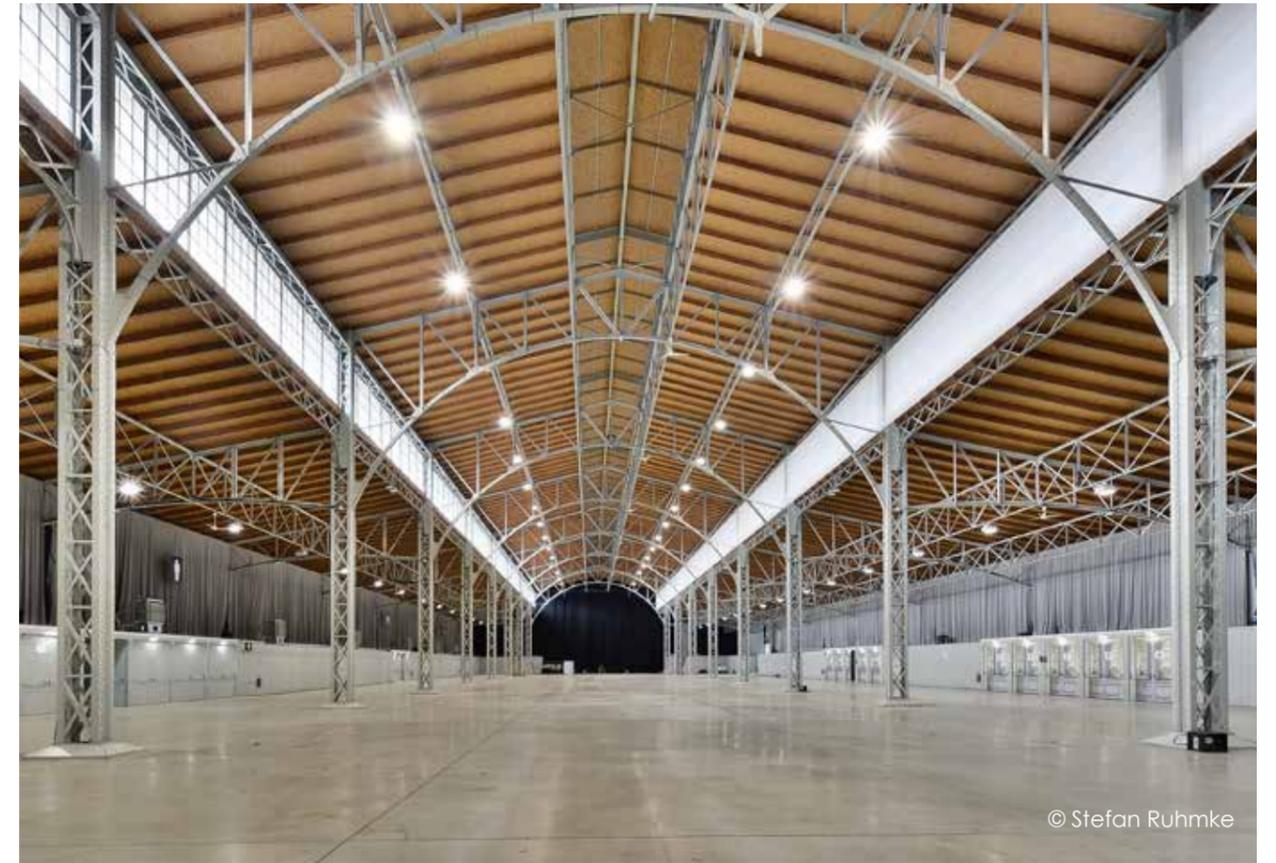
Since revitalization, well-known companies such as the *REWE Group*, *UNIQA*, *A1*, *Siemens* or *Post*, as well as automobile manufacturers like *Audi* and *Mercedes*, the Spanish financial group *MAPFR* or the Swiss pharmaceutical company *Actelion* have held their corporate events in the spectacular premises of MARX HALLE. Even former Austrian president Heinz Fischer and ex-minister of social affairs Rudolf Hundsdorfer attended the 'GALA for Austrian Volunteers'.

