

salz  kammer  
gut 2024  
European Capital of Culture  
Bad Ischl Salzkammergut

# Let's go, Salzkammer- gut!

## Conclusion and Outlooks

**Press Conference**  
Lehár Theater → Bad Ischl  
22 November 2024

## LET'S GO, SALZKAMMERGUT! CONCLUSION AND OUTLOOKS

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**Elisabeth Schweeger, Artistic Director, European Capital of Culture Bad Ischl Salzkammergut 2024**

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Awards**

### TEAM

### SPONSORS AND STATEMENTS

### IMPRINT

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Conclusion  
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# Let's go, Salzkammer- gut!

## Foreword

**Elisabeth Schweeger**  
Artistic Director European Capital of Culture  
Bad Ischl Salzkammergut 2024

## Facts and Figures

**Manuela Reichert**  
Managing Director European Capital of Culture  
Bad Ischl Salzkammergut 2024

## A CAPITAL OF CULTURE IN A RURAL AREA – CONTRADICTION OR NECESSITY?

In the city, the ever-growing metropolitan area, many people want to live – art, culture, good infrastructure, jobs, visitor streams of all kinds, all of this is taken for granted there.

And what about life in the countryside? The rural region has become a fragile space, often neglected by politics, overestimated in its traditions, underestimated in its possibilities. Sure, when it is endowed with such beauty as here in the Salzkammergut, it attracts masses of visitors. But is that enough?

23 municipalities in this unique landscape dared to be a Capital of Culture region together and seized the opportunity to network, engage in close exchange to reflect on themselves and their own history through art, artistic interventions, and cultural inspirations, to allow a different view of themselves, to confront new thoughts, influences, experiences, and visions, to understand each other better and to position themselves more differentiated in the European context.

### What was?

Potential spaces were opened, existing ones were evaluated for their necessity or validity, and some were reactivated; contemporaries from the region and internationally were connected and allowed. In joint thinking, accommodating each other, playing, and experimenting, it was about exploring future perspectives, giving youth their space, questioning traditions for clichés or truth. Pressing questions of our time are much more concretely located and measured in the rural area: the noticeable climate change, the lack of personnel, perspectives for coming generations, building culture, accessibility, and public mobility.

The rural area offered us the opportunity to trace the mistakes and wounds caused by the never-really-questioned belief in technological and economic progress and to develop strategies on how to shape our shared life on this planet better, more sensibly, and sustainably – because we only have this one world. And of course, it was also about questioning the region's most important source of income, tourism, weighing the advantages and disadvantages, and under the motto "Sharing Salzkammergut – The Art of Traveling," showing how the rural area can be made interesting through art all year round and become an extended living space.

### What remains?

What the European Capital of Culture leaves behind in this region are numerous revitalized museums and previously vacant buildings that have been reanimated and repurposed into art spaces. Admittedly, there are no monumental new buildings, but that was not planned given the comparatively modest means available – and probably not what this region most urgently needed.

Much more important are the intellectual constructs that a year of inclusive cultural operations have fostered. The Capital of Culture year has primarily built bridges, opened doors, and through countless artist exchanges, brought visions, critical reflection, connections, and networks at international, national, and regional levels.

These are fundamental building blocks for a new self-understanding and self-confidence, strengthening the foundation for an open, permeable society that does not inherently perceive different ways of thinking as hostile and can develop greater resilience due to its increased diversity. The European Capital of Culture Bad Ischl Salzkammergut 2024 was never intended as a one-off event, nor is it now a completed project. Rather, it wants and will be the starting point for creating a sustainable future for all.

It has provided numerous impulses for the urbanization of a rural region while simultaneously indicating how the downsides of urbanization can be avoided. It has shown that art can make the region attractive beyond purely

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touristic goals, create living spaces, and generate jobs and opportunities for action. And it has demonstrated that the rural area, with all its old and newly widespread knowledge, has the chance to prove that nature and humanity can find a new assertion and coexist wisely without one-sided exploitation.

It is up to the numerous initiatives and projects that continue beyond the year as the Capital of Culture to make these visions a reality and allow the region to grow into a model for all of Europe and possibly the world. A successor institution has been established.

### What can art do?

The primary objective of this in many ways unique Capital of Culture was to promote creativity and artistic creation as a value-creating resource and to represent all areas of life in their indispensable interrelation.

The fact that this took place in a rural region for the first time has more than ever created occasions to question the value and possibilities of art and culture. What can they achieve in the thinking and concrete actions of the people, for whom we had 2,800 project participants and artists from 73 countries (as of 19.11.2024) perform?

In the end, it is clear that art always stimulates, sometimes also excites, but it certainly does not do justice to reduce the resonance to the often-reported outrage over a single dance performance. This is not only contradicted by the final report of the independent EU audit commission, which the Deputy Chairman Bogdan Andrzej Zdrojewski of the Culture Committee in the EU Parliament recently confirmed: "I have experienced more than 20 Capitals of Culture. This one has a richer program than most others I have seen." "The Pole appealed to all 23 municipalities and their political leaders to continue the chosen path." (ÖÖN 31.10.2024). Around 600,000 visitors (as of 19.11.2024) and the many lively and appreciative discussions and feedback we have experienced speak a clear language.

Nevertheless, current election results and the globally observable developments in our societies can cast doubt on the society-building power of art. But resignation cannot be the answer.

Rather, it is precisely in the face of the impending loss of our most fundamental values that our task is to strengthen art and culture as perhaps the last remaining corrective. Art opens poetic thinking spaces, enables insight through sensory experience, it creates culture and cultivates us. It shows us the way to the intellectual free space that every society needs: because no one is like the other, but the other is just as important as oneself.

The conclusion after a year of the European Capital of Culture Bad Ischl Salzkammergut 2024 can only be: Art is a shaping force, it is not a privilege for elites, not replaceable, and cannot be measured with money. Art is the essential substance that ensures our survival, an indispensable investment in the future, and an elemental necessity that we must hold on to, even if developments give rise to doubts.

**Elisabeth Schweeger  
and the programme team**

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## FACTS AND FIGURES

### VISITORS

The European Capital of Culture Bad Ischl Salzkammergut 2024 can report very pleasing visitor numbers as of November 19, 2024: around **600,000 (600,440)**.

**200 projects** were implemented by the European Capital of Culture Bad Ischl Salzkammergut 2024, many of them in cooperation with partners and project sponsors. As of now, these projects have been visited by around **408,000 (407,934)** people. The counting degree is 58%.

Additionally, about **100 associated projects** were included in the official program and supported through promotional efforts. These projects recorded **192,506 visitors**, with a current counting rate of approximately 27%.

**39 projects were dedicated to art in public spaces** (exhibitions, sculptures, interventions), which were perceived by passers-by, tourists, commuters, etc., but were not counted in terms of visitor statistics. This includes, for example, "Atemluft" by Xenia Hausner in Bad Ischl, the installation of the project "WOHLSTAND (Afterparty)" in Bad Aussee, or "Memories from the Future" by Eva Schlegel and 2MVD in Traunkirchen and Ebensee, etc.

**2,800 project participants and artists from 73 countries** (as of November 19, 2024) have made the European Capital of Culture Bad Ischl Salzkammergut 2024 an international event. The Capital of Culture itself has participated in six EU projects, four of which will continue beyond the year 2024.

A detailed quantitative report will be published in 2025. **Since 2022, the Vienna University of Economics and Business (NPO Competence Center) has been conducting a social impact analysis (SROI)**, which extends beyond the title year. The final results of this analysis will be available at the end of 2025.

It should be noted that there are few large-capacity event venues in rural areas. For this reason, the European Capital of Culture Bad Ischl Salzkammergut 2024 uses extraordinary locations for performative events, such as the Salinenhalle in Ebensee with "BRUCKNERS SALZ" or the sports hall in Steinbach with "ALLES SCHON WEGKOMPONIERT", and also realizes many smaller events and exhibitions.

### ECONOMY

*"The fact that the interaction between the economy and culture can make a difference has been impressively demonstrated by the European Capital of Culture Bad Ischl Salzkammergut 2024. Great opportunities presented themselves, and we seized them. In the tourism sector alone, **200 new jobs** were created, even though employment was declining in comparable regions in Upper Austria. The regional economy used the stage of the Capital of Culture to present their export companies in the form of short videos worldwide through its foreign trade network with its 100 branches. The cultural events not only attracted international guests but were also used to forge new business contacts. The fact that the **tourism school has recorded over 50% more enrollments** than in previous years is largely due to the resounding success and contemporary approach of the "Wirtshauslabor" at Bad Ischl train station. Alone, 850 media reports about this project attest to the radiance of the title of a European Capital of Culture. With the project "SCALA Salzkammergut Craft Art Lab", an international artist-in-residence program could take place around the Hand.Werk.Haus Salzkammergut. Outstanding craftsmen and artists from other countries and continents met with regional businesses, artists, schools, and guests and engaged in an inspiring exchange. The project "Design.Handwerk.Technologie", an*

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initiative of the University of Art and Design Linz with the Hand.Werk.Haus Salzkammergut and leading craft businesses, aims to further ignite the innovative spirit in the region. Even if the international spotlight fades now, we have gained many ideas and set initiatives to positively develop the region further." **Robert Oberfrank, District Office Manager, WKO Gmunden**

## COMMUNICATION

**Press I** 01/01/2022–31/10/2024 I DACH (Germany, Austria, Switzerland) and international

**Advertising Value 110 million Euros** (110.427.863)

**Clippings around 14.000** (14.123)

**Media 697**

**Reach around 2,5 billion** potential readers (2.499.400.000)

**Press releases** (01/01/2024–31/10/2024) **165**

**Newsletter** (01/04/2020–31/10/2024) **115**

**Programme press conferences** (2021–2024) in Austria and abroad **10**

**Press talks** Exhibitions and events in Germany and abroad (2023–2024) **25**

**Around 700 journalists from 21 countries** (Austria, Germany, France, Italy, Great Britain, Slovenia, Spain, Portugal, Croatia, Slovakia, Poland, Czech Republic, Hungary, Estonia, Lithuania, Australia, China, Japan, Korea, Malaysia, Singapore) have visited exhibitions and events.

**Salzkammergut Culture Guide App I** 01/04/2024–31/10/2024

**Downloads 5.400**

**Page Views 411.000**

**UpperGuide Access 22.561**

**Website I** 01/01/2024–31/10/2024

**User 243.294** (191.862 Austria, 51.432 international)

**Page Views 1.052.742**

**Social Media I** 01/01/2024–31/10/2024

**Facebook**

**Follower 15.037** (9.022 Austria, 6.015 international)

**Reach 1.025.345**

**Page Views 139.331**

**Content Interactions 47.079**

**Content** (Posts, Reels and Stories) **approx. 3.500**

**Instagram**

**Follower 12.489** (9.616 Austria, 2.873 international)

**Reach 1.890.267**

**Profile Views 99.815**

**Content Interaction 4.682.800**

**Content** (Posts, Reels and Stories) **approx. 8.000**

**Youtube I Views 90.705**

**Linkedin I Follower 966 I Views 1.426**

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## BUDGET

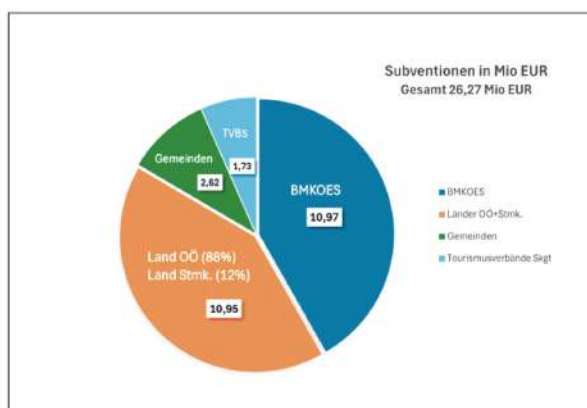
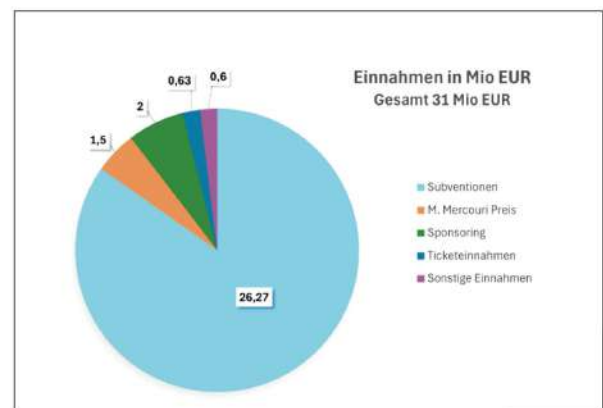
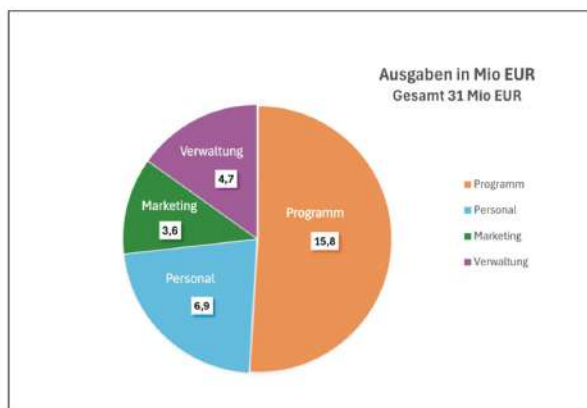
The current budget of the European Capital of Culture Bad Ischl – Salzkammergut 2024 GmbH amounts to EUR 31 million:

### Revenue: EUR 31 million

- EUR 26.27 million from funding providers
- EUR 1.5 million Melina Mercouri Prize from the EU
- EUR 2 million from sponsorship
- EUR 0.63 million from ticket sales
- EUR 0.6 million from other revenues (EU project funding, merchandising, etc.)

