



We are very excited to announce that the 8th Annual NextGen Conference will be held in Vienna, Austria, and will mark the first NextGen Conference hosted by our Austrian Team!

This year's programme follows the theme of „Innovation, Digital Transformation & Social Impact“. We have chosen topics that investigate innovative business uses for the preservation of historic properties, including methods of modern digitization, sustainable agriculture and forestry, renewable energies, the art world and social interest. We will be joined by speakers who are leading examples in their fields, and who will inspire you to create your own innovative impact on your family business.

The conference and networking day will be complemented by cultural visits to unique historic buildings in and around Vienna, and will peak with an unforgettable dinner & dance at the stunning Palais Pallavicini on the Saturday evening.

We are looking forward to welcoming you all to Vienna soon!

#### Your EHH NextGen Board

Alessandro Cavazza de Altamer  
Nicoline Schaub  
Irene d'Abadal  
Stephanos Germenis  
Thomas Emmet  
William Cartwright-Hignett

#### Your new Austrian NextGen Team

Wenzel Wilczek  
Ferdinand Goess  
Philline Goess-Enzenberg  
Heinrich Stubenberg  
Felicitas Waldstein-Wartenberg  
Caroline Wirth  
Helene Wirth  
Nina Harm

# Friday 5 May

19.30 Get together at St Johans Club,  
including dinner

## Adresses

St Johans Club  
Schubertring 4  
1010 Vienna

## Dresscode

Smart Casual



Photo: Vienna



# St. Johanns Club

## History

The St. Johanns Club, founded in 1954, is a private members club located in the heart of Vienna, Austria.

The club was established under the patronage of the Order of Malta, a prominent religious and chivalric order with a long history of providing humanitarian aid and assistance around the world.

The club's building is located on the Vienna Ring Road, providing easy access to some of Vienna's most famous landmarks and attractions, such as the Vienna State Opera, the Hofburg Palace, and the St. Stephen's Cathedral. The get together on Friday will be on the exclusive club premises.



Photo: Vienna

# Saturday 6 May

09.00	Departure to Castle Ernstbrunn by bus (meeting point Old Town, tbc)
09:30 - 13:00	Conference at Castle Ernstbrunn
13.00	Lunch at Castle Ernstbrunn
14.00	Visit Castle Ernstbrunn
15.00	Departure to Kreuzenstein
15.30	Visit Castle Kreuzenstein
16.30	Departure to Vienna
17.00	Estimated time of arrival in Vienna (old town)

The detailed program with all speakers will be announced shortly.  
A coach is organised for the return journey to the conference.

## Addresses

Castle Ernstbrunn, Dörfles 39, 2115 Dörfles  
Castle Kreuzenstein, 2100 Leobendorf

## Dresscode

Smart Casual



ARCHITEKTUR FOTOGRAFIE  
ROMANA FÜRNRANZ

# Ernstbrunn History

Castle Ernstbrunn, a stunning castle located in the charming town of Ernstbrunn in Austria's north, is steeped in rich history and holds immense cultural significance. Its impressive architecture has been shaped over the centuries, blending various styles including Gothic, Renaissance, and Baroque.

Castle Ernstbrunn was first mentioned in a document from the 11th century and was extensively renovated by the Sinzendorf family in the 17th century. In 1775, it underwent another renovation and expansion. Since the 19th century the Reuss family has since restored and renovated the castle and has made it available for rent as a venue for weddings, events, and film productions. While the castle is not open to the public for regular tours, it is occasionally used for cultural events and exhibitions. Since the 17th century a 40 ha garden was designed as an ornamental and landscaped area, parts of which were turned into a Wildpark. Since 2009, the Wolf Science Center has been located in the Wildpark Ernstbrunn which offers guided tours that explain and demonstrate the behavioral research on timber wolves. Heinrich Reuss has kindly offered to host our Next Generation Conference on Saturday allowing us to get a deeper understanding of their innovative operations outside of the noise of the city.



