

TRAVEL

Waltzing through Vienna

Old World city attracts newcomers



BY PAUL HOFMANN
NEW YORK TIMES SYNDICATE

After several decades of seeing its population shrink, Austria's capital is growing again. Vienna, which in 1910 counted more than 2 million residents, had fewer than 1.6 million in the mid-1980s. Since then immigration from Eastern Europe, the Balkans and Turkey has increased the population to an estimated 1.7 million.

In addition, many thousands of Bosnian and Croatian refugees have arrived during the past few months, and many are expected to stay on.

The old city, traditionally a central European melting pot, looks more cosmopolitan today than it has for a long time.

The newcomers are not only immigrants from Eastern Europe but also employees of multinational corporations that have established their headquarters in tidy, comfortable Vienna, while their executives commute to Budapest, Prague, Warsaw and other former Communist centers.

A building boom with a forest of cranes on the skyline speaks of the need for more office and living space, and Vienna Schwechat Airport too is being enlarged.

Another noticeable change is the number of young people in a city where until recently old faces seemed to prevail. The young predominate in the Bermuda Triangle, a trendy neighborhood around Vienna's oldest church, St. Rupert's, dating to the 11th century, and the principal synagogue, built in 1825.

The triangular section gets its nickname from the urban folklore that holds that some patrons of the taverns and discos vanish into the hohelmin life, never to return to their old routines.

Music

Young people have ensured the continuing success of the "Vienna Moderns" avant-garde music festival. The Italian conductor Claudio Abbado founded four years ago and that starts Oct. 25 this year, running through most of November.

The State Opera, with 1,713 seats and room for 567 standees, has performances every night and on some afternoons until the season closes June 30, 1993, except Feb. 25, March 1 and April 9.

In addition to more than 30 repertory works from "Aida" to "Zauberflöte," the new produc-

tions are of Wagner's complete "Ring," conducted by Christoph von Dohnanyi, Verdi's "Macbeth," conducted by Jan Latham-Koenig, "Falstaff," by Verdi, conducted by Seiji Ozawa, and Richard Strauss' "Capriccio," conducted by Heinrich Hollreiser.

Some 40 evenings of ballet at the State Opera during the 1992-93 season will include a "Don Quixote" with music by Ludwig Minkus. Tickets cost from \$1.50 for standing room in the gallery to \$200 for the most expensive orchestra seat. (All prices are based on an exchange rate of 10 Austrian schillings to the United States dollar.)

The 1,319-seat Volksoper (People's Opera) also has performances almost daily until June 30. Among the new productions are Gutfried von Einem's "Danton's Death," conducted by Isaac Karabchevsky, and Lehar's "Giuditia."

The eclectic repertory ranges from Mozart's "Don Giovanni" to Lerner and Loewe's "My Fair Lady" and such classics of Viennese operetta as Lehar's "Merry Widow." Ticket prices range from \$1.50 for standing room to \$80 for the best seats.

Ticket sales for the State Opera and Volksoper start seven days before each performance at State Theater Booking Offices, 3 Hanuschgasse, 51444-2090, near the State Opera. Standing-room tickets are sold only in the evening at the box offices of the two theaters, which open an hour before the performance. People often line up hours earlier.

Holders of major credit cards worldwide may buy tickets by phone during the six days before a performance, calling 43 (the code for Austria) 1-513-1513, from 9 a.m. to 5 p.m. Monday to Friday, and 9 a.m. to 2 p.m. Saturday or 9 a.m. to noon Sunday, Vienna time. Information: 51-444-2095.

The celebrated Vienna Philharmonic Orchestra will be heard in 11 concerts in the "golden hall" of the Musikverein Building, Vienna's Carnegie Hall (the main entrance is at Dunbarstrasse, near the State Opera) until June 13. Each performance is preceded by a public rehearsal a day earlier.

Claudio Abbado, Sir Colin Davis, Carlos Kleiber, Riccardo Muti and other conductors will be at the podium. Although most tickets go to subscribers, a few will be available. The secretariat of the orchestra, 505-6525, opens a wait-



On key: The Vienna Boys' Choir was established by Maximilian I in 1498 to perform in the chapel of the Imperial Palace in Vienna, Austria. The Burgtheater, (top left) one of Europe's most famous stages, was constructed in Vienna in the 19th century using a Renaissance pattern

ing list two days before each concert. Tickets cost from \$6 (standing room) to \$80.

Concerts by other local or visiting orchestras and recitals are almost daily in the Musikverein Hall. Program and ticket information: 505-8190. The ticket office at 6 Karlsplatz is open 9 a.m. to 6 p.m. Monday through Friday, 9 p.m. to noon Saturday.

