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***“Very rarely you meet someone for the first time,  
and immediately you can feel and sense the passion  
he or she has towards architecture,  
so intense that one can almost experience the spiritual exchange  
that has taken place between the architectural object,  
through the lens of camera and captured by the photographer.***

***You have done just like that and ought to be congratulated.  
It's God's gift and talent.”***

*Kyran Sze Managing Director AEDAS Asia*

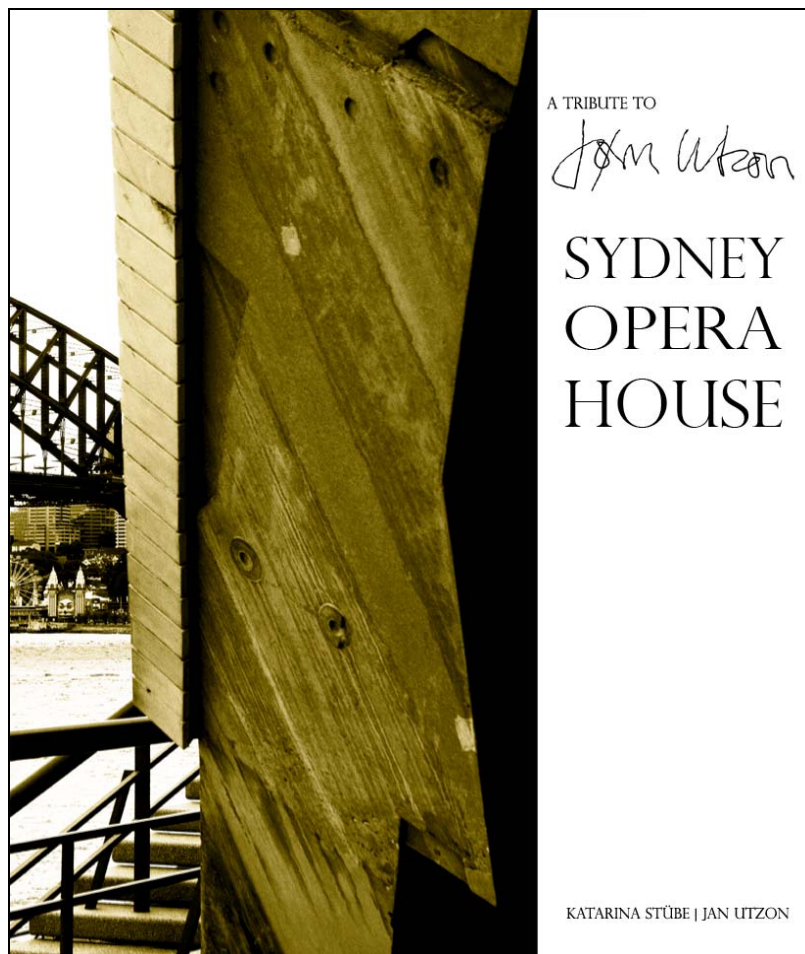
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## **‘Jørn Utzon’s Sydney Opera House’**

A tribute to Jørn Utzon

by Katarina Stübe & Jan Utzon

The only book created with the full endorsement of Jørn Utzon  
coupled with outstanding photographs of this iconic building.



***“Katarina's journey is a story of inspiration and passion that is matched only by the beauty of her photography. This was about Utzon and the Opera House, yet we were all spellbound by the girl who dared to dream...”***

*Jan Ravenholt, Consul General, Royal Danish Consulate General*

## CORPORATE OPPORTUNITY

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### Corporate Gift

We offer you a unique opportunity to acquire an iconic corporate gift which can be branded and tailored to your business needs, enabling to enhance your image at the same time as associating yourself with one of the world's most recognised and loved icons of modern design.

### About the Book

This stunning tribute to Jørn Utzon's visionary masterpiece offers inspiring photographs as well as revealing insights into talents and generous personalities of the Utzon family.

