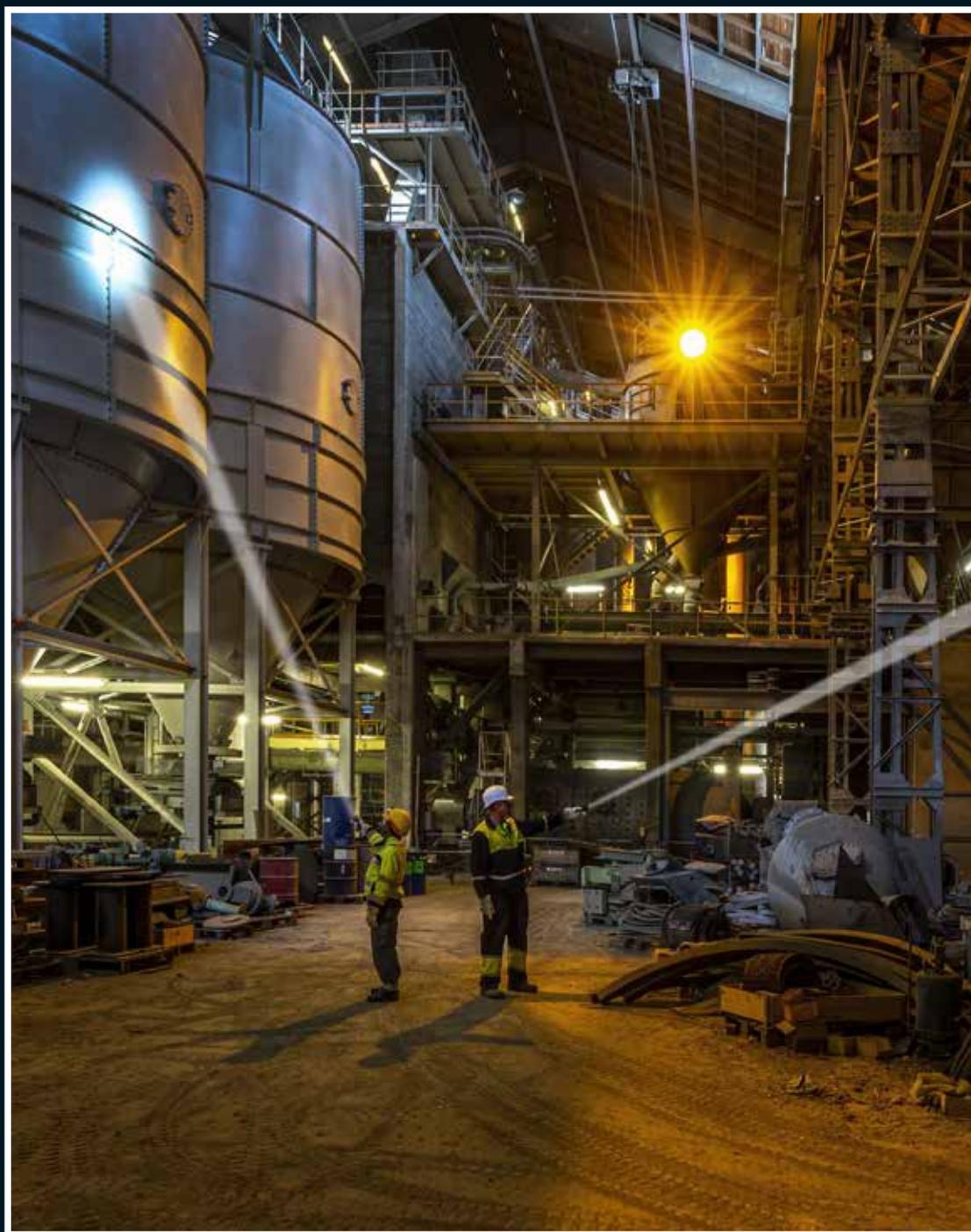


INDUSTRIAL HERITAGE

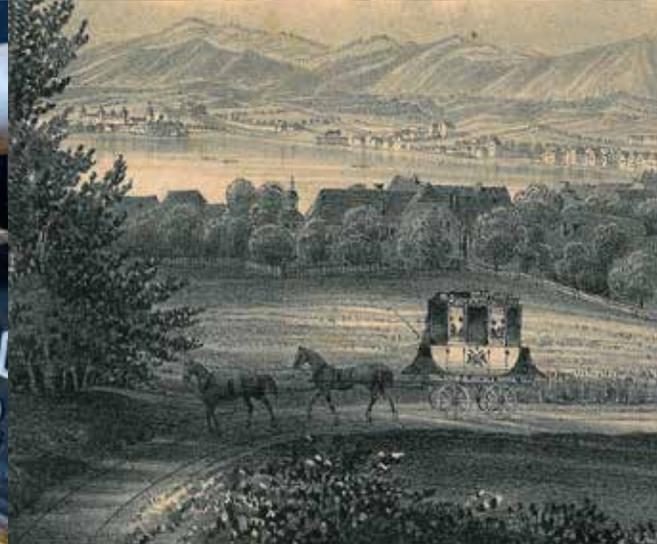
DISCOVERIES AND RE-DISCOVERIES

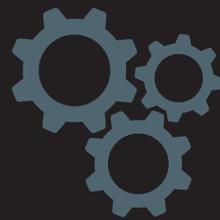






TRADITION MEETS MODERNITY
INDUSTRIAL HERITAGE
 IN THE TRAUNSEE-ALMTAL REGION





The future
belongs to those
who believe
in the beauty of
their dreams.

Eleonor Roosevelt

Welcome to the Traunsee-Almtal region!

For centuries, industry and crafts have shaped the Salzkammergut region as elements of our culture reaching far back into the past. The Traunsee-Almtal Tourism Association has decided to highlight industrial culture because it is without doubt uniquely characteristic of the region. The concept of industrial culture connects technology, culture and social history, encompassing people's existence in an industrial society, their everyday lives and working conditions. Industrial culture is at the heart of a multifaceted project created specifically for Bad Ischl's turn as European Capital of Culture in 2024. Above all, we aim to provide bookable offers with added value, not only by proposing new venues to be discovered, but also by interconnecting existing cultural and industrial sights.

Next to the second edition of our industrial history magazine, many other exciting events and projects are planned for the Capital of Culture year 2024 and beyond. September will see the third Long Night of Industrial Culture. For the first time, it will include opportunities for interested guests to visit large industrial enterprises and historical museums in the region of Lake Traun and the Almtal valley. Furthermore, a symposium in October will shine a spotlight on industrial culture. It will be a forum to explore how the industrial, cultural and tourism sectors can work together to the best possible effect in future. Representatives of various fields will be invited to discuss new opportunities and challenges. To embed industrial culture projects even more deeply in the region, a salt barge has been travelling Lake Traun as an exhibit that can also be used for events, and an old steam pump has been on display in front of the visitors' centre in Gmunden since July 2023. Moreover, the salt road is currently being traced beyond Austria's borders, from the Ausseerland region all the way to České Budějovice, letting visitors from Austria and abroad delve into the history of the Salzkammergut region.

