

LOST iN

Vienna

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Canon and LOST iN create the Hidden Spots Travel Guide

A city full of imperial grandeur, Vienna has been shaped by figures such as Mozart, Beethoven, and Sigmund Freud. LOST iN and Canon's guide explores what the city has to offer with the PowerShot ZOOM, delving into the legacy of the Habsburg monarchy, the Danube River and Vienna's Architectural delights.



Explore Vienna like never before with the **Canon PowerShot ZOOM** - a 12 megapixel camera with image stabilisation and an easy-to-use 3-step zoom. A pocket-sized camera capable of Full HD video and super-zoom, the PowerShot ZOOM is the perfect travel companion to take with you this summer. With 100mm, 400mm and a digitally extended 800mm zoom, this compact camera lets you beat the crowds and discover Europe's hidden spots from new perspectives.



VIENNA INTERNATIONAL CENTRE (VIC)

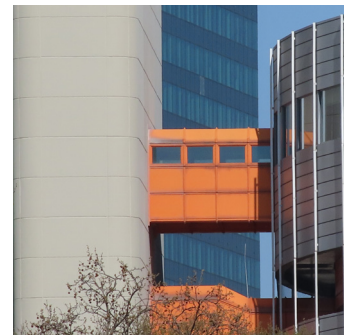


Visit one of the four global UN headquarters

One of four international UN headquarters – along with New York, Geneva, and Nairobi – Vienna's International Centre, or as the local Viennese call it, 'UNO City', houses over 20 UN organisations and 5,000 employees. All promote peace, sustainable development, and human rights around the world.

In 1968, an international competition for the design of the complex - which attracted the interest of architects worldwide – had 288 entries. It was Austrian architect Johann Staber who was crowned the winner of the competition, and the International Centre was built just north of the banks of the river Danube, between 1973 and 1979. Since then, the VIC has been a hub of international diplomacy for more than 40 years – with its presence an important engine of economic growth for the city.

The scale of the complex is impressive. Covering an area of 180,000m², it features one of the tallest towers in Austria – with Building A measuring 127m tall. Stand back and take in the



impressive setting – then, focus in on the details using the PowerShot ZOOM's 3-step zoom. From different angles, why not see how many of the 190 Member State flags on the Memorial Plaza can be recognised and captured in one shot? Whilst you're there, get a glimpse of how the nations all work together and book in for a daily guided tour of the United Nations – see one of the impressive conference rooms! If you want to view it from a different angle, pop your camera in your pocket and head over to the Kaiserwasser beach to get a photo with the lake in front and the tall, modernist towers of the UN headquarters in the background.

Focus on the modernist towers and harsh corners of the building, experimenting with different focal lengths and angles.

HOFPAVILION

Historical



Visit the subway entrance fit for an Emperor

At the heart of Hietzing lies a subway entrance fit for Emperor Franz Joseph I. In 1894, Otto Wagner was commissioned with the artistic design of the Wiener Stadtbahn - for the first time in Austrian history mass transit was designed with modern architecture. Whilst the Hofpavilion only welcomed Franz Joseph I on two occasions, it remains today a modernist tribute to transit architecture. Wagner was a member of the wider Art Nouveau movement whose members modernised Vienna's architecture. Their impact can be viewed in other spots around the city.

During World War II the building was hit by a bomb - the stairways to the platforms of the Vienna Electric Stadtbahn were lost, but the rest was later repaired, and the dome restored in 2014. More recently, it has been used by the Wien Museum as an exhibition pavilion.

Compact in size, the Imperial Pavilion manages to make a striking impression, with its baroque style dome. Go inside, look up at the crowning octagonal ceiling with its wrought-iron candelabra. Then, look around and capture the detail of the pavilion's lavish silk wallpaper with the PowerShot ZOOM's 12 Megapixel sensor - in full, long-lasting clarity.

For the best views, stand on the bridge beside the Hietzing Station and with the help of the powerful, yet portable PowerShot ZOOM, you'll be able to see the details of the dome - inspired by the nearby Schönbrunn Palace.



Stand back, using the camera to zoom in and focus on the archway décor and the gold detailing with the trees in the background.

Canon

ALBRECHTSBRUNNEN

Historical

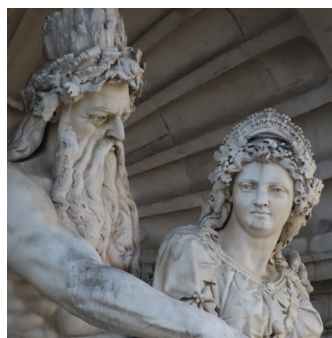


The river meets the city at this monumental fountain

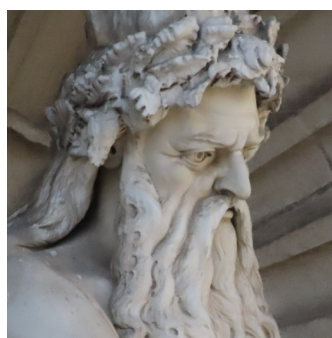
Unveiled in 1869 - on Emperor Franz Joseph's birthday - this wall fountain monument features allegorical figures for Vienna and the Danube River. The original fountain also features representations of the eight major tributaries - but one figure went missing, so has been replaced with a copy.

Use the PowerShot ZOOM to see the detail in the depiction of Danubius and Vindobona - symbolic of the relationship between the river and the city. The wild expression on Danubius' face reflects the floods and ice blasts that repeatedly afflicted the city, but the hand on Vindobona's shoulder showcases his good side. Walk down either side of the fountain, using the camera to capture the intricate baroque detailing. Today's monument is shorter than the original, can you spot where the two end niches are missing?

The fountain was named after Field Marshal Archduke Albrecht of Austria-Teschen, who lived in the palais, which now houses the famous Albertina Museum. Just a minute away, pop in to see exhibitions from famous artists including Monet and Picasso to get your fix of art history. It houses one of the largest print rooms in the world, with more than 65,000 drawings!



Get close to the ground for unique mid-to-low angled close-ups of the stunning baroque detailing in Danubius and Vindobona.



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