Katarina Stübe has collaborated with architect and son of Jørn Utzon, Jan Utzon, over the last three years to produce this personal book.

It is important to note that Katarina's book contains personal notes and anecdotes by Jørn Utzon together with formerly unpublished stories and materials from the Utzon archive. It is not only an amazing contemporary photographic essay of the Sydney Opera House but it will also increase in value and significance in the decades to come.

Katarina will sign your copies of the book and write a personal corporate message agreed by you.

Your organisation will be associating itself with Australia's symbol of excellence to the world, signifying architectural brilliance and the realisation of an individual's breathtaking vision.

Katarina's book is the ideal corporate gift for any important occasion and available to you at a *preferred corporate rate*.

Through a special arrangement this is the ideal time to purchase a number of books that can be personally signed by Katarina as she is currently in Australia for a limited period.

The book will become a feature in your colleagues' homes and boardrooms. It has attracted international media due to the significance of Utzon's involvement and the excellent photography.

This illustrated memoir and tribute to Jørn Utzon, who never saw his completed masterpiece with his own eyes, has been successfully launched in Australia and throughout Asia. Plaudits have been received from the Australian High Commissions and the Royal Danish Embassies and the book is being launched in Europe in September 2009.

For press clippings and Radio/ TV interviews please visit [www.utzonoperahouse.com/press](http://www.utzonoperahouse.com/press) and [www.youtube.com/katarinastuebe](http://www.youtube.com/katarinastuebe) or contact [pr@utzonoperahous.com](mailto:pr@utzonoperahous.com)

### Order your corporate books

To order your corporate copies of *Jørn Utzon's Sydney Opera House* and to book Katarina Stübe to come in to sign your corporate books accompanied by a motivational talk to your staff please contact; [marketing@utzonoperahouse.com](mailto:marketing@utzonoperahouse.com)

***“When I first discussed the project with Katarina I was spellbound by her incredible enthusiasm to reinvigorate the Sydney Opera House story. As a Scandinavian company, it was a natural choice for us to be involved in the Australian market due to the unconditional quality the venture projected.***

***Via this local involvement, Katarina was key in introducing us to other like-minded companies, developing an increased network and greater long-term business opportunities. It was from this tangible realisation that our company extended our involvement to a global scale.”***

*Lars Olofsson, CEO Scandinavian Airlines Australia*

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## **Partners, Sponsors, Clients**

- The Sydney Opera House Trust
- Office of Community Engagements and Events, Department of Premier and Cabinet NSW Government
- The Department of Foreign Affairs and Trade and its international missions
- The Royal Danish Embassy and its international missions
- The City of Sydney
- Tourism Australia
- Scandinavian Airlines, Australia
- PANDORA Jewellery, Australia
- Hungerford Hill Wine, Australia
- Saatchi & Saatchi, Sydney
- Kinnarps, Australia
- SAXO Bank Singapore
- ADVANCE Global Networks
- Utzon Centre, Aalborg Denmark
- Utzon Architects
- AEDAS Architects

## **International Book Launches and Talks**

### **European Book Launches Sept 09**

08 Sep 09	Utzon Centre Aalborg <a href="http://www.utzoncenter.org">www.utzoncenter.org</a>
10 Sep 09	Danish Architecture Centre Copenhagen <a href="http://www.dac.dk">www.dac.dk</a>
11 Sep 09	Danish Embassy Berlin <a href="http://www.berlinaut.um.dk/de/menu/Kalender">www.berlinaut.um.dk/de/menu/Kalender</a>
15 Sep 09	Australian Embassy Paris in conjunction with the Danish Embassy
17 Sep 09	Australian Embassy Madrid in conjunction with the Danish Embassy
18 Sep 09	Australian Embassy Stockholm in conjunction with the Danish Embassy
Sept 09	London Book Launch tbc
Oct 09	Mallorca Book Launch tbc