### Expenditures: EUR 31 million

- EUR 15.8 million for the artistic budget
- EUR 6.9 million for personnel costs (European Capital of Culture Bad Ischl Salzkammergut 2024 team)
- EUR 3.6 million for marketing
- EUR 4.7 million for administration



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The European Capital of Culture Bad Ischl – Salzkammergut 2024 GmbH has utilized its financial resources optimally, budgeting and spending just over half for the artistic budget to implement all cultural projects. Personnel costs are around EUR 7 million, which is modest given the implementation of 200 projects, many of them large-scale. The marketing budget is also low compared to other European Capitals of Culture, yet it successfully covered logo and CI development, image building, website, app, PR, and communication work. With EUR 4.7 million, the share of administrative costs is more than adequate. These include costs such as rent, IT, software systems, external services, office operations, etc., and also include costs from the application phase of the European Capital of Culture Bad Ischl Salzkammergut 2024 amounting to EUR 325,945.

## PERSONNEL

In principle, it should be noted that a highly qualified program was achieved with few personnel resources due to financial constraints. From January 1 to October 31, 2024, 39 full-time employees were employed by the European Capital of Culture Bad Ischl – Salzkammergut 2024 GmbH, equivalent to 34.5 full-time units. Additionally, 41 people were employed on a project basis and 66 people on an hourly basis. Furthermore, there were four interns, two of whom were from Europe. The European Capital of Culture Bad Ischl – Salzkammergut 2024 GmbH also developed and implemented a Volunteers-EU-Program ("Volugram"). 65 volunteers supported the projects of the European Capital of Culture Bad Ischl Salzkammergut 2024 from January 1 to October 31, 2024, with a total of 213 assignments.

*"I am pleased that with limited funds and resources, one of Austria's largest cultural projects could be implemented so successfully."* **Manuela Reichert, Managing Director, European Capital of Culture Bad Ischl Salzkammergut 2024**

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# Let's go, Salzkammer- gut! Tourism

## TOURISM

### European Capital of Culture Provides New Tourism Impulses

The fact that the European Capital of Culture Bad Ischl Salzkammergut 2024 motivated numerous people to travel to the cross-state mountain and lake region is shown by the tourism statistics: Around 1.56 million overnight guest arrivals were recorded in the entire Salzkammergut (Upper Austria, Salzburg, and Styria) from January to October 2024, 3.6 percent more than the previous year. The number of overnight stays increased by 2.2 percent to around 5 million.

*"Culture is a strong travel motive for Upper Austria. The guest survey Tourismus Monitor Austria 2024 shows that for 21 percent of holiday guests, sights and cultural offerings are important for their holiday decision. Upper Austria is not only significantly above the Austrian average of 11 percent but has also increased by 4 percent in the last five years since 2019. The European Capital of Culture 2024 was the perfect stage for guests to discover the Salzkammergut from new and different perspectives. We are already noticing the international interest and increased international demand. The Capital of Culture is helping to further internationalize our guest base, ensuring long-term benefits."* **Andreas Winkelhofer, Managing Director, Upper Austria Tourism**

In the flagship city of Bad Ischl, around 101,000 arrivals of overnight guests were recorded in this period, an increase of 15.2 percent, and around 363,000 overnight stays, an increase of 9.6 percent compared to the previous year. Frequency measurements from anonymized mobile data show that around 5.16 million day guests stayed in Bad Ischl from January 18 to the end of October (compared to 4.6 million visitors in the same period in 2023).

*"The European Capital of Culture Bad Ischl Salzkammergut 2024 has given our region a stage for a year to showcase its cultural wealth. Numerous events and highlights have shaped the year and brought us not only national but also international attention. This stage offers an excellent opportunity to continue presenting the Salzkammergut as a top-class tourism destination in the coming years and to carry on the enthusiasm and culture of diversity."* **Jakob Reitinger, Managing Director, Bad Ischl Tourism Association**

The radiance of the Capital of Culture is also evident beyond the tourism statistics: In Bad Ischl, the number of group tours in the city has more than doubled compared to 2023. 190 group tours by the end of October 2024, compared to 80 for the entire year of 2023. With their new city tours aligned with the 2024 cultural program, the Austria Guides made a valuable contribution to linking culture and tourism.

*"The joint media work, coordinated between culture and tourism, has turned the enormous interest in the European Capital of Culture Bad Ischl Salzkammergut 2024 into a strong presence in national and international cultural and travel reporting,"* reports Winkelhofer. Around 400 media representatives from more than 21 nations traveled to the Salzkammergut and were personally looked after by Upper Austria Tourism, Salzkammergut Tourism Marketing GmbH, and Austrian National Tourist Office. The excellent cooperation with the Austrian National Tourist Office has opened up access to new international cultural markets with creative press and PR campaigns. From international press trips with almost worldwide participation to tram advertising in Barcelona to the "Plättentaxi" operating on the Grand Canal in Venice for the Biennale di Venezia.

### Culture it's all of us (ALLE, ALLE! KULTUR)

The exceptional cultural year 2024, with the European Capital of Culture Bad Ischl Salzkammergut and the 200th birthday of Anton Bruckner, was the catalyst for a unique cultural-tourism initiative that had already begun to form in advance. *"More than 45 cooperation partners, cultural institutions and creators, tourism associations, Austrian National Tourist Office, the Culture Department of Upper Austria, and Upper Austria Tourism have*

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*forged an alliance of unprecedented scope. Together, we took on the goal of strengthening Upper Austria's image as a destination for cultural travel and addressing new international visitor segments,"* explains Winkelhofer. The joint cultural campaign "ALLE, ALLE! KULTUR." was particularly impressive due to its integrative approach, which showcases the enormous diversity of cultural offerings in Upper Austria. The heart of the campaign is the two-and-a-half-minute video clip in which 22 ambassadors from various cultural fields – cultural creators, musicians, artists, and associations – convey the campaign message concisely.

The innovative communication approach impressed the juries of numerous national and international creative awards and film festivals. The "Golden Star" at the international tourism film festival "Golden City Gate" in Berlin in March marked the beginning of a veritable award rain. The campaign and video clip won more than 20 national and international awards, including the "Golden Dolphin" for best tourism film at the "Cannes Corporate Media & TV Awards", the special jury prize in gold at the "CAESAR Advertising Award 2024", and the Special Award "Venus for Change" at the "CCA Awards" – Austria's most important advertising award.

### Boost for Tourism Innovation

The super cultural year was the trigger for the development of new offers and digital services that will improve the travel experience of guests even beyond 2024. In autumn 2023, the digital cultural experience planner "myKulTour" was introduced. With the help of artificial intelligence, "myKulTour" automatically creates customized cultural holiday and excursion plans according to the individual preferences and needs of its users and offers direct booking options for accommodations and tickets. More than 21,000 personalized experience plans have already been generated by day and holiday guests using the web-based tool for their stay in Upper Austria.

The Salzkammergut took on a pioneering role in Austria with the first joint ticketing system for an entire tourism region. Since its launch on December 1, 2023, around 35,000 tickets with total sales of around 1.45 million euros have been sold through the system, in which all regions of the Salzkammergut, crossing state borders, participate.

### Into the Cultural-Touristic Future

In close cooperation with the tourism associations in the Salzkammergut and Salzkammergut Tourism Marketing GmbH, with the Austrian National Tourist Office and the regional tourism organizations of Upper Austria, Styria, and Salzburg, international cultural travelers are to be inspired by the Salzkammergut beyond the year 2024. "Art & Culture" are one of the three thematic pillars on which the cross-state campaign "Salzkammergut connects" is built.

*"The Capital of Culture year 2024 has brought exciting impulses and good opportunities for the entire Salzkammergut, including Styria. For this, I would like to sincerely thank all those involved. There were many artistically exciting but also controversially discussed projects that will have a lasting effect. Above all, the multitude of projects has ensured that guests from all over the world could be addressed. This effect must be carried into the coming years to reap the benefits."* **Michael Feiertag, Managing Director, Styrian Tourism and Location Marketing GmbH-STG**

*"We want to carry the momentum from 2024 forward so that culture and tourism can benefit in the coming years as well. Along defined thematic focuses such as festivals and stages, customs, history and UNESCO, architecture, technology and industry, craftsmanship and design, contemporary art, media art and film, and Advent, we will further sharpen the cultural profile of Upper Austria and permanently integrate it into year-round tourism communication. And thus, continue to convince our guests that Upper Austria is an exciting and desirable destination for cultural travelers",* concludes Winkelhofer.

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# Let's go, Salzkammer- gut!

## Statements

**Werner Kogler**

Federal Minister for Arts,  
Culture, Public Service, and Sport

**Thomas Stelzer**

Governor of Upper Austria

**Christopher Drexler**

Governor of Styria

# Together we are strong

23 Mayors of the Capital of Culture  
municipalities summarize



## STATEMENTS

"The 'European Capital of Culture' initiative, which celebrates its 40th anniversary next year, has once again demonstrated this year how the power of art and culture can positively influence people's living environments. Through the diverse program of the Capital of Culture region Bad Ischl Salzkammergut, we have impressively experienced how cultivated debate culture, critical reflection on the past, great ingenuity, and the courage to cross boundaries have moved mountains. An in every respect moving opening ceremony paved the way for a Capital of Culture year that took the region and its people on a joyful journey. My great thanks go to Elisabeth Schweeger and her team, who, with a good portion of fearlessness and perseverance, have shown how a productive and globally connected future can succeed for this wonderful region!" **Werner Kogler, Federal Minister for Arts, Culture, Public Service, and Sport**

"The European Capital of Culture Bad Ischl Salzkammergut 2024 is like the Salzkammergut itself: unique! In this very special cultural year for Upper Austria, the events were real highlights of outstanding quality and had an impact far beyond the borders of the region, as the impressive visitor numbers show. What pleases me most, however, is the excellent collaboration—not only between the individual municipalities within the Salzkammergut but throughout the entire region, including with other major cultural events. This once again proves that Upper Austria is a true cultural land with many cultural creators and even more culture enthusiasts. For us, culture is not just a buzzword; it is lived with all senses." **Thomas Stelzer, Governor of Upper Austria**

"The Capital of Culture year in the Salzkammergut 2024 has shown how culture can contribute to promoting lively exchange. The diversity and commitment in the projects and events have once again underlined the importance of our Styrian cultural initiatives. As a small but powerful part, Styria has once again presented itself internationally as a place full of art and culture. These images, seen by people all over Europe, let the beauty and uniqueness of the region and the whole of Styria shine far beyond its borders. We are proud to have been part of this special year, and I thank all those involved for their commitment and creative energy." **Christopher Drexler, Governor of Styria**

