



## **Landing on Planet Life Ball...**

*The 16th Life Ball is reaching for the stars and presents its fantasy filled proposals for the ultimate Look for 2008: utopian, ethereal, extraterrestrial. Its galactic protagonists travel through time into the parallel worlds of the Life Ball universe. Each from a different star, searching for birds of a feather.*

Many people are still not sufficiently informed about HIV/AIDS and despite extensive educational campaigns many seem to simply “forget” the dangers: in 2007 for the first time since 1993 the number of individuals newly infected with HIV has increased in Austria. An estimated total of 15.000 infected people live in Austria. The clandestine “comeback” of AIDS, the shift in society from fear to ignorance as well as ‘social AIDS’ turned the inflicted into outsiders. In today’s society it is essential to appear open and tolerant. Under the cover of tolerance, marginalization nowadays bases on much more subtle actions. Those who appear to show solidarity are often more threatening than those who show their reserve openly. (Un) intentional verbal attacks may foster discrimination in many ways. People who are deadlocked in their ideologies are the true aliens and they stoke the fears of anything that is different and act more and more intolerant and inhumane.

In 2008 the Life Ball wants to once again send the positive signal of coexistence, a signal that cannot be ignored, a signal against marginalization and ignorance. Tolerance towards the ‘ones who are different’; courage to approach one another; solidarity, respect instead of social indifference that is what the Life Ball wants to achieve. This fantastical celebration of life will also show the dark sides this year, to demonstrate how important it is to break down barriers and build bridges between supposedly foreign cultural universes.

Landing on the planet Life Ball opens a world where social differences do not exist – everyone can be what they always wanted to be, without any IFs or BUTs -, open and tolerant towards the unknown. Let’s declare war on soulless stereotypes, let’s have the courage to transform and be individual!

*Love is infinite. Life is universal.*

*Love and Life have many colors, dive into a sea of possibilities!*

*Gery Keszler*

*Life Ball organizer*



**The Life Ball is the biggest charity event in Europe that supports the fight against AIDS. An opulent, open-hearted celebration, the Life Ball expresses solidarity by bringing together a diverse range of individuals and personalities from art, fashion, society, industry and the media for the purpose of fundraising. The Life Ball is held every year in Vienna and since its premiere in 1993 it has become a spectacular high-class event with a growing international media interest. Each year, over 40 television teams and a total of 500 media representatives from Austria and abroad report on this magnificent event.**

**The organisation behind the fundraising effort for Life Ball is called AIDS Life. Founded in 1992, the principal goal of this non-profit association is to raise as much money as possible to promote other non-profit organisations which support people who are HIV positive or suffering from AIDS and those trying to combat the spread of AIDS and its consequences. The entire proceeds of the Life Ball go into such HIV/AIDS support projects — last year in one single night the net proceeds raised were over 1.200.000 Euro.**

#### **The fight against AIDS in Austria and internationally**

The net proceeds of Life Ball are equally dedicated to projects in Austria and to initiatives in some of the worst affected countries in the world. This international support was able to come to life in 2001 with the support of the Elton John AIDS Foundation and continued in 2005 with amfAR, the American Foundation for AIDS Research.

The Board of Directors of AIDS Life is responsible for allocating available funds to selected projects and organisations in the field of HIV/AIDS. These applicants are examined thoroughly before grants are approved. Experts in the field of HIV/AIDS are closely involved in the evaluation and selection process of applications.

Financial support focuses on non-profit organisations and initiatives whose activities directly benefit people with HIV and AIDS, such as providing monetary help and required goods for those who need it most.

#### **American Foundation for AIDS Research**

Since 2005, Life Ball has been collaborating with amfAR, who was the first to receive the Life Ball "Crystal of Hope" donated by Swarovski. This partnership will be extended similarly to the affiliation Life Ball started in 2001 with the Elton John AIDS Foundation (EJAF). This means that 50% of the net proceeds from the event will benefit amfAR, while the other 50% will be used for Austrian HIV and AIDS projects.

#### **Statement Kevin Frost - President of Global Initiatives for amfAR**

„As the Chief Executive Officer of amfAR, I am deeply honored by the ongoing support of the Life Ball. The support of Life Ball is critically important to amfAR's work, particularly our life-saving program for HIV positive children in Asia. I want to personally extend amfAR's thanks on behalf of the thousands of children whose lives will be saved by the work of Gery Keszler and the Life Ball, but also to the Austrian people for the extraordinary commitment to helping those most in need.“



## **Life Ball 2008**

On May 17th, 2008 the Life Ball, Europe's largest and most spectacular annual charity event dedicated to the fight against HIV and AIDS, will take place at the historic Vienna City Hall. Being the glamorous, outlandish and opulent reinvention of the great Viennese ball tradition, the Life Ball celebrates the open-mindedness and diversity of the world.