Concerts, chamber music and recitals also take place almost daily in the halls of the ornate Konzerthaus, two blocks east of the Musikverein. In addition to the Vienna Symphony, orchestras and soloists from all over the world will be heard during the 1992-93 season. Tickets cost \$9 to \$30, higher for exceptional events. The ticket office, 20 Lothringer-

strasse, 712-1211, is open 9 a.m. to 6 p.m. Monday to Friday, 9 a.m. to 1 p.m. Saturday.

The Vienna Boys' Choir sings at Mass in the former Imperial Chapel (entrance in Schweitzerhof courtyard), beginning at 9:15 a.m. every Sunday until Dec. 27. Tickets are \$5 to \$22; no more than two per person can be bought at the

chapel after 5 p.m. the preceding Friday.

The musical "Elisabeth," which had its world premiere at the Theater an der Wien (where Beethoven's "Fidelio" was first performed in 1805) on Sept. 3, is expected to have a long run. Tickets are \$10 to \$99 at the box office, 6 Linke Wienzeile; reservations: 599-7719.

Adventurous travelers get inside Outside magazine

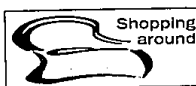
BY EVERETT POTTER
SPECIAL WRITER

For adventurous, athletic American travelers a getaway means more than a week at the beach.

It means sea kayaking off Vancouver Island, rock climbing in Ecuador, mountain biking through Kenya's game preserves or in-line skating on the boardwalk in Venice, Calif.

It means approaching travel with an ecological conscience, a sense of responsibility for preserving the earth.

And it means sharing a fitness level common to a generation that believes smoking is bad, french fries are not a major food group and camping needn't be done with a Winnebago.



The bible for this new breed of enthusiast is a magazine called Outside, which is celebrating its 15th anniversary with the October issue.

"Outside is for people who lead a year-round, active lifestyle," says Lawrence Burke, the publisher, editor in chief and founder. "It's for people who try and make the most of their personal time."

Burke features a roster of such well-known outdoor writers as Jon Bowermaster, Tim Cahill, Trip Gabriel, Barry Lopez, David Quammen, Nancy Slute and Randy Wayne White. Their savvy, witty, irreverent style is a far cry from the usual outdoor writing.

The September 1992 issue has a feature on a trip to Mull, a remote and little-known province of China near Tibet; a profile of three brothers who are champion bicycle racers; an article on an 86-year-old adventurer who spent 11 of the past 12 summers camping in Greenland; and a detailed piece on the U.S. Forest Service's management structure.

Also in the September issue are equipment reviews of new backpacks, cross-training shoes and tents. There are travel articles on photo safaris in British Columbia and trout fishing in Montana. And stunning color photographs dot the whole issue.

In the past year the magazine has rated dozens of environmental and nature charities, from the World Wildlife Fund to the Audubon Society.

Burke, a former IBM executive, founded the magazine in 1976 and called it Mariah. He had just

spent four years sailing around the world in his 30-foot sailboat Mariah.

"I didn't have one hour of publishing experience, but I wanted to do this magazine," he says. After eight issues the journal on sports, travel and adventure had 90,000 subscribers.

In late 1977 Straight Arrow Publishers, which puts out Rolling Stone, launched Outside magazine to compete with Mariah. They got off to a good start but were floundering a year later.

In 1978 Burke bought Outside from Straight Arrow and merged it with Mariah. The new bimonthly Mariah/Outside lasted until February 1980, when Burke dropped "Mariah" from the title.

In March 1984 Outside went monthly. Within a year circulation was up to 225,000; the current figure is 375,000. It is expected

to top 400,000 by the end of 1992.

And in the face of an ongoing recession, Outside's advertising pages are up 20 percent.

Burke says 73 percent of his readers are men with an average age of 35 and an average household income of \$71,000. These readers take about 11 trips a year — a trip being defined as two nights away from home.

Burke recently commissioned a study from the Yankelovich marketing-research company. It tracked the leisure-time activities of 46 million Americans who are defined as "outside enthusiasts."

"The Yankelovich survey found that this area of outside activities was a 'new social arena of the 1990s.' They said it was maybe the most significant primal movement in America right now," Burke says.

But he also cites a more elemental reason for his magazine's success.

"Remember the snowball fights you had as a kid or playing in the woods or hiding in a big pile of leaves or going on a fishing or camping trip with your Dad? We're trying to reconnect with that first excitement we had as kids playing outside."

Indeed, Burke plans to launch Outside Kids in May 1993, aiming for the market of readers ages 8 to 12. He'll be moving his headquarters from Chicago to Santa Fe, N.M., a city he says is "more closely related to our own philosophy about life."

For further information contact Outside, P.O. Box 54729, Boulder, Colo. 80322 or call (800) 678-1131. A one-year subscription is \$14.95.