



KARL SCHEIBMAIER

Edition Scheibmaier, music publishing and management / Scheibmaier Promotions, event agency

Karl Scheibmaier is the founder of Scheibmaier Promotions, whose CEO he was until 2003. He is the 100th shareholder of Edition Scheibmaier plc.

Since 1972, the name Karl Scheibmaier has stood for competence and probity in the field of artist management and organisation in the Austrian music scene.

The son of Upper Austrian restaurateurs, Karl Scheibmaier entered the prestigious Vienna Boys' Choir at the age of ten, and joined St. Florian's Boys' Choir two years later. He is a graduate of the College of Agriculture, the Salzburg School of Tourism, and Vienna's University of Music and Performing Arts. For two years, Scheibmaier was engaged as a baritone at various opera houses. For many years he lived and worked abroad: in England, France, and the Bermudas. Since 1966, he has been married to Heidi Nerath.

The label Edition Scheibmaier came to prominence in the German-speaking countries with its discovery of Ludwig Hirsch and Rainhard Fendrich. In 1982, the company also started managing the then-unknown band STS. Gold and Platinum awards for many of the band's records and CDs, as well as sell-out concert tours stand testament to a fruitful collaboration. Karl Scheibmaier accompanied Stefanie Werger, Peter Cornelius, Maria Bill, Opus, Wilfried, Etta Scollo, Reinhold Bilgeri, and many others, on their way to fame. Moreover, he introduced Fabrizio de André, Konstantin Wecker, Nina Hagen, Ulla Meineke, Mort Shuman, Suzie Quatro, Boney M, Smokie, Milva, Zucchero, Bonnie Tyler, Chi Coltrane, Pur, Chris Rea, Shakin Stevens, Tarkan, and not least Herman van Veen, whom he has represented in Austria, to the Austrian public. His clients value his integrity, his knowledge of music, and his astute organisational abilities.

In 1983, Scheibmaier assumed general organisational responsibility for the main stage at Vienna's annual public music festival, the Donauinsel-fest, to which he brought artists such as Antonello Venditte, Joe Cocker, Lucio Dalla, Udo Jürgens, The Kelly Family, Udo Lindenberg, Gianna Nannini, Gipsy Kings, DJ Ötzi, Beach Boys, Simple Minds, Skorpions, Nena, and Suzanne Vega, to name but a few. Memorably, Scheibmaier organised Falco's legendary performance at the festival in 1993.

In 1984, Scheibmaier helped create the popular evening talk show "VERA", hosted by Vera Russwurm, on the Austrian Public Broadcasting Service, as the show's managing director.

In 1996, Scheibmaier was appointed by the deputy mayor of Vienna, Grete Laska, as the local organiser of the internationally renowned annual concert "Christmas in Vienna". Hosted by Plácido Domingo, the celebrated event has seen guests such as Patricia Kaas, Alejandro Fernández, Helmut Lotti, and Sarah Brightman, among others. On the eve of the new millennium, the famous tenors Plácido Domingo, Luciano Pavarotti and José Carreras performed together at the Christmas event. While the concert went into intermission after the terrorist attacks of September 11, 2001, it reopened in 2003 in a new format devised by Karl Scheibmaier. Ever since, the event has taken place every year in Vienna's Konzerthaus. Moreover, in 2005 Scheibmaier was appointed as the concert's artistic director. As such, he has contributed to the event's ongoing success by engaging artists such as Grace Bumbry, Elina Garanca, Tamar Iveri, Genia Kühmeier, Anneli Peebo, Bernarda Fink, Valentina Nafornta, Angelika Kirchschrager, Angela Denoke, Vesselina Kasarova, Julia Novikova Elisabeth Kulman und den Herren Juan Diego Florez, José Cura, Adrian Eröd, Paul Armin Edelmann, Artur Rucinski, Dmitry Korchak, Bo Skovhus, Dmytro Popov und Piotr Beczala to name a few.

In 2003, urged by Vienna's mayor Michael Häupl, Karl Scheibmaier implemented an idea that he had harboured since 1972, inaugurating the Vienna Operetta Summer. In 2005, Scheibmaier transferred this seasonal concert series from the Akzent Theatre to a new venue: Austria's oldest baroque stage in Vienna's Theresianum.

In 2011, the Styrian band SOLOzuVIERT signed with Scheibmaier's agency. The band impressively defies the common perception of the decline of dialect music and Austropop. In September 2015, the German actor and singer Stefan Jürgens - known for his role as Major Carl Ribarski in the Austrian national television series SOKO DONAU (SOKO WIEN) - joined the agency. On 12 June 2016, the mayor of Vienna Dr. Michael Häupl awarded Karl Scheibmaier the City of Vienna's Gold Medal of Honour, in recognition of his achievements for the city.