

PRESSKIT

salz  kammer
gut 2024

European Capital of Culture
Bad Ischl Salzkammergut



23

for


24



For the first time in the thirty-nine-year history of the European Capital of Culture program, 23 communities within an inner alpine, rural region will come together as a Capital of Culture.

  [salzkammergut-2024.at](https://www.salzkammergut-2024.at)

funding sources

 Bundesministerium
Kunst, Kultur,
öffentlicher Dienst und Sport

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Fore word

It is a joyful moment that I am privileged to report on here: The foundation of the largest geographically expansive European Capital of Culture in a rural alpine area is complete. This gigantic project brings together residents from 23 municipalities spanning two federal states, who will live, experience, and work together for a year. However, the path to this achievement has not been easy and remains challenging. There have been disputes, misunderstandings, and even physical altercations in a tavern. Yet, such incidents demonstrate that the architects of this Capital of Culture have already uncovered some rifts and tectonic fault lines while excavating the foundation.

Nevertheless, this is also part of the tradition of European Capitals of Culture because unlike the production of other cultural goods, the inevitable labor pains of the creative process cannot be hidden behind the scenes. The architects had to operate on an open stage, in the real world, surrounded by initially wary onlookers. But, as the ongoing discourse has shown, this struggle is worth it. The Capital of Culture has become more comprehensible, perhaps even better.

The European Capital of Culture Bad Ischl Salzkammergut 2024 will offer a multitude of opportunities to share, question, and hopefully expand the well-preserved peculiarities, traditions, and perspectives of the region with others. The goal is not to eliminate these many idiosyncrasies but to unite them under a larger sense of community. The 23 municipalities of the Salzkammergut have exemplified this and can truly become a role model for all of Europe: a united Salzkammergut Union, where what is common prevails over what divides, and where individual worldviews are understood as enriching mosaic pieces for the grand, collective picture.

The European Capital of Culture is a place of encounter and dialogue where residents can collectively shape their future within Europe and the world.

The numerous events and projects offered as part of the European Capital of Culture aim to create an open and inclusive atmosphere, where everyone feels welcome and can contribute their perspective. It is not just about entertainment and pleasure but also about initiating critical discussions and creating a space for reflection and exchange. Thus, the European Capital of Culture is not a place of escapism but a place of encounter and dialogue, where residents can collectively shape their future within Europe and the world.

In a time when isolationism is intensifying, and divides are deepening, art and culture can be the only instruments capable of taming these centrifugal forces and helping to bridge the ruptured gaps.

We are confident that the Salzkammergut can become a role model for a united Europe that must reposition itself to meet the challenges of tomorrow. It can be a model region that demonstrates how cultural differences enrich coexistence. The Capital of Culture will contribute to showcasing tolerance and the willingness to embrace others' perspectives as the only viable foundation for an open, civil, and democratic society.

Elisabeth Schweeger and Team

Facts

The title “European Capital of Culture” has been awarded to cities and regions in Europe since 1985. For the first time in history, it will be held in 2024 in an inner-alpine, rural region.

Bad Ischl and the Salzkammergut were awarded the title “European Capital of Culture 2024” in November 2019 after a multi-stage application process. The banner city of Bad Ischl, together with 22 other municipalities in Upper Austria and Styria, is developing a cultural region that reinvents itself through the interaction of art, culture, economy, and tourism. Together with Bad Ischl Salzkammergut, Tartu (Estonia) and Bodø (Norway) will host the European Capital of Culture 2024.

There are approximately 190 confirmed projects, with more than 85% being implemented by local and regional project organizers such as artists, associations, institutions, and businesses. Over 100 associated projects, which are carried out by external institutions or individuals and align with the programme lines of the European Capital of Culture Bad Ischl Salzkammergut 2024, will be communicated and integrated into the general programme schedule by the Capital of Culture 2024. Associated projects are not limited to the 23 Capital of Culture municipalities. They have an impact beyond the region and are particularly worthy of support due to their thematic focus and public impact.

The Supervisory Board, consisting of 14 members, was constituted in August 2020, with Hannes Heide as the Chairman. There are a total of nine owners of the European Capital of Culture Bad Ischl Salzkammergut 2024 GmbH, who also form the General Assembly: City of Bad Ischl / City of Gmunden / Regional Development Association Traunsteinregion / Regional Development Association Inneres Salzkammergut–REGIS/Regional Association Ausseerland / Tourism Association Bad Ischl / Tourism Association Inneres Salzkammergut / Cultural Vision Salzkammergut / Chamber of Commerce Upper Austria

The Regional Forum, established in October 2020, serves as an advisory body. Its 30 members provide advisory support, gather information from the region through their network, and act as a spokesperson for the concerns of the Capital of Culture Bad Ischl Salzkammergut 2024 GmbH.

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The European Capital of Culture region consists of 23 municipalities in the federal states of Upper Austria and Styria:

Upper Austria

Banner City Bad Ischl, Altmünster, Bad Goisern, Ebensee am Traunsee, Gmunden, Gosau, Grünau im Almtal, Hallstatt, Kirchham, Laakirchen, Obertraun, Pettenbach im Almtal, Roitham am Traunfall, St. Konrad, Scharnstein, Steinbach am Attersee, Traunkirchen, Unterach am Attersee, Vorchdorf.

Styria

Altaussee, Bad Aussee, Bad Mitterndorf, Grundlsee.

Partners in the region:

Lentos Linz / Museum Trautenfels / Otelo / Salzkammergut Festwochen Gmunden / Stefan Zweig Center / Mozarteum Foundation / Universal-museum Joanneum-Volkskundemuseum / University Mozarteum / Zinkenbacher Malerkolonie

Committee

(Ambassadors for the Capital of Culture, invited by the Artistic Managing Director):

Hubert Achleitner (Hubert von Goisern), Aleida Assmann, Klaus Maria Brandauer, Xenia Hausner, Johanna Mitterbauer, Tom Neuwirth (Conchita Wurst), Helga Rabl-Stadler, Franz Welser-Möst.

salzkammergut-2024.at

Diversity of Themes & Programme Lines

The programme of the European Capital of Culture Bad Ischl Salzkammergut 2024 is an exploration of the region, its history, its present, its perspectives, and visions for the future, and examines its relationship with Europe and the world. Through art and culture, connections are developed and expanded, both regionally and internationally.

The European Capital of Culture sets new impulses for the future and showcases the diversity of historically rooted and contemporary art and culture in four programme lines.