The wide and light-flooded halls offer a spectacular place for gala dinners for several thousand guests. A special bonus is the flexibility of the room structure and the absolute freedom of choice regarding catering, tech support, AV companies and other services.





© Elia Zilberberg



© Stefan Ruhmke



© Ulrich Aydt

Come together

Presentation in Style

MARX HALLE steps forward with perfect conditions for all industries by providing a flexible and barrier-free stage for fairs, congresses or conferences. In addition to B2B trade fairs, product presentations and show concepts, the premises are also suitable for all kind of public fairs.

Previous highlights included the international dealership meeting of 'Audi', the annual pet fair, large industry fairs such as the 'Frauenthal EXPO', the print fair 'X-Fair', the 'Accelerate' software conference, Austria's largest sports fair 'Vienna Sports World' or 'Austrian Hair International'.



© Thomas Lerch

Live feeling in MARX HALLE

Music under steel beams

D The successful Austrian rapper *RAF Camora*, the British indie band *The XX* and the multiple award-winning DJ duo *The Chainsmokers* filled the hall with enthusiasm at their highly acclaimed performances, delighting around 8,000 fans. US chart topper *Pharrell Williams* made almost as many visitors "happy" and the internationally undisputed king of electro swing, *Parov Stelar*, thrilled his audience in 2015 at one of his few and therefore completely sold out Austrian gigs. The English cult band *The Cure*

also played one of their rare concerts here. MARX HALLE has long become a concert hotspot in Austria. Thanks to the flexible room layout, concerts with a capacity of between 3,000 and 8,000 people can be held here with no problem.

In addition to individual concerts and clubbings, summer festivals such as the *Harvest of Art* or the *Two Days a Week Special* took place. As a potential concert location, MARX HALLE does not compete with Vienna's venues, but is a welcoming addition. "Especially club events and stand-up concerts are becoming increasingly popular in Austria. MARX HALLE is a beautiful location, it has just the right capacity and from the technology, the acoustics to the parking situation and the good transport connections, you could call it the ideal location for Vienna," gushes event professional and concert promoter Matthias Rotermond about the professional conditions.

Creative Industries, Design und Craft Bier

Open for everyone

The open character, the flexible room layout and favorable transport connections make MARX HALLE ideal for public trade fairs, exhibitions and special product presentations. This also applies to events for Vienna's young and creative scene. A good example of this is the highly successful *Craft Bier Fest*, which has become a fixed

point in Vienna's leisure culture. Another popular meeting point is the design market *Edelstoff*, a platform for arts and crafts, fashion and lifestyle products. Cake and bread festivals complete the offer.

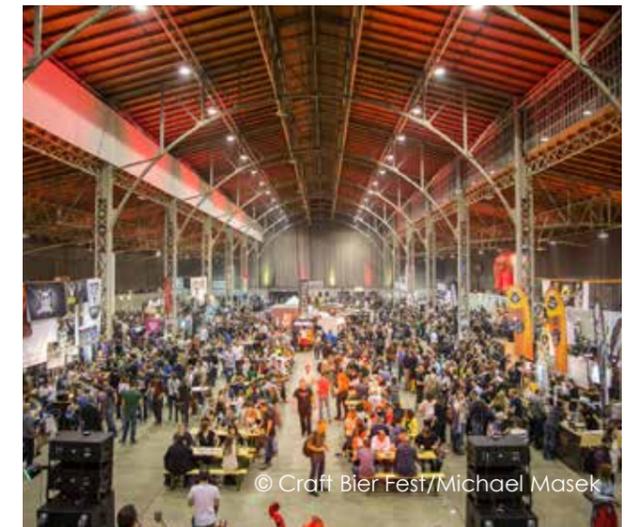
We are looking forward to realizing new creative formats with you.