The opening ceremony of the 16th Life Ball is going to be hot: The British cult label **Agent Provocateur** ensures a sensual mixture of frivolous play, fetish chic and glamour on the Red Ribbon catwalk in front of the Vienna City Hall. Although the catwalk in the shape of the familiar Red Ribbon may be pompous - on May 17, 2008, the square in front of the Vienna City Hall will be transformed into an intimate back room, into the backstage area of a rock 'n' roll party! That's where we will find Agent Provocateur. Founded in 1994, the saucy lingerie label has influenced underwear culture on planet Earth ever since. Located between keyhole eroticism, preciously wrapped voyeurism and irritating provocation, Agent Provocateur will present their creations at the prestigious Life Ball fashion show. A provocative entertainment show will introduce the audience to the fascinating world of vaudeville, striptease and spectacular dance show acts will bedazzle and excite viewers at the same time. Agent Provocateur's sparkling stage show unites fashion, lingerie, live rock 'n' roll and erotic dance on the picturesque square fronting Vienna's City Hall. Both models and celebrities, accompanied by live acts, can be seen on the catwalk.

The opening fashion show is followed by a majestic and wild night in the City Hall's ballrooms and courtyards, which are accessible for the 4,000 ticket holders only. The City Hall features a splashy programme with live performances by international stars, dance floors and numerous attractions to make the night never-to-be-forgotten.

## **Activities 2008**

### **Ö3 Life Ball Express powered by ÖBB and Diners Club**

In partnership with ÖBB, a donated special train called the Life Ball Express, picks up guests throughout Austria in the cities of Bregenz, Feldkirch, Innsbruck, Salzburg and Linz and takes them to Vienna. On board features include a disco and a styling team available for any last minute styling emergencies. A shuttle service will take the guests from the train station to the City Hall Square.

### **Life Ball Plane**

Every year, with the help of our partners at Austrian Airlines, Red Bull, the Vienna Tourist Board and the Vienna Airport we arrange a farewell party for the 150 VIP guests flying from New York to Vienna. They depart from JFK after an enjoyable time at the Business Class Lounge with select members of the US press. On board the guests are attended by an excellent cabin crew and enjoy the delicious meals prepared by private chefs of Do&Co.

The MINI shuttle service will take the international guests to one of the exclusive Life Ball partner hotels: three deluxe hotels Imperial, Bristol and Le Méridien Vienna in the heart of the city.



## **NEW RECORD WITH MORE THAN 49.000 REGISTRATIONS FOR A1 SMS MOBILE TICKETS**

As every year, again this year from 18 March 2008, 6 a.m. until 20 March 2008, 2 p.m. there was a possibility to acquire tickets for the Life Ball via SMS MOBILE. In order to take part in the lottery, interested people were requested to send an SMS message with the word „LIFE“ to the number +43 664 660 6000.

This year more than 49.000 messages have been registered. Among 9.000 participants – a huge number of persons sent an SMS message from abroad – the random generator chose those who may buy one of the 4.000 tickets. One single person sent not less than 1.061 messages and was successful. 50% of the money earned through SMS messages is donated to the organisation AIDS Life.

## **Play Poker with PokerStars.de for a good cause**

For the second time a charity poker tournament is going to take place during the Life Ball. As part of the cooperation activities with the Life Ball, even before the event, PokerStars.de is starting a fundraising campaign with satellite tournaments where poker players can win tickets for a tournament with stars at the Life Ball. Players from the German-speaking countries can qualify per freeroll at PokerStars.de. Those who qualify for one of the online-finals through the „AIDS Charity“- Freeroll Tournaments can win an exclusive Life Ball package. This package consists of 2 Life Ball Tickets, one place at the poker table with stars, flight to Vienna and hotel accommodation in the famous Hotel Sacher. Thus, poker players from all over the world are encouraged to support this event and the people in need through their passion for poker, but also to additionally forward information about the still most dangerous disease in the world.

## **Agent Provocateur designs the Life Ball Mini 2008**

The model chosen as Life Ball Mini 2008 is the new Mini Cooper Clubman. The one-of-a-kind Mini exclusively designed by cult label Agent Provocateur will feature a black paint and pink police paint scheme. Pink police stripes run down on the side and feature the logo of Agent Provocateur. A fishnet stocking pattern covers the roof and on top there is a flashing blue light.

## **L'Oréal Paris: Make up for a good cause**

For the second time L'Oréal Paris has made a special effort to help the AIDS Life organisation. In the past few years, the popular lipstick series by L'Oréal Paris, Color Riche, has received a lot of attention through lipsticks that are signed by international stars, the so called Color Riche Star Secrets. L'Oréal Paris is glad to bring out the Color Riche Life Ball Edition lipstick on the market in this glamorous environment – and appropriate to the Life Ball. 1€ from each sold Color Riche Life Ball lipstick is going directly to the AIDS Life organisation.

## **Diners Club for the Life Ball**

Just in time for the 16<sup>th</sup> Life Ball Diners Club launches the Life Ball Card. This card provides the same features as Diners club credit cards but additionally gives you the opportunity to support AIDS Life throughout the whole year. Diners automatically donates 0.5% of your purchase to AIDS Life for direct support of HIV- and AIDS projects. The card's distinct and remarkable round shape is aimed at the Red Ribbon.



## **Flair Life Ball Subscription 2008**

20 Euro will go to Life Ball from all annual subscriptions of Flair magazine taken out in the month of May. Flair magazine will also donate all proceeds from across the counter sales achieved in May to Life Ball.

## **Charles Delon Watches**

From April until the end of May 2008, Douglas will put up for sale Charles Delon watches in their perfumery stores. Net proceeds from all sales will go to Life Ball projects. This year, there is a special eye-catcher among the several designs: a watch with a red ribbon on the dial.

