



unisonSteadfast becomes a book sponsor

Hamburg, July 29, 2019

Thanks to professional event manager Lilli v. Reutter's recommendation to include the magnificent Austrian National Library into the Sightseeing Tour program, **unisonSteadfast** decided to become a book sponsor as part of the Austrian National Library's Book Adoption Campaign.

There were a few options to choose from. Wolfgang Mercier decided on sponsoring the book 'Beschreibung und Contrafactur der vornembsten Stät der Welt' (1574) by Georg Braun I. – a large-scale work in two volumes, showing splendidly colored city maps from all over the world. During the formal certification ceremony by Ms. Irmgard Harrer, M.A., Head of Sponsoring and Events in the so-called Camera Praefecti on Tuesday, June 23, 2019, the small group could carefully leaf through the adopted book.

Afterwards, the book was on display in one of the showcases in the magnificent State Hall for a few days, so that the IDC delegates could easily spot the sponsor's familiar name. It was opened on the respective page showing Constantinople, nowadays' Istanbul and capital city of the former Osman Empire, which due to its location on two continents symbolizes a cosmopolitan outlook and an open-minded international business environment.

The Book Adoption Campaign

One of the major challenges is the preservation of the valuable and unique collections, as the library's books and other objects contain the knowledge of centuries. Long-term conservation is needed to protect them against damage caused by natural ageing and frequent use. So-called book sponsors contribute to the preservation of these cultural treasures. The Book Adoption Campaign is one of the most successful cultural fundraising campaigns in Austria. Donations are exclusively used for the preservation purposes. They help rescue badly damaged books and other objects which urgently need conservation treatment. In addition, the Book Adoption Campaign financially supports the storage of valuable books and manuscripts in state-of-the-art acid-free archival boxes and other long-term preservation activities.

The sponsor receives a certificate of honor and an ex libris, showing the sponsor's name, is added to the antique object. Even though the donations are one-time donations, the ex libris stays with the object and the sponsor will always be related to the adopted book or other object. Not only celebrities and business corporations around the globe, but also numerous private book lovers have adopted books, maps, globes, drawings, music manuscripts, papyri, posters, photos, and other objects preserved by the Austrian National Library.

The Austrian National Library

The Austrian National Library looks back on a history rich in tradition going as far as the 14th century. It is one of the oldest and most important libraries in the world, building a bridge between the past and the future-oriented demands of a modern information society. Being the central academic library of the Republic of Austria, the Austrian National Library regards itself as an outstanding national preservation institution and as a multi-faceted center of public information and education, culture and scientific research.

In its eight Departments, the Austrian National Library, heir to the Habsburg court library, conserves a significant part of the world's documentary heritage, like manuscripts, music autographs, incunabula, old printed works, historical maps, posters, bookplates and, of no less importance, the literary estates of Austrian writers. Its collections of ca. 12 mil. objects are part of the Austrian cultural heritage. The historical State Hall is one of the most impressive Baroque library halls in the world.

Source: Austrian National Library

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