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## TOGETHER WE ARE STRONG

23 Mayors of the European Capital of Culture Communities reflect

### Part of a Large Shared Network

*"The European Capital of Culture Bad Ischl Salzkammergut 2024 offered smaller communities like Roitham am Traunfall the chance to become part of a large cultural network. In addition to renowned cultural centers, smaller towns served as venues for cultural diversity, attracting people from both within the region and beyond. These valuable experiences and new connections enrich our community sustainably and strengthen our cultural life."*

**Thomas Avbelj, Mayor of Roitham am Traunfall**

### Learning a Culture of Equality and Appreciative Discussion

*"The European Capital of Culture projects in our community focused on 'remembrance culture' and were well attended. Being part of a greater whole was both a challenge and a developmental process for us. As the saying goes, 'the journey is the destination,' and this journey was a cultural experience in itself: the culture of discussion, questions of perspectives, perception, equality, and appreciation were deeply learned and cultivated at all levels in the region throughout the preparation years and intensively in 2024."* **Georg Baumann, Mayor of Unterach am Attersee**

### A Significant Boost for the Salzkammergut Arts and Culture Scene

*"The European Capital of Culture aimed to showcase regional diversity. Whether this goal was achieved will only become clear in the coming years. Nonetheless, it is undisputed that this year provided a significant boost to the Salzkammergut arts and culture scene. Our local literature and heritage museum in Pettenbach, for instance, benefitted from the increased attention and expanded its audience."* **Leopold Bimminger, Mayor of Pettenbach**

### Lasting Impact through enduring Artistic Commitment and Memorable Encounters

*"The European Capital of Culture Bad Ischl Salzkammergut 2024 brought a lot to Kirchham, from improv theater to exhibitions, concerts, street art, and even the 'KOKO' project—a collaborative construction site hosting diverse events. It was a cultural enrichment for our community, creating opportunities for our population and associations to present themselves and connect. What remains are the artists' incredible commitment, the fantastic moments and encounters, and some wooden constructions that will continue to find use in our community."* **Ingo Dörflinger, Mayor of Kirchham**

### Gratitude for the Volunteer Efforts of the Steinbach Residents and Associations

*"As one of the 23 municipalities involved, Steinbach is proud to have made the most of this opportunity. Restoring our sports hall was a bold and rewarding decision. This was made possible through the enormous commitment of Steinbach residents and associations who volunteered countless hours. Highlights included the premiere performance of Mahler's Symphony No. 2 in our restored hall and successful concerts like those of Hubert von Goisern. This experience was a dream come true, with lasting benefits for our community."* **Nicole Eder, Mayor of Steinbach am Attersee**

### Communities Grew Closer Together

*"The European Capital of Culture Bad Ischl Salzkammergut 2024 strengthened the bonds among the 23 participating communities. For Laakirchen, highlights included the children's music theater 'Saltice,' the light installation 'Chromotopia,' and a cabaret series 'Laughter Connects.' We eagerly anticipate the grand finale on November 30."* **Fritz Feichtinger, Mayor of Laakirchen**

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### Cultural Events took Center Stage in Bad Aussee

"Bad Aussee became a stage for numerous cultural events that left a lasting impression on locals and visitors. Highlights included a well-attended Wolfgang Gurlitt exhibition at the Kammerhof Museum and an increase in overnight stays. This summer's projects brought new impulses for local cultural development." **Franz Frosch, Mayor of Bad Aussee**

### A Learning Experience for the Region

"The European Capital of Culture provided exciting experiences in Bad Mitterndorf, such as the RURASMUS project, which engaged students in rural planning. Our local cultural platform was very active. While some projects, like the construction of a charcoal kiln, deserved more recognition, the initiative brought external inputs to the region. However, involving the population more in the journey remains a learning point." **Veronika Grill, Mayor of Bad Mitterndorf**

### Heavily and Controversially Debated

"The European Capital of Culture, Bad Ischl Salzkammergut 2024, was a success for Obertraun. Projects such as the Upside-Down House by the lake, installations in the Dachstein Giant Ice Cave, the Attwenger concert on Dachstein, various exhibitions, and more were very well received by both locals and visitors. The region's and Obertraun's visibility increased, leading to growth in visitor and overnight stay numbers. However, the balance between locals and tourists must be carefully evaluated. Networking among participating communities and local artists and cultural initiatives was a positive aspect. The vigorous and controversial discussions about several projects and installations were, in my opinion, crucial for the region's understanding of art and culture. One criticism is the sometimes cumbersome and opaque bureaucratic processes surrounding the European Capital of Culture initiative. Overall, the project is to be rated very positively." **Egon Höll, Mayor of Obertraun**

### A Memorable and Sporting Spirit of Participation

"As a peripheral community of the European Capital of Culture, Bad Ischl Salzkammergut 2024, Grünau contributed to several smaller projects that were well-received. The exciting aspect was acting as a cohesive region. However, I noticed that the considerable distance to Bad Ischl posed a significant hurdle for our citizens and associations. Feedback from the population reflects mixed sentiments about the past year and the membership in the Capital of Culture program. Grünau retains some fond memories and the sporting spirit of having participated." **Klaus Kramesberger, Mayor of Grünau im Almtal**

### Future-Oriented Impulses for Cultural Infrastructure

"Bad Ischl Salzkammergut 2024 was an enormous enrichment for Gmunden and the entire region. Our city will benefit sustainably from this large-scale project in many areas. Especially in terms of cultural infrastructure, groundbreaking strides were made, such as the comprehensive renovation of the city theater and the creation of the art quarter in the city garden area. Thanks to the positive attitudes and notable dedication of many leading traditional companies, new, highly attractive venues for art and culture emerged. We will carry forward the spirit and positive energy, continuing to focus on cultural development in Gmunden. Thanks to the Capital of Culture year, our city now ranks among Austria's most significant cultural cities." **Stefan Krapf, Mayor of Gmunden**

### Clashing Worlds leading to Mutual Exchange

"The European Capital of Culture Bad Ischl Salzkammergut 2024, was a challenge for the 23 participating municipalities—a challenge to engage with the new and perhaps the unusual, and a challenge to explore the customs and peculiarities of other municipalities. In my opinion, the 'Capital of Culture' project was a success—it sparked discussions where different worlds often collided, ultimately fostering exchange among one another. The European Capital of Culture, Bad Ischl Salzkammergut 2024, shifted perspectives in a positive way." **Gerald Loitzl, Mayor of Altaussee**

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### A Time of Dialogue, Collaboration, and Cultural Growth

"The Capital of Culture year was undoubtedly an exciting and enriching experience for Vorchdorf, which not only enhanced the local cultural scene but also sparked numerous discussions and creative impulses. The variety of events and exhibitions significantly contributed to vibrant exchanges. These places will continue to play an essential role, with an influence that extends far beyond 2024. My heartfelt thanks go to everyone who made this cultural year possible—from the dedicated organizers to the creative minds involved. Special mention goes to Elisabeth Schweeger, Artistic Director of the European Capital of Culture Bad Ischl Salzkammergut 2024, and her team, whose commitment and creative vision successfully brought the year to life. It was a time of dialogue, collaboration, and cultural growth, whose positive effects will undoubtedly be felt for years to come." **Johann Mitterlehner, Mayor of Vorchdorf**

### Tangible, Sustainable Projects were also realized

"For the first time, a European Capital of Culture was hosted in a rural area, which initially brought some uncertainty—like venturing into the unknown. However, it became clear within the first weeks that Bad Ischl Salzkammergut 2024 offered a broad range of activities for art and culture enthusiasts. Tangible, sustainable projects were also realized, projects that will have a lasting impact. By inspiring innovation, fostering critical thinking, and enhancing regional networking with an eye toward the future, I see significant added value for our municipality." **Martin Pelzer, Mayor of Altmünster**

### Celebrating Art and Culture while promoting Encounters and Exchange

"Ebensee has long defined itself as a cultural community, a vision that has been pursued with dedication and creativity. From the outset, the European Capital of Culture, Bad Ischl Salzkammergut 2024, was seen as a significant opportunity for the town and the entire region, supported by many engaged individuals from Ebensee. Thanks to openness to new ideas and initiatives, numerous exciting, multifaceted, and interconnected art and culture projects were implemented. These many projects and events not only celebrated art and culture but also encouraged encounters and exchanges." **Sabine Promberger, Mayor of Ebensee**

### A Major Impulse for Scharnstein

"The year 2024 provided a significant impulse for Scharnstein to implement projects and events through collaboration. Exhibitions like \*Artists on the Alm\* at the Gallery in Brauhof successfully brought together artists from the Almtal. The music festival \*Fête de la Musique\* was present across all districts of Scharnstein with diverse music formats and is expected to become a fixture in our annual calendar. The highly successful \*Long Night of Industrial Culture\* will also continue at multiple venues in 2025. The Capital of Culture year was also an opportunity to foster greater collaboration among local artists and cultural organizations, encouraging synergies and intensified networking for future joint promotion. More than 6,000 guests attended around 30 events, many of which were sold out. Guests from the community and region participated in all events. The major music theater production \*HAMMER!\* also attracted audiences from other provinces, while the internationally connected Buddhist center GOMDE successfully engaged a large international audience with its projects. Scharnstein has positioned itself as a very open-minded and internationally connected community, seizing the inspiration and opportunities provided by 2024. This extensive program was made possible largely due to the remarkable dedication of numerous volunteers who provided significant support in coordination, organization, and promotion." **Rudolf Raffelsberger, Mayor of Scharnstein**

### Housing, Tourism, and Regional Identity Remain Key Topics

"The collaboration with the European Capital of Culture, Bad Ischl Salzkammergut 2024, was highly constructive and productive. We were able to contribute effectively with our projects. In partnership with HTL Hallstatt and international architects and artists, we held symposia dedicated to various craft techniques. The topic of overtourism was also given considerable focus. Additionally, the project by the Faculty of Housing and Design

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at the Vienna University of Technology (TU) was developed further under the theme 'Think Tank 2024' in collaboration with the Capital of Culture initiative. Dialogue will remain central as we continue addressing topics like housing, overtourism, and the identity of Hallstatt and the Salzkammergut region in the future." **Alexander Scheutz, Mayor of Hallstatt**

#### The World came to Visit, Enriching our Community's Stories

"The European Capital of Culture, Bad Ischl Salzkammergut 2024, is drawing to a close. Bad Goisern embraced the project wholeheartedly, and it paid off. From February onwards, there was always something happening. Reactions ranged from rejection, indifference, and misunderstanding to great enthusiasm. Highlights included \*The Great World Theatre\*, \*URLICHT PRIMAL LIGHT – Gustav Mahler's Song World: An Acrobatic Journey\* (a creation by Yaron Lifschitz with Musicbanda FRANUI, Circa Contemporary Circus, and local youth), \*Fête de la Musique\*, \*Wood Passage\*, \*The Grand Pose\*, \*SCALA – Craft and Art\*, and performances by Hubert von Goisern. Other events included \*Analog!\* by Alfredo Barsuglia, the \*Market of the Future Salzkammergut\*, and much more. I am grateful for the many wonderful and sometimes exhausting hours and the people I was fortunate to meet. The world came to visit, leaving its mark on the stories of our community. What a year!" **Leopold Schilcher, Mayor of Bad Goisern**

#### Supporting Local Businesses and Revitalizing Historic Buildings

"The city of Bad Ischl is delighted that various initiatives from the European Capital of Culture, Bad Ischl Salzkammergut 2024, succeeded in revitalizing vacant spaces, initiating renovations, and facilitating new openings. These projects are part of a comprehensive strategy to rejuvenate and culturally enrich our city. A highlight was the redesign of the 'Museum of the City of Bad Ischl' under the historic name 'Hotel Austria.' The complete renovation of the Lehar Theater has begun. The 'Wirtshauslabor' (Inn Laboratory) contributed significantly to the revival of historic inns since its inception during the Capital of Culture year. By supporting local businesses and utilizing existing buildings, new life has been brought to traditional venues, strengthening the community and revitalizing the local economy." **Ines Schiller, Mayor of Bad Ischl**

#### Culture has gained a new face in St. Konrad and is being actively discussed

"The collaboration with the "European Capital of Culture Bad Ischl Salzkammergut 2024 has sustainably strengthened the networking of our municipalities. Especially the WhatsApp group of the mayors has intensified the exchange and enabled us to discuss important issues directly. Even small municipalities like St. Konrad have been able to enrich the cultural life that was previously found mainly in larger towns through this collaboration. With the 'Global Home,' we have also created a tourist highlight that gives our town new impetus. Culture has gained a new face in St. Konrad and is being actively discussed." **Herbert Schönberger, Mayor of St. Konrad**