## **Life Ball press centre**

In order to optimise the news coverage of the Life Ball 2008 the Life Ball committee in cooperation with emotionliner OEGB-Postbus and Telekom Austria set up a press centre in Friedrich-Schmidt-Platz for the second time. This enables the reporters, journalists and photographers to send photos and reports of the Life Ball directly to their editorial office. The emotionliner (mobile conference room) provides media representatives with a very pleasant working atmosphere and Telekom Austria is responsible for technical support.

## **Nikon photo station**

Right next to the press centre, **Nikon** offers accredited press photographers a service station: the specialised technical crew of Nikon will provide spare parts, latest technical equipment and products for professional use.

## **Life Ball 2008 – Thematic focus on ORF 1**

This year, for the second time, not only the 40,000 visitors will have get the chance to enjoy the show on the Red Ribbon stage but also some millions of TV viewers. From 9:05pm to 11:40pm, ORF 1 will broadcast live from the City Hall Square.

On May 17, the Austrian TV-channel "ORF 1" will broadcast a Life Ball special live from the venue (9:05 pm).

## **Life Ball Program at City Hall Square:**

### **New stage and City Hall Square plan**

One highlight on stage are the opening and closing screens which offer insights visual as well as thematic into the real and surreal parallel worlds of the Life Ball universe. The centre of the **galaxy** is situated right above the Red Ribbon stage and is represented by **eight red and eight blue planets**. On and around the stage 90.000 spots guarantee a sparkling universe. In the intergalactic centre of the Red Ribbon stage floats an **UFO** especially designed for the Life Ball. But watch out! There are more flying objects to be seen. Via special light installations different messages will be sent into the infinite universe of the Life Ball.



Behind the Art for Art entrance, next to the VIP stands and the A1 stand there will be eight new stands which give Life Ball sponsors the opportunity to invite 180 selected guests and to provide them with an excellent view on the red carpet to enjoy the fashion show.

## **Entrée and Red Carpet |doors open at 7.30 pm**

The red carpet is the place where all the excitement begins. Guarded by the volunteers of Vienna's professional fire brigade, Life Ball VIPs and guests enter the ball area via the red carpet. Only a few steps away, the 40.000 visitors at the City Hall Square have the opportunity to take part in the opening night festivities for free.

Walking the red carpet is just the beginning, Life Ball's Style Police, the sisters of the "Perpetuellen Indulgenz e.V." will patrol the guests and decide which costumes are outrageous and which lack creativity.

As the „Ringstrasse“ is closed off, all guests with a Life Ball styling can directly drive to the special designed portal by Rolf Langenfass, realized by Art for Art.

## **Life Ball Queen 2008 powered by Lauda Air & ATV**

Starting at 7.30 pm, the most creative guests have the chance to take part in the Life Ball Queen contest 2008. The title Life Ball Queen 2008 will be awarded by our distinguished jury: Ulla Weigerstorfer (styled by Thang de Hoo), Isabella Krassnitzer (styled by Niko Fechter), Marika Lichter (styled by Brigitte Just), Miss Candy (styled by Thomas Kirchgrabner), Timna Brauer (styled by Michel Mayer), Sylvia Saringer (styled by Ulliko) and Sandra Pires (styled by Elfenkleid) and jury-spokeswoman Katrin Lampe (styled by Schella Kann).

The Life Ball Queen 2008 will be elected at 00:30 a.m. in Arkadenhof, the biggest dance floor at Life Ball. The winner will be given two Lauda Air Tickets to the Dominican Republic, Punta Cana.

## **Life Ball MINI designed by Joseph Corré – Agent Provocateur**

Joseph Corré, creative director of Agent Provocateur will present the one-of-a-kind Mini and drive on the Red Carpet to the Red Ribbon stage. The Life Ball MINI will be auctioned off on eBay ([www.ebay.at](http://www.ebay.at)) from 5th to 15th of June, 2008.

## **LIFE BALL OPENING 9:30 pm**

### **Afrika! Afrika!**

Artists from "Afrika! Afrika!" (choreographed by Jorges Momboye) a captivating show that has been an international success will spread out over the Red Carpet and perform to intoxicating drum-beats.

### **VIPs on the Red Carpet:**

### **Life Ball Fanfare**

Composed by: Bela Fischer

Piece commissioned by the Life Ball, world premiere during the opening ceremony 2006



Musicians: Brass & timbals of the Vienna Symphony Orchestra; Johnny Bertl, Conductor

As in previous years, representatives of Life Ball's international partner organisations and representatives of the Austrian government will walk the Red Carpet, opening the solemn beginning of the ball. Also **Sharon Stone**, chairperson of the American Foundation for AIDS Research (amfAR) will be among the VIPs of this year's Life Ball.

### **Chorus**

Composed by: Georg Friedrich Händel

Together with the Vienna Boy's Choir and the Chorus Viennensis well-known Austrian football players like Toni Polster, Michael Konsel, Stefan Maierhofer, Roland Linz, Andreas Ivanschitz, Sanel Kuljic, Erwin Hoffer and Otto Konrad will sing the German version of Händel's choir "The listening crowd admired the lovely sound" from the oratorio "Alexander's Feast".

Musicians: Vienna Boy's Choir, Chorus Viennensis, Vienna Symphony Orchestra  
Lyrics: Klaus Peter Vollmann

### **Entrance of the hosts:**

The evening will be hosted by **Mirjam Weichselbraun** and **Alfons Haider**.

