

**Program Line: SHARING SALZKAMMERGUT – The Art of Traveling**

**Tourism, Gastronomy, Mobility**

**Projects of the European Capital of Culture Bad Ischl Salzkammergut 2024**

Tourism, which emerged from the summer retreats cultivated in this extraordinary Alpine region during the 19th century, is one of the most vital lifelines of the Salzkammergut, a place of longing for many travelers. However, tourism should not be viewed as a one-way street focused solely on service, with seasonal peak times, but rather as a fantastic opportunity to learn from one another. As in many regions of Europe, the side effects of a travel industry inspired by iconic landscape imagery are becoming increasingly apparent.

SHARING SALZKAMMERGUT – The Art of Traveling explores the myriad challenges and opportunities for quality-driven development in tourism and addresses the question of how the alpine region can be made attractive beyond the summer and winter months. How can an alpine region, whose landscape must be preserved and which should become a year-round travel destination, prepare for the future?

The project *“The Probably Best Hotel in the World”* raises questions such as: What makes a place unique? What desires do people have? Which types of tourism do we reject, and which attract us? This theatrical audio experience guides guests through an imaginary hotel, simulating a stay in the region.

*“NO END UP”* develops the anti-utopia of a fictional health resort. What happens when landscapes become commodities—the place of life turns into a postcard—and the Alpine idyll is exported to the world as a wellness promise?

The *Wirtshauslabor* pays tribute to the traditional tavern as a place of eating and drinking. As a social institution and important gastronomic category, it serves as a meeting point for all. In short, the tavern is and has always been a social space. With *“Wirtshauskultur reloaded,”* the lab provides a platform for high-profile chefs, ambitious apprentices, and artists to dynamize traditional regional gastronomy with new culinary arts and innovative concepts.

*“About Tourism,”* an exhibition by Az W, addresses the impact of our holiday desires on the built environment, social fabric, and climate change. It asks how we can imagine a tourism that does not destroy what it relies on.

Kulturhauptstadt Bad Ischl  
 Salzkammergut 2024 GmbH  
 Auböckplatz 4 | 4820 Bad Ischl  
 www.salzkammergut-2024.at

**Pressekontakt**  
 presse@salzkammergut-2024.at  
 +43 699 10 48 70 72

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## June 2024 | Sharing Salzkammergut – The Art of Traveling

### The Probably Best Hotel in the World Traveling with Imagination

Guests of the *Probably Best Hotel in the World* book their visit in advance. Upon arrival at the hotel reception during their designated time slot, guests receive access to their respective room and a headphone system. This opens up an individual audio experience that parallels the theatrical spectacle taking place on the meadow or in the stables, addressing the desires for family fun, business lounges, solo activities, wellness, tranquility and intimacy, or sporting spirit. The audio experience guides guests through the hotel and simulates a stay in the region.

“*The Probably Best Hotel in the World*” is perfectly situated: the wild meadow offers a fantastic view of the surrounding mountain range. The audio track shifts perceptions, allowing guests to mentally travel to global hotspots or beam themselves through time.

Questions are raised such as: What makes a place unique? What desires do people have? Which types of tourism do we reject, and which attract us?

Two-hour hotel visits can be booked. Guests may linger at our hotel bar afterward. The booking package includes regional drinks, a hotel variant for rainy weather, the hotel bar in a stable, and many theatrical surprises.

<http://dasvermutlichbestehotelderwelt.com/>

**Duration** 28/06–30/06/2024

**Friday, 28/06/2024:** 4 pm–6 pm | 6 pm–8 pm | 8 pm–10 pm

**Saturday, 29/06/2024:** 12 pm–2 pm | 2 pm–4 pm | 4 pm–6 pm | 6 pm–8 pm | 8 pm–10 pm

**Sunday, 30/06/2024:** 12 pm–2 pm | 2 pm–4 pm | 4 pm–6 pm | 6 pm–8 pm

**Location** Dorfplatz Bad Mitterndorf, Bad Mitterndorf 59, 8983 Bad Mitterndorf

**Tickets** <http://dasvermutlichbestehotelderwelt.com/>

#### Contributors

**Artistic Direction** CHEZ COMPANY, Gesine Danckwart, Fabian Kühlein, Sabrina Zwach

**Set Design** Johanna Meyer

**Art Director** Luise Wilhelm

**Press Spokesperson / Social Media Manager** Antonia Michalski

**Program Management for Performing Arts and Literature** Sonja Zobel

**Assistant** Carla Ohler

**Press inquiries and interviews**, Christina Werner at [c.werner@salzkammergut-2024.at](mailto:c.werner@salzkammergut-2024.at), M +43 699 10 48 70 72.

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## 2024 | Sharing Salzkammergut – The Art of Traveling | Power and Tradition

### Wirtshauslabor Salzkammergut 2024 Rethinking Local Dining Culture

The European Capital of Culture aims to revitalize the vanishing pub culture in rural areas. With representatives from local and European top gastronomy as well as arts and culture, thematic round tables are initiated, pubs are revitalized, and pub laboratories are convened in tourism and vocational schools.

