



## 150 Years Vienna World's Fair

In 2023 Vienna celebrates the 150th anniversary of the Vienna World's Fair in 1873. The Weltmuseum Wien will join the festivities and focus on the topic a whole year long: from January to December 2023, the museum will offer a **guided tour** (alternating between German and English) entitled *The Vienna World's Fair 1873 and Art Nouveau* every Saturday at 11 am. Moreover, visitors will receive a **free booklet** (German/English) with information on the Vienna World's Fair 1873 as well as on objects in the collections of Weltmuseum Wien and Kunsthistorisches Museum either displayed at or entered into the collections after the World's Fair.

Find out more about the Vienna World's Fair 1873 and the supporting programme at Weltmuseum Wien on the **museum website**:

[weltmuseumwien.at/en/programme/150-years-vienna-worlds-fair](https://weltmuseumwien.at/en/programme/150-years-vienna-worlds-fair)

### Encounters in Vienna

The Vienna World's Fair of 1873 was a platform for meetings and exchange. It was the first world exhibition after the opening of the Suez Canal in 1869 and offered ample opportunities to establish trade relationships.

Morocco, Egypt, Tunisia, the Ottoman Empire, and Persia were represented with own pavilions in Vienna. The newly formed 'oriental quarter' featured replicas of original buildings and presented local arts and crafts as well as resources. The Shah of Persia, Naser-al-Din,



visited Austria on the occasion of the World's Fair, while western Asian countries were introduced to industrial processes. In Vienna the exhibition sparked a distinct oriental fashion trend: carpets, glasses, and ceramics modelled after oriental examples found their way into Vienna's households. The newly established Oriental Museum acquired collections presented at the World's Fair and stayed in touch with contacts to the Middle East. These collections gradually ended up at today's Weltmuseum Wien and MAK – Museum of Applied Arts Vienna; the museum itself evolved into today's Vienna University of Economics and Business.

### **1873 – Japan comes to Europe**

The Vienna World's Fair also marked a particularly important moment in the history of Japan. After being forced by external pressure to open up, and after an interior restructuring of the country, Japan found itself in turmoil at the time of the World's Fair. Following the abolition of the old feudal system in the course of the Meiji Restoration, Japan endeavoured to present itself in Europe as a modern state. A commission, to which also foreigners such as the brothers Alexander and Heinrich von Siebold belonged, was formed in Japan. According to the officially published catalogue, this group compiled over 6,000 objects to be presented in Vienna.

As one of the key themes of the exhibition in Vienna was architecture, Japan sent several architecture models to Europe. One of the largest items exhibited in the Japanese pavilion and today the central object in the Japan gallery of the Weltmuseum Wien is the model of a Daimyo residence of the Edo period (1600–1868).

The Vienna World's Fair was the first and only universal exhibition in the German-speaking region until the Expo 2000 in Hanover, Germany. It ushered in the period of Viennese Modernism.

## PRESS PHOTOGRAPHS

Press photographs are available in the press section of our website free of charge, for your topical reporting [weltemuseumwien.at/presse](https://weltemuseumwien.at/presse)

### Interior view of the Japanese pavilion

Photograph of the Vienna World's Fair 1873

Josef Löwy

© KHM-Museumsverband



### Goblet drum with label of the

Vienna World's Fair 1873

Turkey, before 1873

© KHM-Museumsverband



### Hirqa, robe of a dervish with cap

Iraq, before 1925

Collection Handelsmuseum Vienna

© KHM-Museumsverband



**Lady's Celebratory Mantle**

Nanai, Russian Federation, Siberia  
Amur region, 1850-1900  
© KHM-Museumsverband



**Doll *kanjo* 官女 (加えの銚子)**

Court lady  
Late Edo period, 1600–1868  
© KHM-Museumsverband



**House model of a daimyō residence**

*buke hinagata* 武家雛形  
Meiji period (1868–1912)  
Tokyo, 1872  
© KHM-Museumsverband



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© KHM-Museumsverband



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**The Arrival of the Meiji Emperor  
at the Railway Station**

錦絵「鉄道停車場」

Japan 1885

© KHM-Museumsverband





## **OPENING TIMES, TICKETS, ENTRANCE FEES**

[www.weltmuseumwien.at/en/information/](http://www.weltmuseumwien.at/en/information/)

## **ADDITIONAL INFORMATION REGARDING YOUR VISIT**

Guided tours, bookings and reservations for events

+43 1 534 30 - 5150

[kulturvermittlung@weltmuseumwien.at](mailto:kulturvermittlung@weltmuseumwien.at)

Information, questions and suggestions

+43 1 534 30 - 5052

[info@weltmuseumwien.at](mailto:info@weltmuseumwien.at)

## **EXHIBITION PROGRAMMES AND EVENTS**

All events can be found online in the [event calendar](#) of the Weltmuseum Wien.

## **SOCIAL MEDIA**

Follow the Weltmuseum Wien on Facebook and Instagram.

## **JOURNALIST ACCREDITATION**

Journalists visiting the KHM-Museumsverband for professional purposes are entitled to free admission to its exhibitions and locations. For this purpose, you need to register via [presse@weltmuseumwien.at](mailto:presse@weltmuseumwien.at) at least two working days in advance.

We request that, in addition to mentioning your medium, you also specify the date of your visit and attach a scan of your valid press pass. Many thanks for your understanding!

## **PRESS OFFICE**

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