



Delight for a good cause

Sacher Artists' Collection: Unique thanks to passion

Feminine, visually strong and international is the 14th edition of the Sacher Artists' Collection. The unique wooden box of the world's most famous cake was designed by the internationally renowned artist Sarah Morris. 100% of the proceeds from the sale of the Sacher Artists' Collection, which is limited to 1,000 pieces, will go to the BONsurprise association.

At the presentation of the Sacher Artists' Collection, Sacher co-owner Alexandra Winkler emphasised: "The Sacher Artists' Collection unites three passions: the Original Sacher-Torte, our responsibility towards society, especially towards people with special challenges, and our connection to art".

The Sacher Artists' Collection has been a success since the first edition in 2009. All proceeds from sales go to a different charity every year - this time the BONsurprise association.

War of Roses from the Sound Graph series

Sarah Morris' design for this year's Sacher Artists' Collection refers to her triptych War of Roses (2020), which is part of the Sound Graph series. The painting's composition emerged from fragments of a conversation Morris had with the German writer and filmmaker Alexander Kluge for her film "Finite and Infinite Games" (2017), in which she also referred to very concrete elements: digital files, lights from audio devices, encoded information on bar charts and flowcharts, or structures of mapping. Another "War of Roses" painting by Morris, similar to the one depicted on the wooden box, is on display at Hotel Sacher Vienna until mid-November.

Relevance through engagement

The central element of the Sacher Artists' Collection is the support of charitable projects. The entire proceeds from the sale of the 14th Sacher Artists' Collection will go to the BONsurprise association in Vienna. This organisation has set itself the task of supporting children with tumours and their families during treatment with free flats near Vienna General Hospital. "When a child is seriously ill, closeness, regular routines and above all a lot of attention and the security of the family can support the success of the therapy. Our goal is to expand our services even further - which is why we are pleased, on behalf of the children and families, that we will be able to completely renovate one of our PINGUIN flats with the proceeds of the Sacher Artists' Collection. In addition, the rental and operating costs will be covered for two years," says chairwoman Andrea Salzmann, who founded BONsurprise nine years ago.

Sacher Artists' Collection



Sacher co-owner Georg Gürtler looks back on the success story of the Sacher Artists' Collection: "We launched the Sacher Artists' Collection in 2009 under the motto 'Enjoy for a good cause'. Every year, the famous wooden box in which the Original Sacher-Torte is packed is transformed into a unique work of art by a different artist".

As of now, the Original Sacher-Torte Size III in the limited edition Sacher Artists' Collection wooden box is available in the Sacher online shop (shop.sacher.com) and in the Sacher Confiserie in Vienna on Kärntnerstraße, in Salzburg, Graz and Seefeld-Tyrol on order.

Further information: [Artists' Collection | Sacher.com](http://Artists'Collection|Sacher.com)

About Sacher

Luxury, magical moments and culinary delight: with its two hotels in Vienna and Salzburg, the Alpin Resort Sacher Seefeld-Tyrol, coffee houses in Vienna, Salzburg, Graz and Parndorf and the Original Sacher-Torte, Sacher is one of the best-known family businesses in the world. In 1832, Franz Sacher created the Original Sacher-Torte and thus began a piece of Austrian cultural history. Today, under the loving care of the Winkler and Gürtler families, the Sacher Hotels delight visitors from all over the world every day, and the two city hotels in Vienna and Salzburg belong to the "Leading Hotels of the World". Cultivated family tradition combined with constant, careful modernisation ensure unique Sacher experiences.

Further inquiry

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