Especially for the European Capital of Culture, the artistically and performatively working culinary collective *Healthy Boy Band* (Lukas Mraz, Philip Rachinger, Felix Schellhorn) in collaboration with *friendship.is* has developed the *HOT BOX BUILDING*, a mobile installation that operates through culinary interventions and performances at various locations, activating them for a certain period: in the town center next to abandoned pubs, by the lake with a picturesque mountain panorama, in the fields directly at the producers' sites, or in abandoned industrial halls as ambassadors for the cause.

"*Stammtisch Reanimation live*" is the title of Austria's first *Wirtshaus Show*. The audience steps into the world of the traditional round table, which becomes a stage and welcomes two guests from film, radio, television, and everyday life. Conceptualized, produced, and hosted by Kira Saskia Schinko, this show presents an entertaining mix of humorous conversations and cabaret.

<https://www.wirtshauslabor.at>

**12/07/2024** *Wirtshauslabor auf musikalisch-kulinarischer Entdeckungsfahrt*

**19/07/2024** 7 pm | *Musik zu Gast* | Ausseerland Bloß

**Location** Gasthof Kirchenwirt, Wirtsweg 18, 4824 Gosau, Eintritt frei

**20/07/2024** 7 pm | *Musik zu Gast* | Tanzbläser

**Location** Gasthof Veit, Göbl 13, 8993 Grundlsee

**25/07/2024** 7 pm | *Musik zu Gast* | Liachtbratler

**Location** Gasthof Silbermair, Dorf 9, 4817 St. Konrad

**26/07/2024** 6 pm | *Musik zu Gast* | Neukirchner Blechhaufen

**Location** Gasthaus Pöll, Kirchham 33, 4656 Kirchham

**01/08/2024** 7 pm | *Musik zu Gast* | Brass Ensemble

**Location** Weissenbachwirt Bad Goisern, Weissenbach 17, 4822 Bad Goisern am Hallstättersee

**03/08/2024** 6 pm | *Musik zu Gast* | Roithamer Wirtshausmusi

**Location** Gasthof Auerhahn, Bahnhofstraße 55, 4802 Ebensee

**08/08/2024** 5 pm | *Musik zu Gast* | Traunsee 3

**Location** Die Almwirtinnen, Im Dorf 40, 4645 Grünau im Almtal

**25/08/2024** 5 pm | *Musik zu Gast* | Siebenbürger Tanzkraiener

**Location** Gasthaus Hofwirt, Marktstraße 3, 4643 Pettenbach

**30/08/2024** 7 pm | *Musik zu Gast* | Dachbachpartie Quetschsaaiten

**Location** Gasthof Gruber, Seestraße 37, 4801 Traunkirchen

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**01/09/2024** 10.30 am–12.30 pm | *Die Wirtshaus Show #2* | Frühschoppen Edition

**Location** Welterbe-Wirtshaus Steegwirt, Au 12, 4822 Bad Goisern am Hallstättersee

**07/09/2024** 7.15 pm–9.30 pm | *Die Wirtshaus Show #3*

**Location** Hanslmann, Unterroith 1, 4853 Steinbach am Attersee

**13/09/2024** 7 pm | *Musik zu Gast* | Aufblecht

**Location** Hoftaverne Ziegelböck, Lambacher Straße 8, 4655 Vorchdorf

**20/09/2024** 4 pm | *Musik zu Gast* | D`Viachtwanga Wiazhausmusi

**Location** K.u.k. Hofwirt, Wirer Straße 2, 4820 Bad Ischl

**25-28/09/2024** 4–10 pm | *Genusslabor Bad Ischl #6*

**Location** Former train station restaurant, Bahnhofstraße 8, 4820 Bad Ischl

**18-20/10/2024** 6–11 pm | 11.30 am–2.30 pm | *Salzkammer-GUAD Gmunden* | *Herbstbrat!*

**Location** Former guesthouse zum Rosenkranz, Rosenkranzstraße 16, 4810 Gmunden

**18-20/10/2024** 6–10.30 pm | *Salzkammer-GUAD Gmunden* | *Buffet – Best of Salzkammer-GUAD Gmunden*

**Location** Remise 1894, Alte Straßenbahnremise Stern & Hafferl, Alois-Kaltenbrunner-Straße 47, 4810 Gmunden

## Contributors

**Project responsibility** *Wirtshauslabor Bad Ischl* / *Siriuskogel Bad Ischl*: Christoph “Krauli” Held

**Project responsibility** *Wirtshauslabor Traunsee und Almtal* / *JO's Restaurant Vorchdorf*: Jochen Neustifter

**Project partner** Tourismusschule Bad Ischl

**Project partner** HLW Don Bosco Vöcklabruck

**Healthy Boy Band** Lukas Mraz, Philip Rachinger, Felix Schellhorn, friendship.is, and others.

**Wirtshaus Show** Kira Saskia Schinko

**Music curation** Wolfgang Schlag

**Music production** Marian Holzmüller

**Program management** **Tourism, Mobility, Regional** Stefan Heinisch

**Program management** **Music, Youth, Community Building** Christian Haselmayr

**Press inquiries, interviews** Christina Werner, c.werner@salzkammergut-2024.at, M +43 699 10 48 70 72

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**September 2024 | Sharing Salzkammergut – The Art of Traveling | Globalocal  
– Building the New | Culture in Motion**

**NO END ABOVE**

**The anti-utopia of a fictional spa resort**

What happens when landscape becomes a commodity – the place of life becomes a postcard – the Alpine idyll is exported to the world as a promise of wellness?

