



ROBERT LONGO DESIGNS THE ORIGINAL SACHER-TORTE

The 16th edition of the Sacher Artists' Collection is designed by the internationally renowned artist Robert Longo, following artists like Baselitz, Helnwein, Nitsch, and many others. Sacher is delighted to have this exceptional artist contribute to a good cause. The strictly limited edition of 1000 pieces, priced at 75 euros each, will be sold exclusively for charitable purposes. The total proceeds of 75,000 euros will be donated to "Neurolentech" a company that focuses on research to identify new treatments for autism and epilepsy.

Artists' Collection – Over 1 Million Euro Donated

Since 2009, the famous wooden box of the Original Sacher-Torte has been designed each year with a selected artwork for the limited Artists' Collection. This social initiative has featured works by artists such as Georg Baselitz, Hermann Nitsch, Erwin Wurm, and Gottfried Helnwein. The proceeds from the sale of the limited edition box are directed each year to a selected charitable project. In total, over 1 million euros have been donated. These funds have supported numerous charitable projects that have improved the quality of life of many people and facilitated important research work. Past organizations include BONsurprise, DEBRA Austria for the Butterfly Children, and Herzkinder Österreich. This year, the proceeds will benefit research of neurological developmental disorders.

Robert Longo – The Master of Hyperrealism and Depicting Power

Robert Longo is a versatile artist, known as a painter, sculptor, and photographer. His hyperrealistic, large-scale charcoal drawings, which have earned him worldwide recognition, are particularly noteworthy. Characterized by a dynamic play of shadow and light, Longo's drawings impressively depict concepts of power, whether in nature, politics, or history. His works are in the collections of renowned museums such as the Metropolitan Museum of Art in New York, the Whitney Museum of American Art in New York, the Tate Modern in London, and the Centre Georges Pompidou in Paris. The Albertina Museum in Vienna is presenting a retrospective of Longo's drawings, on view from September 2024 to January 2025.

An image from Robert Longo's series "Kings" (2010–2014) is featured on the box this year. This series addresses the relationship between humans and nature, with the tiger serving as a powerful symbol of strength. For the Sacher Artists' Collection, Longo has given the Original Sacher-Torte a unique artistic touch. Sacher co-owner Alexandra Winkler enthusiastically comments: "Robert Longo's works are icons of our time, just like our Original Sacher-Torte."



Supporting Neurolentech Research on Autism and Epilepsy

The proceeds from the sale of the 16th Sacher Artists' Collection will go to "Neurolentech" this year. This company promotes existing clinical partnerships at both national and international levels to advance research on neurological developmental disorders such as autism and epilepsy. Due to the genetic diversity of these conditions, diagnosis and therapy remain significant challenges for medicine. Neurolentech employs the latest scientific lab techniques to investigate individual disease mechanisms and develop new treatment methods "We are very pleased that with our Original Sacher-Torte we are not only creating something visually beautiful but also making an important social contribution," explains Sacher co-owner Georg Gürtler.

The Original Sacher-Torte Size III in the limited Sacher Artists' Collection wooden box is available in the Sacher online shop (shop.sacher.com) and at the Sacher Confectionery in Vienna on Kärntnerstraße for 75 euros, and by order in Salzburg, Graz, and Seefeld-Tyrol. All proceeds will be donated.

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

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ABOUT HOTEL SACHER

Luxury, culinary panache and living family tradition: With its two hotels in Vienna and Salzburg, coffee houses in Vienna, Salzburg, Graz and Innsbruck, and, of course, its unique Original Sacher-Torte, Sacher is one of the best-known family-run businesses and one of the "Leading Hotels of the World". Eduard Sacher opened the first luxury establishment in Vienna back in 1876, and over the course of one-and-a-half centuries, it has evolved to become the renowned establishment that it is today. Guided by the loving hand of Alexandra Winkler and her brother Georg Gürtler, the Sacher hotels never fail to delight visitors from all over the world, day in, day out. Their desire to cherish tradition whilst carefully keeping pace with the times creates unique and memorable Sacher moments. For more information, please visit www.sacher.com | [@sacherhotels](https://www.instagram.com/sacherhotels)



ABOUT SACHER ARTISTS' COLLECTION

Amazing art and Austria's most famous cake, united for a good cause. That was Elisabeth Gürtler's vision in 2009 when she launched the Sacher Artists' Collection. Every year since, a renowned artist has transformed the iconic wooden box in which the Original Sacher-Torte is packaged into a unique work of art. All proceeds from this limited edition work are donated to specially selected charity projects. Past artist collaborators include Erwin Wurm, Gottfried Helnwein, Herbert Brandl, Sarah Morris, and Xenia Hausner. For more information: Artists' Collection | www.sacher.com

ABOUT THE ORIGINAL-SACHER TORTE

The Original Sacher-Torte was developed in 1832 by Franz Sacher, who at the time was a chef's apprentice for the court of Prince Metternich. Within a matter of years, the Original Sacher-Torte gained international popularity. Franz' son Edward Sacher went on to open the Hotel Sacher Wien and the cake became a Viennese classic. Only a torte produced at the Sacher is entitled to be designated "Original", and the family recipe has been passed down from generation to generation. Even after more than 185 years, the Original Sacher-Torte is made by hand today and is beloved and known across the globe. For more information: Original Sacher Torte | www.sacher.com