### **Farewell of the Life Ball Hot air balloon**

#### **„2008 - Österreich am Ball“ – Austrian football fighting HIV and AIDS**

Departing from the City Hall Square, a hot-air balloon will take a special journey - its destination will be a selected HIV and AIDS-project that successfully uses football in AIDS prevention teaching among youths: The **Mathare Youth Sports Association** (MYSA) in Kenya was able to substantially improve the sexual health of young people between 12 and 24 years by means of cultural and sports activities. Trained peers talk to the youths and give them information about HIV-prevention. In order to get through to as many young people as possible football clubs and tournaments are organised; so far, this resulted in about 730 boys teams and 290 girls teams.

**Franz Viehböck**, Austrian cosmonaute, will be the patron of this project, which is supported by „2008 Österreich am Ball“, and will go on a symbolic journey in the hot-air balloon.

### **MYSA**

#### **How football can change young people's lives**

Several hundred thousand poor people live in the Mathare Valley and the neighbouring slums which are some of the largest and poorest slums in Africa. More than half of the people living there are children and adults not older than 24.

Over 75% of the people in the Mathare Valley are hard working single mothers who have been abandoned by their husbands because of their HIV status. Very often, prostitution and drug dealing are young people's only possibilities to earn money.

As parents have little time for their children open communication hardly exists anymore. Therefore, the responsibility to provide children with important information is left to peers, resulting in increased sexual activity among teenagers, pregnancies, abortions, drug abuse, cross generation sex, short term relationships and HIV/AIDS. The lack of a reliable source of information is a problem that hinders the healthy development of the youth of Mathare. This is where the MYSA peer educators come into play.



The MYSA HIV/AIDS Prevention and Awareness Project started in 1994 with the main aim of promoting a change of behaviour among the youth and members of the community by integrating sport and life skills through peer education, peer counselling, games, music, drama, puppetry and other cultural and recreational activities. The strategies of this programme are based on a “participatory approach”, which proved to be an efficient and effective way of communication.

We train and empower our peer educators who in turn train fellow youths and other members of their respective communities.

Today, more than 10,000 competitions and sports games take place in 16 regions of Kenya, some 730 boys and 290 girls teams gather regularly at their trainings and competitions.

Wearing T-Shirts branded with Anti-AIDS-Logos helps to reach even those who are not members of the teams but only watching the competitions.

### **Life Ball space adventure in two acts**

#### **„Landing on Planet Life Ball“ – the film**

Alluding to the tradition of the Viennese Balls, the opening ceremony of the Life Ball starts with a waltz. This year’s waltz is “G’schichten aus dem Wiener Wald” by Johann Strauss jr., interpreted in a new and modern way. It introduces the Life Ball’s motto “Landing on Planet Life Ball” and also brings out the artistic implementation of the motto within the “Life Ball Film”. This artistic mixture displays everything the Life Ball stands for: the symbolism of folly and costumes and the omnipresent seriousness – two antagonising forces, life and death, which belong together after all.

The motto of the Life Ball is a multi-dimensional one, and so is its artistic implementation: The new stage construction consists of a large cinema screen which is opened and closed for each performance giving the audience a real theatrical feeling. “Landing on Planet Life Ball” – where virtual reality meets the real world, science-fiction meets real life people and the unknown meets the known. And all of this finds a ready welcome on Planet Life Ball.

produced by MR Film | Oliver Auspitz Andreas Kamm

directed by Tim Mrkwicka

music: G’schichten aus dem Wiener Wald by Johann Strauss jr

#### **“Vienna Calling“**

Vienna called. And the Aliens landed – on the City Hall Square, right in the middle of us. “Vienna Calling”, Falco’s ambiguous declaration of love to his hometown was newly arranged and fitted with new lyrics for the Life Ball. Several “radio interferences” and famous quotes were added to the song, which will be sung by Falco’s musical successors; young Austrian musicians known as “Die neuen Österreicher”. Welcome to the Life Ball Planet!

Life Ball version of „Vienna Calling“ – produced by Steven Coss/MG Sound

Lyrics: Klaus Peter Vollmann

performed by Zweitfrau, Valerie & Vincent Bueno

#### **Welcome of the Governing Mayor of Vienna**

Dr. Michael Häupl



### **A Tribute to Life – an initiative by L’Oréal Paris**

Once a year the whole world turns its attention to Vienna where a huge charity event, supported by world stars and the mass media, draws people’s attention to the importance of fighting HIV and AIDS. Once a year the City Hall of Vienna hosts this important event and in doing so has become the only political building in the world providing premises for an AIDS-Charity. L’Oréal Paris will thank Vienna for its hospitality in the past few years; as an appreciation for its support, top model Linda Evangelista will presents the “Tribute to Life” to the Mayor of Vienna, Michael Häupl.

She will be supported by a “Rocket Man” that departs from the roof of the Burgtheater and lands right on the Red Carpet.

### **Life Ball Crystal of Hope donated by Swarovski**

For the fourth year in a row, Swarovski will present the “Crystal of Hope” during the traditional opening of the annual Life Ball in front of Vienna’s City Hall. The award is a symbolic recognition for people who have dedicated themselves to fighting HIV/AIDS. The “Crystal of Hope” is a special sculpture in the shape of the classic AIDS ribbon, embellished with red crystal stones. Together with this award a donation of 100.000 Euro is made. The person recognized will receive a miniature of the sculpture as a special keepsake of the occasion. This year the award goes to **CARE Austria** for the Kenyan prevention project “**Yier Ngima**” – choose life, which helps mother-child-transmission.