The philosophy of the European Capital of Culture is based on these four programme lines:

POWER AND TRADITION

CULTURE IN MOTION

SHARING SALZKAMMERGUT – THE ART OF TRAVELLING

GLOBALLOCAL – BUILDING THE NEW

The programme is designed in such a way that projects are thematically assigned to the programme lines. Several projects connect multiple programme lines.

You can find the curators and experts in the A-Z project folder with detailed descriptions of the projects or at salzkammergut-2024.at.

Power and Tradition

In order to draw lessons from the past for a responsible future, an open and active culture of remembrance is needed, free from narrow perspectives.

In the Salzkammergut region, the preservation of tradition is highly valued, encompassing music, craftsmanship, customs, visual arts, theatre, literature, and even the culture of taverns. To understand these traditions, a clear view of the developments and power dynamics that have shaped and influenced them is necessary.

Only then can local and global identities in their transformation be understood and respected. Delving into the region allows us to uncover the stories of origin and global connections.

**Culture of remembrance, salt mining, monarchy,
Protestantism, resistance, summer retreat, Jewish life,
National Socialism, museums, customs**

Although the enclaved location of the Salzkammergut region amidst mountains has led to some isolation, there has always been, particularly through the salt trade, European exchange and external influences. Salt mining for 7,000 years has led to power struggles for dominance over the Salzkammergut, but it has also been the source of wealth for the region. The worker culture historically fulfilled initial social demands and played a significant role in securing livelihoods. The Habsburg rule, the treatment of Protestants who settled here, resistance against authority, the imperial court's summer retreat, avant-garde cultural life, often Jewish, and its disappearance due to the expulsion and extermination policy of the National Socialists, as well as industry and tourism, have all shaped the cultural landscape. Culture is constantly in motion and evolves.

Consciously engaging with these developments is crucial to tackle current challenges and shape the future.

Through various formats, we aim to embrace our responsibility and ignite an interest in engaging with historical themes. Importantly, we seek to place them within a European and international context, venture beyond the former enclave, and invite external perspectives.

Projects

Examples

In 2024, Bad Ischl will host the project **“critical and controversial”** that aims to provide a comprehensive exploration of the history of the Habsburg monarchy. It will be accompanied by discourse formats that bring together experts from across Europe. The newly designed **“Hotel Austria. Welcome to the Salzkammergut Museum of the City of Bad Ischl”**, which previously focused on the city’s history only until 1914, will now encompass a broader narrative, including the hundred-year history of hotels and the architectural significance of the building. The exhibition will also cover the collapse of the Habsburg monarchy, the period of National Socialism, and the post-war forms of remembrance.

In collaboration with Lentos Linz, a three-part exhibition in Linz, Lauffen, and Bad Aussee will address the topic of art treasures that were looted and hidden during the Nazi era. Thematically connected to this exhibition is the graphic novel exhibition **“Hidden in the Rock. The Mountain, the Salt & the Art”** by **Simon Schwartz**, located at the entrance to the Altaussee Salt Mine.

The region around Bad Aussee serves as a model region for researching and conveying connections and dependencies. The new web app **“7000 Years of Salt – The Salzkammergut Virtual Museum”** explores the ancient history of the region’s salt deposits, contextualizes it, and relates it to contemporary topics. Using a network of regional **local history museums**, visitors can explore the history of salt from Altaussee to Gmunden and beyond through a combination of analog and virtual experiences. Another discovery in the area is the **Bartilhaus**, a unique **museum of scripts** with an extraordinary collection of 40,000 ex-libris, which will be renovated and internationalized.

→ critical and controversial

→ Hidden in the Rock. The Mountain, the Salt & the Art

→ 7000 Years of Salt – The Salzkammergut Virtual Museum

The European Capital of Culture year creates a landscape of remembrance with various path projects that enable a direct engagement with historical topics. The hiking project **“Routes of Resistance”** traces the footsteps of the partisans, while the **“The Great Space Walk. Audiopath Into the Future”** is an audio trail leading to the future space. From 2024 onwards, equipped with headphones, visitors can hike from the parish church in Bad Ischl to the Ischler Hut in the Dead Mountains. This project is designed for the long term and will be available for at least 10 years. And on the Attnang-Puchheim-Tauplitz railway line, the history of the region will be presented in a participatory way through a curated application and virtual reality, creating an acoustically and visually immersive experience: The **“Regional_Express”** by **Ella Raidel**, **Marlene Rutzendorfer**, and **Petra Ardai** generates memories of the region’s cultural and natural heritage, blurring the line between fact and fiction for an international audience.

However, apart from critical reflections and retelling of the past, it is also possible to design aesthetic and utopian strategies of remembrance that playfully engage with suppressed and forgotten aspects. **“The European Theatre Festival, digital and analog”** presents a concentrated theatre marathon featuring productions from the region and internationally, seeking a new language to address the wounds of the past.

- Routes of Resistance
- The Great Space Walk. Audiopath Into the Future
- Regional_Express
- The European Theatre Festival, digital and analog

