

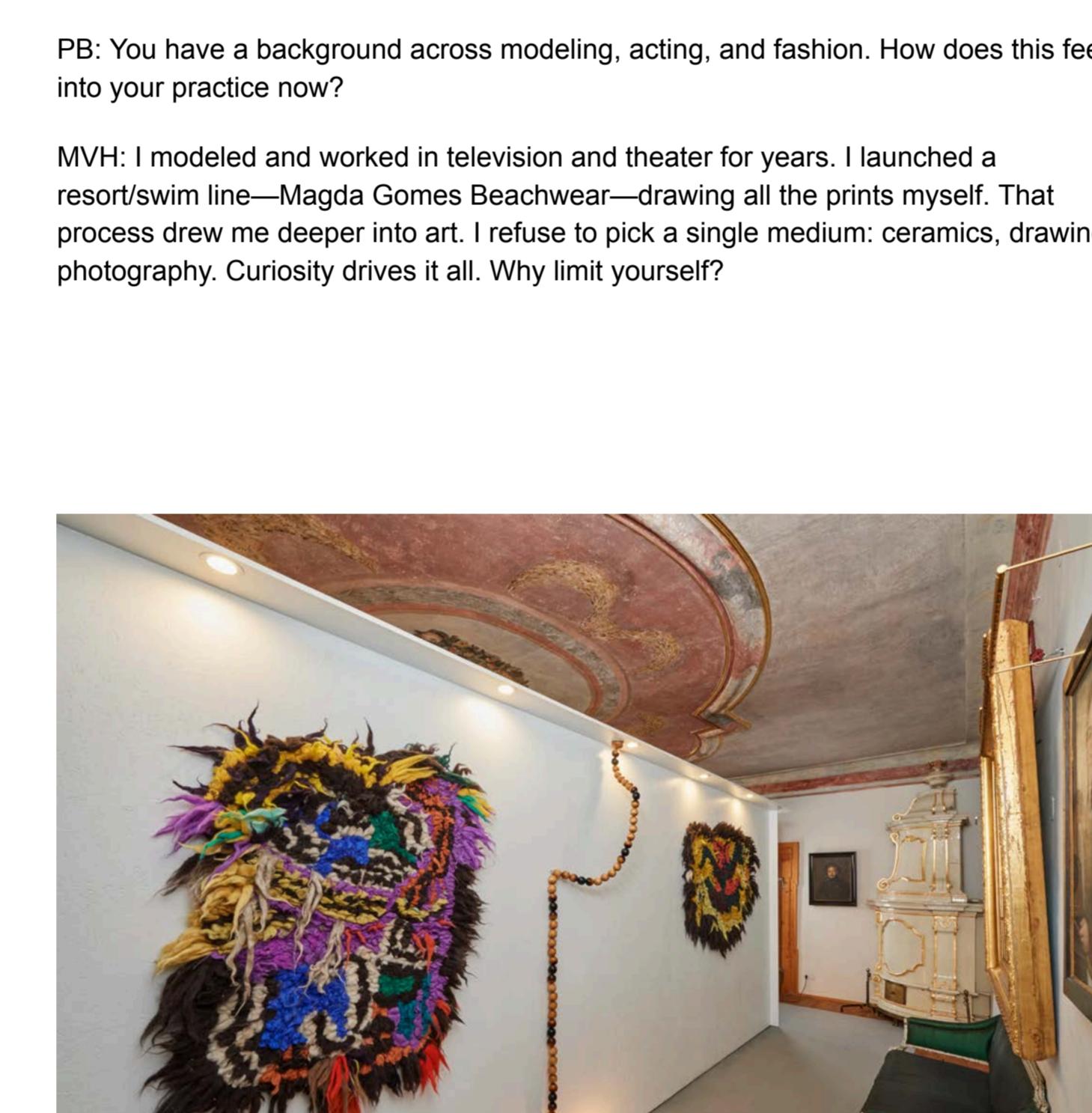
A Crush of Good Things: Inside Salon Meiselberg with Magda von Hanau

Interview with Magda von Hanau
By Petra Berg, Founder & Creative Director of +BERYLL

Perched among the rolling hills of Lower Austria, Salon Meiselberg unfolds each summer as an intimate celebration of art, music, and connection. The private family estate of Magda von Hanau—artist, curator, and spirited host—has become a contemporary interpretation of the grand European salon: part exhibition, part performance, and wholly alive with creative energy.