### **KENYA: Preventing Mother-to-Child Transmission of HIV (PMTCT)**

The consequences of HIV/AIDS are to be considered as the biggest challenge and threat to the health care, social and economic system in Kenya. More than 6 % of the population between 15 and 49 years are infected by HIV. At least 150.000 children of the age of 0 – 14 years are already infected. There is a very high risk of an HIV-transmission from mother to child. Every year, more than 700.000 children are infected with HIV prenatal (17%), perinatal (50%) or postnatal, especially through breast milk (33%). By provision of adequate preventive services to diagnose infection as early as possible and to intervene with antiretroviral therapy, the risk can be reduced significantly.

In co-operation with the Health Ministry of Kenya, CARE initiated in 2001 the project “Yier Ngima”, what means “choose life”. It aims to reduce the amount of HIV-infections from mother to child by establishing preventive activities as well as providing access to medical treatment and psychosocial support to HIV-infected mothers and their families. In the project region, CARE organized additional programs to reduce poverty through establishing savings and loan groups and providing water to communities.

The most significant target groups are women of childbearing age (15 – 49 years), pregnant women infected with HIV/ AIDS, families affected by HIV/ AIDS and HIV-infected children aged 0-5 years as well as social workers, health care promoters, physicians and nurses.

In 2001, when the project was established, eight health care institutions of Siaya district were involved. Until November 2004, the number increased to 19 institutions and by the end of 2006, 42 health care institutions could be counted. This successful expansion is a result of CARE’s mobilizing campaigns in the communities of Siaya district and the resulting increased demand for services.

Besides focusing on the urgent need of medical care, CARE improved the counselling services for HIV-infected mothers and their families. By establishing self help groups, women received psychosocial support and additional important information through HIV-infected counsellors (“peer support”) about how to protect their children from infection. Nutrition plays a significant



role in transferring the virus. Up to 33% of the babies become infected by HIV through breast feeding, mainly through injuries of breast and mucous membranes.

CARE provides information about this fact but also about the possibility of reducing the infection risk through exclusive breastfeeding in the first six months after the birth. Additionally, CARE organizes several trainings, to inform mothers about alternative feeding after six months to reduce exposure to HIV. To prevent children from malnourishment, CARE provides soybeans, millet and maize. Moreover, women get information about water preparation and hygiene.

### **“Jupiter”**

Performed by the Vienna Symphony Orchestra

Conductor: Johnny Bertl

Music from “The Planets” by Gustav Holst

### **www.berufsschwuchtel.org**

In 2007, Gery Keszler was publicly insulted to be a “Berufsschwuchtel” (“professional fairy”) in a right-wing nationalist newspaper. The article implied the Keszler would gain personal benefits from his position as Life Ball organiser by using his sexual orientation as a PR vehicle. He went to court - and lost the case. As a consequence, Life Ball started a major anti-discrimination campaign which includes also the website [www.berufsschwuchtel.org](http://www.berufsschwuchtel.org). The campaign is officially supported by 130 people from the political, cultural and economic field, like the Austrian Minister for Social Affairs, Erwin Buchinger, as well as by people from arts and media, like Nobel prize winner Elfriede Jelinek. They all set an example against discrimination, intolerance and the arbitrary use of language by having their picture taken wearing T-Shirts showing “berufsschwuchtel.org”. The campaign will be presented at the Life Ball and T-Shirts will be available on the website for every woman and man.

### **Keep it gay!**

On 30 June, 2008 the opening night of critically acclaimed Broadway-musical “**The Producers**“ will take place at the re-opened Ronacher Theater. Life Ball guests will get a first impression of the successful musical: The Ensemble of the Vereinigten Bühnen Wien will perform the song “Keep it gay!”.

### **Life Ball and the American Foundation for AIDS Research**

As Chairperson of amfAR’s Campaign for AIDS Research, Hollywood Superstar **Sharon Stone** will participate in this year’s Life Ball for the third time. Since accepting a key volunteer position with amfAR, Ms. Stone has travelled nationally and internationally on behalf of the foundation. At each of her numerous public appearances she has worked tirelessly to both increase awareness of HIV/AIDS as a threat to social and economic stability and to underscore the urgent need for continued AIDS research. One of her main concerns is the growing HIV infection rate among adolescents and young people worldwide.

Sharon Stone will be enriching the opening ceremony of the Life Ball by giving a **speech** on the international AIDS situation as well as amfAR’s Treat Asia program.

### **“THE LIFE” | Life Ball Song 2008**

This year’s official Life Ball song was created by a higgly-piggly group of pop-heroines: Amanda Lepore, Vienna’s cheekiest TV-presenter Mel Merio and the stars of the club scene, Chicks On



Speed, will perform "The Life" (in line with the motto, the major record label Universal will release the song).

Performed by Amanda Lepore, Mel Merio & Chicks on Speed  
Music & Lyrics by Christopher Just & Larry Tee  
Choreography by Jerome Knols

### **Life Ball Fashion Show 2008 by Agent Provocateur**

Agent Provocateur presents this year's Life Ball 2008 charity fashion show. Joseph Corr  and his special guests will host this extraordinary show to support Europe's largest charity event dedicated to the fight against AIDS.