We are particularly pleased to see excellent cooperation between the many partners and industrial enterprises who have recognised the projects' added value and promoted them. To name just one example, transport operators Stern & Hafferl are converting the depot of the Lake Traun tramway line into an exhibition and event centre.



Andreas Murray,
Director, Traunsee-
Almtal Tourism
Association and
Karl-Heinz Eder,
Chairman of the Board

“The term ‘industrial culture’ connects technology, culture and commercial industry; it comprises the lives of the people within an industrial society, their everyday life, their living and working conditions.”

The IMPULSE of industry

There are times when all it takes is a very smart mind to create something unique – and, hey presto, a good idea gives birth to an enterprise.



Industrial culture is also generational culture: people in Salzkammergut have always understood how to make a tradition out of the new.





The Salzkammergut has many treasures to offer: water, salt deposits, wood – all very valuable. But by far its greatest asset are the numerous bright minds that have created such a unique industrial culture for this region. They were able to achieve that, because they are better than others at one particular thing: thinking out of the box!

“If there’s one great fallacy, it’s that it would be wiser for everyone to go about everything in the same way.” This quote from the musician Hubert von Goisern speaks to the non-conformists, the curious, the horizon-expanders and inventors; those who seek to make things better and easier, to make progress. Their common denominator is a powerful imagination and the will to bring about change. Actually implementing that requires a lot of courage and stamina, qualities which so many people in this region have in spades. Why so? Maybe it’s the water, maybe it’s the air, but the Salzkammergut is quite clearly an ideal breeding ground for ideas, a place where they can grow and flourish.

