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## The European Capital of Culture Bad Ischl Salzkammergut 2024 is awaiting you:

### Where art, nature and innovation meet

It's just a few weeks away. On 20.01.2024, the curtain will rise to reveal an extraordinary year of culture in Austria. The UNESCO World Cultural and Natural Heritage Region of the Salzkammergut will hold the title of European Capital of Culture in 2024.

This is a premiere in the history of European Capitals of Culture.

For the First time, it is not a city with an urban context that will be the European Capital of Culture, but a rural Alpine region in Austria. After four decades, one of the largest EU cultural projects is being completely redefined.

### Joint programme presentation of the three European Capitals of Culture 2024 in Brussels

On 15.11.2023, the three European Capitals of Culture 2024 **Tartu (Estonia)**, **Bodø (Norway)** and **Bad Ischl Salzkammergut (Austria)** will present their programmes for 2024 together in front of the European Parliament in Brussels, in the presence of numerous international guests from politics, culture and the media.

The Austrian Capital of Culture region is represented in Brussels by the Artistic Director of the European Capital of Culture Bad Ischl Salzkammergut 2024, Elisabeth Schweeger, the two provincial governors Mag. Thomas Stelzer (Upper Austria / Oberösterreich) and Mag. Christopher Drexler (Styria/ Steiermark), as well as Hannes Heide (MEP Brussels, Chairman of the Supervisory Board Bad Ischl Salzkammergut 2024).

above: © European Capital of Culture Bad Ischl Salzkammergut 2024



Preview Folder & Opening  
(as of Sept. 23) Download [HERE](#)



Program preview (as of July 23)  
Download [HERE](#)



The European Capital of Culture Bad Ischl Salzkammergut 2024 has over 300 events in the 23 participating municipalities in Upper Austria (Oberösterreich) and the Styria (Steiermark) region. Over 80% of the events will be organized by local sponsors and regional organisations such as artists, associations, institutions, and companies. Visitors to the European Capital of Culture Bad Ischl Salzkammergut 2024 can look forward to 80% of the events on a free admission basis.

The European Capital of Culture Bad Ischl Salzkammergut 2024 stands for broad culture - culture for everyone, national and international guests.

The numerous exhibitions, in-situ projects and artistic interventions deal with the topic of culture and art education outside the metropolises both theoretically and practically. Regional aspects meet global, geopolitical phenomena.

The European Capital of Culture Bad Ischl Salzkammergut focuses on new formats, many of which are interactive and participatory and examine local traditions and characteristics.

## The four programme lines, map of the cultural region and calendar

The events are spread across the whole Salzkammergut region. They include unusual, new venues, temporary spaces, the public space itself as well as galleries and even public inns.

The various programmes include artistic positions by renowned, highly topical Austrian and international artists on ecological issues in the face of climate change, the transformation of habitats and ways of life, resilience and sustainability. 7000 years of salt mining, including in Hallstatt (UNESCO World Heritage Site), have shaped the landscape and the people. Numerous symposia and workshops impart information and invite the visitors to exchange ideas.

The four programme lines, a map of the Capital of Culture region and a calendar of highlights can be found [HERE](#).

## International lighthouse projects from the European Capital of Culture programme: Bad Ischl Salzkammergut 2024

The Austrian Capital of Culture Bad Ischl Salzkammergut will kick off the Capital of Culture Year 2024 on 20.01.2024. The guest performance by the Komische Oper Berlin will be the centre of the celebrations organised by numerous artists - a tribute to Bad Ischl, where operetta history was written, among other things. One of the most important projects of the Capital of Culture, the international exhibition with works by over 20 international artists on a theme that defines the region: salt and water, will also be opened in the old Sudhaus (Bad Ischl).

Artists from over 20 countries will come to the Salzkammergut next year.

These include Japanese artist **Chiharu Shiota**, sound artist **Bill Fontana**, **Hamish Fulton**, **Sigalit Landau**, **Emeka Ogboh** and numerous internationally renowned artists such as **Eva Schlegel**, **Conchita Wurst**, **Hubert von Goisern**, **Elfie Semotan**, **Doris Uhlich**, **Markus Poschner** with the Bruckner Orchestra, and many others.