© Oreste Schaller



© Bianca Löffler



© Craft Bier Fest/Michael Masek



© Ben Angel



© Philipp Lipiarski



© GEPA



© 4GAMECHANGERS

Pure ambience

Stage MARX HALLE

The extraordinary architecture of the wrought-iron construction and the extravagant ambience is increasingly becoming the scene of high-subscription TV productions. Since 2017, Austria's Sportsman of the Year has been awarded at the *Lotterien Sporthilfe Gala* at MARX HALLE, which is broadcasted live during the main evening program. An annual highlight is the *4GAMECHANGERS* digitalisation festival, organized by PULS4. Another monumental TV event was the live feed of the Super Bowl Final 2017 from MARX HALLE. Also a welcomed guest is the Austrian hit TV Show *Austria's Next Topmodel*.

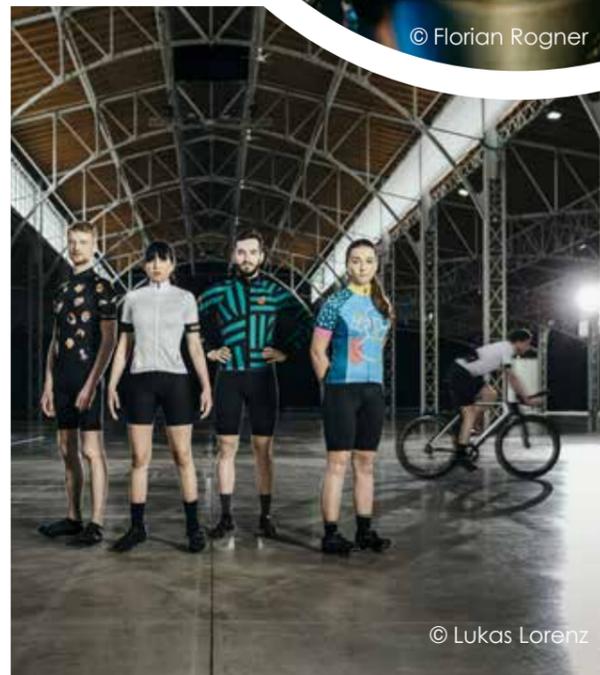
Whether TV commercials by *Bank Austria* or *Vöslauer*, film shoots by *ORF*, *DFB* or product presentation videos as well as various film projects by students of the art academy - MARX HALLE is a popular playground for creatives, advertisers and the local media scene.



© Florian Rogner



© Zoeca Jewellery



© Lukas Lorenz



© PULS4



© Fotografie Fetz



© Fabian Gasperl



© Fabian Gasperl



© Fotografie Fetz



© Fabian Gasperl

Culinary diversity

Catering at MARX HALLE

An innovative catering concept is being implemented at MARX HALLE. A diverse selection of restaurants, cafés and delicacy shops with different culinary specialties are gathered under one roof.

If you are searching for classic regional and national cuisines, street food, but also wine and delicacies, you will find it at MARX HALLE. That is to guarantee to find something for everyone. Various and regular events cater to variety and entertainment.

There is no doubt that MARX HALLE will develop into a culinary attraction beyond Neu Marx and make the location even more attractive.



© Jan Frankl

Entertainment

The GLOBE VIENNA is a drawing card for cabaret and theatre events

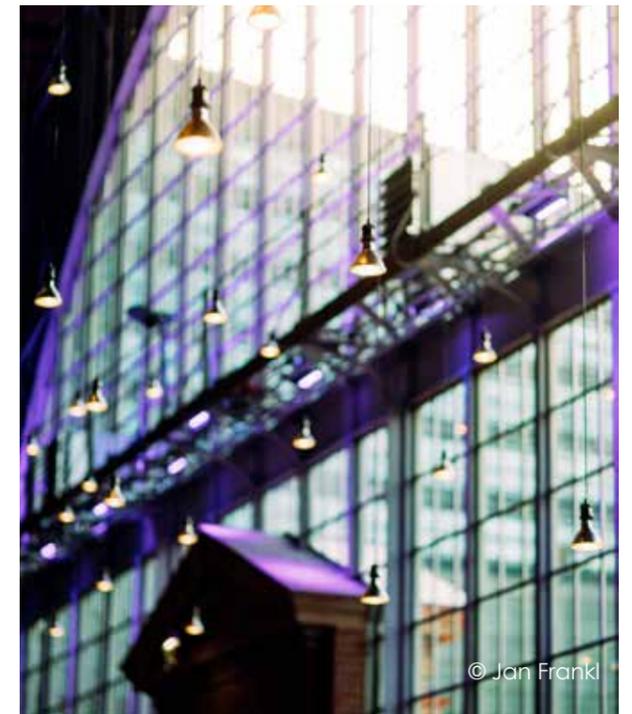
Drama, cabaret, upscale entertainment in a time-honoured setting - this is the concept behind the new theatre in the Capital of Culture Vienna. "450 Years of William Shakespeare" is a wonderful occasion to revive the unique form of the original London "Globe Theatre" in Vienna and to start a homage to William Shakespeare and the art of theatre par excellence. The cabaret artist, actor, author and director Michael Niavarani has ventured about this adventure - with terrific success, as the first years have proven.