Projects

in alphabetical order,
subject to changes

- 7000 Years of Salt – The Salzkammergut Virtual Museum (7000 Jahre Salz – Das virtuelle Museum Salzkammergut)
- A Life for the Dachstein (Ein Leben für den Dachstein)
- Analog Festival
- A Woman Who Knows What She Wants (Eine Frau, die weiß, was sie will)
- Back Then? (Damals?)
- Bartlhaus Museum of Writing (Schriftmuseum)
- Between Times and Arts (Zwischen Zeiten und Künsten)
- Bioregional Assembly
- Bruckner's Salt (Bruckners Salz)
- Ceremony Theresia Pesendorfer Square (Festakt Theresia Pesendorferplatz)
- Chiharu Shiota – Where Are We Now?
- Chronically Unwritten (Chronisch ungeschrieben)
- Circle Salon (Zirkelsalon)
- City of Ceramics – Ceramics between Time and Space
- Composition commission “The Aquarian of Grundlsee“ (Kompositionsauftrag „Der Wassermann vom Grundlsee“)
- critical and controversial (kritisch und kontrovers)
- Da kloane Prinz – Reloaded
- Drawing a Thread (Einen Faden ziehen)
- European Miners' and Smelters' Day (Europäischer Knappen- und Hüttenfest)
- Folk Fest (Volxfest)
- Hammer
- Hands On! Salzkammergut
- Hidden in the Rock. The Mountain, the Salt & the Art (Verborgen im Fels. Der Berg, das Salz und die Kunst)
- Hotel Austria.
Welcome to the Salzkammergut Museum of the City of Bad Ischl
- Hausmusik Roas
- In the Women's Paradise (Im Frauenparadies)
- Interactive Secret Letters – All the Way Across Europe and Beyond (Briefgeheimnisse interaktiv)
- Jewish Families in the Salzkammergut Region (Jüdische Familien im Salzkammergut)
- Journey from the World of Yesterday to the World of Today (Reise aus der Welt von gestern in die Welt von morgen)
- Letters from Ruth (Briefe von Ruth)
- Literature Prize "Near and Far" (Literaturpreis „nah und fern“)
- Music Machine (Musikmaschine)
- Opening Ceremony of the memorial for victims of National Socialism from Ebensee (Festakt Eröffnung Denkmal für Ebenseer NS Opfer)
- Opening of the Altaussee Literature Museum (Eröffnung Literaturmuseum Altaussee)
- Path of the Paintings (Die Reise der Bilder)
- Poetry Vending Machines Ausseerland (Poesieautomaten Ausseerland)
- Prosperity Afterparty (Wohlstand Afterparty)
- Regional_Express
- Routes of Resistance (Wege des Widerstands)
- Salon Culture: Stonborough-Wittgenstein Salon/Schönberg Salon/Circular Salon, etc. (Salon Kultur)
- SALTICE – Salt & Ice
- Salzkammer Hall/Sound (Salzkammer(sc)hall)
- Siebenbürgen Connect
- Song/Song
- Sons of Sissy
- Stay or Go – Music from Hard Times (Bleiben oder Gehen)
- Storytelling Project Wittmann: The New World from the Root to the Vision (Erzählprojekt Wittmann: Die neue Welt von der Wurzel zur Vision)
- Tavern Lab (Wirtshauslabor)
- The Big World Theatre (Das große Welttheater)

Projects

in alphabetical order,
subject to changes

- The European Theatre Festival, Digital and Analog (Europäisches Theaterfestival, digital und analog)
- The Musical Salon (Salon Schönberg, Salon Wittgenstein) (Der musikalische Salon)
- The Narcissus Post (Narzissenpost)
- The Resistance – Contemporary History Walks (Wege des Widerstands – Zeitgeschichtliche Wanderungen)
- The Unheard Things – Another Kind of Provenance Research (Die unerhörten Dinge)
- The “weiße Rössl“ from Lauffen (Das weiße Rössl von Lauffen)
- Tell Us Soizkammerguat! (Sog’s uns, Soizkammerguat!)
- Tours by WillyFred! (Touren von Willy Fred!)
- URLICHT PRIMAL LIGHT Gustav Mahler’s World of Songs – an Acrobatic Journey
- We in the Salzkammergut Region – A Scenic Trial (Wir im Salzkammergut)
- World-Salon (Weltsalon)

Tempi passati:

- Alma Rosé – The Life of a Great Artist between Culture and Barbery
- Taskforce Jewish Life

Culture in Motion

The need for a clear cultural identity may seem understandable in a globally interconnected world. But is such an identity truly clearly definable? French philosopher François Jullien describes culture as an essence of change. Customs, traditions, or a shared language should be understood as resources that are fundamentally available to everyone and can be used in diverse ways. They form the fertile soil on which societies build and evolve.

Through curiosity, productive questioning, inquiry and exploration, new perspectives and interpretations, as well as an international dialogue of cultures, unconventional art forms and sustainable concepts emerge. Culture, and therefore cultural identity, never stands still. CULTURE IN MOTION is a natural state. It allows for renewal and makes a region and its society resilient and future-proof. It recognizes diversity as a strength from which one can learn from each other and continue to develop, in order to face new challenges with confidence.

**Craft art, visual arts, music, theatre,
youth culture, queer/diversity**

In this programme line, we dedicate ourselves, among other things, to the rich tradition of craft art deeply rooted in the region and its further development with international partners. Contemporary artistic positions in music, visual arts, literature, and performing arts – both national and international – will extend the avant-garde that shaped the 19th and early 20th centuries in the Salzkammergut indefinitely.

The main focus is on the next generation: youth is a central theme to which we pose fundamental questions about traditions, the future, and the “world in which we want to live” (Frithjof Bergmann). We explore how and under what conditions “staying here” is possible and sustainable. Society faces significant challenges, and the European Capital of Culture aims to make visible the questions, answers, and ideas of the next generation and young adults.

Projects

Examples Craft Art

Gmunden, located in the northern part of the Salzkammergut region, has established itself as an internationally renowned contemporary ceramics city through the “**City of Ceramics**” project. The **SCALA (Salzkammergut Craft Art Lab) Handwerkhaus** in Bad Goisern serves as a platform for crafts and applied arts in the Salzkammergut. The project, operated by Otelo e-Gen and **Hand.Werk.Haus**, aims to preserve, nurture, and develop craft traditions and techniques. Visitors can not only purchase handmade products from the Salzkammergut but also participate in workshops to unleash their own creativity. The SCALA Handwerkhaus provides artists and craftsmen from around the world with opportunities to exchange their skills and collaborate on projects.

Both projects serve as excellent examples of how cultural capital projects can create sustainable structures and promote the internationalization of initiatives and locations. By collaborating with artisans and artists from around the world, lasting connections are formed through craftsmanship, enriching the regional scene.

→ **City of Ceramics**

→ **SCALA
(Salzkammergut Craft
Art Lab) Handwerkhaus
(Handcraft house)**

Projects

Examples Visual Arts

Iconic figures of the Austrian scene, as well as significant international artists, are invited to the European Capital of Culture and engage in a dialogue with the European Capital of Culture region, its residents, and visitors.

Contemporary artists such as **Chiharu Shiota**, **Valie Export**, **Selma Selman**, **Cejja Stojka**, **Elfie Semotan**, and **Eva Schlegel** showcase a wide spectrum of contemporary and international art production.

Their artistic practices encompass multimedia art, performance, painting, immersive installations, interventions, and AR sculptures. From critical reflection to humorous approaches and exemplary showcases, a diverse range of artistic expressions can be found in the various projects dispersed throughout the region's public spaces and exhibition venues.

A diverse residency programme brings young artists to the Salzkammergut, drawing inspiration from the historical cultural summer retreats of the early 1900s. It is always essential to have an external perspective and engage with what already exists. Through artistic works and interventions, the region is reimagined and redefined.

Despite being rich in culture, salt, and water, the region has lacked significant exhibition spaces and institutions to showcase visual arts as commonly seen in urban centers. In 2024, this is seen as an opportunity. By activating vacant spaces, they are revitalized, offering public attention to the arts.