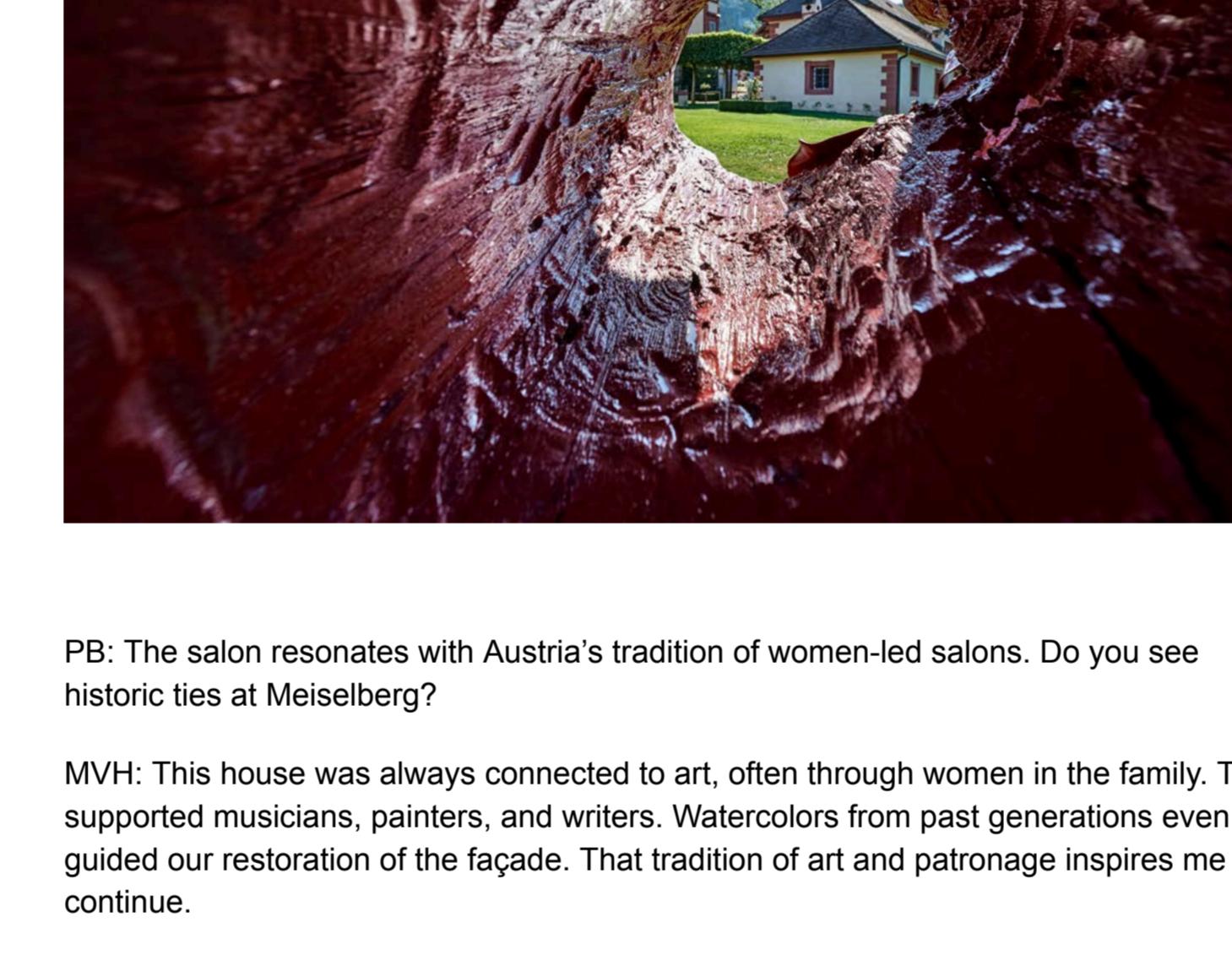
Born in Brazil and shaped by years immersed in Milan's art and fashion world, Magda von Hanau brings a distinctive blend of glamour and depth to her practice. Her background includes modeling, acting, and design—she once designed her own fashion line and drew every print by hand. Today, her creativity moves fluidly across painting, ceramics, and photography, grounded in an endless curiosity that also defines the spirit of Meiselberg itself.

For a few charged days each summer, the estate is transformed into a stage where painters, sculptors, and contemporary artists from all disciplines meet, collaborate, and inspire each other. The atmosphere is electric yet deeply human, rooted in conversation, friendship, and the simple joy of creating together.



PB: For someone who has never been, how would you describe Salon Meiselberg?

