Strumbl Melanie

***Institutionalization Processes under Guido Adler. The International Exhibition of Music and Theater 1892 and Its Influence on the Founding of the Musicology Department in Vienna***

Between 7 May and 9 October 1892, Vienna witnessed the International Exhibition of Music and Theater (Internationale Musik- und Theaterwesenausstellung), an event of unprecedented relevance for cultural history and music historiography. It was the first and only themed music and theater exhibition within the series of International Exhibitions and World Fairs held since 1851. On the one hand, Vienna 1892 represents the crystallization point of a modern conception of music as aesthetic object and marketing product that shaped the “musical experience” of the 20th century. On the other hand, the Viennese exhibition had also a huge impact on the institutionalization of the musicology department in Vienna through Guido Adler at the beginning of the 20th century, which also led to the foundation of the edition *Denkmäler der Tonkunst Österreich* (DTÖ) in 1893 – a collection of musical works that includes “masterpieces” from different epochs, starting in the Renaissance – and had repercussions for canonization and music historiography. Therefore, the paper is trying to demonstrate the correlation of Adler as a protagonist at the exhibition and as head of the organizing committee for the Musikhistorische Abtheilung at the exhibition (display of musical works and composers in the tradition of Western art music) and the foundation of musicology in Vienna. Ultimately, it can be shown that the exhibition played a pioneering role in the process of institutionalizing musicology and shaped its own tradition of musicological research that is still in practice today.

Melanie Strumbl

Education: • 2013: Bachelor’s degree in Musicology, University of Vienna

• 2016: Master’s degree in Musicology, University of Vienna

• since 2014: Master’s in Gender Studies, University of Vienna

• since 2017: PhD Candidate at the Institute of Musicology, University of Bern.

SNF-Project: The Emergence of 20th Century “Musical Experience”. The International Music and Theatre Exhibition in Vienna 1892.

Research Interests:

• Theory of Musicology

• Philosophy of Music and Hermeneutics

• Music Historiography

• Affect Theory and History of Emotions

• Gender Studies/Cultural Studies

• Popular Music and Media Studies"