Photo: Schloss Ernstbrunn



# Kreuzenstein History

Kreuzenstein Castle is a remarkable gothic revival fortress of the 19th century situated north of Vienna. Built on the ruins of a medieval castle from the 12th century it is one of the most important buildings of this style in Austria.

The previous fortress Kreuzenstein has played an important role in Austria's rich history. It was the seat of the noble families who ruled over the surrounding area, and it served as a significant center of power and influence in the region. In the 16th century, the castle was abandoned.

The Austrian adventurer, collector and benefactor Johann Nepomuk Wilczek rebuilt it at the end of the 19th century. Count Wilczek used for the reconstruction original material of the previous epochs and own ideas of a historic medieval fortress.

Kreuzenstein is still owned by the Wilczek family, who continue to preserve and maintain the castle for future generations. It houses parts of the great collections of Johann Nepomuk of gothic and renaissance art and interior.

Kreuzenstein Castle is also famous as a film location. Several notable movies were shot in the castle's picturesque setting, including the 1993 movie *The Three Musketeers*. Additionally, the castle is home to several cultural events, including concerts, exhibitions, and historical reenactments.



Photo: Castle Kreuzenstein

# Saturday Ball

19.30pm

Dinner & Dance at Palais Pallavicini  
(Privately held Palais in Vienna)