The GLOBE VIENNA is a unique theatre stage in Austria within MARX HALLE. Design and form based on Shakespeare's historic Globe Theatre (opened in London in 1599, destroyed by fire in 1613), the GLOBE VIENNA presents itself as a modern equipped room in the style of the famous Elizabethan Pleasure Centre.

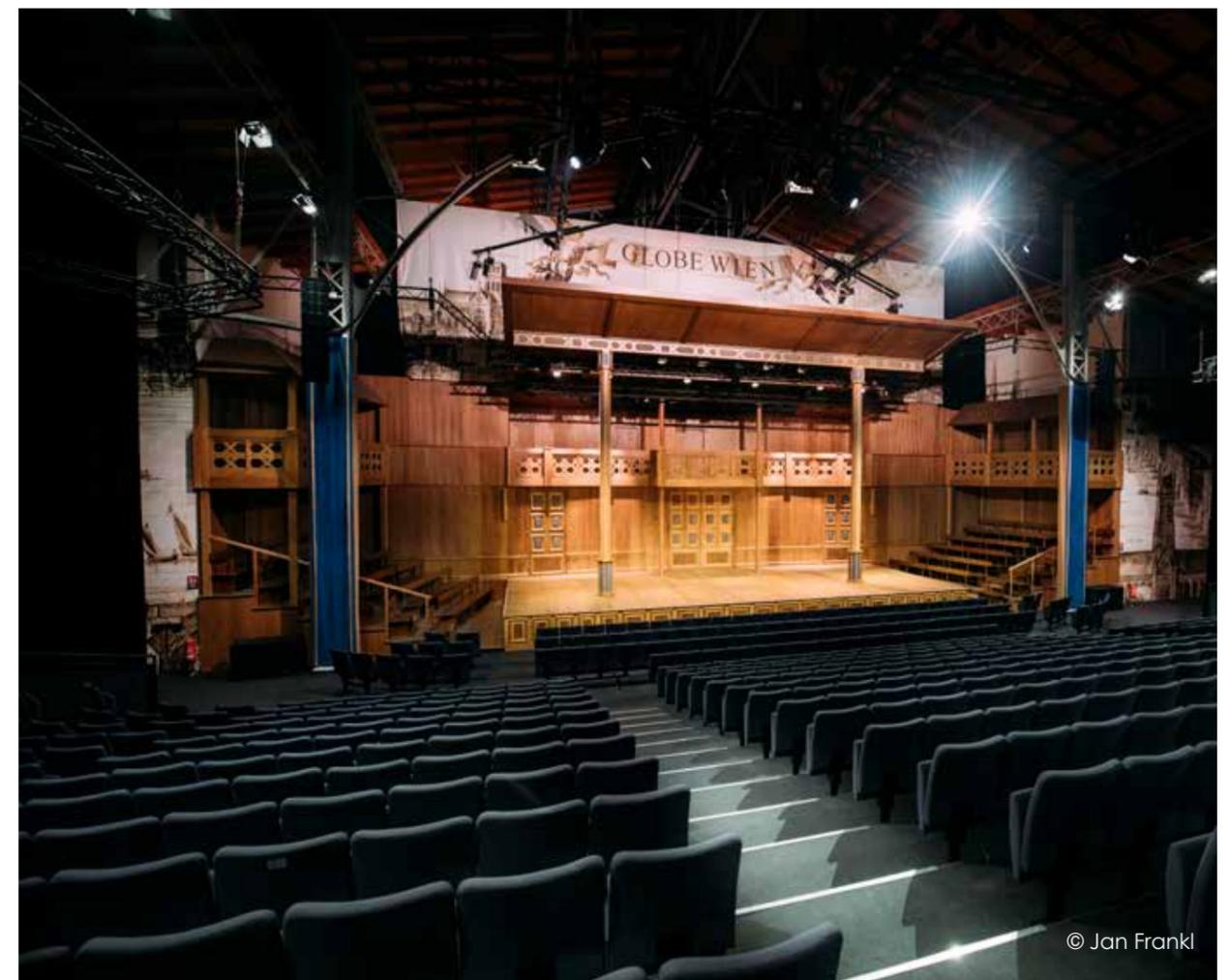
Equivalent to the historical London model, a space has been created that offers viewers a special closeness to the events on stage. On different le-