In the former brewhouse in the Banner City Bad Ischl, which is planned to become a cultural center, the exhibition "**Sudhaus. Art with Salt and Water**" extensively explores the themes related to these elements through objects, film and photo works, and installations by international artists such as **Motoi Yamamoto** and **Hicham Berrada**. **Hamish Fulton** also deals with man's relationship with nature in his walking art project along the Salt-Trail. The 12 disused train stations along the ÖBB regional route will be temporarily transformed into cultural stations in 2024.

The project "**Art Your Village – the foreign gaze**" embraces transformation as an opportunity, as artists or artist groups engage in interventions that explore the local identity of smaller communities in the Salzkammergut.

→ **Sudhaus.**
Art with Salt and Water

→ **Art Your Village –
the foreign gaze**

Projects

Examples Music

Around 1900, the Salzkammergut was one of the “experimental stations” (Karl Kraus) of the modern era. Gustav Mahler and Arnold Schoenberg were the most prominent composers of that time who also used the summer retreat to compose. The music programme of the European Capital of Culture Salzkammergut 2024 spans from this heyday of the avant-garde to the present and the future.

In 1924, George Antheil attempted to combine sound experiments and film with a gigantic music machine in his “**Ballet Mécanique**”. The Sound and Interaction Design programme at FH Joanneum Graz transforms this idea into the present day with machines that play traditional folk instruments. In between, **Conchita** reminisces about their youth in the tavern.

Countertenor Alois Mühlbacher and writer Michael Köhlmeier, together with an ensemble, intertwine narrative threads of music. **Bernadette La Hengst** collaborates with and sings alongside the project “**Chorus**” to create a song for the Salzkammergut. The winner of the International Organ Improvisation Competition “**Anton Bruckner**” will be determined on the organ of the City Parish Church Bad Ischl. Bruckner also conquers the salt mines with an orchestra and numerous singers.

Attwenger perform on the Dachstein. And with the “**Goiserer Music Days – for contemporary music**”, a new format emerges as an experimental station for future musical questions. Finally, the bells of Notre Dame resonate in an installation by **Bill Fontana**, live in the Ice Cave on the Dachstein.

→ Ballet Mécanique

→ Bernadette La Hengst –
Chorus

→ Attwenger goes
Dachstein

→ Goiserer Music Days –
for contemporary
music

Projects

Examples Performing Arts

As the European Capital of Culture Salzkammergut 2024, Bad Ischl aims to revive the region's long-standing theatre and literary tradition and integrate it into the European context.

Approximately 200 years ago, **Katharina Hain**, the first director of what is now the Lehár Theatre, established the theatre culture of the region, where theatre greats came together. The goal is to reconnect with this tradition and attempt to revive the once diverse theatre culture during the European Capital of Culture year.

Collaboration, networking, and intensive exchange are important prerequisites for sustaining theatre in the region beyond 2024. There will be a **network meeting with members of mitos21**, which includes the most renowned theatre houses from across Europe (National Theatre London, Burgtheatre Vienna, Odéon – Théâtre de l'Europe Paris, Teatre Lliure Barcelona, Thalia Theatre Hamburg, Katona József Színház Budapest, among others). Together with them, a **European Theatre Festival** will be presented, both digitally and in-person. It will showcase high-quality performances as well as young regional and international artists exploring Europe and the culture of remembrance.

In close collaboration with the Lehárfestival Bad Ischl, the University of Mozarteum Salzburg, and the Ensemble Multilatérale, there will be a **“Short Operetta” competition** (deadline: September 1, 2023) aiming to advance the socially critical genre from a contemporary perspective.

In cooperation with the Salzkammergut Festwochen Gmunden, we provide an opportunity for international writers to explore our region through the project **“Homeland-World”**. The impressions gathered will be presented at the **“Long Night of Readings”** at the Gmunden City Theatre and later performed by European theatres.

→ The European Theatre Festival, digital and analog

→ Short Operetta Festival

→ Homeland-World

→ Long Night of Reading

Projects

Examples Next Generation You!

The first-ever “**New Salt Festival**” brings alternative and electronic music, as well as contemporary young media art, to the Salzkammergut region. In the “**Holy Hydra X Next Generation YOU! Festival Laboratory**”, students collaborate with experts to shape the future of regional club culture, and the self-managed youth programme “**Next Generation You**” transforms the needs of young people into 100 artistic interventions and projects by and for youth. Students and environmental NGOs work together to promote sustainable winter tourism, while **independent radio stations** discuss democratic challenges with colleagues from across Europe.

The future shapers of the region have their own platform, networks are established, and the issues of the younger generation are reimagined through art and culture. The next generation refuses to see a life of diversity as a utopian goal.

→ **New Salt Festival**

→ **Holy Hydra X
Next Generation YOU!
Festival Laboratory**

→ **Next Generation You!**

Projects

Examples Diversity/Queer

Living queer means leading a life of freedom beyond gender roles and the conditioned patterns associated with them. The queer lifestyle and the LGBTIQ+ movement tend to thrive more in urban spaces where communities and safe spaces already exist. However, with the “**Salzkammerqueer**” project, this reality is now changing in rural alpine areas, as it is the first of its kind queer community building project in Europe.

→ **Salzkammerqueer**

The goal of Salzkammerqueer is not just to promote tolerance but also to foster respect, recognition, and ultimately the utmost appreciation for diversity. The project is closely connected to the **European Capital of Culture Chemnitz 2025** and advocates for an atmosphere of inclusivity. There have already been initial community gatherings such as the Pride Picnic in Gmunden in June, as well as collaborative networking trips to urban Pride parades across Europe. Collaboration with the “**Kissing Tartu**” movement in Tartu 2024 is also planned.

Tom Neuwirth, known as **Conchita**, serves as an important ambassador and is in communication with project leaders Birgit Hofstätter from Frauenforum Salzkammergut and Sabine Weninger-Bodlak from INSEL (Girls’ and Women’s Center). Salzkammerqueer is supported by **Hanna Hofstätter**, an Austrian film artist, and **Karolina Jackowska**, a Polish photo artist.

The aim of Salzkammerqueer is to make diversity the new essence of the region, ensuring that every individual, regardless of gender, sexual orientation, or origin, can lead a self-determined life and be recognized for it within society.

