



# On the way to the Capital of Culture

## Bad Ischl – Salzkammergut 2024 – European capital of culture

- ✓ HIGHLIGHTS FROM THE EUROPEAN CAPITAL OF CULTURE PROGRAM
- ✓ INCLUSIVE EUROPEAN CAPITAL OF CULTURE GIFT

salz  
kammer  
gut 2024



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Created from salt, made rich by salt and with salt we are heading into the future:

### CULTURE IS THE NEW SALT.

The Salzkammergut offers a high density of exciting stories, places and people and is embedded in an impressive landscape. Characterized by the elements of salt, water and wood, a multi-layered region emerged here in which the history of salt mining began in Hallstatt 7,000 years ago. The salt trade has nourished, enriched and internationally linked the region, it has attracted the wealthy and powerful to the country, with the summer resorts the Salzkammergut has become a place of longing, and the historic cultural landscape in the inner Salzkammergut is now part of the UNESCO World Heritage Site.



With its grown compactness, shielded by mountains, lakes and rivers, the Salzkammergut is exemplary for many other regions of the world. The globally observable gradient from the industrialized north to the south, which is used for tourism and agriculture, is combined here in a vivid density and serves both as a prime example and as a laboratory for meeting the increasing political, cultural, economic and ecological challenges in Europe and the world

## program lines

In its 4 program lines, the European Capital of Culture deals with important topics of our region, Europe and the world, sets new impulses for the future, brings the diversity of historically rooted and contemporary art and culture to the fore and networks the region internationally.

## POWER AND TRADITION

An open and active culture of remembrance without blinders is a necessity in order to draw lessons from the past for a careful and forward-looking approach to our present and future.

A search for clues in our region uncovers their origin stories and global connections at the same time.

Historically, the working-class culture achieved its first social demands and led significantly to a safeguarding of working life. Subsequently, the imperial court, the summer visitors, Jewish life and its disappearance through National Socialism, industry and tourism shaped the cultural landscape.

## CULTURE IN FLOW

The need for a clear cultural identity seems understandable in a world that is globally interdependent. It is the humus on which societies build and develop.

Culture and thus cultural identity never stand still. CULTURE IN FLOW allows renewal and makes a region and its society strong and sustainable.

She recognizes diversity as a power to learn from one another and grow in the process.

## SHARING SALZKAMMERGUT - The Art of Travelling

She explores the diverse challenges, but also the opportunities for a high-quality further development of tourism and pursues the question of how the alpine region can be made attractive outside of tourism, even outside of the summer and winter months. How can an alpine region, whose landscape needs to be preserved and which should become a year-round tourist destination, prepare for the future?

## GLOBALOKAL - BUILDING THE NEW

Designing the rural Alpine region in such a way that the usual north-south divide is balanced and complemented, enriching the labor market with creative potential, counteracting the emigration of young,



well-educated people in order to enable life in the countryside and still be networked and work globally to be able to.

This means expanding mobility and digitality, developing strategies to enable agriculture as a livelihood again, combining spatial planning and development with sensible building culture, creating educational and artistic spaces, striving for sustainability in all fields in the Salzkammergut, but also beyond. In GLOBALOKAL - BUILDING THE NEW it is important to think about the world of tomorrow and to develop strategies for action, but also to address the tensions between the generations.

## Period

19<sup>th</sup> of January – 30<sup>th</sup> of November 2024

(Exact date according to request and availability)

## Accommodation

Carefully selected \*\*\*/\*\*\*\* hotels or inns in the Salzkammergut / Salzburger Land / Capital of Culture region

(Hotel notification approx. 4 weeks before arrival for a fixed group)



European  
Capital of Culture  
Bad Ischl  
Salzkammergut



## Group arrangement

- 4x** overnight stay including breakfast buffet in the respective booked accommodation category
- 2x** 3 course evening menu
- 1x** delicacy evening with typical delicacies of Austrian cuisine
- 1x** home cooking at a typical innkeeper in Bad Goisern
- 1x** entry ticket to the journey of images in the towns of LINZ – Bad Ischl/LAUFFEN – Bad Aussee
- 1x** train journey from Gmunden to Bad Ischl - Regional Express  
- additional Opportunity to engage in an aural, visually immersive narrative on the track to experience cultural and natural heritage.
- 1x** entry and guided tour of the Imperial Villa including the park – the summer residence of the imperial couple
- 1x** individual tour in Bad Ischl - on the way on the Ischl cultural paths (with your own Mobile phone) incl. Kurpark exhibition critical and controversial
- 1x** boat trip on Grundlsee or Altaussee See - duration approx. 1 hour
- 1x** Comic Illustration Simon Schwartz - The mountain, the salt and the pictures - in Altaussee
- 1x** visit Lebzelterei - tasting - in Bad Aussee
- +** Support for tour guides and bus drivers daily from 8 a.m. to 6 p.m. by our office in Bad Ischl

## Arrangement price per person in € from

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per person in a double room from	416,--	607,--
Single supplement 1-5 from	74,--	135,--
Single supplement from the 6th	90,--	160,--

Plus local tax: approx. €2,50 to €4,-- per person per day!

(Will be adjusted accordingly if the law changes).

also bookable:

Various evening and additional events according to the calendar of the Capital of Culture 2024

[www.kulturkapital2024.at](http://www.kulturkapital2024.at)



## General

The above prices are valid for a minimum of 20 participants.

The current version of the Salzkammergut Touristik GmbH terms and conditions apply!

Booking and billing via Salzkammergut Touristik.

All excursions are conducted with your own vehicle.

Every 21<sup>st</sup> person in a double room is free.