Award Ceremony  
European Young Heritage Entrepreneur of the Year

## Adresses

Palais Pallavicini  
Josefplatz 5  
1010 Vienna

## Dresscode

Black Tie

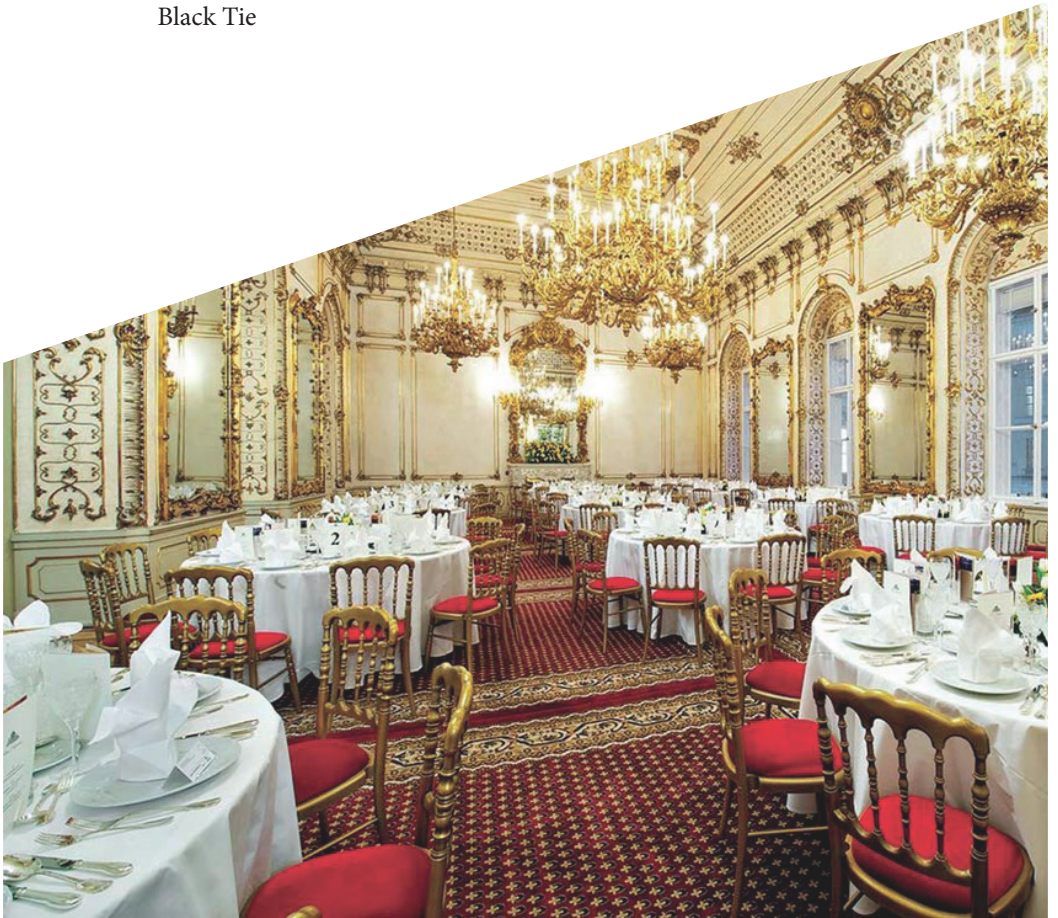


Photo: Palais Pallavicini



# European Young Heritage Entrepreneur of the Year

The prize seeks to highlight innovation and enterprise by young owners of historic properties in pursuit of sustainable models for private family homes.

## FIRST PRIZE €5000

The judges will consider commercial, educational or community projects as well as large-scale restoration projects, by Historic Property owners under 45 years of age, which further the sustainability of the heritage in private ownership.

## Deadline April 7th

More details on our website <https://www.europeanhistorichouses.eu/home/nextgen-prize-award-2023/>



# Palais Pallavicini

## History

Pallavicini Palace is a stunning aristocratic residence with a rich history located in the heart of Vienna. The location close to the imperial Hofburg palace points out the important role of its previous owners in the Austrian and the Holy Roman Empire.

The present palace is a building of the 18th century presenting the first neoclassic facade of its time in Vienna. The architect Ferdinand Hetzendorf von Hohenberg also worked for the imperial family and designed parts of the imperial castle ensemble in Schönbrunn, and the gothic-revival restorations of some Viennese churches.

The interior of the palace is a unique blend of grandeur and elegance of the 19th century preserved to this day.

The palace has played an important role in Vienna's social and political history, hosting grand balls, concerts, and other cultural and politic events and welcoming many notable guests, including statesmen, artists, and musicians.

The palace is property of the present owner family Markgraf Pallavicini since 1842 and is used nowadays for weddings, balls and other cultural events.

In the former stables it hosts Elmyer –Vienna's oldest and most famous dancing school since 1919. The palace became world famous as film location for the 1949 film *The Third Man*, starring Orson Welles and Joseph Cotton.



Photo: Palais Pallavicini

# Sunday 7 May

11.00

Brunch and tour at „Am Hof 8“  
(until approx. 3 pm)

## Adresses

House „Am Hof 8“  
Am Hof 8  
1010 Vienna

## Dresscode

Smart Casual



Photo: Am Hof 8



# Am Hof 8 History

The narrow red house, also known as „the narrow house“ due to its narrow building plot in the vernacular, is a Renaissance burgher house that has a long and fascinating history. Dating back to 1528, it was built by Wilhelm von Pellenstrass, an imperial herald, and was originally part of the possessions of the court hospital. Its predecessor house was mentioned in a document in 1445, adding to its historical significance.

As one of the oldest houses in Vienna, the narrow red house boasts unique architectural features, including a facade that slopes backwards on the side of the Tiefen Graben. Additionally, it has a three-storey cellar that dates back to the construction period, making it a rare find in Vienna. Inside the house is the only preserved tower staircase in the city.

Over the years, the house has undergone several changes, including the addition of a fourth floor in the 18th century. In recent times, the house has taken on a new role, as owner Johannes Kattus has transformed it into Viennas first private members club. Since its opening in 2022, the club has quickly become a sought-after location, a great representation of the next generation spirit.

On sunday the brunch will be hosted in the exclusive spaces in the heart of Vienna by Am Hof 8.



Photo: Old Town Vienna

# Costs

## EARLY BIRD (till March 31st)

Ticketprice I:

Whole Weekend (Fri-Sat-Sun) EUR 260

Ticket II:

Conference, Dinner, Brunch (Sat-Sun) EUR 230

## REGULAR (after March 31st)

Ticketprice I:

Whole Weekend (Fri-Sat-Sun) EUR 280

Ticket II:

Conference, Dinner, Brunch (Sat-Sun) EUR 250

## Registration

First come, first served! The number of participants is limited.