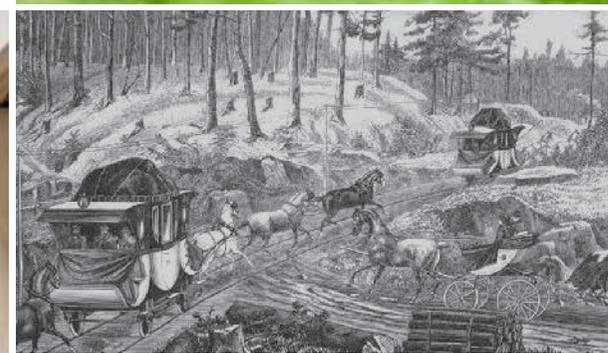
It is by no means a contradiction in terms to say that people in this region know how to turn the new into a tradition: industrial culture is generational culture! Each new generation that takes up the production of, say, paper or ceramics, learns how to preserve its inheritance, to uphold tradition and link it to the future. The Schloss Eggenberg brewery is in the hands of the eighth generation no less! When traditional craftsmanship meets forward-looking management new horizons will open up

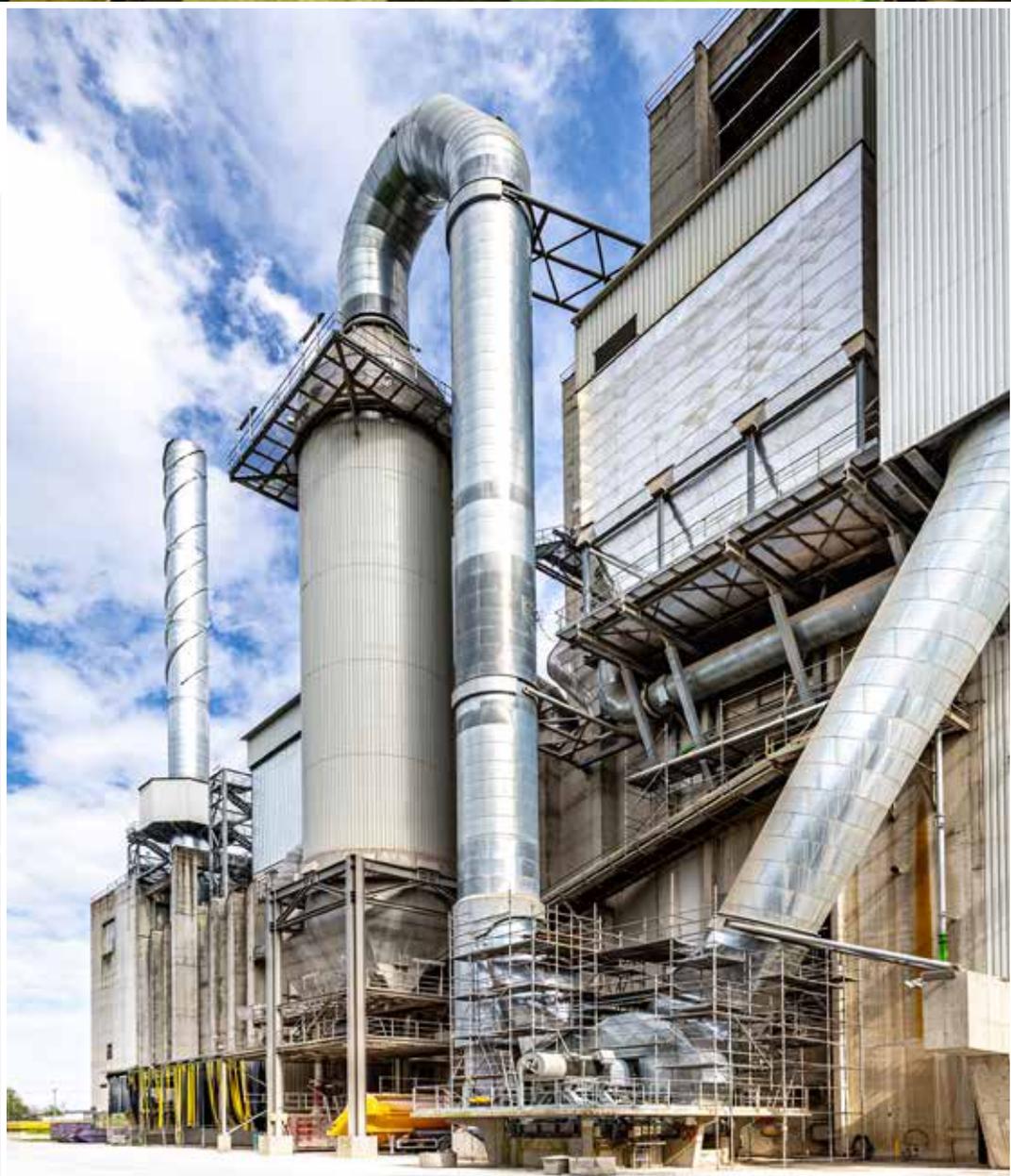
– not only for the company, but for the entire region.