#### Much new could be discovered. True to the motto: Get to know your homeland

"The European Capital of Culture Bad Ischl Salzkammergut 2024 has brought a lot of new input to our region, thus expanding the cultural horizon of visitors. Many well-attended events, even in Gosau, showed great interest from the population. The events in the participating municipalities were also well attended, and much new could be discovered. True to the motto: 'Get to know your homeland.'" **Markus Schmaranzer, Mayor of Gosau**

#### Tourist Off-Seasons were utilized, and overall, we can draw a Positive Balance

"The European Capital of Culture Bad Ischl Salzkammergut 2024 is coming to an end in our region. I thank all employees, artists, and everyone who contributed to and supported the Capital of Culture. There were many great and exciting events and impulses this year, which will continue to have an effect in the coming years – and decades. It has been successful in utilizing tourist off-seasons, and overall, we can draw a positive balance." **Christoph Schragl, Mayor of Traunkirchen**

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### The Implementation of the Insights now lies in our hands

*"The Capital of Culture year was definitely an enrichment for the cultural life of our citizens, guests, and regions. Cultural boundaries were expanded, and new formats were shown that would never have taken place in our municipalities otherwise. The European Capital of Culture Bad Ischl Salzkammergut 2024 was a revitalization that on the one hand motivates us to intensify our own traditional culture, while also remaining open to contemporary art and culture. Both are not mutually exclusive and can be made very tangible for different target groups. Many guests and cultural creators from outside became aware of us this year. Some visited the region and municipalities for the first time. This can lead to long-term positive developments such as new visitor segments, new impulses from cultural creators, and new diversity for local life. From my perspective, the Capital of Culture was an interesting project to test and showcase new horizons for cultural formats in rural areas. Many artistic contents were also brought to the region, which otherwise would only have been experienced in cities. Valuable insights have been gained about what might work well for the future or what might not. The implementation of these insights now lies in our hands."* **Franz Steinegger, Mayor of Grundlsee**

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Conclusion  
and  
Outlooks

# Let's go, Salzkammer- gut!

## Outlooks

(Selection)

- Spaces of Opportunity
- Increase in Visitors to Art Institutions
- World Premieres, Austrian Premieres, First Readings
- Building Culture and Craftsmanship Landmarks
- Publications, Videos, Awards, Calls for Proposals, Competitions
- Awards



## OUTLOOKS: AWAKENING, SALZKAMMERGUT! (Selection)

### SPACES OF OPPORTUNITY

The European Capital of Culture Bad Ischl Salzkammergut 2024 was a significant driver and initiator in the implementation of artistic projects in the Salzkammergut region. As a result, vacant buildings and museums were comprehensively renovated, revitalized, or conceptually redesigned. In short, the groundwork for a successful "Awakening" was laid.

#### Opening in January 2024 | Old Sudhaus with the central art exhibition SUDHAUS – ART WITH SALT & WATER, a welcome space about salt, water, and forest in artistic and digital form in planning

Visitors 2024 (21/01/2024–31/10/2024): 24,762

The central art exhibition of the Capital of Culture sudhaus – art with salt & water took place in the Old Sudhaus in Bad Ischl, provided by Salinen Austria AG. Various approaches presented the themes of salt and water through objects, sculptures, installations, films, photographs, and sound works by renowned artists from around the world. Salinen Austria AG now aims to further use the Old Sudhaus for cultural activities. "Salinen Austria is considering, in collaboration with artists, creating a welcome space about salt, water, and forest in artistic and digital form as part of a possible revitalization of the Sudhaus." **Peter Untersperger, CEO, Salinen Austria AG**

#### Opening in March 2024 Visitor Center in the Salzwelten Altaussee with the exhibition SIMON SCHWARTZ. HIDDEN IN THE ROCK. THE MOUNTAIN, THE SALT, AND THE ART.

Visitors 2024 (23/03/2024–03/11/2024): 31,256

"We are very satisfied with the number of visitors and the many positive feedbacks to the exhibition 'Simon Schwartz. Hidden in the Rock. The Mountain, the Salt, and the Art' in the Salzwelten Altaussee. In total, from March 23 to November 3, 2024, 31,256 guests took advantage of the free offer to visit the exhibition, encouraging us to show the exhibition in a slightly altered form in 2025. We plan to focus even more intensively on the rescue of European artworks by the miners in Altaussee in the foreseeable future." **Harald Pernkopf, Project Manager and Press Officer, Salzwelten GmbH**

#### Opening in April 2024 SCRIPT MUSEUM BARTLHAUS, Pettenbach with the exhibition Beyond Tradition. International, Contemporary Calligraphy (27/04/2024–27/10/2024) and new setup of the exhibition on Leopold Feichtinger (27/04/2024–27/10/2024)

Visitors 2024: 1010 | Visitors 2023: 774

"The Capital of Culture year offered the Script and Heritage Museum Bartlhaus many opportunities to present itself to its audience in a new light, bring in young voices, and make new perspectives visible. We thank the team of the European Capital of Culture Bad Ischl Salzkammergut 2024 for supporting this process and look forward to moving into an exciting future with this fresh wind! The audience response was positive. At this point, I would like to quote from the visitor book on June 6, 2024: 'A new universe has opened up – in Pettenbach. Very impressive.'" **Angelika Doppelbauer, Curator, Script Museum Bartlhaus**

#### Opening in July 2024 HOTEL AUSTRIA – Museum of the City of Bad Ischl comprehensively renovated and newly set up

Visitors 2024 (18/07/2024–31/10/2024): 4,800 | Visitors 2022 (01/01/2022–31/12/2022): 2,600

"The Hotel Austria – Museum of the City of Bad Ischl reopened on July 18, 2024. By the end of October, in three and a half months, we were able to welcome 4,800 visitors. Compared to the entire year 2022, in which 3,600 guests visited the museum, this is a considerable increase. Along with the Lehárvilla, which was also very popular during the Capital of Culture year, the opening took place in May 2024, and 9,322 guests visited both museums. The audience response is very positive, especially because the contents now also include the 20th century with

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a focus on the interwar and Nazi periods, and we showed a special exhibition on Konrad Mautner. The European Capital of Culture Bad Ischl Salzkammergut 2024 made it possible to completely redesign the city museum and tailor it so that it is of interest to both locals and guests." **Herta Neiß, Director, Hotel Austria – Museum of the City of Bad Ischl and the Leharvilla**

#### Start of the comprehensive renovation of the Lehar Theater Bad Ischl in December 2024. Planned completion for the 100th anniversary in 2027

"The city of Bad Ischl is pleased that, as part of various initiatives of the European Capital of Culture Bad Ischl Salzkammergut 2024, it was possible to initiate and implement the revitalization of vacant buildings, renovations, and new openings. The projects are part of a comprehensive strategy for the revitalization and cultural enrichment of our city. The pre-planning of the renovation of the Lehar Theater has already begun. The theater, named after the famous operetta composer Franz Lehar, is to be reopened in the anniversary year 2027. As part of the renovation, the theater will be restored to its architectural origin and equipped with state-of-the-art technology to enable a variety of cultural events." **Ines Schiller, Mayor of the City of Bad Ischl**

#### Gmunden: Transformation of the former city garden area into an art quarter; Opening of the monastery garden; Private infrastructure initiatives with cultural relevance – House of Ceramics, Kunsthaus 'Blaue Butter,' frames, and 'Remise 1894' – inspired; White Noise as a loan from the state of Salzburg

"I see Gmunden's participation in the European Capital of Culture Bad Ischl Salzkammergut 2024 as an opportunity to open spaces – both intellectual and visionary as well as real spaces here in our city. For example, the transformation of the former city garden area into an art quarter or the opening of the monastery garden to the public could be initiated. In the art quarter, the cultural pavilion 'White Noise' – a loan from the state of Salzburg – found its home as a visual landmark. The Capital of Culture has also proven to be a real booster for art in public spaces and initiated discourses on socially and politically relevant topics among the population. The Capital of Culture year certainly also contributed to tackling the urgently needed renovation of our city theater and securing the necessary funding. Private infrastructure initiatives with cultural relevance, such as the 'House of Ceramics,' Kunsthaus 'Blaue Butter,' the temporary art space 'frames,' or 'Remise 1894,' were also inspired by this. I hope and assume that event formats such as the 'Fête de la Musique' will have a permanent place in Gmunden's event calendar in the future." **Andreas Hecht, Cultural Representative, Gmunden**

#### Interim use of ÖBB vacant buildings in Ebensee Landungsplatz, Hallstatt, Bad Aussee, and Kainisch with temporary art projects

Salt Lake Cities – STOPS and STATIONS, an artist-in-residence programme in rural areas over transport routes to vacant train stations, took place on the initiative of the Capital of Culture from April to October 2024. Artists used these as studios. Publicly accessible, they became meeting points and exhibition spaces. The inn lab also found its home there. From Pettenbach over Steinbachbrücke to Scharnstein and from Traunkirchen over Ebensee, Tauplitz, Bad Aussee, and Hallstatt, as part of "Sharing Salzkammergut – The Art of Travel", regional vacant buildings were turned into experiential places for contemporary art. The Brewery Schloss Eggenberg provided living and studio space on the premises for the artist-in-residence programme, and the residencies repeatedly cooperated with other projects of the European Capital of Culture, such as Art Your Village or the monastery garden of the former Carmelite nuns in Gmunden. ÖBB plans to revitalize some of the vacant buildings and offer, among other things, working stations for train travelers or inn labs.

#### First-time use of the Steinbach Hall at Attersee for a cultural event GUSTAV MAHLER Symphony No. 2 and GULDA Cello Concerto – Salzburg Philharmonic

The community of Steinbach am Attersee and the Gustav Mahler Festival 2024, in cooperation with the European Capital of Culture Bad Ischl Salzkammergut 2024, brought Gustav Mahler's unique work back to the place of its creation. For this purpose, the Steinbach Hall, previously used exclusively for leisure and sports

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activities, was used for a cultural event for the first time. In the course of the use, a comprehensive renovation took place. The roof was renewed, a PV system and a power storage unit were installed, and the side walls and acoustics were significantly improved. The renovated Steinbach Hall will also be used for cultural events in the future.

### BRUCKNER'S SALT I First Concert at the Ebensee Saline with Continuation in 2025

Around 2,000 music enthusiasts were captivated in the most spectacular acoustic space of the Salzkammergut, the Saline in Ebensee am Traunsee, with motets, symphonic excerpts, improvisations, and the unexpected. The ambitious project of the European Capital of Culture Bad Ischl Salzkammergut 2024, in cooperation with the OÖ KulturEXPO Anton Bruckner 2024, the Bruckner Orchestra Linz, and the Choir Association Upper Austria, made possible by Salinen Austria AG and OÖ Theater und Orchester GmbH, is planned to continue in 2025.

*"Culture means daring to start again and again, to come together, to marvel at art, to wonder, or more. In this special year, with our major cultural formats, the Capital of Culture and the KulturExpo for the Bruckner year, we have created spaces for reality, spaces where we can feel ourselves in all our diversity and differences. This shared experience found in concrete connection fills me with infinite joy. At this point, I would like to thank all the artists and our fantastically collaborating teams – and especially Elisabeth Schweeger, with whom I feel connected in a special artistic friendship."* **Norbert Trawöger, Artistic Director, OÖ KulturEXPO Anton Bruckner 2024**

### SALZKAMMERQUEER

Salzkammerqueer is a community-building project that networks and makes queer people visible in the Salzkammergut. Over the past few years, a sustainable civil society group has been established. In an October retreat, a core group of about 10 people, including "Allies" (supporters of the LGBTIQ\* movement), decided to continue on this path together and carry on with the project. The visions are there, and currently, the focus is on refining the financing. Additionally, a non-profit initiative has developed, responsible for organizing the first Pride Parade in the Salzkammergut (SalzkammerPride) in Bad Ischl. This symbol of diversity and tolerance will also enrich the region with its vibrancy in 2025.