Projects

in alphabetical order,
subject to changes

- 50th Anniversary of the Unterach lake festival (50. Jubiläum des Unteracher Seefests)
- Åhnlroas: Old:New:Fashioned (Alt:Neu:modische Seniorenbilder)
- A Life for the Dachstein (Ein Leben für den Dachstein)
- A Poet from Obertraun/Zauner/Zillich (Der Dichter von Obertraun)
- A Woman Who Knows What She Wants (Eine Frau, die weiß, was sie will)
- Amina Handke – Museum of Memories. A living installation in the Lederermayerhaus
- Analog Festival
- Art Today? (Kunst heute?)
- Art Your Village – The Foreign Gaze
- Artists' Dinner and Symposium Visual Arts (Künstler*innen-Dinner und Kunstsymposium)
- Astonish and Wonder: An Art & Science Format (Staunen und Wundern)
- Attwenger goes Dachstein
- Back Then? (Damals?)
- Bartlhaus Writing Museum (Schriftmuseum)
- Ballet Mécanique
- Bernadette La Hengst – Chorus
- Bruckner's Closing, Closing Ceremony 2024 (Bruckners Abschluss, Closing Ceremony 2024)
- Bruckner's Salt (Bruckners Salz)
- Ceija Stojka Expelled Excluded
- Chiharu Shiota – Where Are We Now?
- Church Sound Space & International Bruckner Competition for Organs and Festival of Improvisation (Kirch Klang Raum – KirchKlangRaum und Internationaler Improvisationswettbewerb „Orgel bewegt!“)
- City of Ceramics – Ceramics between Time and Space
- Da kloane Prinz – Reloaded
- Deconfining arts, culture, and policies in Europe and Africa
- Desk offenders – A multimedia intervention by VALIE EXPORT (Schreibtischtäter – Eine multimediale Intervention von VALIE EXPORT)
- Drawing a Thread
- East End Salzkammergut – Where the Sun Rises
- Elfie Semotan – Powerplay
- European Eyes on Japan / Japan Today
- European Peace Ride (EPR 2024)
- Eva Schlegel – From the Past into the Future
- Free as a Bird (Vogelfrei)
- Folk Fest (Volxfest)
- Future is Now!
- Global Home – Cultural Path St. Konrad
- Goiserer Music Days
- Hallstatt Think Lab 2024 (Hallstatt Denkwerstatt)
- Hamish Fulton – No Walk, No Art
- Hammer
- Hands ON! Salzkammergut
- Holy Hydra X Next Generation YOU! Festival Laboratory
- Homeland-World (Heimat-Welt)
- Ice Sound (Eisklang)
- Journey from the World of Yesterday to the World of Today (Reise aus der Welt von gestern in die Welt von morgen)
- Lake
- Let's Live Together!
- Literature Prize "Near and Far" (Literaturpreis „nah und fern“)
- Mahler & Gulda in Steinbach am Attersee
- Mitos: Europespeech (Europarede)
- Mrs Thomas and Mr Martin (Frau Thomas und Herr Martin)
- Music Machine (Musikmaschine)
- My Wardrobe – Female Joie de Vivre Up Until Old Age (Mein Kleiderkasten)
- Mysterious (Geheimnisvoll)
- New Salt Festival
- Next Generation You

Projects

in alphabetical order,
subject to changes

- On the Way – A (Living) Audio Theatre in the Traunsee Tram (Unterwegs)
 - Path of the Paintings (Die Reise der Bilder)
 - Prosperity Afterparty (Wohlstand Afterparty)
 - Radio Transfer – Communities in Dialogue
 - ResiDance/ResiTanz
 - Salon Culture (Salon Kultur)
 - SALT (Premiere)
Freely adapted from Peter Handke
"KALI – EINE VORWINTERGESCHICHTE"
 - SALTICE Salt & Ice
 - "Salt Lake Cities" – Artist in Residency (AIR) Programme
 - Salzkammergut Reading Bench (Salzkammergut'sche Lesebank)
 - Salzkammerqueer
 - SCALA (Salzkammergut Craft Art Lab)
 - Selma Selman
 - Silent Echoes: Dachstein
 - Slaughterhouse Festival 2024 (Schlachthausfestival)
 - Short Operetta Festival
 - Solastalgia by Grace Ellen Barkey
 - Song / Song
 - Sons of Sissy
 - Street Music by and with Hubert von Goisern (working titel) (Straßenmusik mit und von Hubert von Goisern)
 - Sudhaus. Art with Salt and Water (Sudhaus. Kunst mit Salz und Wasser)
 - Tell Us, Salzkammergut!
 - The European Theatre Festival, Digital and Analog (Europäisches Theaterfestival, Digital und Analog)
 - The Great Pose (Die große Pose)
 - The New World of Traditional Oral Storytelling (Die neue Welt des traditionellen mündlichen Erzählens)
 - The Sky's the Limit (Nach oben kein Ende)
 - Time Travel – Between Lived Tradition and Chliché
 - Tradition in Transition
 - Transylvania Connect (Siebenbürgen Connect)
 - Unconvention – A Search for Traces (Eine Spurensuche)
 - URLICHT PRIMAL LIGHT Gustav Mahler's World of Songs – an Acrobatic Journey (URLICHT)
 - water sound flows
 - We in the Salzkammergut – A scenic exploration
 - Wet Sounds
- Tempi passati:
- Eros of the Summer Retreat
 - Gischt @ Kaunas Open Stage 2022
 - Libertalia

Sharing Salzkammergut

The Art of Travelling

Tourism, stemming from the tradition of summer retreats nurtured in the 19th century in this extraordinary Alpine region, is one of the Salzkammergut's most vital arteries and a place of longing for many travellers. However, viewing tourism not as a one-way service-oriented street with seasonal peaks, but as a wonderful opportunity to learn from one another, is the right approach. As in all regions of Europe, the side effects of a travel industry inspired by iconic landscape images are evident in some places.

Tourism, mobility, cultural train stations, off-peak seasons, regionalism, tavern culture

SHARING SALZKAMMERGUT – THE ART OF TRAVELLING explores the diverse challenges as well as the opportunities for a quality-oriented development of tourism and seeks to answer the question of how the Alpine region can be made attractive beyond the summer and winter months. How can an Alpine region, whose landscape must be preserved and which should become a year-round destination, prepare for the future? (See also the programme line GLOBALLOCAL – BUILDING THE NEW)

As discussed in the previous two programme lines, it is now being demonstrated that the area is attractive throughout the year with art and culture.