When we take a look inside companies and cultural institutions, we encounter many of these clever minds. For instance there are the three founders of the Bartlhaus Museum of Writing and Local History, Leopold Feichtinger, Friedrich Neugebauer and Ottmar Premstaller, without whom the museum would not exist today. Or just imagine if Franz Josef and Anton von Gerstner had not had the idea of building a horse-drawn railway – what would have become of the salt trade? How would Salinen Austria have supplied the world with their precious commodity? If the resourceful wife of the enterprising young businessman Ludwig Hatschek had not stopped over in the beautiful Salzkammergut on her travels, the Hatschek Cement Works would probably not be in Gmunden today, but somewhere else entirely. And without the feed silos of company founder Johann Wolf, farmers like the Spitzbart or Kirchgatterer families would have had a much harder time! Without the rail milling machines from Linsinger in Steyrermühl, far fewer people would find their way to the Salzkammergut, and the staff of LAUFEN in Gmunden can tell you a lot about what you can do with porcelain when you add a new ingredient.

Knowledge is everything – and the clever minds at the Waldcampus in Traunkirchen have plenty to spare, which is why they also share their expertise with knowledge-seekers from all over the world! The preservation of valuable knowledge is the task of muse-

Traditional craftsmanship and future-oriented management open up new perspectives for the people in the region.









How has industry shaped the cultural life of the people? An on-site search for traces brings exciting new insights.

ums such as the Viechtauer Heimathaus in Altmünster, the Laakirchen Museum of Papermaking or the Museum of River Shipping in Stadl-Paura, and expertise in ancient techniques stands to benefit us in the future. A case in point: 130 years ago, Josef Stern and Franz Hafferl already knew what hydroelectric power can do, and today, the town of Gmunden still benefits from the ideas of these two visionaries. Then there is Miba, whose products ensure that we will have enough power for moving to a sustainable energy future. Speaking of movement: the nicest way to move around Lake Traun is, of course, on board the lovely steamship *Gisela*!

It all comes down to the people who have shaped industrial culture and continue to do so. Perhaps it is natural to think first and foremost of all the company founders who started and built their enterprises in this region. But in fact there would be no industrial culture without the many qualified and hard-working folk who helped to build and run these companies. Without the skilled blacksmiths from Scharnstein, Redtenbacher would certainly not have geared up to become one of the world market leaders in scythe production. Without skilled horse grooms, the stallions from Stadl-Paura would probably not have risen to their high level of fame in the equestrian world. Or take the know-how that the employees of Laakirchen Papier AG have passed on from generation to generation, or the many skilled hands that keep the machines running in the print shop of Salzkammergut Media GesmbH.

Conversely, industry has also left its

mark on the cultural life of the local population. One can point to such unique customs as the *Glöcklerlauf* of the salt miners, whose elaborate headgear can be admired in the museum in Ebensee. Gmundner ceramics combine art and industry in the most beautiful way and have been part of everyday culture for decades. And there is no question that paper made in Steyrmühl and Laakirchen, varieties ranging from the exquisite to the more practical, has made an important contribution to culture by providing a prerequisite for capturing ideas in written form. Take Johannes Brahms, who loved spending summer holidays here, as can be seen at the K-Hof-Kammerhof Museum. On what would he have composed his music if not on paper? And is there a nicer way of melding the history of industry and culture than is done at the Kitzmantelfabrik in Vorchdorf?

The list of bright minds associated with this region is practically endless. They have all played a part in shaping industry, landscape and society, and without them the region would not be what it is today: a place where people feel welcome. Alexander von Humboldt is one of those who felt very much at home in the Salzkammergut – not only because of the beauty of the countryside, but above all because of the local people: “To top it all, the local people are incomparably more interesting and amiable towards me...” The man should be believed – expert world traveller that he was. How delightful to know that in 2024 the whole world will once again come to visit the Salzkammergut. A warm welcome awaits them! ■

Industrial history up close: The steam boilers from the Austro-Hungarian Empire are set up as a memento in Toscana Park Gmunden.



EQUESTRIAN CULTURE

A TRUSTY FOUR-HOOFED PARTNER

Formerly an all-round working animal, horses came to be used exclusively for riding within just a few decades. While our relationship with the horse has undergone profound change, one thing will always hold true: the horse is a reliable partner!