MVH: It's a crush of good things in life, where creativity meets in every form. Artists, musicians, makers. Five minutes later the bartender, who is an opera singer, is performing while mixing drinks. Energy is what matters most. Artists return year after year because of relationships and cultural exchange.



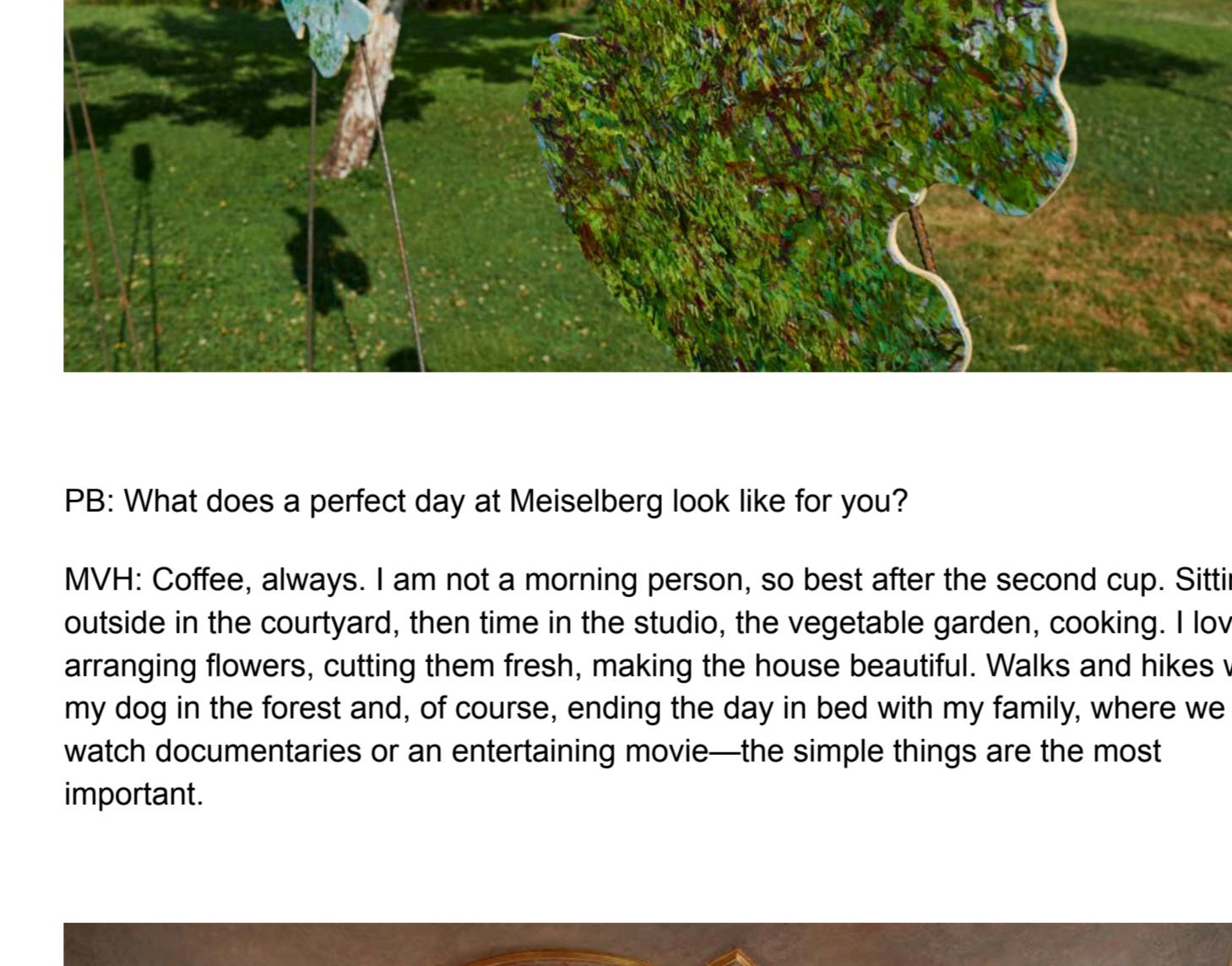
PB: What inspired you to create this space? Was there a specific moment?

MVH: When we decided to make Austria home. This had been our summer house while we lived in Milan. Living here full-time, I asked myself how I could connect with artists in the countryside that aren't exactly on the way to nowhere. I began with my studio and invited Alina Konitzka and Michel Habenstein. That first salon—three years ago—went well, everyone sold. I loved making catalogs, curating, and building themes each year.