vels there are rows of seats or boxes for up to 1,600 visitors, depending on use. Like the entire MARX HALLE, the ground floor seats are barrier-free.

Every viewer can feel as if they were at the Globe Theatre and experience the entertaining events on stage. Whether *Richard III* or *Romeo and Juliet* in the adapted Niavarani version, whether cabaret programs from the *Hektikern* to *Otto Schenk*, *Kaya Yanar* or *Michael Mittermeier*. It is impossible to imagine the Viennese entertainment scene without the GLOBE VIENNA.



© Jan Frankl



© Jan Frankl



300,000 viewers in front of the TV and 1,400 guests at Marx-Halle joined the local stars in excitement at the "Sports Oscars" ceremony.
Österreich, 02.11.2018



Niavarani and his partner Georg Hoanzl seemed relieved to euphoric during the intermission that their theatre is now really shining again in new glamour- and that it is even more beautiful and better than before.
Wiener Zeitung, 11.10.2018



Super success for viennacontemporary, which thus consolidated its international position: 30,863 visitors came to Marx Halle between 27 and 30 September. Many international and Austrian art collectors as well as art lovers and students came to see 118 galleries from 27 countries. Remarkable are the international sales of art to museums, institutions and collectors.
Kronen Zeitung, 02.10.2018



The viennacontemporary, a long leading art fair in Europe, was opened yesterday at Marx-Halle. With a huge celebrity crowd! 118 galleries and institutions from 27 countries show stars and promising young artists, unusual stand presentations, the "Focus: Armenia", but also special projects like the "Invisible Museum".
Kronen Zeitung, 28.09.2018



From a bird's view, the interior of Marx-Halle probably looks like a letter case: cube for cube - 118 in number - with art at sale, made of various materials, with hurried gallery owners and collectors eager to buy. The viennacontemporary art fair is open from Thursday to Sunday (30.9.). In its fourth edition, the rise of the young Viennese scene is conspicuous.
Salzburger Nachrichten, 26.09.2018



"Two bands, two stages, one battle": this is the motto of the "Red Bull Music Sound-clash", which will take place on 17 November at the Vienna Marx Halle. For the music contest, which will be held in Austria for the first time, the beverage company has been able to win the local combo Seiler & Speer and their German colleagues The BossHoss.
Salzburger Nachrichten, 18.08.2018



Puls 4 has transformed Marx-Halle into an exhibition centre. National and international start-ups line up with a large number of stands. (...) For three days, the Marx-Halle has been transformed into a networking El Dorado, so to speak.
Der Standard, 18.04.2018



The Sporthilfe-Gala at Marx-Halle has now really arrived after initial difficulties in the first years. 1400 guests celebrated until the early morning.
Salzburger Nachrichten, 02.11.2018



Today, the gig of the year is taking place at Marx Halle: Red Bull Music invites you to a free concert by rap legend RAF Camora.
Österreich, 16.02.2018