There is nothing in the least small about the Stadl-Paura Equestrian Center. Alongside a staff of 40 and 150 horses, the roughly 30 hectares of land also accommodate two inns, a farrier, an equestrian accessory shop, a saddler, various administrative buildings, outdoor and indoor riding arenas (including the biggest indoor riding arena in the country), stables, a coach house and much more besides. When the Horse Center hosts events – major horse shows, for instance – the grounds attract a great many more visitors and the number of horses can swell to as many as 700.

Whether it's the young students of the Lambach School of Agriculture or competition riders from all over the

world: the love of horses brings everyone together in Stadl-Paura. Breeding, sport, education, culture and tourism – everything in this place revolves around horses, and has been doing so for about 200 years.

In 1807, Stadl-Paura saw the establishment of the *k. k. Salzregie*, a company running the salt transport along the Traun River. In pre-industrial times, shipping salt on the Traun River required ever-increasing numbers of draught horses to pull the salt barges upstream, walking on towpaths besides the river. In order to meet the demand without having to rely on renting horses from surrounding farms, the state undertook to maintain its own stock of suitable horse breeds, mainly

An indispensable partner for the horse industry, venue for international events, but also a place to bring non-riders closer to horses – the Equestrian Center is open to everyone!

Noriker and Haflinger. In 1826, when the advent of the horse-drawn railway provided an alternative transport route for the salt, the freed-up stables in Stadl-Paura became the new home of a stud farm, the *k. k. Hengstendepot*, which had previously been located in Schloss Lichtenegg. Besides Haflinger and Noriker, the stud farm kept heavy warmblood stallions that were transported throughout the Monarchy during stud season. It was a tremendously successful undertaking: horses from Austria were and still are a premium brand!

Since its re-establishment in 1998, for which we must thank Karl Bauer, this largest Austrian equestrian centre has been majority-owned by the Prov-



ince of Upper Austria and the Stadl-Paura horse-breeding association, with the Upper Austrian Chamber of Agriculture holding the reins of the operating company. “We are the quintessential service provider for the equestrian industry,” says its managing director Johannes Mayrhofer, adding: “Our goal is to make these noble creatures even nobler. We see the horse as a partner for humans, not as a kind of elitist product.” Mayrhofer also points out the many uses horses still have today, from the packhorse squadron in the Austrian Armed Forces to therapy horses. “The basic requirement for working with these animals is always the trust between human and horse,” Mayrhofer notes. If this requirement is met, almost anything is possible.

This mutual trust and knowledge is an important reference point, not least in the context of burgeoning debates around animal welfare. The Horse Center Stadl-Paura considers itself a fervent advocate of horsemanship. Fully aware of their responsibility, they are happy to educate non-riders about horses too: “We are an open place – at our events everyone is welcome!” Even in the 21st century, the way forward is still best found on horseback, because one can always rely on this trusty four-hoofed partner. ■



“Horse breeding and equestrian sport in a single location”

Johannes Mayrhofer, Managing Director, Horse Center Stadl-Paura



Pferdezentrum Stadl-Paura Ges.m.b.H.
 Stallamtsweg 1
 4651 Stadl-Paura
 +43 50 6902 311
 kundenservice@pferde-stadlpaura.at
pferde-stadlpaura.at

40 employees
 150 horses

A CARGO OF SALT

For centuries, salt was transported by water. The Museum of River Shipping in Stadl-Paura takes a fascinating look at the history of salt shippers, bargemasters, salt carriers, horse-boat operators and boatbuilding.

For a full six hundred years, from 1311 bis 1911 to be precise, the barges glided down the Traun from Gmunden to Stadl-Paura, transporting the precious commodity upon which the wealth and prosperity of the Salzkammergut region was based: salt. That the enterprise required more than just a couple of boats and a few experienced boatmen quickly becomes apparent to any visitor entering the Museum of River Shipping: salt carriers (for loading and unloading of the cargo), boatmen, boatbuilders, bargemasters, horse-boat

operators (known locally as *Traunreiter* because their horses pulled barges upstream along the River Traun) and a host of other ancillary trades, such as blacksmiths, for instance, all played an essential role in river-borne salt transport. The other vital ingredient is what made river transport possible in the first place: wood.

“In the early days they didn’t just transport the salt from Stadl-Paura by barge; they actually sold the barges themselves along with the cargo, because for the refining process you need

wood for the fire,” explains Klaus Hofstötter, director of the Museum of River Shipping. At some point the deforestation of the surrounding area must have reached such fatal proportions that Emperor Maximilian, in 1508, issued a resolution requiring the barges to be pulled back upstream to their starting point by horsepower – recycling by imperial decree, as it were.