### **Asian Book Launches Jul/ Aug 09**

22-28 Jul 09	Hong Kong Book Fair, Danish Embassy Booth
23 Jul 09	VIP Reception / Media launch, exhibition at the Australian Consul General's Residence HK
24 Jul 09	Book presentation and Talk at the Hong Kong Book Fair
27 Jul 09	Talk at the Hong Kong Institute of Architects
29 Jul 09	Australian Consulate Shanghai VIP Reception and book launch/ exhibition at M on the Bund
03 Aug 09	Australian Embassy Beijing VIP Reception and book launch/ exhibition
06 Aug 09	Royal Embassy of Denmark, Singapore VIP Reception at the Ambassador's Residence
08 Aug 09	ReDot Gallery, Singapore Book Talk in association with Advance and AIA

### **Australian Book Launches May 09**

18 May 09	The Sydney Opera House's Utzon Room, official book launch hosted by CEO Opera House
19 May 09	Saatchi & Saatchi, Sydney Photographic Exhibition, Talk with Jan Utzon and Katarina Stübe
21 May 09	Sydney Writers' Festival Talk Jan Utzon, Katarina Stübe, Alan Saunders at Customs House
23 May 09	Kinokuniya Bookstore Sydney talk and signing with Katarina Stübe and Jan Utzon
25 May 09	Royal Institute of Architects Book Talk with Jan Utzon, Richard LePlastrier, Katarina Stübe
27 May 09	Denmark House Melbourne launch in conjunction with AIA, Jan Utzon, Katarina Stübe
30 May 09	Hungerford Hill Book launch in the Hunter Valley with Katarina Stübe and Jan Utzon

***“PANDORA retailers attending the PANDORA sponsored event in Melbourne were proud to be associated with such a prestigious launch event and curious to meet both Katarina Stuebe, ‘the young human dynamo’ that they had heard so much about, and Jan Utzon.”***

***In addition to this, we have a number of Katarina’s books, signed by both Katarina and Jan Utzon, which we will use as prestigious corporate gifts in the months ahead.”***

*Margarethe Marsh, Marketing Manager, PANDORA Australia*

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## **PR and Media**

### TV Australia

- ABC National News May 18, 2009
- SKY News Sunday Agenda May 31, 2009

### TV China

- Global Live Program Phoenix TV Australia News 19 May, 2009
- Phoenix TV from the Book Fair in Hong Kong 22 July, 2009
- CCTV9 Cultural News from the book launch in Beijing 5 August, 2009

### Radio Australia

- ABC Radio National – Breakfast interview with Fran Kelly
- ABC Radio Classic FM – live with Margaret Throsby
- ABC Radio Conversation Hour with Richard Fidler
- ABC Radio Newcastle – live with Carol Duncan
- ABC 620 – Canberra – live with Peter J. Casey
- ABC 720 – Perth – live with Bernadette Young
- ABC 774 3LO – Melbourne – live with David Cook
- ABC Hobart – live with Carole Whitelock
- Radio 2UE – Sydney – live interview with Tim Webster
- SBS Radio German Program and Danish Program

### Radio Asia

- Radio 3 RTHK
- Radio 4 Hong Kong
- China Radio International
- Radio 774 Beijing

### Print Australia

- Sunday Herald
- Sydney Morning Herald **front page**
- Financial Review Magazine
- The Australian
- Illawarra Mercury
- Vogue Living
- Getty Images
- Architecture Bulletin, Australia
- Qantas Traveller

### Print Asia

- Shanghai Daily
- Global Times Beijing
- China Women’ News
- The Straits Times Singapore
- Harper’s Bazaar Singapore (September 2009)
- Elle Singapore (September 2009)
- Australia and New Zealand Association Singapore

***“It took a visionary to win the Sydney Opera House competition in 1957 and it took a genius to further construct this sculpture in the middle of Sydney Harbour, defining a whole nation.”***



Katarina Stübe and Jan Utzon being interviewed by ABC National TV Australia May 18, 2009

### **Contact**

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Jan Utzon, Katarina Stübe, Jørn Utzon at his home in Hellebæk 2007

*dreams  
come true*

[www.utzonoperahouse.com](http://www.utzonoperahouse.com)

A TRIBUTE TO  
  
 SYDNEY OPERA HOUSE

I DEDICATE THIS BOOK AND MY IMAGES OF THE SYDNEY OPERA HOUSE

TO ITS ARCHITECT, JOHN UTZON (1918-2008).