Chiharu Shiota  
Internal Line, 2022  
Installation: red fabric, rope  
ARoS Aarhus Art Museum, Denmark  
Photo: Anders Sune Berg



Program line  
MACHT UND TRADITION



Saltice © European Capital of Culture  
Bad Ischl Salzkammergut 2024

## Reprocessing the culture of remembrance: looted art exhibition in Linz

The focus of the appointments in Brussels and Ghent will include one of the major international exhibition projects, whose traces also lead directly to Ghent. One of the main exhibitions in the Capital of Culture year 2024 will take place at the Lentos Art Museum in Linz, as well as at several locations in the Salzkammergut. **The Journey of the Paintings** is an exemplary search for works that were collected, stored, looted, aryanised, forcibly sold, transferred, or rescued in the Salzkammergut during the Second World War. During the Third Reich, the Salzkammergut was also the headquarters of numerous art dealers, such as Wolfgang Gurlitt, and was like no other region in Europe a centre for the transshipment and rescue of works of art. These included numerous masterpieces of European art history. Information and images can be found **HERE: The Journey of the Paintings**

The aim of the European Capital of Culture Bad Ischl Salzkammergut 2024 is to promote the international networking of the region, the promotion of exchange and dialogue to make better use of existing potential, to provide impetus with culture and to further develop and expand rural areas for the future.

The Governor of Upper Austria (Oberösterreich), **Mag. Thomas Stelzer**: „The European Capital of Culture in the Salzkammergut has many dimensions. One important dimension is the pan-European context in which this project takes place. We can show how art and culture can promote the development of regions and the innovative, creative power that lies within them. It is not only Upper Austria that benefits from this, it also serves as a role model beyond our borders.“

The Governor of the Styria (Steiermark), **Mag. Christopher Drexler**, commented: „For the first time in history, a region spanning the provinces of the Styria (Steiermark) and Upper Austria (Oberösterreich) will be the venue for the Capital of Culture. After Graz in 2003, the green heart is once again part of the European Capitals of Culture. It is a great pleasure that this unique cultural region of the Salzkammergut is not only the largest Capital of Culture in terms of area, but with 23 municipalities in two federal provinces, it also focuses on cross-border cooperation in a special way. Bad Ischl Salzkammergut 2024 is a huge opportunity for the Ausseerland region and once again demonstrates the diverse specialities of our Styria.“

Artistic Director **Elisabeth Schweeger** adds: „It is a wonderful moment that I am able to share here at the presentation of the programme for the Austrian Capital of Culture Bad Ischl Salzkammergut 2024. The foundations are in place for the largest European Capital of Culture in terms of area in a rural Alpine region. This mammoth project brings together residents from 23 municipalities in two federal states, who will live, experience, and work together for a year. The Capital of Culture will become an international meeting point and place for dialogue, where we will try to continue writing the history of Europe with the creativity of culture.“

## New services for the Capital of Culture year 2024

Together with the Austrian Federal Railways (ÖBB: Österreichische Bundesbahnen), a new art route has been developed, a Regional\_Express on the railway line between Attnang-Puchheim – Tauplitz, which stops at various art stations, a new audio tour app leads with lots of art from Bad Ischl to the “Totes Gebirge” (Great World Space Trail). Micro-public transport such as the new Salzkammergut Shuttle from Traunstein Taxi will make it easier for guests and the locals travelling by public transport to reach the various venues and individual destinations.

The tourism organizations are also planning a dedicated website containing all the necessary information for travelling to the Capital of Culture region, mobility in the Salzkammergut and ticketing.



Anthonis van Dyck, Jupiter as Satyr at Antiope, c. 1620  
Photo: © Rheinisches Bildarchiv Köln

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Press material and pictures  
can be found **HERE**.

### Tourism websites:

[badischl.salzkammergut.at](http://badischl.salzkammergut.at)  
[oberoesterreich-tourismus.at](http://oberoesterreich-tourismus.at)  
[steiermark.com/de](http://steiermark.com/de)  
[b2b.austria.info/de/oesterreich-werbung/unternehmen](http://b2b.austria.info/de/oesterreich-werbung/unternehmen)  
[www.salzkammergut-2024.at](http://www.salzkammergut-2024.at)

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