Besides preserving the forests, towing the barges back upstream also had a further advantage: the return journey could be used to transport goods to

For many centuries the most important transport route for Hallstatt salt was the Traun.



remoter parts of the region, thus permanently improving the supply of commodities to the local population.

The fact that today's Museum of River Shipping is located in Stadl-Paura rather than elsewhere is firstly due to the course of the River Traun, and secondly thanks to a former Abbot of Lambach, Maximilian Pagl. Downstream of Stadl-Paura the river is significantly shallower, so the salt was reloaded here onto lighter vessels known as "Salztrauner". One of those responsible for supervising the barge traffic was bargemaster Balthasar Pagl, father of the later Abbot Maximilian, who in 1668 was actually born in the house that now houses the Museum of River Shipping.

Where people come together, there is always cause for celebration. Thus the Boatsmen's Association, with its 630 members who ensure the upkeep of the museum, hosts the annual Boatsmen's Festival in July, together

The museum boasts valuable objects from the time of the boatsmen's guild and showcases ship models and pieces of equipment.

with the "return trip" at the end of August. Especially for the festival the association has had a life-size replica barge made, which is towed along the Traun by the Hellmayr family's specially trained horses – exactly as it would have been for centuries before, until the era of salt transport on the River Traun was brought to an abrupt end by the advent of the horse-drawn railway. From that point on, as Klaus Hofstötter recounts, there was a dramatic rise in local unemployment. The local people responded in fury, on occasion even dismantling parts of the railway as it was being built, but sadly the days of river-borne salt transport were over for good.

Visitors to the museum in Stadl-Paura can learn first-hand about old customs and traditions, as well as finding out more about the town's history from the models on display. The barrier-free museum attracts around 1500 visitors per year. ■



SCHIFFLEUT MUSEUM

Schiffleutmuseum
Fabrikstraße 13
4651 Stadl-Paura
+43 7245 28011 15 (municipal offices)
schiffleutmuseum@gmail.com
schiffverein.at

Sundays and public holidays 2–4 p.m.
or by prior appointment (groups of 10 or more)
extended opening hours are planned for the
2024 Capital of Culture Year.



“We are one of the oldest industrial cultures in Austria!”

Klaus Hofstötter, chairman of the Boatsmen's Association and director of the Museum of River Shipping

RETRACING THE SALT ROUTES

Whether overland or by water: where there's salt, there's always a way! And in days gone by, the latter was largely dictated by the technical state of the art. Tracing the old salt transport routes today, we suddenly see rivers like the Traun with completely new eyes.

There they stood, ragged, hungry and ready to fight to the bitter end: the jobless boatmen of Stadl-Paura. The horse-drawn railway had taken away their livelihood, for in future salt was to be transported overland rather than by water. So they'd set out to do battle with the enemy, just as they had on a number of previous occasions. Silently and stealthily they'd dismantled and discarded the sections of rail, partly to exact revenge, partly out of pure despair and in the absurd hope that their

actions would prevent the expansion of the horse-drawn railway for good.

None of them had bargained with being set upon by heavily armed horsemen, yet now here they were, encircled by Dragoon Guards who had closed in around them. Catastrophe was mere seconds away, when suddenly an incautious deer popped up out of some nearby bushes and leapt into their midst. Startled, both boatmen and horsemen froze and gaped at the creature. It only took a moment before the tension dis-

In former times, there was no salt transport without *Zillen*, and without salt trade there was no prosperity in the region. Today, the *Zille* can be experienced during the day at the Traunseeschiff-fahrt jetty.

solved and the boatmen suddenly sprang into action and attempted to grab hold of the deer. When it threatened to escape they chased after it, bellowing at the tops of their voices. The Dragoons left the impoverished men to their quarry and retreated.

What might easily have ended in bloodshed is today a mere anecdote. But it clearly illustrates just how important waterborne salt transport was to the region over the centuries and what a huge shock it must have been for the local



people when their source of livelihood was suddenly removed overnight with the opening of the horse-drawn railway from Gmunden in 1836. Although salt continued to be shipped along the River Traun until 1911, it was no longer in the same quantities as before. Boatmen, barge builders, wood cutters, ropemakers and many others were forced to seek a new means of earning a living. Many villages in the Salzkammergut region found that their entire settlement structure changed as a result. In subsequent years, the smaller communities found that the prosperity generated through trade in the “white gold”, along with the improved supply of commodities, largely passed them by.