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## OUTLOOKS: AWAKENING, SALZKAMMERGUT! (Selection)

### INCREASE IN VISITORS TO THE ART INSTITUTIONS OF THE SALZKAMMERGUT REGION, AMONG OTHERS

One of the intentions of the European Capital of Culture Bad Ischl Salzkammergut 2024 was to bring art institutions in the Salzkammergut region more into the public spotlight with special exhibitions. Due to the increased attention, many art institutions were able to record an increase in visitors in 2024 compared to previous years.

#### Kammerhofmuseum Bad Aussee WOLFGANG GURLITT. ART DEALER AND PROFITEER IN BAD AUSSEE (28/03/2024–03/11/2024)

**Visitors in 2024: approx. 7457** (adults, students, excluding children, open for 32 weeks)

**Visitors in 2023: approx. 2370** (adults, students, excluding children, open for 28 weeks)

Under the project title "The Journey of Images," the Lentos Kunstmuseum Linz and the European Capital of Culture Bad Ischl Salzkammergut 2024 presented three exhibitions as part of the program line "Power and Tradition": "The Journey of Images. Hitler's Cultural Policy, Art Trade, and Storage in the Nazi Era in the Salzkammergut" (20/03/2024–08/09/2024) at the Lentos Kunstmuseum Linz, in cooperation with the Kammerhofmuseum in Bad Aussee the exhibition "Wolfgang Gurlitt. Art Dealer and Profiteer in Bad Aussee" (28/03/2024–03/11/2024) and in the revitalized Old Marktrichterhaus in Lauffen near Bad Ischl the exhibition "The Life of Things. Stolen – Displaced – Rescued" (27/04/2024–01/09/2024). "An estimated 60% of the visitors in 2024 came to see the exhibition 'Wolfgang Gurlitt. Art Dealer and Profiteer in Bad Aussee.' The high number of well-attended tours also reflects the great interest in the exhibition. Many visitors also took the time to view our large permanent exhibition. Therefore, the exhibition cooperation with the Lentos Kunstmuseum Linz and the European Capital of Culture Bad Ischl Salzkammergut 2024 was also sustainable for the museum. With the special exhibition planned for 2025 'End of the War – The Final Phase of the Third Reich in the Ausseerland,' the Kammerhofmuseum Bad Aussee aims to utilize the obvious great interest in exhibitions with regional historical content to sustainably strengthen the museum's position as a place for dealing with regional history." **Sieglinde Köberl, Managing Director, Kammerhofmuseum Bad Aussee**

#### Museum Ebensee

##### CEIJA STOJKA: HOPE – THAT WAS WHAT STRENGTHENED US (06/07/2024–29/09/2024)

**Visitors in 2024: 1673** (including events) | **Visitors in 2023: 298** (including events)

"We were very pleased that we were able to realize the exhibition 'Ceija Stojka: Hope – That Was What Strengthened Us' (06/07/2024–29/09/2024) at the Museum Ebensee with the European Capital of Culture Bad Ischl Salzkammergut 2024 and the Ceija Stojka International Association. It was very important for this exhibition to be seen in Ebensee because dealing with and processing the atrocities of the Nazi era is part of Ebensee. The concept of 'homeland' also needs to be constantly rethought and redefined. This is also the concept of our museum. The implementation was a significant logistical challenge; it would not have been manageable without the unconditional commitment of Günter Neuhuber. All employees work on a voluntary basis and had not yet been involved in any international exhibition. The exhibition was very well attended. The concept was well received." **Barbara Moser, Chairwoman, Museum Ebensee Association**

#### Ebensee Memorial

##### CHIHARU SHIOTA – WHERE ARE WE NOW? (27/04/2024–27/10/2024)

**Visitors in 2024: 14,382** (including school classes, groups, events)

**Visitors in 2023: 6,189** (including school classes, groups, events)

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"Concerns of journalists about the extent to which art projects may be presented at original sites of Nazi crimes were impressively refuted by the installation 'Where Are We Now?' by Chiharu Shiota at the memorial of the former Ebensee concentration camp. In places where, in view of the magnitude of committed crimes, some are speechless in the face of this breach of civilization, art assumes a mediating role to give words to the unspeakable. 14,382 visitors visited the monumental and yet fragile installation, representing the fragility of life. The dialogue between scientifically secured facts, art, and the viewing people was undoubtedly successful."  
**Wolfgang Quatember, Director, Contemporary History Museum & Ebensee Memorial**

#### Kaiserpark, Marble Palace and Imperial Stables

**SELMA SELMAN: UNTIL WE ARE MORE THAN GOLD: A TRIPTYCH** (28/09/2024–31/10/2024)

Visitors: 4,342

**AI WEIWEI. TRANSCENDING BORDERS. A project of the OÖ Landes-Kultur GmbH I Associated project of the European Capital of Culture Bad Ischl Salzkammergut 2024** (13/06/2024–27/10/2024)

The Kaiserpark with the Marble Palace and the Imperial Stables is one of the tourist highlights of Bad Ischl. In the Imperial Stables, a triptych consisting of a video performance, an installation, and a film titled 'Crossing The Blue Bridge' by the Romani artist and activist **Selma Selman** from Bosnia and Herzegovina was on display. The visitor response was extraordinarily positive. From June 13 to October 27, 2024, works by the renowned Chinese artist **Ai Weiwei** were presented in the Marble Palace and Kaiserpark, in which he sometimes refers to the earliest Chinese dynasties. Together with significant archaeological finds from the Hallstatt period (800–450 BC), they created a unique space for the dialogue between art and history. For 2025, another use of the area with works by the internationally renowned artist Erwin Wurm is firmly planned.

#### Narzissendorf Zloam I Mozart-Wohnhaus, Salzburg

**Yvonne Oswald. TIME TRAVEL. Photographs of the Salzkammergut – Between Lived Tradition and Cliché** Narzissendorf Zloam am Grundlsee (18/05–30/08/2024)

Mozart-Wohnhaus, Salzburg (06/09/2024–31/12/2024) I Previous visitors: around 30,000 (as of 31.10.2024)

After the exhibition at Narzissendorf Zloam am Grundlsee from May 18 to August 30, 2024, Yvonne Oswald's TIME TRAVEL moved to the Mozart-Wohnhaus in Salzburg and will open on January 6, 2025, at the Joanneum Graz. "With the exhibition 'Time Travel', the Mozart Museums dared for the first time to bridge to a contemporary format. The presentation shows the multifaceted nature of the Mozart cosmos and skillfully anchored his person and the history of the Internationale Mozarteum Foundation in the tension field of the culturally rich regions of Salzburg and the Salzkammergut. The visitor numbers speak for themselves: The exhibition at the Mozart-Wohnhaus has already recorded over 30,000 visits, and we expect 50,000 by the end of the year. It is also pleasing to see the significant increase in visitors from the region." **Linus Klumpner, Director, Mozart Museums**

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## OUTLOOKS: AWAKENING, SALZKAMMERGUT! (Selection)

### WORLD PREMIERES | AUSTRIAN PREMIERES | FIRST READINGS

On the initiative of the European Capital of Culture Bad Ischl Salzkammergut 2024, numerous world premieres and Austrian premieres in theater, dance, literature, and music, which were enthusiastically received by the audience, took place. Some of the projects will continue to be seen beyond 2024.

### THEATER AND LITERATURE

#### THE LITTLE PRINCE – RELOADED | Pilot project and world premiere in Bad Ischl wants to continue

"More than a hundred students could breathe life into the Little Prince again from 2025. 'The Little Prince – Reloaded' is based on a unique partnership between primary schools, state music schools, higher vocational schools, regional businesses, tourism, and public authorities for at least one school year. The European Capital of Culture Bad Ischl Salzkammergut 2024 financed the cultural mediation project for children and families, aiming to promote the talents and potentials of the participating children and young people. 'The Little Prince – Reloaded' is a valuable extension of the regular curriculum and teaching offerings in schools, keeping up with the times! The pilot project is designed to be realized in any region on-site." **Andrea Fellingner, Project Manager, Entrepreneur, and Cultural Mediator, Bad Ischl.**

#### THE GREAT WORLD THEATER | World premiere in Bad Goisern

After the world premiere in February in Bad Goisern, realized by Theater ecce – a free group of theater-makers of all disciplines in Salzburg under the artistic direction of Reinhold Tritscher – the inclusive theater project was also seen in Salzburg.

#### SALTICE | Laakirchen | World premiere in Laakirchen

The fairy tale of salt and ice. A children's opera told with paper, origami art, dance, and music, depicting legends and folklore around the salt mountain. Children and young people created a play on-site with artists from Malta, Germany, Austria, and Japan. The continuation of the project is planned.

#### C'est BEAU! – It's Beautiful! | World premiere in Bad Aussee and at the Brotfabrik in Vienna

The inclusive dance performance with international dancers with and without disabilities, a production of DK-BEL and 6e Sens (France), was a particularly touching experience. On November 17, 2024, they also performed at the Brotfabrik Vienna and played several times in Paris and throughout France during the 2024 Olympic Games.

#### HAMMER! | World premiere in Scharnstein

"A Capital of Culture is not a vacation, but a journey, and those who travel can tell stories. A journey means daring to venture into the uncharted land of Terra Incognita. In an artistic sense, this can be virtually anything. In our case, it was an old, historic factory hall in Scharnstein. With the music theater piece 'HAMMER!', which premiered in April 2024 in Scharnstein, the RAT Big Band brought Scharnstein's industrial history back into the collective consciousness. How successful this was is shown by the positive media reactions and the fact that all 16 performances were completely sold out." **Herman Miesbauer, Composer and RAT Bandleader**

#### URLICHT PRIMAL LIGHT. Gustav Mahler's Song World – An Acrobatic Journey World premiere of the Capital of Culture 2024 from Bad Ischl goes to Luxembourg and Spoleto

The successful creation by Yaron Lifschitz with the Circa Contemporary Circus and Musicbanda FRANUI, as well as children and young people from "GOISERN macht CIRCUS lighthouse," will guest with their co-producers at

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Les Théâtres de la Ville de Luxembourg on May 7 and 8, 2025, and at the Spoleto Festival dei Due Mondi with the participation of young circus apprentices from Bad Goisern on July 4 and 5, 2025.

#### REMOTE BAD ISCHL I World premiere in Bad Ischl continues

The alternative city tour by the theater label Rimini Protokoll was received with great interest and was very well received. The city of Bad Ischl and the Bad Ischl Tourism Association will offer the extraordinary city tour to interested visitors and guests in the future.

#### THE WHITE HORSE INN OF LAUFFEN I World premiere in Bad Ischl/Lauffen continues 2025

The White Horse, a play about the hidden stories of the oldest market in the Salzkammergut, will continue.

*"In realizing our play 'The White Horse Inn of Lauffen,' over eighty people from Lauffen and the Salzkammergut region helped and worked together. I would like to thank everyone involved. Your commitment was remarkable. Without your great dedication, we would not have been able to bring our joint project to the stage so successfully. Thank you to everyone for everything you have done for our 'Rössl'."* **Thomas Goerge, Writer and Director, The White Horse Inn of Lauffen**

#### THE WATERMAN OF GRUNDLSEE I World premiere at Archkogel outdoor pool, Grundlsee

The contemporary commissioned opera by Vanni Moretto, initiated by Verena Frey and in cooperation with the Mozarteum University Salzburg, was enthusiastically received by the audience. It expanded the Ausseer Baroque Days 2024 in an unusual way. The European Capital of Culture Bad Ischl Salzkammergut 2024 supported the financing of the composition and libretto commissioned by Verena Frey. A revival is being worked on.

#### THE UNHEARD THINGS I World premiere in Bad Aussee and Altaussee

Theater performance by Theater am Bahnhof, shown on the markets in Bad Aussee and Altaussee with a fictional radio show on provenance research and restitution of looted Jewish property, is planning performances in Vienna.

#### SALT IN THE SALT OFFICE I Prelude in Hallstatt I World premiere 2025/2026 at the Musiktheater Linz

The prelude to the mobile chamber opera freely based on Peter Handke's "Kali – An Early Winter Story" – composed by Gerhard Stäbler and Kunsu Shim, libretto by Hermann Schneider – took place on September 7 and 8, 2024, in the Old Salt Office in Hallstatt. The intimate setting in the Salt Office will come to full fruition in the 2025/2026 season at the Musiktheater Linz.