The show will be a mix of fashion show, concert performance, revue, theatre and happening – thirty minutes of full ecstasy. Crazy, kinky, sexy!

#### **Statement Joseph Corr , Agent Provocateur**

*„I am delighted that Agent Provocateur has been invited to present this year's Life Ball fashion show. It is a great honour to participate in Europe's most colourful charity event, not only to be joining such a glittering list of previous world renowned designers but also to be the first lingerie house invited to present.....*

*It is vital that the fashion industry uses its world wide audience to raise awareness to matters that affect us all, Life Ball is dedicated to combating the ongoing plight of AIDS and HIV sufferers world wide and I am honoured that our company is able to participate in its fight against discrimination and ignorance.*

*In the true spirit of the Life Ball, Agent Provocateur will be bringing its own unique brand of fashion, lingerie, fun and live rock n' roll to light up the town square of Vienna!*

*Knickers forever!!!!!"*



## **Life Ball Program 2008 at Vienna City Hall:**

### **SPACE CONCEPTS BY PERFECTPROPS & SECTION.D SUPPORTED BY PNEUMOCCELL**

After the opening ceremony the actual ball will take place in the Vienna City Hall which is decorated in futuristic style according to this year's theme. The "Festsaal" (VIP Area) is black as the universe and will be illuminated by mood light pillars changing their appearance every half hour. For the first time, the entire inside of the City Hall will be covered with white fabric which serves as background for surreal visual art projections. The spectacular light installations will become sensuous encounters that lead into the virtual worlds of Planet Life Ball. Apart from a wide range of live performances and DJ performances, VIPs will gamble to raise money for various AIDS projects, with the professional support of Poker-Stars.de (and with Life Ball playing cards especially designed for the event by Agent Provocateur).

#### **Festive Hall**

As every year diverse and talented DJs.

#### **Live acts:**

- Jodie Watley
- Debbie Harry & Miss Guy
- Sun Ho

#### **DJ line up:**

Larry Tee, Christopher Just, Joost van Bellen & friends

#### **VIP Area**

This year the teams of the renowned agency **perfectprops** and **Section.d** will create a futuristic room-concept. **Pneumocell** will construct special furniture.

#### **PokerStars.de Lounge**

This year at the Nordbuffet inside the City Hall, PokerStars has organised a charity poker tournament. The net profit goes directly to AIDS Life.

#### **Performances live on stage:**

- Jon Regen
- Gregor Glanz
- Valerie

#### **Arkadenhof**

The biggest dance floor at Life Ball is hosted by Heaven Gay Night Vienna and guarantees best entertainment with international club appeal. Join us at the Red Bull Golden Moments Bar. This year, the Life Ball Queen 2008 will be elected there at 00:30 a.m. Opening by Heaven Host, Miss Candy.

#### **On Turntables**

- VJING BY **C27 and Nowemba (Eyelcon)**



### **Meinl Coffee Lounge**

Specially trained Meinl coffee-sommeliers and barkeepers create delicious Viennese coffee specialities in a newly designed coffee house atmosphere.

### **Hof III**

In co-operation with the Viennese discothèque Volksgarten, the location turns into a pulsating dance floor and the DJ booth will hover over the entrance.

#### **On decks**

- Michael Gray (Eye Industries/Universal, MN2S, 3A-Audio / Artist / Arrangement)
- Audiowhores (Peppermint Jam, MN2S, 3A-Audio / Artist / Arrangement)
- Claudio Ricci
- Met D'Phunk
- Tom Snow
- Ronaldo

### **Wappensaal**

DJ line up by **U4**

VJING by **luma.launisch & Birgit Fischer, soundframe, 4shrooms**

### **Austrian legends & rising stars "live"**

Drahdiwaberl

Supermax feat. Buddha Monk

### **Stadtsenatssitzungssaal**

DJ line up "**Defusion**" by **Karl Moestl**

VJING by **Lichttapete**

### **Kleiner Salon**

DJ line up by **Soulsugar**

VJING by **OchoResotto**

### **Feststiege I und II**

**Stiegl** is responsible for visual refreshments on the main staircase (Feststiegen) I & II and will decorate the stairs with a red carpet. The highlights are the especially designed labels with the looks from the Life Ball Style Bible.

### **Arcade in front of Feststiege II**

Tombola and other Life Ball merchandising products

### **End of Life Ball: 5.00 am**



## **LIFE BALL 2008 | guests**

- Sharon Stone, American actress
- Kim Cattrall, Canadian actress
- Linda Evangelista, Canadian supermodel
- Joseph Corré, British designer
- Alan Cumming, British actor
- Eve, American rapper
- Stefan Effenberg, German soccer legend
- Patricia Field, American stylist & fashion designer
- Traver Rains, American fashion designer - „Heatherette“
- Richie Rich, American fashion designer - „Heatherette“
- David & Philippe Blond, American fashion designer duo
- Stefan Sagmeister, Austrian visual artist/designer

### **Opening ceremony:**

- Vienna Boys Choir
- Wiener Akademie
- Wiener Sinfonie Orchester
- Vienna Waltz Project
- Chorus Viennensis
- Cast of „Afrika! Afrika!“
- Franz Viehböck, Austrian cosmonaut
- Zweitfrau, Valerie and Vincent Bueno
- Cast and orchestra of „The Producers“ - Vereinigte Bühnen Wien

