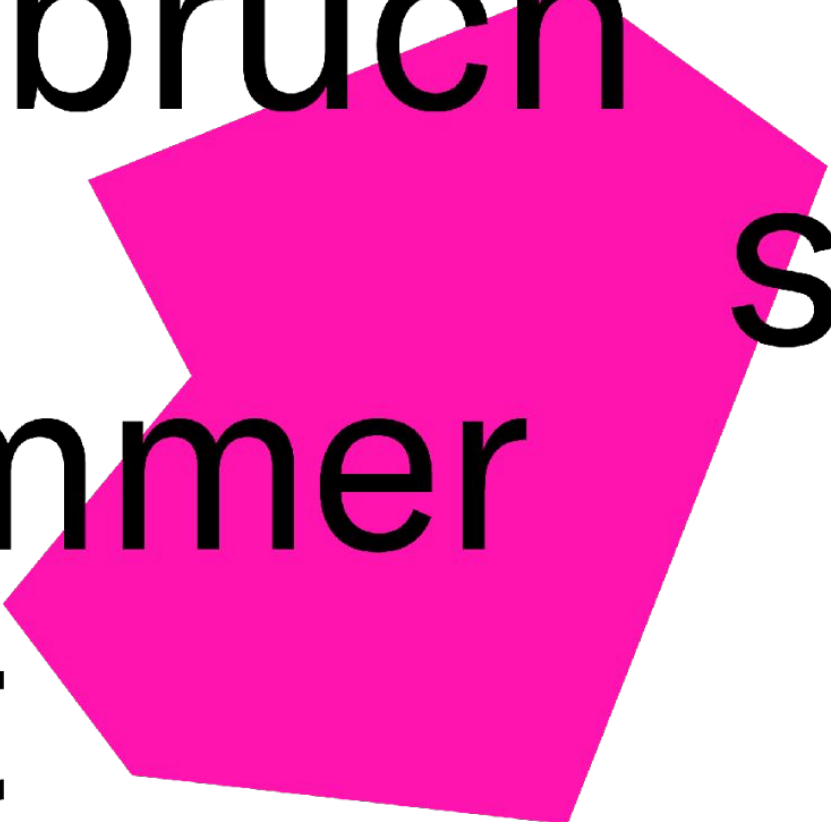


aufbruch
kammer
gut



salz
!

Model
region
for rural
Europe

*The New Rural:
What ECoC* shifts
in
European regions*

SHINE ON Salzkammergut!

Continuing the spark of European Capital of Culture Bad Ischl
Salzkammergut 2024

1. What is the New Rural (globally and for us)?
2. Legacy of the ECoC Bad Ischl Salzkammergut 2024
3. Inspiration and visions
4. Outlook for the future

What is the New Rural?

....and what is our passion and work about?



The New Rural – Leuphana University Lüneburg (Conference on Utopias in 2021)

The map of the „New Rurality“

Concepts of a contemporary periphery

*Integrating
urbanism and rural
development as
crucial factors for a
liveable future*



Recognizing and valuing the potential of rural regions

...not only as the „smaller“ sibling of the city...

...not only as counterpart to urban developments...

...or places for retreat and hideaway...



Recognizing and valuing the potential of rural regions

...as innovation lab for profound topics of our future...

...connected on an international basis...

...experimenting and learning through arts and culture.



*The playground –
our field of action
for
cultural
development
and artistic quality*