<https://europeanhistorichouses3.wildapricot.org/event-5192086>



# FAQ

## Useful telephone numbers

Ewelina Oksiuta

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+32 488 22 16 07

## In General

Please be on time!

For those who book the coach, it doesn't wait if you are late. So please contact us and let us know if you will be catching up by car or taxi

## Hotels

There are plenty of hotels in Vienna.

Please make the booking yourself, near the old town is suitable.

Accommodation is not included in the conference price.

Grand Hotel Wien / [www.grandhotelwien.at](http://www.grandhotelwien.at)

25 Hours Hotel beim Museumsquartier / [www.25hours-hotels.com](http://www.25hours-hotels.com)

Hotel Secession an der Oper / [www.hotelsecession.com](http://www.hotelsecession.com)

Hotel Wandl / [www.hotel-wandl.com](http://www.hotel-wandl.com)

And a wide choice of accomodations on [airbnb.com](https://www.airbnb.com)

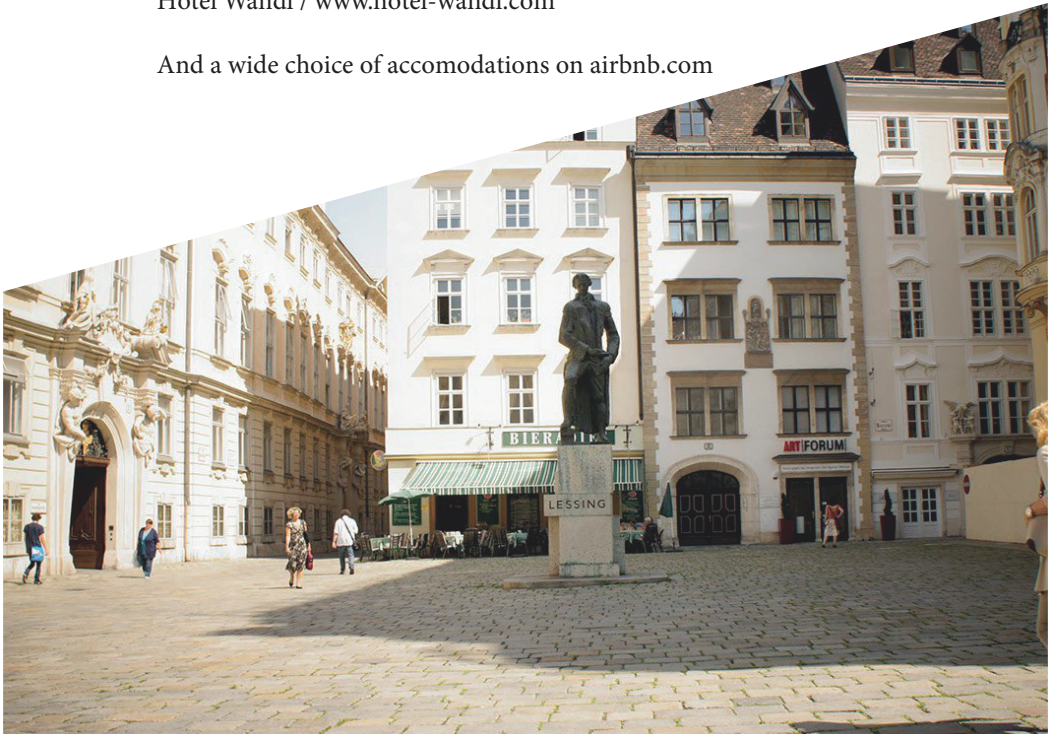


Photo: Old Town Vienna



# Thank you

to all our Sponsors (to be announced shortly), to our Hosts, to all the Speakers, to the Office of EHH in Brussels, to the Austrian NextGen Board, to the Austrian Historic Houses Association (with its president Alexander Kottulinsky), to our EHH President Alfonso Pallavicini and to everyone involved in organising such a conference!