

*-Project-*  
*Imperial Train*  
*Museum*  
*Vienna*



# IMPERIAL TRAIN MUSEUM SCHÖNBRUNN

## Environment

The Imperial Train Museum is based on an original idea by Mr Gottfried Rieck, founder and creative mind of the Majestic Emperor Train de Luxe Company, who deals with the Imperial travel topic for 25 years.<sup>1</sup>

Just outside of Schönbrunn Palace in Vienna, adjacent to the U4 tube station *Hietzing*, there is an architectonic jewel: the Imperial Train Station (*Hofpavillon*), a building, designed by Vienna's most famous architect Otto Wagner. By its location, the building is situated in direct vicinity to Austria's most important tourism sight, the Schönbrunn Palace area. There are several existing museums and establishments with high attendances on this area: the Palace itself, the Schönbrunn Zoo, the *Palmenhaus* (botanical exhibit hall), and the Imperial Carriage Museum. Also, the Vienna Museum of Technology is nearby.

However, with only 16 hours of weekly opening, the building cannot currently be fully perceived and valued by the public. The current refurbishment is an excellent starting point to revive the location and to create an attraction for museum visitors.

The idea is an Imperial Train Museum which displays how the Emperor Franz Joseph once travelled by train. This matches the focus point of the Imperial Carriage Museum just opposite, which shows the Emperor's travels with other means of conveyance. By the so-called "Angel's Gate" (*Engelstor*) both museums could be reached by short distances and could build a topical interplay with each other. Opening the „Angel's Gate“ would also give another advantage: The Schönbrunn Gardens, the botanical exhibit hall *Palmenhaus* and the Schönbrunn Zoo could be easily reached from the U4 tube Station *Hietzing* replacing the current long-winded way alongside the wall up to the *Hietzing* entrance.

There are many ideas to enhance the Imperial Train Station building and area by attractions such as a steam train simulator, and by different events (e.g. concerts, book presentations, company events). There are no limits to restore the building to its historical weight!

## The Imperial Travels

The Habsburg Emperor Franz Joseph I. was born in 1830 and crowned at the age of only 18. Franz Joseph ruled the Empire for 69 years, being the longest serving monarch of his times. During his regnancy, there were three German *Kaiser*, four Russian Tsars, twelve French and eighteen American Presidents. The Monarch was married to the equally famous Empress Elisabeth (Sisi). The times of his reign are often called the „Golden Years“. In his time, the splendid Vienna *Ringstrasse* was constructed and Johann Strauss conquered the world of music with his world famous Viennese Waltz.

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<sup>1</sup> Cf. <http://www.majestic-train.com/en/ueber-uns-en/133-der-majestic-imperator-en.html>

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## The Imperial Train

Imperial waggons existed since the late 19<sup>th</sup> century. No costs were spared to realize travels for the Imperial family as comfortable and pleasant as possible. The most famous single waggon was built for Emperor Franz Joseph and his wife, Empress Elisabeth by the Ringhofer Company in Smichov near Prague. It was regarded as a “palace on rails”.<sup>2</sup> Unfortunately however, most of the waggons were destroyed during the world wars. Fortunately, the original construction plans, and many photos and pictures were saved.

## The Imperial Train Museum

### **Motto:**

***“You may arrive by bus, by car or by public transport, here you are welcome to experience how the Emperor travelled in the Golden Years.”***

The museum should host items and exhibits carefully chosen. Their presentation should be prepared by experts in their fields. Around the Emperor, Empress Elisabeth und their train engineer Claudius von Klauy there are several stories, anecdotes, historical relics and documentaries which, by their singularity, will attract the visitors’ interest. It is planned to recruit an experienced curator for the creation and arrangement of the permanent exhibition.

As the “train” topic has been removed from the Vienna Museum of Technology’s permanent display, a vacuum has arisen for numerous railway enthusiasts from around the world.

A museum shop is planned near the exit. A separate part of the room will be created as a cinema to show historic railway documentaries permanently. Inbetween, ads linking to neighboring museums and institutions can be shown. It is aspired to become part of the Schönbrunn Ticket network system.