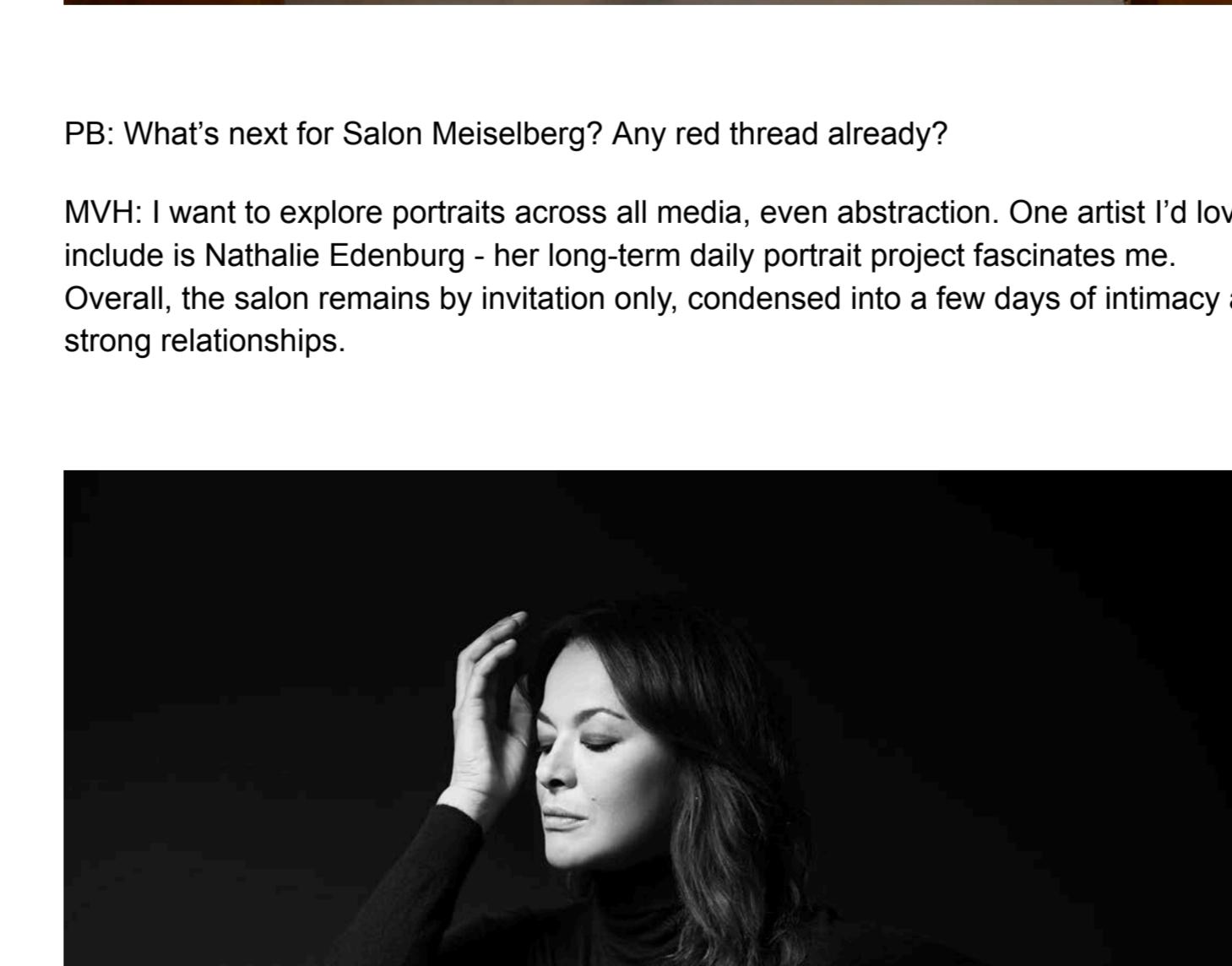
PB: You have a background across modeling, acting, and fashion. How does this feed into your practice now?

MVH: I modeled and worked in television and theater for years. I launched a resort/swim line—Magda Gomes Beachwear—drawing all the prints myself. That process drew me deeper into art. I refuse to pick a single medium: ceramics, drawing, photography. Curiosity drives it all. Why limit yourself?