And yet the tradition of salt production and the salt trade goes back millennia, salt always having ranked alongside silver, amber, spices and fine silks as a highly precious commodity. The region’s towns, in particular, generated income from the salt trade by imposing customs duties and levies on the salt merchants. Special “salt routes” came into being to transport the valuable mineral from the depths of the Salzkammergut onwards to Bohemia, with a large part of the cargo being carried by water.

Salt was not only used as a seasoning, but primarily served as a means of preserving foodstuffs. A medium-sized farm required around 300 kg of salt per

year for curing meat and also as salt licks for the livestock.

The first organised salt transport on the River Traun dates back to the year 1311, when the Traun Falls were overcome by some kind of built structure, the plans for which have sadly not been preserved. In the 16th century the Traun Falls were finally made navigable through the construction of a canal, the so-called “Falls Navigation”.

Flat-bottomed wooden barges known as *Zillen* allowed larger quantities of salt to be transported along stretches of the river that were too shallow for keelboats. Klaus Hofstötter, chairman of the Boatmen’s Association and director of the Museum of Riv-



Take a seat, trail your hand in the fresh, clear waters of Lake Traun and enjoy the voyage as you retrace the ancient salt route.



er Shipping in Stadl-Paura, has the figures at his fingertips: “Downstream of Stadl-Paura the River Traun is significantly shallower, so the salt was re-loaded here from the ten heavy salt-barges from Gmunden (each carrying a load of up to 28 t) onto 22 lighter craft known as *Salztrauner*. Each day, 22 crews (*Böden*) of 10 men (captain, steersmen, deckhands and others) sailed 22 of these lighter barges from here down to Zizlau an der Donau. In total, some 41,000 tonnes of salt were transported on around 2330 barge-loads per year.”

The vessels sailed downstream and were towed back upstream on the return trip using ropes and horses: the

numerous towpaths still to be found alongside rivers all over Austria today testify to this activity. The horses were originally procured from the surrounding farmsteads, until eventually a centrally organised stud farm was established in Stadl-Paura to ensure that sufficient numbers of draught horses were available at all times. The Stadl-Paura Equestrian Centre, founded in 1826 as the k&k-Hengstdepot, bred and supplied the required animals. The tow ropes were woven from hemp. However, these hemp ropes only lasted for an average of six to nine days, so the constant need for new ropes constituted a not inconsiderable cost factor.

Salt transport depended upon salt



The *Zille* is 10 metres long and 2.5 metres wide. Side walls are roughly 70 cm high, and the barge weighs 1,800 kg. It offers space for ca. 12 passengers.

barges, and the region’s prosperity depended upon salt transport. The right vessels were therefore crucially important. Incidentally, the small wooden barges known as *Zillen* were and still are not only to be found on the River Traun, but were also used on other waterways, including the Danube. Their exact shape varied from place to place, however, as Christian Königsdorfer, owner of a boatyard in Niederranna/Wesenufer, explains: “An Attersee *Zille* does not look the same as one you’d see on Lake Traun.” The angle of the hull, in particular, can be anything from just a few to almost 28 degrees. It also depends, of course, whether the craft is to be used for rowing or fishing. And even



today, the Austrian fire service still uses *Zillen* on waterways throughout the entire Danube Basin.

Besides their very low draught, these flat-bottomed wooden barges, whether equipped with oars or an outboard motor, have another decisive advantage for fisherfolk and anglers: they convey virtually no sound and are thus incredibly quiet.

In earlier times there were a large number of barge builders along the Traun; today there are just two family firms left in the whole of Austria that still practise the craft. Both the large *Zille* owned by the Museum of River Shipping in Stadl-Paura and the slightly smaller one commissioned by the Traunsee-Almtal Tourist Association, which will ply Lake Traun from 2024 onwards, were made by the Königsdorfer boatyard. Throughout the Capital of Culture Year, interested visitors will be able to travel by barge between Ebensee and Gmunden to get a first-hand experience of salt transport in days gone by.

Built from three-ply panels of spruce with oak ribs, the barge is about 10 metres long, 2.3 metres wide, and will have

space for around 12 passengers. And most remarkably of all: even when carrying a maximum load of up to 2 tonnes, the barge's draught is a mere 35 centimetres!

Building a barge of this kind involves around four weeks of work for Königsdorfer and his team. And the lifespan of a *Zille* very much depends on how well it is cared for. Barges in days gone by had a maximum useful life of about eight years, whereas today, if well looked after, they can remain in service for up to 25 years. Incidentally, today's barges no longer require caulking because the ply panels are bonded together so tightly that a coat of anti-fouling paint is sufficient to make the craft watertight.