All facilities of infrastructure can be hosted in the Imperial Train Station building itself (ticket shop, museum shop, washing rooms, office, storage room).

## The Business Model

Revenue is generated from entrance fees, from the museum shop, from room rental (events, receptions, company presentations, weddings), and from sponsors.

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<sup>2</sup> Cf. <http://www.majestic-train.com/en/the-train-en/history.html>

# IMPERIAL TRAIN MUSEUM SCHÖNBRUNN



Hofpavillon: exterior view<sup>3</sup>

**Place:** *Hofpavillon*, Schönbrunner Schloßstraße, A-1130 Vienna, Austria<sup>4</sup>

**Architect:** Otto Wagner

**Concept:** 1896 **Built:** 1898/99

**Master builders:** Doderer & Göhl

**Current refurbishment:** 2013/14

**Administration of the building:** *Wien Museum* (public museum of the City of Vienna)

**Public transport:** U4 tube station Hietzing ([direct link](#)), main public transport link to *Hietzing*, Schönbrunn Zoo, Museum of Technology, *Palmenhaus* (botanical exhibit hall), Carriage Museum

## Visitors per Year, Neighboring Museums and Institutions<sup>5</sup>:

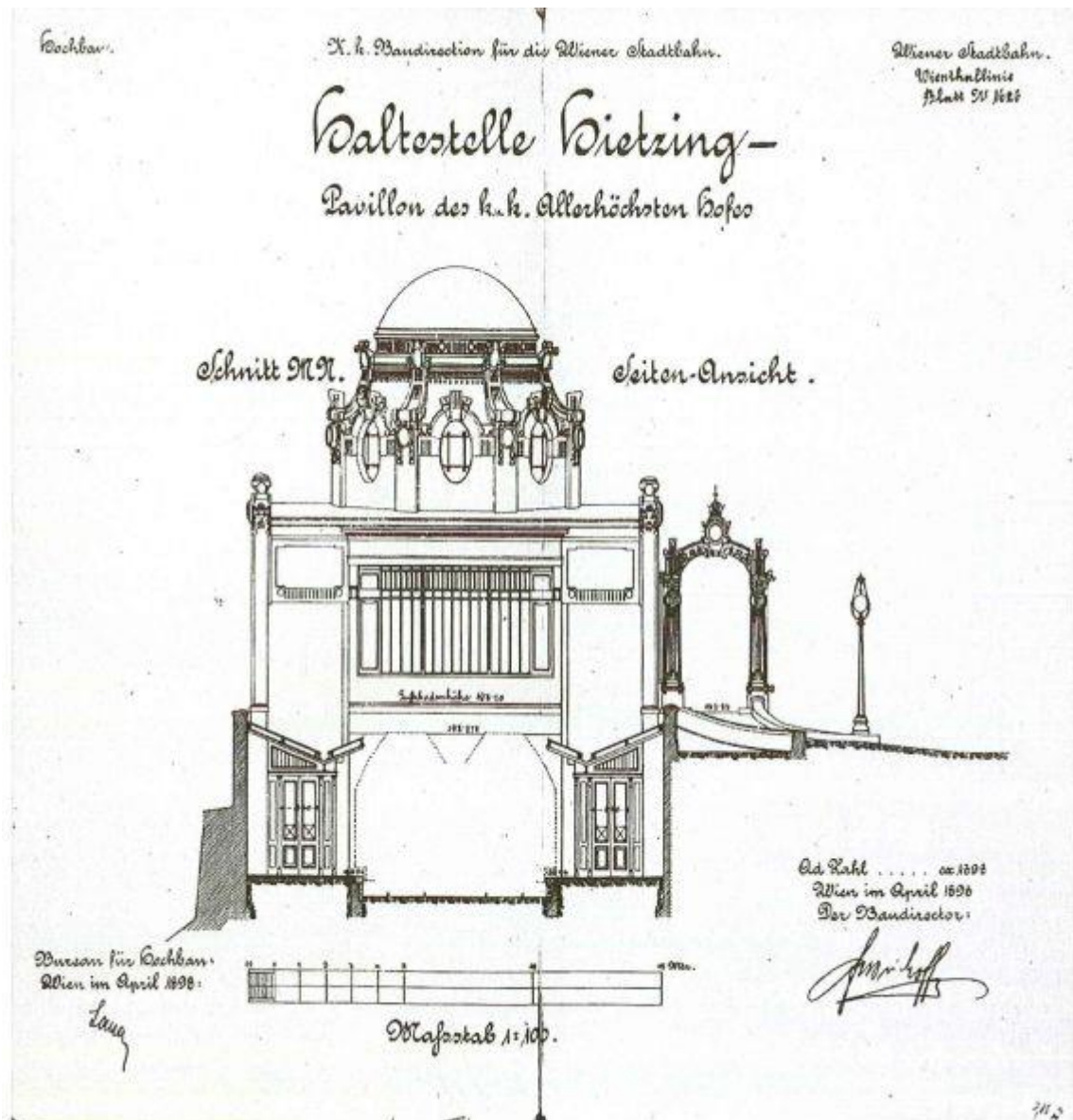
	2013	2012	2011
Schönbrunn Palace	2.87 m.	2.80 m.	2.66 m.
Schönbrunn Zoo	2.20 m.	2.20 m.	2.35 m.
Museum of Technology	366,542	316,939	295,734
<i>Palmenhaus</i>	n.a.	120,000	139,491
Carriage Museum	81,333	96,980	92,508