WHO CONTINUES TO LIVE ON IN MY HEART,

MY LOVING MEMORIES AND THROUGH THIS BOOK, FOREVER.

KATARINA STÜBE | JAN UTZON



JOHN UTZON WITH MODEL BOAT MADE BY HIS FATHER, AGE UTZON, 1924

DEAR PETER,  
 ON BEHALF OF USO  
 REMEMBERS DEPARTMENT  
 I AM VERY PLEASED FOR  
 YOU TO HAVE A COPY OF  
 THIS TRIBUTE TO SYDNEY'S  
 WORLD ICON.  
 IT WAS A WISH TO WORK  
 ON ONE OF THE WORLD'S  
 BEST BUILDINGS IN THE  
 WORLD'S BEST CITY.  
 BE THE GREAT NEXT OF  
 YOUR DREAMS...

LOVE,  


# DREAMS ...

DEAR PETER,  
ON BEHALF OF NSU  
PREMIER'S DEPARTMENT  
I AM VERY PLEASED FOR  
YOU TO HAVE A COPY OF  
THIS TRIBUTE TO SYDNEY'S  
WORLD ICON.

IT WAS A PLEASURE TO WORK  
ON ONE OF THE WORLD'S  
BEST BUILDINGS IN THE  
WORLD'S BEST CITY. ✓

BE THE ARCHITECT OF  
YOUR DREAMS...

LOVE,  
*SARINA*



**New South Wales Government**

Department of Premier and Cabinet  
Community Engagement and Events

Level 41 Governor Macquarie Tower  
1 Farrer Place SYDNEY NSW 2000  
GPO Box 5341 SYDNEY NSW 2001  
T: (02) 9228 4513 F: (02) 9228 5478  
www.nsw.gov.au

21 August 2009

**TO WHOM IT MAY CONCERN**

The Community Engagement and Events Division in the NSW Department of Premier and Cabinet provides management and coordination services for special events, official visits, honours and awards, and community programs.

In my role as Assistant Director General of this Division, I recently met Katarina Stübe, a photographer who has masterfully captured the Sydney Opera House in her striking book *Jørn Utzon's Sydney Opera House*.

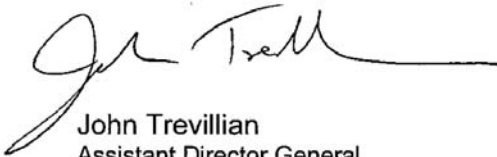
A unique feature of the book is that Jørn Utzon discusses all aspects of his planning and design of the Opera House. This is the first time he has contributed in such a way to any book, which is testimony to his regard for this project and for Katarina, who became friends with the Utzon family during its development.

The book offers not only an outstanding photographic interpretation of our most recognised landmark; it provides an invaluable record of Utzon's reflections on the design of the Opera House.

Katarina impresses as an excellent communicator and a great listener, who is determined to succeed in her chosen endeavours. She combines her skills as an executive producer and project manager with artistic talent, media and presentation skills, a delightful sense of humour and a genuine liking for people.

Through her vision, energy and enthusiasm, Katarina has successfully delivered a significant and historic project. Here in New South Wales, Katarina's book has been selected as the gift of choice for world figures, such as the President of the United States of America, when they visit our city and our state.

I am sure that with her confidence and commitment, Katarina's international profile will only blossom. It is my pleasure to recommend her as a person of outstanding skill and admirable personal qualities.



John Trevillian  
Assistant Director General