Projects

Examples Tourism

The gastronomy industry is undergoing a transformation and suffering from the decline of taverns, especially in rural areas. The COVID-19 pandemic has exacerbated the shortage of skilled workers, forcing some establishments to close. The European Capital of Culture Bad Ischl Salzkammergut 2024 aims to revive tavern culture through targeted interventions, such as themed gatherings, art and cultural exhibitions, tavern workshops with schools (in collaboration with the Bad Ischl Tourism School, HLW Don Bosco Vöcklabruck, and Altmünster Vocational School for Cooks & Waiters), tavern takeovers, and artistic performances. The project “**Tavern Lab Salzkammergut 2024**” involves renowned chefs from Bad Ischl, Gmunden, Goisern, or Roitham, such as **Christoph “Krauli” Held** (Siriuskogel Bad Ischl), **Jochen Neustifter** (Jo’s Restaurant Vorchdorf), and interventions by the **Healthy Boy Band** (Philip Rachinger, Lukas Mraz, Felix Schellhorn). It aims to question established routines and patterns of action and redefine tavern culture.

Since the 19th century, the Salzkammergut has been shaped by clichéd visual representations as a backdrop for tourism and leisure industries. The European Capital of Culture responds to this with the exhibition “**Time Travel – Between Lived Tradition and Cliché**” by **Yvonne Oswald**, which collects historical photographs of the Salzkammergut, including private photos from residents and archives, which will be displayed at the Mozarteum Foundation and in Altaussee. These historical motifs will then be made accessible to international artists as inspiration and reference to the present, allowing them to engage with the contemporary Salzkammergut as a geopolitical space through photographic and artistic forms.

On June 21, the “**Fête de la Musique**” takes place in more than 540 cities worldwide, including the Salzkammergut. The event takes over public spaces and brings live music, DJs, and expanded offerings from taverns and cafes to the streets. Active mobility takes center stage in car-free village centers, while guided e-bike tours connect the European Capital of Culture communities – European Music & Mobility Day.

- Tavern Lab
Salzkammergut 2024
- Time Travel –
Between Lived Tradition
and Cliché
- Fête de la Musique
2023 & 2024

An exhibition by the **Architekturzentrum Wien** on the topic of tourism focuses on its societal development and its impact on the environment. New approaches and ideas are discussed through examples from both domestic and international contexts. Concurrently, within the framework of the EU project “**Livable Alpine Region**” at JKU Linz, under the direction of **Herta Neiß**, participatory solutions regarding sustainable tourism are being developed, specifically in the Austrian-German region. The project “**Room with a View**” is a new variant of slow accommodation that extends across all locations in the Salzkammergut. The team led by LUCY.D. designs sustainable and captivating special rooms that can be combined with each other.

Furthermore, newly established museums in the region with historical focuses are not only of interest to an international audience but also to the residents of the region. The **Bartlhaus** in Pettenbach (housing a significant ex-libris collection) has reinvented itself and established itself as a dedicated **museum of writing** for the year of the European Capital of Culture. Similarly, the City Museum in Bad Ischl is undergoing a thematic redesign. Topics such as National Socialism, the post-war period, as well as the history of hotels, which is closely linked to the history of the building, are integrated into the new exhibition. The intertwining of analog and digital museum visits also invites visitors to explore the region more intensively. “**7000 Years of Salt – The Virtual Museum Salzkammergut**”, the new virtual web app, is a communication package for the regional museums from Altaussee to Gmunden and beyond, aiming to make their treasures visible to visitors.

Additional analog projects within the European Capital of Culture programme are being digitized and will be accessible through the 2024 Programme & Cultural Education App, based on the technology of the **Cultural Education App “hublz”**. The interactive and informative Salzkammergut 2024 app playfully builds upon existing digital, tourist experiences, such as the “upperguide” by Oberösterreich Tourismus. Using the map view, cultural offerings near one’s own location can be found, and events can be filtered based on specific areas of interest.

Mobility projects in the public transportation sector are also paving the way for the Salzkammergut to become a “**Smart Mobility Region**”. In coordination with the ÖBB regional management, state authorities (transport planning), and transport associations, train and bus connections are being expanded during off-peak hours and weekends, and ticket discounts are being introduced for events of the European Capital of Culture. Another initiative being implemented by the municipalities and tourism associations in the European Capital of Culture region concerns micro-public transportation for the “**last mile**”, such as expanding the “**Traunstein-taxi**” to a Salzkammergut-wide service or offering options like ÖBB 360°, which provide multimodal mobility from railway stations.

→ **Livable Alpine Region**

→ **Room with a View**

→ **7000 Years of Salt –
The Virtual Museum
Salzkammergut**

Projects

in alphabetical order,
subject to changes

- A Trip Through Time – Between Lived Tradition and Cliché (Zeitreise)
 - Art Your Village – the foreign gaze
 - Artistic Curation Ski Flying World Cup 2024 Opening (Künstlerische Kuration Skiflug WM 2024 Opening)
 - Behind the Scenes (Hinter den Kulissen)
 - Culturbuddies (Culturbuddies)
 - Cultural Education App “hublz” for the European Capital of Culture Bad Ischl Salzkammergut 2024 (Kulturvermittlungs-App)
 - European Eyes on Japan | Japan Today
 - European Peace Ride (EPR 2024)
 - Eva Schlegel – From the Past into the Future
 - Fête de la Musique 2023 & 2024
 - Girls’ and Women’s Football (working title) (Mädchen- und Frauenfußball (Arbeitstitel))
 - In the Footsteps of Resistance – Contemporary History Walks (Auf den Spuren des Widerstands – Gedenkwanderung Hallein)
 - Kunst erFahren Stern & Hafferl Gmunden
 - Lebenswerter Alpenraum 4.0 (Interreg EU Projekt)
 - Mysterious (Geheimnisvoll)
 - Night of the Balloons (Nacht der Ballone)
 - Out and About on the Ischl Cultural Trails (Unterwegs auf den Ischler Kulturpfaden)
 - Probably the Best Hotel in the World (Das vermutlich beste Hotel der Welt)
 - Reader Salzkammergut 2024 (Lesebuch)
 - Reading on Rails (Lesen auf Schienen)
 - Regional_Express
 - Rimini Protokoll “Remote Bad Ischl”
 - Room with a View (Zimmer mit Aussicht)
 - Rurasmus
 - Short Operetta Festival
 - SKUL Kulturmittwoch
 - Surges – The Emergence of Language from the Water (Brandungen)
 - Tavern Lab Salzkammergut 2024 (Wirtshauslabor)
 - The door to the Salzkammergut (The Tür zum Salzkammergut)
 - The Great Space Walk. Audiopath Into the Future (Der große Welt-Raum Weg)
 - The Tree
 - Toourism (Über Tourismus)
 - Unimagined Strengths – an Interactive Audio Walk about Strong Women behind the Scenes of Bad Ischl (Ungeahnte Kräfte)
 - Volugram
- Tempi passati:
- ACoC-ECOC | Music is the Message
- Touristic themes can be found in the projects of all four programme lines.