<sup>3</sup> Picture: <http://www.albertmilde.com/deu/hofpavillon.html>

<sup>4</sup> Details: <http://www.albertmilde.com/deu/hofpavillon.html> (in German)

<sup>5</sup> <http://www.wienkultur.info/page.php?id=98> (in German)

# IMPERIAL TRAIN MUSEUM SCHÖNBRUNN



## Project Team:

**KR Gottfried Rieck,**

R.I.E.C.K. Railconsult, Wien

**Jan Thomas, M.A.,**

R.I.E.C.K. Railconsult, Wien

## Expertise:

- specialist in railroads
- excellently networked in the tourism sector
- longtime experience in event management (tourism and MICE sectors)
- 25 years experience in international marketing
- longtime experience in event management (educational sector)
- lecturer in event management (University of Vienna)
- executive education in management (Said Business School, University of Oxford)
- networked in education and museum sectors

<sup>6</sup> Picture taken from: Dürig, Günther (Ed.): Otto Wagner. Stadtbahnstation-Hofpavillon. Hietzing. Wien [n.d.]

# IMPERIAL TRAIN MUSEUM SCHÖNBRUNN



Hofpavillon: interior view (1989)<sup>7</sup>

## Museum Details:

**Museum:** permanent exhibition (Imperial trains, Imperial travel, history of the building)  
cinema space (Video: documentaries – Imperial trains)  
museum shop (Vienna, Schönbrunn, Habsburg, railway, Otto Wagner)

**Schedule:** **(Wednesday-Sunday)**  
09:00-12:00 office hours (and weddings, agape)  
13:00-17:00 museum  
18:00- events, receptions, company presentations

## Business Model Details:

### Revenue:

ongoing: entrance fees *target: 8.000 visitors/year*  
entrance fees travel groups (Australia) *target: 16.000 visitors/year*  
museum shop  
rental (events, receptions, company presentations)  
rental (weddings)  
sponsors

### Expenditure:

one-time: exhibition costs (permanent exhibition)  
furniture technical configurations

ongoing: staff costs operational costs  
cleaning electricity, WIFI  
marketing/PR insurance  
rental fee (to *Wien Museum*) purchasing of stock items (museum shop)

<sup>7</sup> Picture taken from: Dürriegl, Günther (Ed.): Otto Wagner. Stadtbahnstation-Hofpavillon. Hietzing. Wien [n.d.]

# IMPERIAL TRAIN MUSEUM SCHÖNBRUNN

## Further Options:

- joining Schönbrunn Ticket network system
- co-operation with Schönbrunn Zoo
- co-operation with Museum of Technology
- opening the „Angel’s Gate“ (*Engelstor*) : direct access to Schönbrunn Gardens [optional with new pedestrian crossing]

## Development Options:

- coffee house (summer terrace)
- historic waggon and/or
- historic steam engine

*Supplement – business volume/operational profit estimate*

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