### **Life Ball-song „The Life“**

- Amanda Lepore
- Mel Merio
- Alex Murray-Leslie & Melissa Logan (Chicks on Speed)

### **Soccer players & legends:**

- Steffan Hofmann, SK Rapid
- Otto Konrad, Austrian soccer legend
- Michael Konsel, Austrian soccer legend
- Sanel Kuljic, Austria Wien
- Roland Linz, Braga SC
- Stefan Maierhofer, Rapid
- Toni Polster, Austrian soccer legend
- Stefan Maierhofer, Rapid
- Competitors of “Das Match“ by the Austrian Broadcasting Corporation: Gernot Pachernigg (runner-up „Starmania“), Oliver Polzer (sports presenter ORF/Austrian Broadcasting corporation), Andreas Ferner (comedian), Max Schmiedl (actor & comedian)

## **Live acts**



- Debbie Harry & Miss Guy
- The Feeling
- Jody Watley
- Sun Ho
- Jon Regen
- Peter Legat feat. Count Basic & Band
- Supermax & special guest Buddha Monk/ Wu Tang Clan
- Big John & Vienna Soul Society
- Drahdwaberl
- Gregor Glanz
- Lisa Millett
- Zweitfrau

**PokerStars.de charity competition:**

- Shiri Appleby, American actress
- Stefano Bernardin, Austrian actor
- Konstanze Breitebner, Austrian actress
- Claudia Effenberg, German socialite
- Elton, German television presenter
- Christoph Feurstein, award-winning Austrian journalist
- Josef Haslinger, Austrian author
- Maddalena Hirschal, Austrian actress
- Katy Karrenbauer, German actress
- Otto Konrad, soccer legend
- Alexander Mazza, German television presenter
- Eric Papilaya, Austrian singer
- Markus Schenkenberg, Model
- Ralf Schmitz, German comedian & actor
- Ralph Siegel, German music producer
- Dirk Stermann, Austrian comedian & author
- Günter Tolar, Austrian actor

**Costume competition hosted by Lauda Air & ATV:**

- Ulla Weigerstorfer, former Miss World (wearing Thang de Hoo)
- Isabella Krassnitzer, television presenter (wearing Nikola Fechter)
- Marika Lichter, actress & talent agent (wearing Brigitte Just)
- Kathrin Lampe, television presenter (wearing Schella Kann)
- Miss Candy, drag queen (wearing Thomas Kirchgrabner)
- Timna Brauer, musician (wearing Michel Mayer)
- Sylvia Saringer, television presenter (wearing Ulliko)
- Sandra Pires, musician (wearing Elfenkleid)

**Designer:**

- Thang de Hoo
- Nikola Fechter
- Brigitte Just
- Schella Kann



- Thomas Kirchgrabner
- Michel Mayer
- Ulliko
- Elfenkleid

**On turntables:**

- Joost van Bellen
- Michael Gray
- Audiowhores
- Larry Tee
- Christopher Just & Friends
- Sergio Flores
- Heavenly Herb

**DJ line-ups by:**

- „Defusion“ by Karl Moestl
- Soulsugar
- Volksgarten & Mn2S Floor
- U4, Addicted To Love, Addicted To Life

**Presenter Festive Hall:**

- Sonya Kraus, German television presenter

**Presenting the event for the Austrian Broadcasting Corporation:**

- Mirjam Weichselbraun & Alfons Haider
- On the red carpet: Eva Pölzl & Andi Knoll

## **Life Ball Party**

### **Exclusive at the Garden Club/ Volksgarten Club discotheque**

Doors open at 11:00 pm

Over the years, the Life Ball Party has developed from a small side-event to a fixture of the wild Life Ball night. Bigger this time, but still as familial, this tradition will be continued with a kinky and colourful programme.

After the fashion show at the City Hall square, all Life Ball fans can expect a party night at the Volksgarten that is more than just an alternative to the original in the City Hall.

Dress Code: Crazy, please!

Tickets are € 15 each and are available at the box office only! All entrance fees go into the net profits of Life Ball.

### **Life Ball After Hour at the Volksgarten**

After party starts at 05:00 am



#### **On decks**

- Michael Gray (Eye Industries/Universal, MN2S, 3A-Audio / Artist / Arrangement)
- Audiowhores (Peppermint Jam, MN2S, 3A-Audio / Artist / Arrangement)
- Sergio Flores (Defected)
- Claudio Ricci
- Met D'Phunk
- Tom Snow
- Ronaldo

#### **Gastronomy at Life Ball 2008**

For the first time, the complete gastronomy organisation of Life Ball 2008 is in the hands of the Life Ball production-team.