#### HOMELAND-WORLD. In Search of Lost Times and Hopes I Six scenic world premieres in Bad Ischl

Six texts, developed as part of an artist-in-residence program by Ada Diagne (Vienna), Guido Wertheimer (Buenos Aires and Berlin), Thomas Perle (Romania and Vienna), Natalka Vorozhbyt (Kyiv, Ukraine), Lisa Wentz (Tyrol), and Thomas Köck (Berlin and Vienna), were staged at the Lehár Theater and will be further developed into complete plays. Discussions with theaters in Europe regarding further world premieres are currently underway. Thomas Perle's "Danube Waves", which was seen in Bad Ischl, premiered on November 22, 2024, at the German State Theater in Timișoara.

#### EVERYTHING THAT HAPPENED AND WOULD HAPPEN I Austrian premiere in Hallein

The multidimensional installation by Heiner Goebbels – a commission by 14–18 NOW, WW1 Centenary Art Commissions, Artangel, Park Avenue Armory, and Ruhrtriennale – with music, light, performance, speech, objects, and films was brought to the Austrian stage by the European Capital of Culture Bad Ischl Salzkammergut 2024 in cooperation with the Salzburg Festival on the Perner Island in Hallein. After two sold-out performances, the production will be seen in Paris, London, and Taipei.

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### G/R/E/T/E, the sky falls I World premiere in Gmunden

"Dance pioneer Grete Wiesenthal was the starting point of research initiated by Wanda Golonka, director of the MA choreography program at HZT Berlin, with her students in Gmunden as part of the European Capital of Culture Bad Ischl Salzkammergut 2024. Throughout her life, Grete Wiesenthal was a defining figure in expressive dance in Austria, a dance that left behind the guided lines of classical ballet to make movement freer and more playful. In this sense, the young choreographers opened a space for explorations with passers-by and the architecture of the square on the market square in Gmunden. The mountain, the lake, the bells: they provided a framework for the piece. It will have a lasting impact on us and show new ways of working. 'G/R/E/T/E – the sky falls' was an exchange, a social sculpture, a moment in which we all briefly held our breath." **Wanda Golonka, Susanne Vincenz**

### EUROPEAN THEATER FESTIVAL

### MY FAVORITE ANIMAL IS WINTER I World Premieres in Bad Ischl and Graz

What is operetta today? An attempt: operetta in series. Further performances of episodes 1 and 2 will take place at the Studio Stage of the Graz Opera in December, the premiere of episode 3 in April 2025 in the Assembly Hall of the Graz Opera, and the premieres of episodes 4 and 5 in the 2025/2026 season.

"Four more episodes of the operetta series 'My Favorite Animal is Winter' by Ferdinand Schmalz with music by Lukas Kranzelbinder will premiere at the Graz Opera under my direction by the end of the 2025/2026 season. Through the collaboration of the European Capital of Culture Bad Ischl Salzkammergut 2024 with the Graz Opera, it was possible to realize this very special project. I especially thank Elisabeth Schweeger for her trust, her tireless curiosity, and her infectious enthusiasm." Alexander Charim, Director and Curator, European Theater Festival

### DE(CON)FINING I World Premiere in Bad Ischl

After the world premiere in Bad Ischl, another performance took place at the Svømmehallen Scene in Bodø. An expressive dance performance that delves into the physical traces of emotions, personal history, and social boundaries. Two Norwegian dancers and a Malian dancer meet. A co-production with Bodø 2024 (Norway) and the Festival sur le Niger (Mali).

### INBOX / SALT & COLUMNS I World Premiere in Bad Ischl with further performances in Burkina Faso

A project of the European Capital of Culture Bad Ischl Salzkammergut 2024 in cooperation with Christoph Schlingensiefel's Operndorf Afrika (Burkina Faso). Together with an international ensemble, the performances reflect the (im)possibility of communication about one's own history. Texts by Sidiki Yougbaré and Tiemo Strutzenberger, directed by Polina Solotowizki and Sidiki Yougbaré. Stage design by Albert Frühstück, costumes by Sophia Profanter. With Bene Greiner, Justin Ouidiga, Nabalüm, deeLinde. A co-production with Christoph Schlingensiefel's Operndorf Afrika in Ziniaré, Burkina Faso.

### EUROPE SPEECH BY STEFAN ZWEIG I Six World Premieres by six theaters in Europe in Bad Ischl (Cooperation with Mitos21 – European Theatre Network)

Tjana Thiessenhusen (Berliner Ensemble), Alexander Klessinger (Thalia Theater Hamburg), Micol Jalla & Diego Pleuteri (Teatro Stabile Torino), Balász Dohy (Katona József Színház Budapest), Lisaboa Houbrechts & Gorges Ocloo (Toneelhuis Antwerpen), Bernhard Øye, and Maria Bergström (Dramaten Stockholm) created six twenty-minute micro-dramas based on Stefan Zweig's speech on European unification. The conditions were the same for everyone: one text as a common basis, a maximum of two performers, minimal technical effort. Six theatrical comments from different perspectives on the still fragile state of Europe. What does Stefan Zweig's dream of European unification as the only protection against war and nationalism still mean to us today? A visit to Europe while it still stands!

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## MUSIC

### **SALZKAMMER(SC)HALL 1 + 2 + 3 + 4 | Four World Premieres on the railway line from Attnang-Puchheim to Stainach-Irdning, from Donnerkogel to Unterhörbach, and from Hollerberg to Hochknall throughout the Salzkammergut, at Offensee, and in the Asamer gravel and concrete works**

"Salzkammerschall is now Salzkammerhall. The GLÖGGLWAGGON has left its resonant trail through the wintery Salzkammergut, 120 Pranger shooters (THE SLOW SHOT) have performed the loudest and largest piece of sound art ever, with a size of 60 x 40 km, choirs have sung a mountain horizon (THE SUNG HORIZON), brass musicians have turned a gravel pit into a sound cauldron (THE LANDSCAPE ORGAN). It has (again) shown that working with people who previously had little contact with contemporary art, let alone music, is not about pandering to the presumed popular, but about the clarity and necessary uncompromising nature of the artistic endeavor, which can then be well conveyed. Without the active cooperation of these people, who contributed their expertise in their fields and knowledge of the landscape, none of this would have been nearly realizable. The often-heard 'Thank you for letting me/us participate!' is the best reward for the quite extensive work on it." Georg Nussbaumer, Artist and Composer

### **KIRCH'KLANG Festival Salzkammergut 2024 | New Program Line KIRCH'KLANG – Kirch.Klang.Raum to be continued in 2025, as well as the bi-annual organ competition in 2026**

On the initiative of Elisabeth Schweeger, Artistic Director, and Wolfgang Schlag, Music Curator, in collaboration with Martin Haselböck, Director of the KIRCH'KLANG Festival Salzkammergut, the innovative program line KIRCH'KLANG – Kirch.Klang.Raum created spaces for improvisation in 2024. The ORGEL BEWEGT! Festival in the parish church of Bad Ischl will continue with renowned soloists in 2025. "Together with the European Capital of Culture Bad Ischl Salzkammergut 2024, the KIRCH'KLANG Festival 2024 was able to set innovative and sustainable initiatives and bring new music into the old church spaces of the Salzkammergut." **Martin Haselböck, Director, KIRCH'KLANG Festival Salzkammergut**

### **BRUCKNER'S SALT** see also under Spaces of Possibility

### **ACOUSTIC OVERREACHES by Hubert von Goisern with 29 spontaneous street music concerts and a summer evening concert in 23 Capital of Culture municipalities**

During the summer months, Hubert von Goisern & Friends gave a gift to the 23 municipalities of the European Capital of Culture Bad Ischl Salzkammergut 2024. The musical journey through the Salzkammergut took Hubert von Goisern and his guest musicians from lake shores to town squares to church grounds. Around 10,000 people participated enthusiastically.

### **MRS. THOMAS AND MR. MARTIN | First Performances in the Salzkammergut in Bad Mitterndorf and Steinbach am Attersee**

"The concerts I was able to design with my friend Martin Zerza for the European Capital of Culture Bad Ischl Salzkammergut 2024 were a very special moment for me. Presenting the program 'Mrs. Thomas and Mr. Martin' in my homeland, returning to my roots and reinterpreting them, was moving and also had a conciliatory note. I also found the collaboration with my cousin Andrea Edlbauer (Duo Edlbauer Kuzo) inspiring, enriching, and very connecting across musical genres. 'It all works out!' – a statement that perfectly summarizes the artistic exchange." Tom Neuwirth

### **NEW SALT FESTIVAL in Bad Ischl, Ebensee, Vorchdorf, Pettenbach, Gößl am Grundlsee: A new festival format for the region**

Under the motto "Culture is the new salt," the music program of NEW SALT was conceived. The musical arc spanned from contemporary composition to avant-garde electronics to exciting guitar sounds and danceable

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club music. The focus was on cross-genre and multimedia projects, which were enthusiastically received in the Salzkammergut region.

#### HYMN TO THE SALZKAMMERGUT I World Premiere in Altaussee

Bernadette La Hengst, together with choirs from the region, created a hymn for the Salzkammergut, which was heard for the first time in Kurpark Altaussee on October 26, 2024. *"How do we want to live in the future? Where do we want to work? Whom do we want to love? How do we want to live? These were the questions I asked participating choirs to jointly write a song about the Salzkammergut."* **Bernadette La Hengst, Singer, Musician, and Composer**

#### SILENT ECHOES: DACHSTEIN I World Premiere in the Parsifal Dome in the Dachstein Giant Ice Cave

Commissioned by the European Capital of Culture Bad Ischl Salzkammergut 2024, American sound artist Bill Fontana created Silent Echoes: Dachstein in the Parsifal Dome of the Giant Ice Cave – an incredible duet: the melting of the glacier and the bells of Notre-Dame. Bill Fontana's site-specific duet formed the basis for a "sound bridge," a statement on the fragility of art and nature. It was transmitted to various locations: to the New Cathedral – Mariendom in Linz during the kickoff for the 24-hour birthday celebration for Anton Bruckner, to the Kunsthaus Graz, to the MuseumsQuartier in Vienna, and through the Ö1 website. *"I was particularly interested in the bell Emmanuel, whose resonances sound in a clear F-sharp major chord. It is also the only bell of Notre-Dame that survived the French Revolution."* **Bill Fontana, Sound Artist**

#### SONG SONG I World Premieres in Vorchdorf and Bad Aussee

Two unique evenings featuring, among others, Ars Antiqua Austria, Die Goas, Duo Marie Theres Stickler-Peter Havlicek, Karoliina Kantelinen, Michael Köhlmeier, Gunar Letzbor, Alois Mühlbacher, Mamadou Diabate. Gstanzi twisted to the point of incomprehensibility; songs with long stories, rambling on and pointing to connections with the Griots, the troubadours of West Africa, the secret messages of the Joik among the Finnish Sami, whose language was long forbidden, the lush songs in Baroque music, and the secret O-speech in Wienerlied. The networks and threads of the two evenings were woven by one who has stories to tell – Michael Köhlmeier. *"The collaboration with the European Capital of Culture Bad Ischl Salzkammergut 2024 was very pleasant and professional, it's a shame that it is over!"* **Attwenger**

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## OUTLOOKS: AWAKENING, SALZKAMMERGUT! (Selection)

### BUILDING CULTURE AND CRAFTSMANSHIP

How will we build in the future? How do we build our future? Especially against the backdrop of the escalating climate crisis, the program of the European Capital of Culture Bad Ischl Salzkammergut 2024 focused on different facets of building culture as part of the programme line "Globalokal – Building The New". In the craft projects, a bridge was built between the carefully maintained traditions of the region and contemporary approaches. The initiated projects received great attention and ranged from participatory knowledge transfer to international symposia. Some projects are to be continued beyond the Capital of Culture year.