23 ECoC municipalities holding the title in an alpine rural region for the first time in history

*The
Playground*

The Salzkammergut Region

Upper Austria

Austria



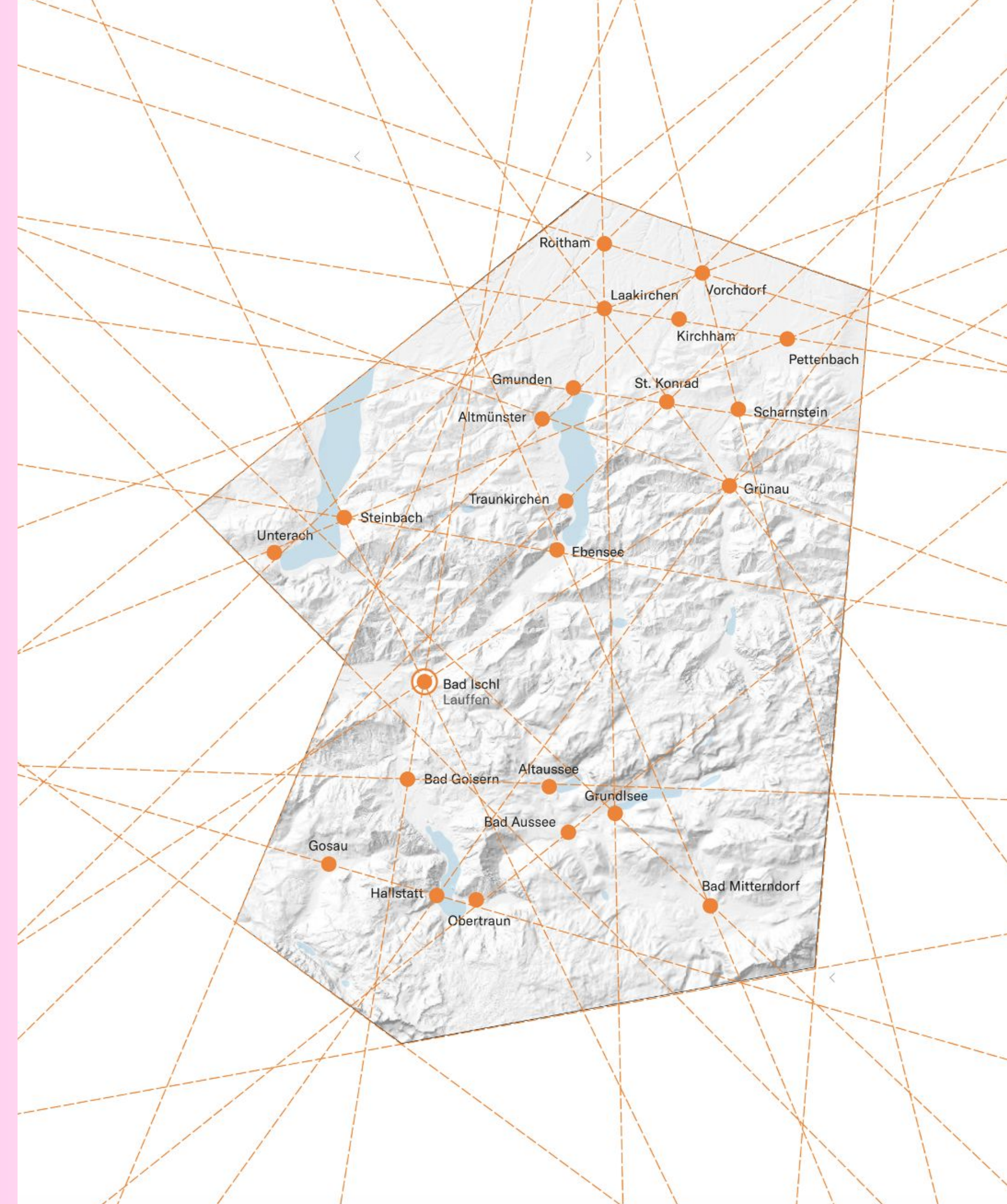
The Playground

Making the periphery priority

Bad Ischl (Banner City)

***Together with 22 alpine-rural
municipalities***

Demanding (cultural) geography



ECoC
eras

ECoC (European Capital of Culture) as a format encouraging change and cultural development.

Since 1985

3 eras of ECoC



An aerial night photograph of a mountain valley. The landscape is covered in snow, with a river winding through the center. A small town is visible on the left, and a large, illuminated building is in the foreground. The sky is dark, and the mountains are silhouetted against the night.

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gut 2024

European Capital of Culture
Bad Ischl Salzkammergut

*Inspirations and
Visions*

Culture is (still) the New Salt.