Globalocal Building the new

To shape the rural alpine region in a way that balances and complements the typical north-south divide, enriches the labor market with creative potential, counteracts the emigration of young, well-educated people, and enables a rural life that is equivalent to urban areas while still being connected and working globally: these are the considerations, impulses, and offerings of this programme line.

This means expanding mobility and digitalization, developing strategies to recognize agriculture as a livelihood and nature as a resource to be preserved, integrating spatial planning and development with sensible architectural culture, creating educational and artistic spaces, striving for sustainability in all fields in the Salzkammergut region and beyond.

Architecture, soil protection, climate change, land, ecology, city

In GLOBALLOCAL – BUILDING THE NEW, the aim is to think about the world of tomorrow and develop action strategies, while also addressing the tensions between generations. The carefree handling of resources particularly affects the younger generation, making them the central audience when it comes to recognizing the spaces in between and promoting cultural and creative diversity in the rural alpine region of Salzkammergut, making it an attractive place for both young and old.

Projects

Examples Green Themes

Salt and water are the elements that have profoundly shaped and continue to shape the Salzkammergut region sustainably. Primarily, the landscape and nature were influenced by salt extraction and later by the tradition of summer retreats and tourism.

While the cultural landscape remains a captivating attraction, the impacts of tourism are still noticeable, and the advancing climate change poses a significant challenge to the perceived wealth of forests and water in the Salzkammergut. Lakes and groundwater reservoirs are losing their saturation, and the Dachstein Glacier is expected to become history as early as 2030. With it, the vital source of drinking water will dry up.

Through transdisciplinary formats, we aim to soften the apprehension towards concerning topics by employing creative approaches. Art evokes emotion, and emotion leads to action.

For instance, “**The Big Green Project**”, a project supported by Creative Europe, which we are jointly realizing with over 20 international partners, explores green themes, both utopian and dystopian. Water, as a central concept of the European Capital of Culture, becomes a key factor in the face of advancing climate change. In “**Water is the Future Gold: the Somewhat Different Climate Conference**”, we focus on this aspect and engage in discussions with experts from the fields of science, art, and practice. Theatre houses, research institutions, art collectives, and other European Capitals of Culture come together in a unified green initiative that aims to artistically embed and accompany the climate transition.

→ The Big Green Project

→ Water is the Future
Gold: the
Somewhat Different
Climate Conference

Projects

Examples Architectural Culture

How do we build *the* future? How do we build *in* the future? The programme line GLOBALLOCAL – BUILDING THE NEW opens up various dimensions of engagement on how we want to take control of the future of the region. For this, it is necessary to critically, honestly, and courageously confront the facts. When searching for ways to address the challenges of climate change, we must also consider construction and the utilization of existing spaces. Currently, the construction sector accounts for approximately 40% of annual CO2 emissions, and the ongoing **sealing of land** as a finite resource contributes significantly to the climate crisis.

Projects such as “**Simple Smart Buildings**” offer critical perspectives and alternative approaches, exploring and promoting historically proven methods of climate-responsive construction through workshops and lectures. “**Good Mood for Baukultur**” and “**Land Protection in the Salzkammergut Region**” support municipalities in acting not only as active but also critically conscious shapers of regional architectural culture.

For inspiration, it is important to look beyond one’s own boundaries. “**Points of View**”, featuring **Prof. Arthur Kanonier**, establishes global connections to regional phenomena through film screenings (e.g., by **Ella Raidel**) and workshops. How do other countries and continents deal with developments that concern the rural areas in our country, such as vacancy, tourism, or agriculture?

As an overarching theme, the “**interventa Hallstatt 2024**” project invites international experts to the Salzkammergut to examine the interaction between tradition, landscape, and tourism from both regional and global perspectives.

The project “**PLATEAU BLO**” by raum&designstrategien at the University of Art and Design Linz creates mobile platforms as counterpoints to the coveted but often inaccessible shoreline areas of Lake Traunsee. In the year of the European Capital of Culture, the floating island structure consisting of 3-4 platforms moves across the lake, expanding the landscape and scenery with thoughts, space, and surface. PLATEAU BLO stimulates reflection, provokes discussion on various topics, and creates a space of desire that diverges from conventional tourist attractions. A floating tableau vivant emerges, unsettling both the body and mind.

→ Simple Smart Buildings

→ Good Mood for Baukultur

→ Land Protection in the Salzkammergut Region

→ Points of View

→ interventa Hallstatt 2024

→ Plateau Blo.

Projects

Examples Visual Arts

The “**Art Your Village – The Foreign Gaze**” project focuses on local identities of twelve predominantly smaller towns in the Salzkammergut region. Various international artists or groups are invited to develop projects in the form of interventions throughout the year.

These projects originate from various artistic disciplines and take place either in public spaces or in different buildings such as galleries, taverns, or private venues. The type and themes of the projects are developed during the research phase and can encompass exhibitions, performances, films, sculptures, or other genres.

The artists, such as **Emeka Ogboh** or **Katrina Neiburga**, always collaborate with local hosting platforms and residents. The invited artists come from cities including Lagos, Vienna, Paris, and Riga.