### Start in January 2024 and continuation of ROOMS WITH A VIEW – Regional Boutique Room Network in the Salzkammergut

As part of "Sharing Salzkammergut – The Art of Travel", Studio Lucy D. (Barbara Ambrosz and Karin Santorso) together with Kim + Heep (Vienna, Korea), InFABric architects (Paris), and mischer'traxler studio (Vienna) designed a furniture and object collection based on typical themes that characterize the Salzkammergut: wood/plank cut, textile/traditional costume, plants/grass, animals/hunting, minerals/salt. The design concepts were implemented by regionally typical craft businesses. A successful project that will be continued. *"The implementation of Rooms with a View was a great challenge for us. The participating hoteliers from the Almtal to Bad Mitterndorf, international designers, and regional craftsmen had different needs and expectations, and bringing all of this together required a lot of commitment and flexibility. Over time, everyone became enthusiastic and really put in the effort to support us in the best possible way. Guests appreciate the modern interpretation of the Salzkammergut that we created with our design objects. The feedback is good, and now we are planning an artistic continuation and many more Rooms with a View throughout Upper Austria."* **Barbara Ambrosz and Karin Santorso, Studio Lucy D.**

### SCALA Salzkammergut Craft Art Lab

The new paths between craft and art will continue to be explored and the regional and international network will be further maintained. For this purpose, a cooperative organizational model will be established in the next step to implement future projects.

*"It is in the nature of art to address burning questions of the present. It is in the nature of craftsmanship to act sustainably and solution-oriented. Craftsmanship in construction and living has always implied careful handling of available natural resources, modularity, durability, repairability, and recyclability. Through valuable experiential knowledge and skills built over generations in dealing with materials and techniques in a regional context, craftsmanship guarantees a future for both the preservation of historical building substance and culture and sustainable, intergenerationally usable, and circular-friendly construction and living. Only a funded yet non-profit-oriented approach to raising awareness and providing education (lectures, workshops, events, etc.) across all segments of the population can break through the commercially driven, constant manipulation that opposes a sustainable future. Interregional, national, and interdisciplinary networking (e.g., with art), cooperation, exchange, and experiential knowledge between craft and art are an important and public-friendly foundation for this. The common ground on new paths between craft and art is manual skills, used materials, and a culture of encounter that is open to exchange and mediation."* **Barbara Kern, SCALA team**

### SIMPLE SMART BUILDINGS: simple but time-tested materials and craftsmanship knowledge in building culture

Simple Smart Buildings exists beyond the Capital of Culture year. The responsible parties Friedrich Idam, Günther Kain, and Andreas Zohner will continue to conduct research and educational activities in the field of regional – simple, but time-tested – materials and craftsmanship knowledge in building culture.

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"Our building cultural heritage is the result of an evolutionary process. We can learn from this wealth of experience how long life cycles function regionally over short distances." **Friedrich Idam, Building Researcher, ICOMOS**

**GOMDE: PLACES OF CHANGE: the meditative oases in the Buddhist Center Gomde in Scharnstein remain until nature reclaims them**

Students from Austria, Germany, and the United Kingdom designed meditative oases for the Buddhist Center Gomde in Scharnstein. The installations, made from natural materials (primarily clay and wood), remain publicly accessible in the area of the Buddhist Center Gomde on the Bäckerberg in Scharnstein until they are gradually reclaimed by nature.

"The project 'Gomde: Places of Change' shows that experimenting 1:1 is possible when all participants engage without prejudice. The team from Gomde and local experts walked this path with us. The collaboration was intensive, a challenge in which not only experimental installations that give tangible shape to the intangible were created, but also an incredible wealth of experience in communal action. Architecture needs experiments to invent future-proof solutions." **Marie-Therese Harnoncourt-Fuchs, Project Leader, Gomde: Places of Change for the University of Kassel**

**INTERVENTA HALLSTATT 2024: The building culture of tomorrow is a culture of awareness**

"With the interventa Hallstatt 2024, we were able to introduce a convincing format for building culture that represents the regional space as an exemplar for the global rural area. Exemplary projects showed solutions for building cultural challenges that apply to many regions of the world. Analogies, as well as differences, provided mutual insights also in relation to the challenges in the Salzkammergut. The response to the interdisciplinary concept and the performative and participatory opportunities for exchange between participants and visitors was extremely positive. Such a symposium is an ideal instrument to generate relevant knowledge. We find a continuation essential for a future-oriented building culture and would be very pleased if it could be continued. More than 1,500 visitors came into contact with the interventa, whether at the performances in January 2024, at the symposium in September at the HTBLA Hallstatt, or as visitors to the interventa website, where all lectures and discussions can be listened to. The building culture of tomorrow is a culture of awareness. It deals with working methods, dedicates itself to permanent change, and focuses on the future viability for the region and a shared world." **Marie-Therese Harnoncourt-Fuchs and Sabine Kienzer, Curators, interventa Hallstatt 2024**

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## OUTLOOKS: DEPARTURE, SALZKAMMERGUT! (SELECTION)

### LANDMARKS AS STRIKING MARKERS AND MEMORIES OF THE EUROPEAN CAPITAL OF CULTURE BAD ISCHL SALZKAMMERGUT 2024

The European Capital of Culture Bad Ischl Salzkammergut 2024 introduced numerous artworks and exhibitions in public spaces. Prominent and visible topographical objects across various participating communities have highlighted contemporary art. Some projects will remain as lasting reminders of the cultural year, while efforts continue to integrate others into public spaces for the future.

Projects from the thematic lines "Power and Tradition" and "Sharing Salzkammergut – The Art of Travel", such as *Paths of Resistance* and *Willy-Fred Tours*, which explore the history of National Socialism, resistance fighters, and deserters through walking and cycling tours, will continue to feature in the Upper Austria Tourism programme beyond 2024. *The Great Space Walk* will remain accessible until 2035, and the *Regional Express – A Time Travel Between Gmunden and Bad Aussee*, a project by Petra Ardai, Ella Raidel, and Marlene Rutzendorfer, will stay available to train travelers.

#### XENIA HAUSNER: ATEMLUFT in Bad Ischl (until Spring 2025)

Renowned artist Xenia Hausner, closely connected to the Salzkammergut, presented her first public sculpture, *Atemluft* (Breath of Air), as part of the European Capital of Culture 2024. This 3-meter-tall aluminum and bronze sculpture addresses societal and existential challenges of our time. Displayed at Bad Ischl's train station forecourt, it will remain until spring 2025, with discussions underway regarding its long-term placement.

#### CRITICAL AND CONTROVERSIAL: Exhibition in Bad Ischl's Kurpark Continues

Bad Ischl's imperial heritage often overshadows alternative perspectives, perpetuating kitsch and historical distortions under the Habsburg myth. As part of the cultural year, Hannes Leidinger, Nadia Rapp-Wimberger, Verena Moritz, and Lenz Mosbacher created an accessible exhibition in the Kurpark. This exhibition examines complex historical events before and after 1918 and remains accessible to the public free of charge.

#### ÅHNLRÖAS – ALT:NEU:MODISCH: A Salzkammergut Portrait Series. Best of Salzkammergut in the Sissi Park in Bad Ischl and Laakirchen

Portraits of "mature supermodels" showcasing styles from quirky and modern to traditional and classic were exhibited in senior homes throughout the region, turning these spaces into venues of art and community. Select portraits under the title *Åhnlröas – Alt:Neu:Modisch* are displayed in Sissi Park (Bad Ischl) and Laakirchen along the "Generationenweg" and will remain publicly accessible.

#### Swing Theory of Hegel: Sculpture in Traunkirchen (Until 2025)

Fernando Sánchez Castillo's bronze swing sculpture, *\*Swing Theory of Hegel\**, depicting a figure precariously balanced against gravity, will stay in Traunkirchen's town square by the lake until 2025. This piece, part of the *Villa Karbach* exhibition curated by Paolo Bianchi and Martin Sturm, remains a striking and dynamic landmark.

#### INTO THE DEEP | MEMORIES FROM THE FUTURE: Ebensee Installation (Until 2027)

Eva Schlegel and 2MVD's augmented reality sculptures combine sky and water at Ebensee's Sky Waterwalk. *Into the Deep*, the final piece in their *Memories From the Future* series, will be accessible via QR codes until 2027. **Eva Schlegel** remarked, "The European Capital of Culture gathered numerous exciting interventions and exhibitions. It will be missed!"

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### **FUTURE IS NOW! Graffiti and Street Art in Ebensee**

*Future is Now!* was a participatory art project that aimed to visualise young people's visions of the future in public spaces with the help of graffiti and street art. Under the professional guidance of Michael Url from Mural Harbor GmbH, the pupils were given a practical introduction to different techniques and varieties of this urban art form. The visible results of this workshop process were passed on to 'Nychos' and 'Yubia', two internationally renowned and respected street artists, who integrated the content and subjects of the young people into two large murals at the Weberei and at the former girls' primary school as part of their work stays in Ebensee. Both works are now part of the Ebensee townscape.

### **PLATEAU BLO: Permanent Installation Starting April 2025**

After a year as a floating platform hosting exhibitions, performances, and events on Lake Traun, *PLATEAU BLO* will find a permanent home in the flora pondtemporary sculpture park at Stiftsteich in St. Florian, linking the 2024 cultural programme with the Bruckner Year 2024.

### **A Gift for Bad Ischl: Hamish Fulton's Walking Art FROM THE GREEN SOLEWEG UP TO THE HALLSTÄTTER GLACIER AND BACK DOWN TO THE SUMMER SOLSTICE AUSTRIA 2024**

Hamish Fulton's two-week journey along the historic Salt Path and Hallstätter Glacier inspired a large enamel artwork gifted to the town of Bad Ischl.

### **ART YOUR VILLAGE | Simon Starling's Hallstätter See Pavilion (inverted): discussions underway**

*The Hallstätter See Pavilion (Inverted)* by British artist Simon Starling began with the discovery of a modestly furnished wooden shed in the centre of Hallstatt. This structure, which has a natural knothole in its front façade, was the catalyst for the idea of turning a replica of this building into a camera obscura with the knothole as an opening. A camera obscura is a simple pinhole camera that creates an inverted image of the outside world through the incidence of light through a small opening.

To ensure that the image shown is not upside down, the replica shed was also turned upside down and now stands on its roof ridge. The projected image created on a screen inside - the lake and the salt mountain outside - is correctly orientated in relation to the inverted house. Starling's work, which enjoys great popularity and is one of the most impressive landmarks, is now to remain at its location in Obertraun.

### **ART YOUR VILLAGE | Dirk Schlichting's Salzmadonna in Roitham am Traunfall**

Dirk Schlichting has found a marvellous piece of salt stone in the salt mine in Altaussee. Beginning with the extraction of the salt stone in the Altaussee mine, Schlichting traces the route of the salt transport to Roitham am Traunfall. After a ceremony at which the salt stone was set up on Raiffeisenplatz, the artist began to publicly carve The Salt Madonna from the sandstone. It stands as a reminder of the 600 years of salt shipping on the Traun and the former economic importance of Roitham, until it was made to disappear by the rain.

### **ART YOUR VILLAGE | The exhibition Eyes as Big as Plates by Karoline Hjorth & Riitta Ikonen along the 7-Brücken-Weg between the swimming lake and Gasthof Silbermair in Almtal, St. Konrad remains**

The exhibition is the photographic conclusion of encounters with people from St. Konrad. The *Eyes as Big as Plates* project maps the relationship of modern man to nature and has actively involved the participants in the creation of the photographic portrait. The Norwegian-Finnish artist duo Karoline Hjorth and Riitta Ikonen bring a folklore-inspired view of the relationship between man and nature. Each photograph shows a solitary figure in a landscape, a sculpture made from natural elements of their choice. Interested visitors can continue to trace the artist duo's intentions along the 7-Brücken-Weg between the swimming lake and Gasthof Silbermair.

### **ANALOG! Olaf Holzapfel's Public Stage in Bad Goisern**

Olaf Holzapfel has erected a usable sculpture on the banks of the River Traun in Bad Goisern. The public stage

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made of landscape materials, straw and wood will remain as a stage for spontaneous events and public performances after 2024. The size of the Stage for Land and People is suitable for individual speakers, DJs, bathers and various clubs in Bad Goisern.

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## PUBLICATIONS | VIDEOS | AWARDS | CALLS FOR PROPOSALS | COMPETITIONS

### Publications

Elisabeth Schweeger and Program Team, **kultur salzt europa**, The Program Book for the Capital of Culture, Self-published, 2023 +++ Julia Kospach/Elisabeth Schweeger (Eds.), **Salz Seen Land: The Salzkammergut from Anarchy to Accordion – The Book on the European Capital of Culture Bad Ischl Salzkammergut 2024**, Prestel/Penguin/Random House Publishing, 2024 +++ Trautl Brandstaller, **INSIGHTS.VIEWS**, The Salzkammergut between Factual and Anecdotal, Mandelbaum Publishing, 2024 +++ Micheal Obrist, Christian Nuhsbaumer, Carola Stabauer, **Hallstatt.Denkwerkstatt**, Self-published, 2024 +++ Arthur Kanonier/Arthur Schindelegger/Elisabeth Wimmer, **Soil Protection in the Salzkammergut**, Self-published, 2024 +++ Gottfried Hattinger, **sudhaus – art with salt & sater**, ars edition, Verlag Bibliothek der Provinz, 2024 +++ Gottfried Hattinger, **Art Your Village. The Foreign View**, Self-published, 2024.