*What does that mean?
...And why salt?*

*Culture is the new
Salt!*

***Salt has been the most
important economic value of
the Salzkammergut.***

***Salt mining started 7000
years ago in Hallstatt.***

***Salt has been the connector
and medium of innovation.***

***Salt as medium for the
installation of Motoi
Yamamoto (JP) in the former
“Sudhaus“ (=Salt boiling
house).***



Inspirations and Visions

*Building open vibrant environments through
international cooperations*

*Reflecting concepts through impulses from
outside*

*Learning from each other, artistically, culturally,
economically*

Inspirations and Visions

*Medium:
GLASS
Residency:
Rui Sasaki (JP) and Verena
Schatz (AT)
Location:
Hand.Werk.Haus
Bad Goisern*

SCALA – Salzkammergut Craft Art Lab



Inspirations and Visions

*Medium:
GLASS | PAPER, PRINT, BOOK
Residency:
Shige Fujishiro (JP) and Elisabeth Öggl
(IT/AT)
Location:
Hand.Werk.Haus
Bad Goisern*

SCALA – Salzkammergut Craft Art Lab



*Inspirations and
Visions*

*SCALA –
Salzkammergut Craft Art Lab*

*Exploring ways between arts & craft
Traditions & trends*



Inspirations and Visions



Inspirations and Visions



*Inspirations and
Visions*

Medium:
PHOTOGRAPHY

Residency:
*Susanna Hofer (AT) and Aurora Haaland Stenersen
(NO)*

Location:
Nagano

*Photo Exhibition in Brauerei (Brewery) Eggenberg,
Vorchdorf*

*European Eyes on Japan I
Japan Today*



*Inspirations and
Visions*

Medium:

MIXED MEDIA INSTALLATION

Location:

*Tunnel of a former concentration camp, Ebensee
am Traunsee*

*In cooperation with the local museum of
contemporary history*

Zeitgeschichte Museum Ebensee



Chiharu Shiota I

Where are we now?







*International impulses allow us
to interpret our own situation
differently and to learn from
each other.*

*Quantitative results of
European Capital of Culture
Bad Ischl Salzkammergut
2024*

830.000 visitors

2.800 contributors

Artists from 73 nations

314 realised projects

Social Return on Investment:

