Beat: Business

THE NEW THE ROMY SCHNEIDER ARCHIVE IN BERLIN

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USPA NEWS - Since the beginning of the year 2018, the Hamburg Romy Schneider Archive is based in Berlin
After the death of the founder and co-owner Dieter Schleifenbaum in September 2017, a lot has happened.
Ariane Rykov from Niepello, now speaks for the first time about the re-foundation of the largest archive of world star Romy Schneider.
The Romy Schneider Archive in its original form does not exist anymore, they explained. Since early 2018, Ariane Rykov (by Niepello) and Uwe Marcus Magnus Rykov have taken over the former archive and founded the new Romy Schneider Archive in Berlin.
What has changed?
"A lot has changed besides the location. I was faced with the decision whether to continue the archive at all or not. Then I was faced with the question of whether I go to Hamburg, and take over the rooms of the archive - everything would continue as before. But I could not do that, because there were just too many memories that I did not want to deal with every day. "

You are talking about the new Romy Schneider Archive and new ways, what do these paths look like?
"An old saying goes, the way is the goal. Our goal is to manage Romy Schneider's largest collection and to make a difference with this collection. Romy Schneider herself dedicated time of her life in numerous social matters, she supported people who were not necessarily on the sunny side of life. Exactly this work we would like to continue in your sense. This goal established itself in my mind while working on my book The Stage of Life - that's new, before our work was much more like the work of an image agency or art mediator. "

Are there already any projects you are working on?
"These projects exist. However, I was initially busy with my husband - the co-owner of the Romy Schneider Archive, the other founding members of the association Romy Schneider Archive E.V. to find. The search turned out to be difficult at first, so I am happier about the current formation of the club. We have boxing promoter Eva Rolle and her son Boxer and actor Rober Rolle, actors Randdy Frahm and Mandy Huch and the head of the PR agency Kunath, Beatrice Kunath in the team. A strong team is the foundation for a successful work with which we now start. So we are currently planning a bigger event on the occasion of Romy Schneider's 80th birthday in September of this year. Together with Eva Rolle we design a project for children from focal points of the capital. The project will be about accompanying the children to rural areas near Berlin and bringing them closer to the sport. "

How do you finance these projects?
"An association finances itself first and foremost through donations. Of course, we depend on them to realize projects and implement our goals. That's one point, the other the fact that money is not everything. This means that we build on the volunteer work of our members - and of course we look forward to membership growth. "
The Romy Schneider Archive sees itself as a cultural institution which, above all, advocates the implementation of the objectives of the actress Romy Schneider in the social as well as in the cultural field.
On September 23, 2018, Romy Schneider would have been 80 years old. On the occasion of the 80th birthday of Romy Schneider, the archive publishes a book entitled 80 Years Romy Schneider, with numerous photographs and first published Letters of the Legend.

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