### Day 1 Arrival in the Salzkammergut

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3 course dinner

### Day 2 Day trip to Linz

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- immerse yourself in the culture in the river with a visit to the **Lentos - Part 1 of the 3-part story**

An exemplary presentation of paintings from the Second World War in the Salzkammergut collected, stored, stolen, "Aryanized", sold, forcibly sold, blackmailed, moved and were saved.

Free time in Linz

On the way back, train journey from Gmunden to Bad Ischl - Regional Express;

Delicacies evening with Austrian delicacies

### Day 3 Lauffen and the Emperor's park

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**Part 2 of the 3-part story takes us to Lauffen near Bad Ischl;**

Admission to the Imperial Park including a guided tour of the Imperial Villa.

**Individual tour - on the way on the Ischl cultural paths with your mobile phone.**

With experience in the spa park - **critical and controversial.**

Treat yourself to a delicious coffee in the nice coffee houses in the city center.

### Day 4 the Ausseerland

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### Part 3 of the 3-part story with a trip to the Ausseerland

You can enjoy the Ausseerland with its unique mountain scenery from the water on a boat trip. Impressed, you start the return journey and stop at the Steinberghaus in Altaussee - **the mountain, the salt and the pictures** -

Then drive to the oldest gingerbread factory in the region for a small tasting - over the Koppenpass and along Lake Hallstatt to Bad Goisern.

Stop at a typical innkeeper for home cooking.

Culinary souvenirs can be purchased at all pleasure stops.

### Day 5 departure

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Breakfast - Capital of Culture gift 2024 as a farewell - departure

## Event TIPS

#### Special TIP for JANUARY - 19. - 21.

##### A woman who knows what she wants!

With this play, the Jewish-Austrian composer Oscar Straus, one of the most successful operetta composers of the 1920s and 30s, created a masterpiece that embodies the operetta style of the Weimar Republic and with hits like "Why should a woman have no relationship" and "Every woman hat some longing« boldly and freshly overthrows previously valid role clichés

#### Special TIP for FEBRUARY

Ruben Zahra stages the narrative text by Susanne F. Wolf in his own composition and charismatic sound world and creates a magically poetic total work of art with the involvement of local children (choir and participants).

#### Special TIP for MARCH

##### Salt.Lake.City

Art exhibitions on the themes of salt, water and wood. The vital elements of salt and water have always been determining factors in the entire region. The central main exhibition of the Capital of Culture is therefore dedicated to these subject areas with objects, film and photo works as well as installations in



connection with salt, wood and water.

### Special TIP for APRIL

#### International Choir Competition Festival - 27. - 30.

In addition to the competitions, warm encounters between the choirs and the guests of the city of Bad Ischl take place in gala concerts, friendship concerts and church services.

### Special TIP for May

#### ChurchSoundSpace

International Bruckner Competition for Organ and Festival of Improvisation. The program includes the finale of the Bruckner organ competition with four concerts in Bad Ischl, two lectures and another four concerts in the region.

### Special TIP for JUNE - 21.

#### Fete de la musique - European music & culture day 2024

The Fête de la Musique takes place every year on June 21, the beginning of summer - in more than 540 cities worldwide, including over 300 cities in Europe. Music conquers public space - the Fête de la Musique, a day of street music, is making its way to the Salzkammergut

### Special TIP for JULY - 6. - 31.

Lehár Festival Bad Ischl Ischl - Austria's largest operetta festival dedicated to the KH 2024

The **Lehár Festival Bad Ischl** is the largest and oldest operetta festival in Europe and spoils its guests every year with operetta performances by different composers.

It is characterized by diversity, pioneering for young artists and enlightening for scientific studies. Various productions have received numerous prestigious awards.

### Special TIP for AUGUST - 1. - 31.

Lehár festival Bad Ischl - Austria's largest operetta festival dedicated to the KH 2024

#### Eisklang - Dachstein giant ice caves

The concert series "Eisklang" offers a unique acoustic experience in the Parsifaldom of the giant ice cave on selected summer evenings. For the program, which is primarily designed for tourism, two composition commissions for contemporary music are supported by the European Capital of Culture 2024

### Special TIP for SEPTEMBER

#### New Salt Festival

#### Concerts, club nights, open formats Festival 2024



New Salt Festival deals with electronic music and contemporary composition with a focus on cross-genre and multimedia projects. The events will already take place in 2023, with the New Salt Festival finally culminating in a multi-day festival in autumn 2024.

### **Salzkammer(sc)hall**

several places and areas in the Salzkammergut: town centres, settlements, places "in nature", partly remote locations, railway lines

A four-part sound land art project with choirs, music bands, pillory gunners and bells from the Salzkammergut region. Four resounding pillars of the "Salzkammergut culture" - which are also its clichés at the same time, are updated in a new way and pointing to the future using the familiar.

### **Special TIP for OCTOBER**

#### **Sons of Sissy**

Experimental performance that humorously breaks with traditional male role models in the interplay of alpine live music, group dances and ritualistic practices. The production will be shown as part of the Salzkammergut Fringe Festival.

#### **song/song**

Stories are told in the event center in Altaussee - with music by countertenor Alois Mühlbacher and the ensemble Ars Antiqua Austria, Attwenger and musicians from Mali, oral explanations by author Michael Köhlmeier.

### **Special TIP for NOVEMBER**

Closing event European Capital of Culture - Bad Ischl - Salzkammergut

Subject to change!

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## Informations

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The **UNESCO World Heritage List** currently lists 1,154 natural and cultural sites from 167 countries worldwide. The excellent cultural and natural monuments have an extraordinary universal value that must be preserved in the long term. Austria is represented with 10 World Heritage Sites.

The European Capital of Culture Bad Ischl Salzkammergut 2024 brought the diversity of historically rooted and contemporary art and culture to the forefront and raised it to an international level.