*Investing in arts and culture is
an investment in cross sectors!*

*Inspirations and
Visions*

Social Return on Investment

Tourism and gastronomy

Creative Industries

Education

Crafts and technical sectors

Logistics and mobility



*Reshaping our focus through
learning from the past years.*

development plan „Cultural Vision Salzkammergut 2030

*Ongoing Capacity Building in the arts,
culture and other disciplines*

*Focus on transdisciplinarity (cross
sectoral)*

*Community Building (internationally and
regionally)*

*Creating „camp fire moments“ with
artistic formats of international quality*

*Programmati
c
Focus*

Voices in Change – Youth and Generations

Co-Living 2050

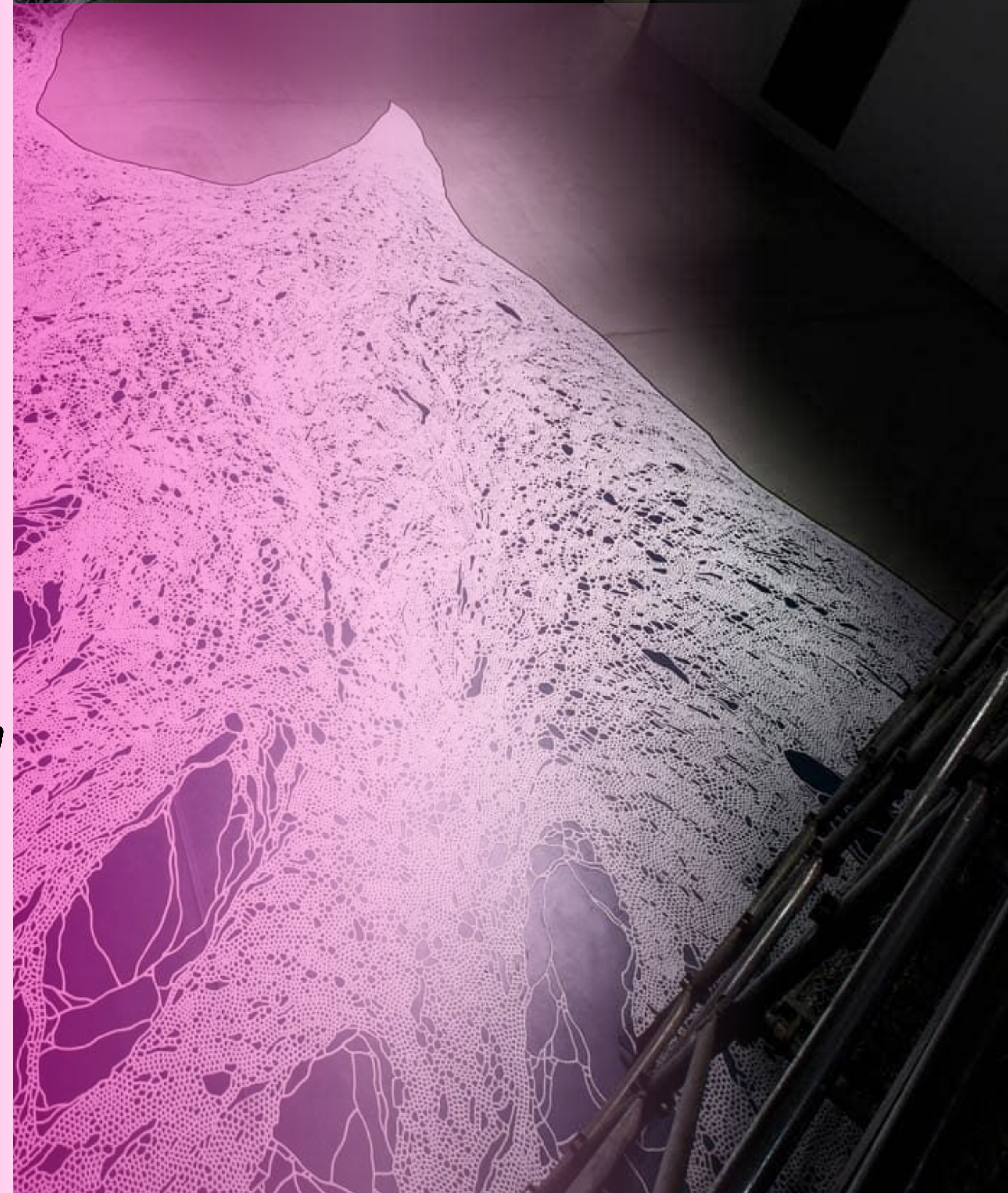
***Nature-Culture - Roots and
Growth***

***Tourism of the Future -
Rethinking Travel***

Mobility and the Art of Reunion

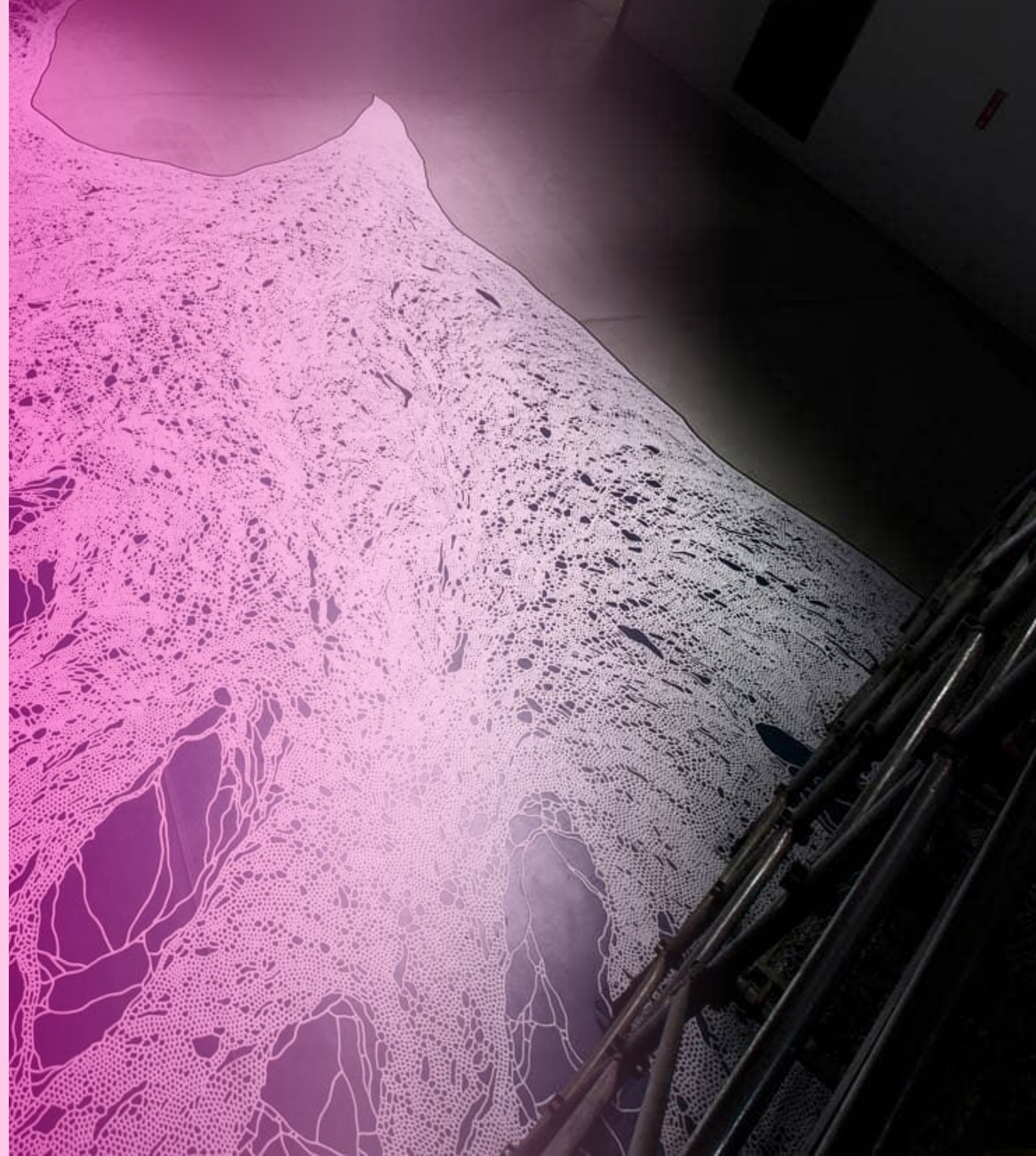
***New Work and digital
Transformations***