NO END ABOVE tells the story of a fictional spa resort in a vaguely defined future, where life has given way to a conserving artificiality, and the rapidly advancing practices of consumer capitalism extend even to the highest peaks. A cable car system connects the summits that encircle the valley, rocking the spa audience in gondolas from slope to slope, ever further, ever higher.

At the top of the mountain, concentrated oxygen is pumped into the lungs to stimulate the lymphatic system: inhale – exhale. Various treatments promise eternal life in artificiality. Down in the valley, performers play the roles of villagers against romanticized landscape backdrops, enacting a bygone life. Every day, the scythe or the axe is swung for the audience – in ever-repeating choreographies, the memory of a past, supposedly much better time is preserved. Here, work is performed by hand, there the landscape or the body is worked on with machines, for nothing must stand still; everything must be optimized and exploited. Gradually, the mood shifts to the uncanny: the longer the stay at the spa resort, the more the capitalist structures behind the wellness and self-care façade become visible. The narrative evolves into an anti-utopia, at the end of which no one knows why it continues to rise ever higher.

**Film Project**

**Dates** Mobile Cinema September – November 2024

**Contributors**

**Artists** Anna Sophia Rußmann, Kilian Immervoll, Pipi Fröstl, Manuel Riegler, Ralph Mothwurf

**Project leaders** Anna Sophia Rußmann, Kilian Immervoll

**Program management Fine Arts** Simone Barlian

**Assistant Fine Arts** Teresa Kranawetter

**Press inquiries, interviews** Christina Werner, [c.werner@salzkammergut-2024.at](mailto:c.werner@salzkammergut-2024.at), M +43 699 10 48 70

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## September 2024 | Sharing Salzkammergut – The Art of Traveling

### About Tourism

#### An exhibition by Az W

More and more people are traveling more often, further, and for shorter periods. What impact do our vacation desires have on the built environment, social structures, and climate change? And how can we imagine tourism that does not destroy what it lives off?

For decades, tourism has undergone continuous intensification and has become an integral part of our Western lifestyle. It has brought value creation, prosperity, and openness to the world even to the most remote areas, thus preventing migration. It promotes cultural offerings and, at best, also tolerance and education. This is the bright side of tourism. On the dark side are negative effects such as overcrowding, significant environmental impacts, and rising land prices.

Tourist hotspots suffer from the influx of visitors, while other places are left behind. Communities are divided: on the one hand, they benefit from tourism; on the other hand, they increasingly perceive unwanted side effects. And considering that tourism, more than other sectors, depends on the climate, it is surprising that climate change is often still a marginal topic here. How can we rethink tourism in times of climate crisis, wars, looming pandemics, skilled labor shortages, and an ongoing energy crisis and steer it toward more sustainable paths? What role do spatial planning and architecture play in this?

The exhibition highlights central aspects of tourism such as mobility, city tourism, interactions with agriculture, climate change, the privatization of natural beauty, and the transformation of accommodation types, and it investigates whether and how tourism development is planned. Using illustrative images, examples, and data, phenomena such as short-term rental platforms, “cold beds,” wealth accumulation through vacation properties, and the declining “tourism sentiment” among the population due to skyrocketing housing and living costs are addressed.

Above all, the exhibition seeks transformation potential. Many travelers are reluctant to see themselves as part of the mass tourism phenomenon, and doubts about the climate compatibility of our travel behavior are becoming increasingly loud. A multitude of initiatives has recently emerged that promote a different approach to nature, local populations, climate, cities and villages, or mobility. The exhibition presents pioneering solutions based on local and international projects. Planning concepts from different countries invite strategic comparisons. Numerous successful examples inspire a way of vacationing that no longer solely follows the consumption and growth paradigm. At the center remains the question: How can we imagine tourism that does not destroy what it lives off?

**Opening** 25/09/2024, 6 pm

**Duration** 27/09–13/12/2024, Opening hours: Friday 2–4 pm, Saturday 1–5 pm

**Location** Miba eMobility GmbH, Lambacherstraße 41, 4655 Vorchdorf

**Free admission to the opening!** Ticket price for the exhibition: € 9,-

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# salz kammer gut 2024

European Capital of Culture  
Bad Ischl Salzkammergut

## Contributors

**Project sponsor** Otelo eGen

**Project leaders** Karoline Mayer, Katharina Ritter (curators)

**Program management** **Building Culture and Crafts** Eva Mair

**Press inquiries, interviews** Christina Werner | M: +43 699 10 48 70 72, [c.werner@salzkammergut-2024.at](mailto:c.werner@salzkammergut-2024.at)

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