### Publications to be released

Julia Kospach/Elisabeth Schweeger (Eds.), **Anstöße/Impulse. European Capital of Culture Bad Ischl Salzkammergut 2024: The Rural Area as a Laboratory of the Future**, Mandelbaum Publishing, Release Date: March 2025 +++ Salt Lake Cities. Projects realized at vacant ÖBB stations as part of the European Capital of Culture Bad Ischl Salzkammergut 2024, expected release date Summer 2025.

### Videos

The Great World Theater, Bad Goisern +++ URLICHT PRIMAL LIGHT, Bad Ischl +++ Open Water Dialogues, Bad Ischl +++ Villa Karbach. How Surrealism Comes into the World, Traunkirchen +++ The Little Prince – Reloaded, Bad Ischl +++ VOLXFEST Eidrahn, Gmunden +++ HAMMER!, Scharnstein +++ Art Your Village, Bad Aussee +++ Tavern Show, Grundlsee / Göbl +++ VOLXFEST Aufdrahn, Grundlsee / Göbl +++ SalzkammerPride, Bad Ischl +++ Bruckner's Salt, Saline Ebensee +++ Fête de la Musique +++ Art Your Village Almtal, Almtal +++ Salt Lake Cities, Bad Aussee / Hallstatt +++ The Probably Best Hotel in the World, Bad Mitterndorf +++ Remote Bad Ischl. Rimini Protokoll, Bad Ischl +++ Short Operetta Festival, Bad Ischl +++ Art Your Village, Grundlsee / Obertraun +++ Mrs. Thomas and Mr. Martin, Pension Hanselmann in Steinbach +++ The White Horse Inn of Lauffen, Lauffen +++ Ice Sound Concerts Dachstein, Parzifal Cave at Dachstein +++ Journey from the World of Yesterday to the World of Tomorrow. Tribute to Stefan Zweig. Birgit Minichmayr reads Stefan Zweig, Bad Ischl +++ Attwenger goes Dachstein, Obertraun +++ Schönberg Traunsee & Church Sound, Schönberg am Traunsee +++ Silent Echoes: Dachstein. Bill Fontana, Obertraun +++ SALT – Opera Kali, Hallstatt +++ The Agenda – Klaus Maria Brandauer reads Éric Vuillard, Bad Ischl +++ European Theater Festival, Lehar Theater Bad Ischl +++ Song/Song, Vorchdorf.

### Awards

Impact Boost +++ Poetry Vending Machine Award +++ Literature Award Near and Far

### Calls for Proposals and Competitions

Organ Competition as part of the KIRCH'KLING Festival Salzkammergut +++ DECONFINING Call: Fine Arts Residency +++ Open Call for SHORT OPERETTES / Contemporary Music Theater

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## AWARDS

### Protagonists who were honored for their participation and projects as part of the European Capital of Culture Bad Ischl Salzkammergut 2024:

Creativity Salts 2024: The Capital of Culture year is not over yet, and the campaign for the European Capital of Culture Bad Ischl Salzkammergut 2024 by Bernhard Buchegger and Patsy Köppel-Haslinger (**GAP Gruppe am Park**) has already been awarded twice. The prestigious CCA, Creative Club Austria, was impressed by the "aesthetically mischievous images" of the campaign, photographed by Sophie Köchert, and the Upper Austrian Advertising Prize awarded the entire opening campaign with a CAESAR 2024. <https://www.gruppe-am-park.at/project/eroeffnungskampagne-kulturhauptstadt>

The performer and artist **Doris Uhlich** received the Austrian Art Prize 2024 in the category of Performing Arts. The Austrian Art Prize honors individuals who are established figures in Austria and ambassadors of the Austrian art and cultural scene beyond our borders. With her performance "Pudertanz" as part of the opening of the European Capital of Culture Bad Ischl Salzkammergut 2024, Doris Uhlich became an ambassador far beyond Austria's borders. She also received the Austrian Music Theatre Prize in 2024.

The music and multimedia artist **Elza Grimm** (Daniel Bernhardt) won the prize for best animation at the Austrian Film Festival with the audiovisual installation and short film "memories of an extincting kind," which was part of the exhibition "Acta Liquida" from May to June 2024. The whitefish, native to Lake Traunsee, serves as the central motif of the installation and is shown in 3D animations from different perspectives at various stages of its life.

The exhibition "Mein Kleiderkasten – female joie de vivre into old age" by **Elizabeth Baum-Breuer**, which was shown in June 2024 as part of the European Capital of Culture Bad Ischl Salzkammergut 2024 in cooperation with the Bad Ischl Tourist Association in the Trinkhalle, was one of three winning projects in the "Society" category of the AGE Awards 2024.

**Thomas Feuerstein** received the Dagmar Chobot Sculpture Prize 2024 for his oeuvre. In the former workshop building in the Karbach quarry, he showed the newly created multi-part series "ULTRAMARINA. Drinking the Lake" (2024) in the exhibition "Villa Karbach." In the light-blue flooded exhibition space ULTRAMARINA, green and diatom algae grow in the sculpture POLYPHORE.

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Conclusion  
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Outlooks

# Let's go, Salzkammer- gut!

Team

Sponsors  
and  
Statements

Imprint



## TEAM

### MANAGEMENT

**Elisabeth Schweeger** – Artistic Director

**Manuela Reichert** – Managing Director

### ASSISTANTS TO THE MANAGEMENT DIRECTORS

**Thorsten Schwarz** – Assistant to the Artistic Director

**Bettina Bayr-Gschiel** – Advisor to the Managing Director

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**Simone Barlian** – Visual Arts

**Christian Haselmayer** – Music, Youth & Community Building

**Stefan Heinisch** – Tavern Lab (Wirtshauslabor), Salzkammergut 2024-App

**Christina Jaritsch** – Ecology, Agriculture & Social Affairs

**Teresa Kranawetter** – Assistant Visual Arts

**Jana Lühje** – Dramaturgy

**Eva Mair** – Building Culture & Craft

**Lisa Neuhuber** – Culture of Remembrance, History, Museums

**Martina Rothschädl** – Theatre, Literature

**Elisabeth Schweeger** – Artistic Director

**Sonja Zobel** – Theatre, Literature

### PRODUCTION

**Maria Neumayr-Wimmer** – Head of Production

**Marian Holzmüller** – Artistic Administration

**Hannah Kickert** – Production

**Carla Ohler** – Artistic Administration

**Julia Schwarz** – Production Assistance Exhibition „sudhaus – kunst mit salz & wasser“

**Thorsten Schwarz** – Assistant Theatre & Literature

**Elfi Sonnberger** – Production Analog I sudhaus I Art Your Village I Rimini Protokoll I KOKO

### VERWALTUNG

**Bettina Bayr-Gschiel** – Advisor to the Managing Director

**Marion Brunner** – Assistant HR (on Maternity Leave)

**Manuela Frauscher** – Human Resources

**Jelena Garic** – Office Management, Assistant Controlling

**Patrick Haslauer** – Facility Manager

**Jutta Piffel** – Accounting

**Hannes Rainer** – Controlling

**Manuela Reichert** – Managing Director

**Bärbel Seidler** – Legal and Contracts

**Nara Tsogtsaikhan** – Assistant Accounting and Human Resources

### EVALUATION

**Christina Jaritsch**

**Lisa Neuhuber**

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**Julia Schwarz** – Media Cooperations, general Communication

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**Theresa Weber** – Coordination Volunteers

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**Gerald Priewasser-Höller**

**Wolfgang Schlag**

**Brigitte Fürle**

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**Aleida Assmann**  
**Klaus Maria Brandauer**  
**Xenia Hausner**  
**Johanna Mitterbauer**  
**Tom Neuwirth aka Conchita Wurst**  
**Helga Rabl-Stadler**  
**Franz Welser-Möst**

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**1st Deputy Chairman of the Supervisory Board: Stefan Krapf** (delegated by the municipality of Gmunden)  
**2nd Deputy Chairman of the Supervisory Board: Franz Steinegger** (delegated by the regional association Ausseerland Salzkammergut)

Other members of the Supervisory Board

**Christian Schirlbauer** (delegated by the Inneres Salzkammergut Tourism Association)  
**Kathrin Kneissel** (delegated by the municipality of Bad Ischl for BMKOES)  
**Wolfgang Kuzmits** (delegated by the municipality of Bad Ischl for the federal government)  
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**Catrin Neumüller** (delegated by the Kulturvision association)  
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**Rudolf Raffelsberger** (delegated by the Traunsteinregion Association)  
**Alexander Scheutz** (delegated by the REGIS association)  
**Patrick Schnabl** (delegated by the municipality of Bad Ischl for the province of Styria)  
**Adam Sifkovits** (delegated by the municipality of Bad Ischl)

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**Stefan Krapf** – Municipality of Gmunden  
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**Jakob Reitingner** – Tourism Association Bad Ischl  
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"In the European Capital of Culture year 2024, the Salzkammergut was able to present its unique cultural wealth to an international audience. With a lot of commitment from everyone involved and responsible, it was proven that culture connects people and strengthens their own identity. As a partner and impulse giver of the Capital of Culture year 2024, Raiffeisen Upper Austria is particularly pleased that numerous sustainable projects have emerged from this cooperation, promoting the development of this region. True to our slogan 'WIR macht's möglich', we will continue to take on social responsibility in many areas and remain committed supporters and promoters of cultural initiatives." **Heinrich Schaller, CEO, Raiffeisenlandesbank Oberösterreich**

"As the leading insurance company in our federal state, we were happy to be a partner of the European Capital of Culture Bad Ischl Salzkammergut 2024 in our region. Especially the different perspectives in which we approach art and culture are important for personal development and self-awareness. Even better when this is already being promoted among young people at various events. Therefore, we mainly support youth projects such as the New Salt Festival with its cross-genre and multimedia contributions or Next Generation You, where young people are given space for their concerns and needs." **Othmar Nagl, CEO, Kathrin Kühtreiber-Leitner, Board Member, Oberösterreichische Versicherung AG**

"Our sponsorship partnership consciously went beyond the classic promotional horizon and included several projects. With Åndas beer, we entered new brewing territory in collaboration with artist Emeka Ogboh and used beer as a catalyst for social exchange. Not only did this attract attention domestically, but it was also enjoyed at a Monopol anniversary party in Berlin or an Africa festival in Vienna, where beer from Vorchdorf was suddenly on display. Another highlight, especially for our employees, was the Artists-in-Residence program, which temporarily brought three wonderful, very different artists into our predominantly work-oriented community. We learned a lot in the process, especially seeing familiar things from new perspectives. The exciting exhibition 'European Eyes on Japan,' featuring photos created during a residency, concluded our involvement. The centuries-old tradition in Eggenberg is characterized by constant openness to new things. This dates back to the first Austrian world travelers who lived here. This was continued by generations who not only continually oriented the brewery toward the future but also had an awareness of the art of their respective times. From the beginning, we were convinced that the European Capital of Culture Bad Ischl Salzkammergut 2024 would bring refreshing impulses for us and our entire region." **Hubert Stöhr, Managing Director, Brewery Schloss Eggenberg**

"The salt storage hall, which usually holds up to 100,000 tons of road salt, was transformed into a place of culture for one evening in June. It was a great honor for us that the Bruckner Orchestra Linz and a multitude of choirs brought the saline to life – many thanks for that!" **Peter Untersperger, CEO, Salinen Austria AG**

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Many thanks to all sponsoring partners of the European Capital of Culture Bad Ischl Salzkammergut 2024! Strong partnerships strengthen the foundation financially, but also mentally. They help to communicate the messages of the European Capital of Culture to the outside world. To date, the European Capital of Culture Bad Ischl – Salzkammergut 2024 GmbH has been able to acquire a total of around 2 million in sponsorship (cash and in-kind contributions). We would like to thank our sponsoring partners:

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