→ **Art Your Village – The Foreign Gaze**

Projects

in alphabetical order,
subject to changes

- Acta Liquida
 - Art Your Village – The Foreign Gaze
 - Bartlhaus Writing Museum (Schriftmuseum)
 - Behind the Scenes (Hinter den Kulissen)
 - Children's University (Kinderuni Salzkammergut)
 - Collaborative Constructions
 - Cultural Engagement App "hublz" Salzkammergut 2024 (Kulturvermittlungs-App)
 - Deconfining arts, culture, and policies in Europe and Africa
 - Digital Strategies: Creating Digital Infrastructure for KHS 2024 Programmes/ Formats (Digitale Strategien)
 - East End Salzkammergut – Where the Sun Rises
 - European Eyes on Japan / Japan Today
 - European Peace Ride (EPR 2024)
 - Fête de la Musique 2023 & 2024
 - Fermented Landscapes (Fermentierte Landschaften)
 - Forum Thinking the Future – Back to the Future: Empires as Shapers of the World Order (Forum Zukunft denken)
 - Garden of Healing Powers (Garten der heilenden Kräfte)
 - Gomde – Sites of Transformation
 - Good Mood for Baukultur (Lust auf Baukultur)
 - Gravity and Growth – Earth's Gravitational Pull
 - Green
 - Hallstatt Think Lab 2024 (Hallstatt Denkwerkstatt)
 - interventa Hallstatt 2024
 - Joyful Mobility
 - Lake
 - Land Protection in the Salzkammergut Region (Bodenschutz im Salzkammergut)
 - Market of the Future (Markt der Zukunft)
 - Microfarmers Conference (working title)
 - N.E.S.T. – New Earth Species Think Tank
 - No End Above (Nach oben kein Ende)
 - Plateau Blo
 - Regional_Express
 - Rurasmus
 - Simple Smart Buildings
 - SOLENAUTS (SOLENAUT*INNEN)
 - Spatial Development Salzkammergut (Curating Space)
 - The Big Green Project
 - The Great Space Walk. Audiopath Into the Future (Der große Welt-Raum Weg)
 - The New World of Traditional Oral Storytelling (Die neue Welt des traditionellen mündlichen Erzählens)
 - The Temporal Forest
 - The Tree
 - Transformation 4.0
 - Unseen Forces (Ungeahnte Kräfte)
 - Villa Karbach – Art Trail with Boat Trip
 - Volugram
 - Water is the Gold of the Future – The Slightly Different Climate Conference (Wasser ist das Gold der Zukunft)
- Tempi passati:
- Marketplace of Ideas (Marktplatz der Ideen)
 - Modular Culture – Workshops about Working with Cultur (Der Baukasten)
 - Ochsenherz und Lavendel

Social Media

Communication in the digital space and on social networks

We use the following digital platforms and channels to stay in touch with our audience, institutions, entrepreneurs, partners, sponsors, and individuals interested in and supporting the project “European Capital of Culture Bad Ischl Salzkammergut 2024.” We communicate in German and English.

Website: salzkammergut-2024.at

Newsletter: salzkammergut-2024.at/newsletter/

Facebook: [@salzkammergut2024](https://facebook.com/salzkammergut2024)

Instagram: instagram.com/salzkammergut.2024/
[@salzkammergut.2024](https://instagram.com/salzkammergut.2024)

Youtube: youtube.com/channel/UCdcJDtVnrJNuE7vKhFWe2oQ/featured
[@Salzkammergut 2024 Kulturhauptstadt Europas](https://youtube.com/channel/UCdcJDtVnrJNuE7vKhFWe2oQ/featured)

Linkedin: linkedin.com/company/kulturhauptstadt-bad-ischl-salzkammergut-2024
[@ Salzkammergut 2024 Kulturhauptstadt Europas](https://linkedin.com/company/kulturhauptstadt-bad-ischl-salzkammergut-2024)

Hashtags:

#salzkammergut2024: Posts from everyone and about everything “related to Salzkammergut 2024.”

#23für24: Posts from and about the 23 partner municipalities and cities.

#culturcompanionsalzkammergut2024: Posts from and for all cultural projects of the European Capital of Culture Bad Ischl Salzkammergut 2024.

#partnersalzkammergut2024: Posts from and for all partners and sponsors.

Feel free to tag our channels, share our posts, and use our hashtags. We look forward to numerous collaborations in the field of social media communication.

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Partners in their own Words

Statements on the commitment of the main sponsors



Raiffeisen is not only a financial provider but also takes on social responsibility in many areas. The broad engagement in culture, education, social issues, ecology, and sports is part of the DNA and self-perception of the Raiffeisen Banking Group. The Salzkammergut region offers unique cultural richness. The collaboration of municipalities for the European Capital of Culture region demonstrates how culture brings people together. In line with our slogan “WE make it possible” and the cooperative principles, sustainable projects are created through cooperation, promoting the region’s development, strengthening its identity, and providing a great stage for cultural treasures. Raiffeisen is delighted to be a partner and catalyst for the European Capital of Culture 2024.

Heinrich Schaller, Raiffeisen Upper Austria



As “the beer of the Salzkammergut”, we feel deeply rooted in our region. The European Capital of Culture presents a great opportunity for the region, full of new ideas and impulses. As a company and brand, we want to support and contribute to this endeavor. As “the beer of the Salzkammergut”, we see ourselves not only as a sponsor but also actively participate in specific projects and utilize vacant spaces in our historic brewery building for artistic purposes.

Hubert Stöhr, Eggenberg Brewery



When Europe turns its gaze to our beautiful Salzkammergut in 2024, we, as the leading insurance company in Upper Austria, naturally want to be a part of it. This region not only offers enchanting landscapes but also a variety of culture, from folk traditions to modern expressions. Particularly remarkable is the innovative power of young people in the Salzkammergut, whom we are happy to support. Therefore, Oberösterreichische Versicherung is looking forward to the partnership with the European Capital of Culture 2024.

Othmar Nagl, Oberösterreichische Versicherung

Sponsors

A big thank you to all the sponsoring partners of the European Capital of Culture Bad Ischl Salzkammergut 2024! Strong partnerships strengthen the foundation both financially and mentally. They help communicate the messages of the European Capital of Culture to the outside world. In total, the European Capital of Culture Bad Ischl Salzkammergut 2024 GmbH has been able to acquire 1.37 million in sponsorship contributions.

We would like to express our gratitude to our sponsoring partners:

Top Partner



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Programm Partner



Project Partner



Supplier



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Funding Sources



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Be my FRIEND!

23 municipalities in Upper Austria and Styria form a cultural region and come together as a European Capital of Culture. The Bad Ischl Salzkammergut 2024 region is the next European Capital of Culture in Austria, following Graz in 2003 and Linz in 2009!

The fact that this is the first European Capital of Culture in an alpine region makes it even more exciting. It's fantastic to hear that high-profile personalities and ambassadors have pledged their support for the project, and that there will be four different programme lines to promote the connection between the region, Europe, and the world. With over 365 events and 300 local, national, and international projects, there are plenty of activities and opportunities for businesses to showcase themselves and network as part of the European Capital of Culture.

From now on, anyone can declare themselves as a "FRIEND", become an ambassador of the European Capital of Culture, and proudly wear the Friends logo as recognition.

In the "Friends-Community" section, we provide materials that can be used for promotional purposes. We would be delighted if you could help convey our message in your communication.

FRIENDS play a significant role in supporting us on our journey towards the European Capital of Culture year 2024.