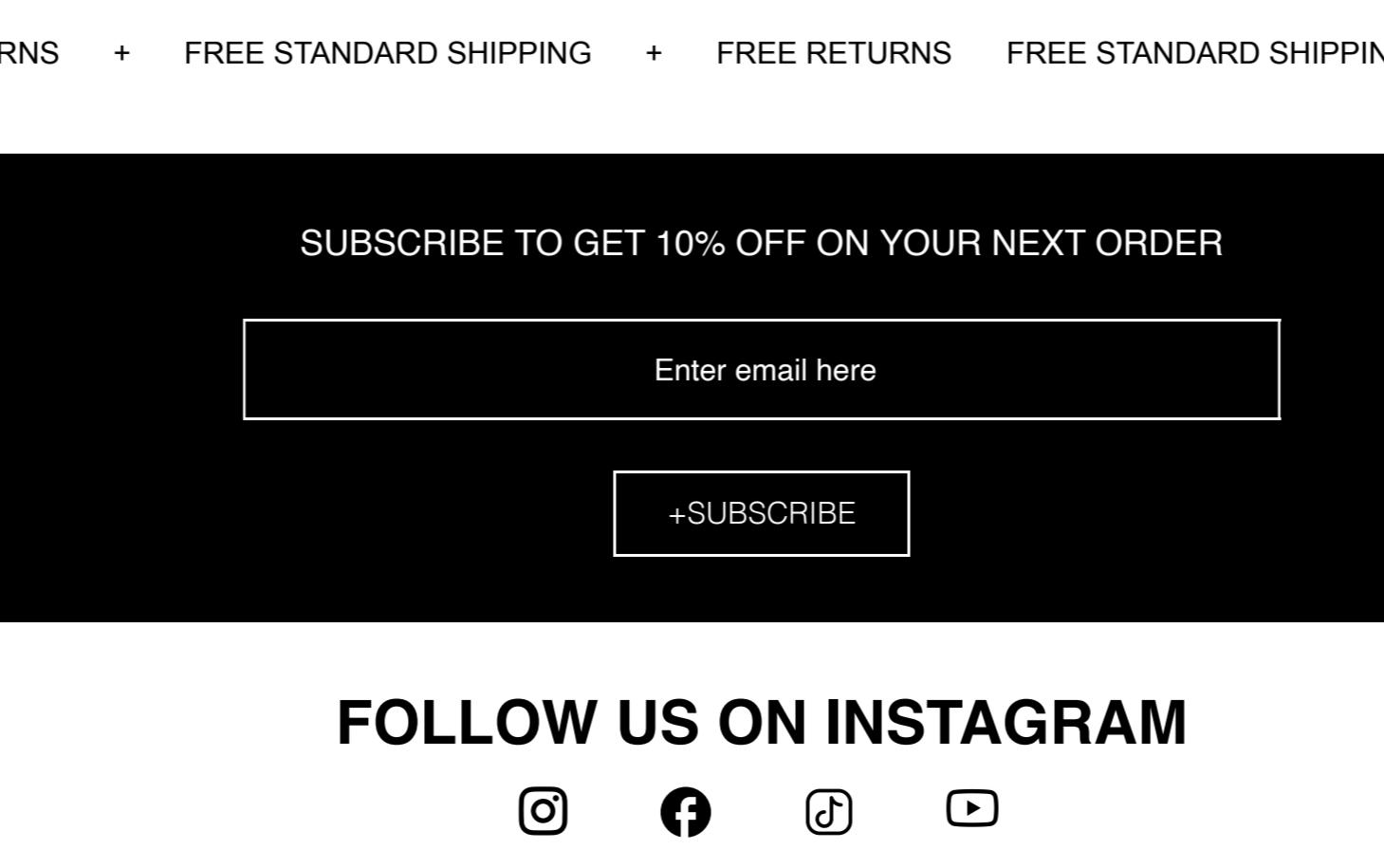
PB: How do you select your collaborators for each salon?

MVH: Very organically. It begins with a theme—portraits interested me recently, in all forms, even abstract. It's a spontaneous and visceral decision; I sometimes select artists intuitively. The format is short, two to three days, but sales and exchanges keep going afterward.



PB: Do all of them—such as a very good karaoke singer, host, curator, story teller—or all of these?

MVH: All of them!—and a very good karaoke singer. Above all, curiosity drives me. Once you lose curiosity, it's over. I can be many things, why not?



PB: What does a perfect day at Meiselberg look like for you?

MVH: Coffee, always, cutting them fresh, in the morning, studio, the vegetable garden, walks and hikes. I love my doggies in the forest and, of course, ending the day in bed with my family, where we are most important.

PB: What's next for Salon Meiselberg? Any red thread already?

MVH: I'm not sure what's next. I'm still in the planning phase. I have a show at the Grand Palais in Paris—my first solo show in Paris. I'm also working on a new book.

Overall, I'm not sure what's next, but I'm excited to see what's next. I'm looking forward to the future.

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