Who are Austria's Sportsman or Sportswomen of the Year? Mirjam Weichselbraun and Rainer Pariasek present the winners of the journalist election at Marx Halle Vienna.
Kronen Zeitung, 27.10.2017



The British pop minimalists The XX gave a guest performance at Marx Halle in Vienna: a triumph.
Wiener Zeitung, 24.02.2017



Viennacontemporary establishes itself as an explorers trade fair.
FAZ, 23.09.2017



The Vienna Contemporary presents itself young and experimental.
NZZ, 22.09.2017



Viennacontemporary is just around the corner — the international art fair located in Austria's capital takes place September 21 through 24 at Marx Halle Vienna.
Forbes, 31.08.2017



Largest programmers' meeting in Europe. A huge playground for IT developers is the Vienna WeAreDevelopers conference according to the organizers. Over 3,700 visitors are expected to attend the event at Marx Halle.
ORF, 11.05.2017

ORF

Today the Craft Bier Fest starts at Marx Halle. Last year's edition had 8,000 visitors. This Year there should be even more.
ORF, 05.05.2017

Die Presse

This week, Vienna was entirely devoted to contemporary art. Viennacontemporary, which is taking place for the third time this year at Marx-Halle and will run until this evening, has finally succeeded in getting museums, institutions and galleries to join in and put Vienna in the spotlight as an attractive cultural city for contemporary art.
Die Presse, 24.09.2017

DER STANDARD

Viennacontemporary has long since fulfilled the demand for internationality. It is already among the top 20 trade fairs worldwide, says CEO Dmitry Aksenov. His ambitious goal: to be one of the five most important trade fairs in five years.
Der Standard, 21.09.2017

DIE WELT

The motto East meets West, which has been tried and tested for years by the art fair Viennacontemporary, also makes the third edition a treasure trove for discoverers.
Die Welt, 25.09.2017

Die Presse

Pale Ale at the architectural monument.
Die Presse, 11.11.2016

Salzburger Nachrichten

PJ Harvey inspired at Viennas edition of the Harvest Of Art.
Salzburger Nachrichten, 09.07.2016

News

Next weekend, Austria's whisky, gin and noble brandy expertise will be concentrated at Marx Halle.
NEWS, 22.11.2016

DIE ZEIT

The entrance is almost imperial. You walk on a red carpet through a long corridor before the hall opens up in full splendour and width. (...) An architectural jewel from the 19th century, once the central cattle market in Vienna, today the host for the Vienna Contemporary. (...) The VC has thus already entered the map of international art fairs with the first edition.
Die Zeit, 01.10.2015

WirtschaftsBlatt

For the first time in ten years, the printing industry is presenting itself again with a new print and cross-media show in Austria. For three days, more than 100 exhibitors will showcase their products and technologies on around 8000 square meters at Viennas MARX HALL.
Wirtschaftsblatt, 16.04.2015

ÖSTERREICH

From mid-November to 5 December, the world will once again look at Vienna. For the first time in history, the world finals of one of the three largest beauty contests in the world - Miss Earth 2015 - will take place in the Danube metropolis this year. The coronation gala night will be held at MARX HALL.
Österreich, 23.06.2015

The New York Times

Viennacontemporary, the city's main art fair, is a prime example of how the city has become a showcase für East European artists. When it took place last month, it attracted close to 28.000 visitors and just shy of 100 galleries.
New York Times, 13.10.2015

WIENER ZEITUNG

In the first half of 2015 alone, more than 112,000 visitors attended the 102 days of events. The range of events extends from various concerts and after-show parties to events such as the "Austrian Hairdressing Award" or the "Creative Food Market". (...) And due to its architecture, the hall is not only suitable for trade fairs or concerts, but also, for example, for gala evenings, for industry whose guests want to experience a special flair and for who have so far avoided Vienna.
Wiener Zeitung, 18.09.2015

FORMAT

"Much nicer and clearer", was already the basic tenor of the first visitors of viennacontemporary at the new location at the spacious MARX HALLE in Vienna's third district during the preview.
Format, 25.09.2015

HEY-U!
MEDIAGROUP



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