Nicholas Vazsonyi (Columbia/USA): “The Global Marketing of Wagner”

Nicholas Vazsonyi will discuss the unprecedented marketing effort that resulted in the globalization of the Wagner phenomenon. This began already during Wagner’s lifetime and with Wagner’s full participation and encouragement. Vazsonyi will conclude with a genealogy of today’s Richard Wagner Verband International (International Wagner Society) and the Gesellschaft der Freunde von Bayreuth (Society of Friends of Bayreuth), relatively new organizations that are continuing a 19th-century idea into the 21st century.