



Georg Baselitz and the 15th Sacher Artists' Collection

Georg Baselitz, currently on view with his exhibitions “Naked Masters” in the Art History Museum and “100 Drawings” in the Albertina in Vienna, creates his eagle for the Artists' Collection of the Original Sacher-Torte. This year, once again, the proceeds from the sale of the cake in its famous wooden box will support young people on their life path.

The world is upside down

Georg Baselitz is among the top internationally renowned artists of the post-war era. The painter, print maker and sculptor was honored with exhibitions at venues such as the Guggenheim Museum in New York, the Royal Academy of Arts in London, the Fondation Beyeler in Basel und the Centre Pompidou in Paris. As early as the late 1960s, Georg Baselitz made the landmark decision to depict the subjects of his works upside down. He thereby deprives the representation of its meaning, leaving the viewer to deal purely with the painting. He also applies this method to this year's Artists' Collection of the Original Sacher-Torte.

The eagle, a recurring motif

Baselitz devotes himself to the eagle over and over again. A subject that shows up in his early works, the first of which dates to May, 1953. That being said, to him the eagle was never a symbol or even a political statement. In fact, the eagle is part of memories and myths, a motif that imposes itself on the beholder with all its symbolic power, which Georg Baselitz immediately denies.

Sacher Artists' Collection

For Alexandra Winkler, co-owner of the Sacher Group, this year's Artists' Collection marked the moment when a long-cherished dream came true: “Georg Baselitz is among the most important artists of our time. Having his iconic eagle appear as the motif of this year's Artists' Collection is a very special distinction of this limited edition and gives me great pride. This also elevates our Artists' Collection series, launched in 2009, to an entirely new dimension.”

Sacher co-owner Georg Gürtler looks back at the success story of the Sacher Artists' Collection: “In 2009, we launched the Sacher Artists' Collection with the slogan “Enjoyment for a good cause”. Now, every year a different artist transforms the famous little wooden box, in which the Original Sacher-Torte comes packed, into a unique work of art.

A commitment to young people



The key element of the Sacher Artists' Collection is support for charitable projects. The proceeds from the sale of the 15th Sacher Artists' Collection goes to the “Young Music” project of the International Society for Contemporary Music in cooperation with the music schools of Vienna. The project fosters young people with the goal of making them more familiar with contemporary music. The joint work is intended not only to encourage them to interpret but to also compose music. Every year since 2009, concerts and workshops are conducted under the “Young Music” label. In addition, the International Society for Contemporary Music (ISCM) awards composition commissions and these are preferably rehearsed by the composing artists directly with the students. The long-term partners of “Young Music” include the Klangforum Vienna Ensemble, the Modern Vienna Festival and since 2019 also the mumok - the Museum of Modern Art Ludwig Foundation, Vienna.

Right now, the Original Sacher-Torte size III in the limited edition Sacher Artists' Collection wooden box is available at the Sacher online shop (shop.sacher.com) and in the Sacher Confiserie in Vienna at Kärntnerstraße for € 70. It can also be ordered in Salzburg, Graz and Seefeld-Tyrol. The sales proceeds are donated.

More information: [Artists' Collection | Sacher.com](#)

About Sacher

Luxury, magical moments and culinary delight: With its two hotels in Vienna and Salzburg, the Alpine resort Sacher Seefeld-Tyrol, coffee houses in Vienna, Salzburg, Graz and Parndorf, and of course, the Original Sacher-Torte, Sacher is one of the world's best-known family-run businesses. In 1832, Franz Sacher creates the Original Sacher-Torte thus initiating a piece of Austrian cultural history. Today, benefiting from the loving care of the Winkler and Gürtler families, every day the Sacher hotels delight their guests from all over the world and are part of the “Leading Hotels of the World” group. Refined family tradition combined with constant careful modernization make for unique Sacher experiences.

Note on further questions

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