



Germany was lost, the planned targeted detonation of the pieces of art was luckily averted by courageous miners, who saved the artworks, estimated to be worth around 5bn dollars today.

Fröhlich's Year 2019

When we first discussed celebrating what would be Fröhlich's 325th birthday, it soon became clear, that we would do so with a huge public appeal. Together with a number of dedicated people, we formed a steering committee to plan the anniversary year.

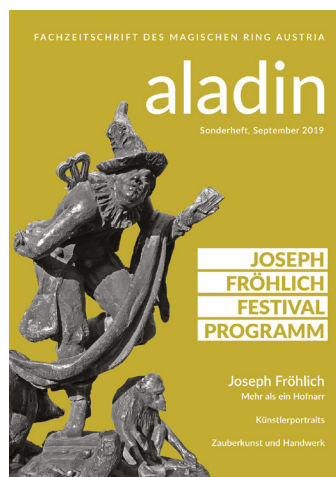
We invited 23 well-known austrian artists to join a competition, which was finally won by renowned austrian artist **Johann Freilacher**.

His interpretation of Fröhlich's foolcap led to an uproar, on the one side provoking people, on the other side hailed for its original portrayal of folly in today's political landscape. Thankfully, we were able to raise 15,000 euro through private initiatives for this purpose.

Besides literary evenings and magic shows, we were able to establish the Joseph Fröhlich-price, which will be awarded by the MRA to magicians who combine the principles of Fröhlich's life in their work: Being successful as an artist, being successful in one's business AND also be generous and successful in one's social commitment. The prices will be awarded on occasion of the Joseph Fröhlich festival, starting in two weeks.

In our time of vanities, do we even need a special price for magic performance?

In this case we said yes, as our charter restricts us from giving out prices ex-



cessively, and therefore being awarded the Fröhlich – price will stay a distinctive honour. Not to forget the attention of the press, that award ceremonies bring with them – which we can use to our advantage.

The history of magic belongs in the public eye – and we are part of the tradition.

It is a long time project of **Magic Christian**, to elevate the art of magic to a consistently high level in Austria. His initiatives for Austrian artists – Hofzinser e.g. – his performances in collaboration with prestigious museums, his commitment to maintain the graves of important members of our community and especially the fact, that six streets in Vienna will soon have names of famous members of our guild bear witness to this.

In June 2019, the memorial for Fröhlich has been erected in Kurpark Altaussee. Not just any memorial, but one that provokes peoples mind and makes people think. Erected in a location that is visited by more than 4 million people annually. We hope that many people will follow down the part of history in the tracks of a great artist:

Joseph Fröhlich – Conjurer – jester and businessman.

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About the author

Hanno Rhomberg is an amateur magician for 40 years.

He is specialized in the history of magic and in medicine and quackery. Lectures and demonstrations are his passions. In his main profession he is a marketing director in an international pharmaceutical company. Hanno is editor-in-chief of the magic magazine Aladin since 2015, and since 2018 president of the Magic Circle Austria – the umbrella organization of Austrian magic societies.