#### **Life Ball Facts:**

- More than 65 gastronomy participants all over the City Hall
- 328 running meters of bars
- 764 VIP-seats in the City Hall and at the City Hall Square
- 600 staff members
- More than 50.000 recyclable plastic cups
- Approx. 200 tons of equipment
- 10 cooling lorries with more than 20,000 kg of ice cubes and crushed ice
- 100.000 portions of drinks
- 1.800 bottles of sparkling wine
- More than 20.500 cans of Red Bull
- 1.200 litres of Vodka

#### **Technical data of Life Ball 2008**

- Cable laying of the distance Vienna – Iceland
- 500 rubber mats for your safety
- More than 400 working hours of the technicians
- Eleven audience tribunes and one main tribune
- 180 tons of steel
- 8 lift trucks, 4 working stages and two 140 ton cranes
- Approx. 24.000 hours of work
- 300 securities
- 1.000 running meters grids
- 400 movable spot lights at the City Hall Square
- 250m<sup>2</sup> LED-area
- Main tribune which: 16 meters high, 24 meters deep and 54 meters long
- 950 "Pneumocell" elements
- Two screens with 14x14 meters
- 1 Ufo: 11.5 meters wide, 6 meters high, 2.5 tons



## LIFE BALL 2008 – programme VIENNA CITY HALL SQUARE

when	what	where
7.20 pm	Arrival of the Ö3 Life Ball Express powered by ÖBB and Diners Club	Ringstrasse / Burgtheater
7.30 pm	Entrance Ball guests	Red carpet
7.30 – 9.00 pm	Costume Contest hosted by Lauda Air and ATV	Red carpet
9.00 pm	Austrian television starts with a live broadcast	
9.00 pm	Afrika! Afrika! – performing cast of Afrika! Afrika!	Red Carpet
9.03 pm	Farewell of the Hot-Air Balloon – presentation by Franz Viehboeck – patron of the Mathare Youth Sports Association (MYSA) project in Kenya	Red Carpet
9.15 pm	Presentation of the 25 Costume Contest Finalists by Katrin Lampe and Alan Cumming	Red Ribbon Stage
9.37 pm	Entrance of the Life Ball MINI 2008 – designed by Agent Provocateur	Red Carpet
9.40 pm	OPENING LIFE BALL 2008 Life Ball Fanfare – composed by Bela Fischer	
9.41 pm	Chorus by Georg Friedrich Händel Performed by Vienna Boys Choir, Chorus Viennensis & Wiener Akademie	Red Ribbon Stage
9.43 pm	Life Ball Film: „G'schichten aus dem Wienerwald“ by Johann Strauß	Vidiwall
9.47 pm	UFO Landing at the City Hall Square – performed by the dancers of the Association of the Vienna State Opera Ballett and Volksoper Vienna.	Red Ribbon Stage
9.50 pm	“Vienna Calling” – A tribute to Falco – performed by Zweitfrau, Valerie, Vincent Bueno & The Viennese Symphonic Orchestra	Red Ribbon Stage
9.54 pm	Welcome by Miriam Weichselbraun and Alfons Haider	Red Ribbon Stage
9.55 pm	Opening Speech: Dr. Michael Häupl (Major and Governor of Vienna)	Red Ribbon Stage
9.56 pm	TRIBUTE TO LIFE initiated by L'Oréal Paris - Linda Evangelista	Red Ribbon Stage
10.00 pm	Debbie Harry performing “Fit right in”	Red Ribbon Stage
10.04 pm	LIFE BALL CRYSTAL OF HOPE donated by Swarovski to CARE Austria and the project Yier Ngima – Rosemary Mueni Mbaluka, Gery Keszler	Red Ribbon Stage
10.12 pm	Presentation of the Anti-Discrimination Campaign <a href="http://www.berufsschwuchtel.org">www.berufsschwuchtel.org</a>	Vidiwall
10.18 pm	Performance “Keep it gay” from the musical “The Producers” by The Ensemble and Orchestra of the Vereinigten Bühnen Wien	Red Ribbon Stage
10.22 pm	Speech Sharon Stone - Global Fundraising Chairman of amfAR's Campaign for AIDS Research	Red Ribbon Stage
10.29 pm	LIFE BALL SONG 2008 “The Life” performed by Amanda Lepore, Mel Merio & Chicks on Speed. Produced by Christopher Just and Larry Tee.	Red Ribbon Stage
10.33 pm	FASHION SHOW BY AGENT PROVOCATEUR – Live Acts: <i>Dirty Stop Out</i> : Joseph Corré, Mick Jones (The Clash), Luca Mainardi feat. special guests Nina Hagen	Red Ribbon Stage
	<i>The Feeling</i> : “I thought it was over”	Red Ribbon Stage
approx. 11.05 pm	LIFE BALL guests move into the City Hall	



**LIFE BALL 2008 – programme VIENNA CITY HALL**

<b>when</b>	<b>what</b>	<b>where</b>
approx. 11.05 pm	LIFE BALL guests move into the City Hall	
00.00 am	Jody Watley	Festival Hall
00.00 am	Dradiwaberl	Wappensaal
00.00 am	Final Costume Contest 2008 by Katrin Lampe and Alan Cumming	Arkadenhof
00.15 am	Valerie	Nordbuffet
00.30 am	Count Basic	Kleiner Salon
00.30 am	PokerStars Charity Poker Tournament	Nordbuffet
00.45 am	Debbie Harry & Miss Guy	Festival Hall
01.00 h	John Regen	Nordbuffet
01.15 h	Supermax feat. Buddah Monk	Wappensaal
01.30 h	Sun	Festival Hall
01.30 h	Big John & Band	Kleiner Salon
01.45 h	PokerStars Charity Poker Tournament finishes	Nordbuffet
01.45 h	Lisa Millett	Arkadenhof
02.00 h	Gregor Glanz	Nordbuffet
02.00 h	Zweitfrau	Wappensaal



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