***Meaning, Word, Discourse -
Language Cultures***



*Programmatic
Focus*

***Transdisciplinary
Format
Showcases in
2026 and 2027***



THANK
YOU!

Christina Jaritsch

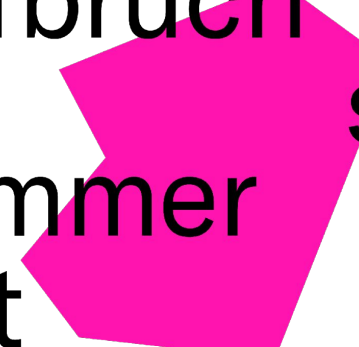
Head of ECoC Bad Ischl
Salzkammergut Legacy and
International Networks

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c.jaritsch@aufbruch-salzkammergut.at

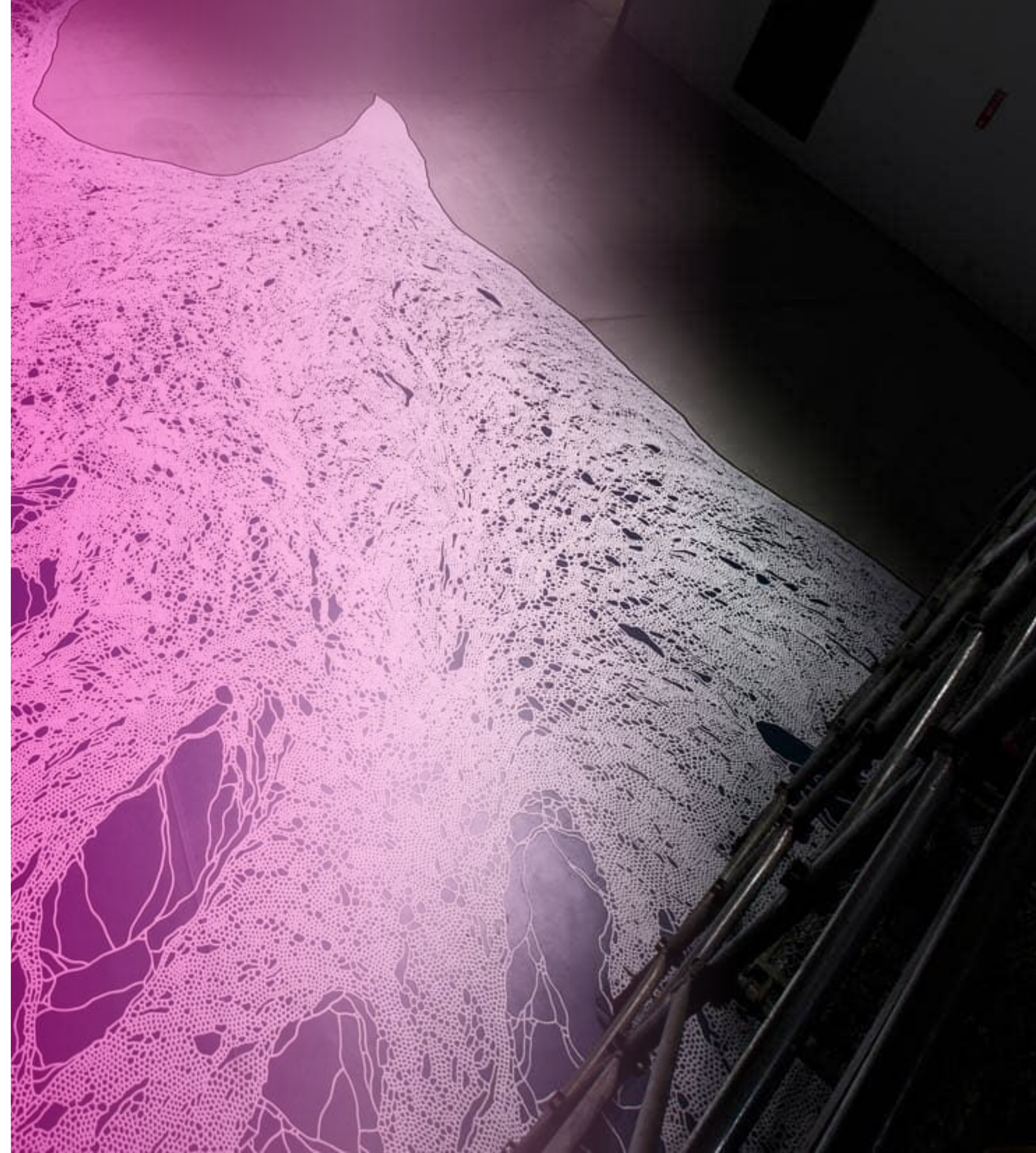
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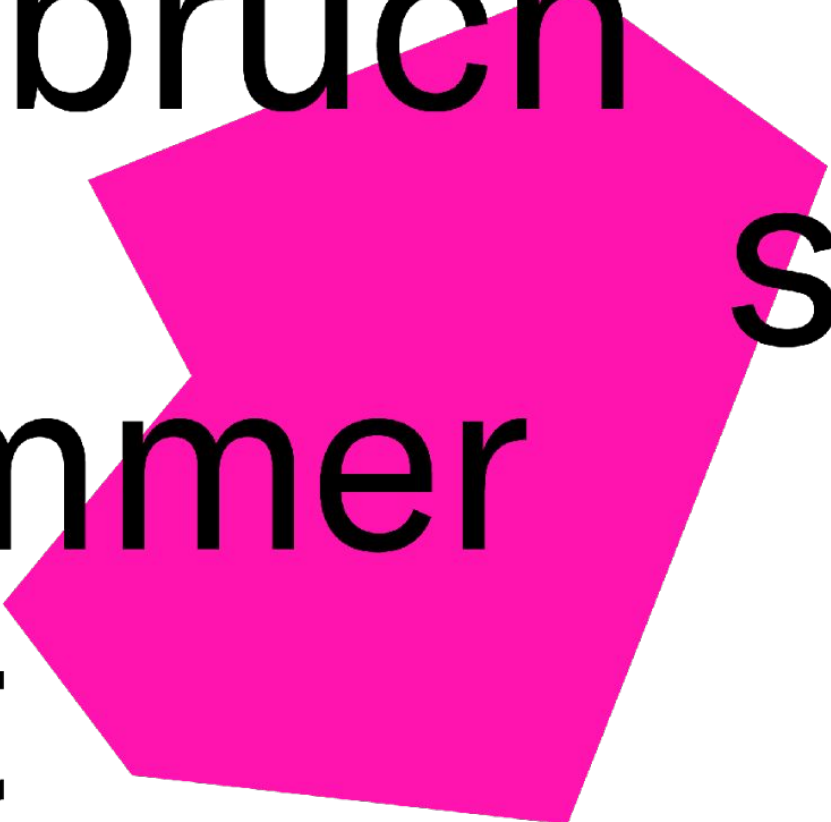


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