Scarcely imaginable today, but in the early centuries of salt transport it was customary to sell these magnificent pieces of craftsmanship along with the cargo of salt to burn as firewood during the salt-boiling process! Luckily things have changed quite a lot in the meantime. So, take a seat, trail your hand in the fresh, clear waters of Lake Traun and enjoy the voyage as you retrace the ancient salt route. ■





MACHINE CULTURE

SUPERLATIVE MACHINES

Big, bigger, Linsinger! The mechanical engineering company based in Steyrermühl is a market leader in milling machines – some of which are the size of trains. And that's far from all the engineering company has to offer.

Be it tube and pipe mills, rail maintenance, shipbuilding, the automotive industry, forging plants or non-ferrous smelting: Linsinger technology makes it all possible.

That the company would make its home in Upper Austria one day was not in any way foreseeable when it was founded. Ultimately, its founder Ernst Linsinger moved it from Vienna to Steyrermühl only in 1959. He did so to have more space to go above and beyond, in a very literal sense: the company went from manufacturing small electrical machines, switchgear and components to developing a so-called rapid milling process, and then to making plate milling machines and whirling machines.

In 1973, it produced the world's largest milling plant at the time, and competition between Linsinger and the company Weingärtner Maschinenbau GmbH began to grow increasingly

fierce. In 1991, Friedrich Weingärtner took over the company where he had started out as an apprentice and restructured the two firms' product portfolios. From then on, Linsinger also sold sawing lines worldwide, and in 1995, it supplied its first mobile rail milling machine, which is still in operation today. The tool technology and service divisions were likewise continuously expanded. If you have special skills, you don't let them go to waste, and Linsinger now enjoys international renown as a manufacturer in special engineering.

Supported by the new owners, the Weingärtner family, Linsinger has continued to push forward with innovations and pioneering technologies. Currently, the company is making great strides towards the future of propulsion: hydrogen technology. The first hydrogen-powered rail milling train was recently introduced. The hydrogen

propulsion for the type MG 11 rail re-profiling machine is also a global first. What's novel about it is that it does almost completely without hydraulics and relies on electrical energy instead. Gone are the days of steam engines and billowing smoke: the future of engineering is green. As Günter Holleis, CEO of Linsinger Maschinenbau, puts it: "My vision for 2030 is that hydrogen will no longer be the exception, but the standard fuel in the mobility sector. The goal is to ensure a rapid and coordinated boost for production of renewable hydrogen in Austria."

Great visions for the future are also apparent in the production of the world's biggest carbide circular sawing line and the largest plate edge milling machine, which is 100 metres long and 24 metres wide in some sections. In short, Linsinger is well-versed in great visions, and knows exactly how to make them reality. ■

Research and development are the order of the day at Linsinger to redefine the limits of what is feasible.



“The goal is to ensure a rapid and coordinated boost for production of renewable hydrogen in Austria.”

Günter Holleis, CEO of Linsinger Maschinenbau



LINSINGER

Linsinger Maschinenbau Gesellschaft m.b.H.
 Dr. Linsinger Straße 23-24
 4662 Steyrermühl
 +43 7613 8840-0
linsinger.com

Approximately 550 employees
 53 countries



Radiance is a piece of sculpture specially designed for Linsinger by Peter Gandbichler (*1964, Tyrol). The artist designed 14 identical elements converging on a central point. The play of light on this circular relief made of ultra-thin cast concrete conveys dynamism and an impression of rotary movement.







BREWING CULTURE

A TASTE OF HOME

The denizens of Schloss Eggenberg have been brewing beer for home consumption since way back in the 14th century, and since 1681, the privately run brewery has been devoting its superb craftsmanship and innovative spirit to the commercial production of beer from and for the Salzkammergut region.

Water, hops, malt – while only a select few know the exact recipe for the popular craft beers produced at Schloss Eggenberg, including *Hopfenkönig*, *Classic Märzen*, *Wildschütz* and *Naturbursch*, their great taste is familiar to many. Every day, this privately run brewery, owned by the descendants of Johann Georg Forstinger since 1803, produces up to 90,000 litres of beer. Almost all of it stays in the region, and most of it is drunk within a radius of 50 kilometres. A few of its high-strength specialties are also sold worldwide, one of them being the *Samichlaus*, which is brewed once a year on 6 December. “No good beer without good water,” asserts managing partner Hubert Stöhr, and this is the most obvious reason why beer has always been brewed at the Eggenberg site. Just a few metres from the brewhouse, three springs deliver crystal-clear water from the spur of an ice-age glacier. The same quality requirement also applies to the other ingredients: only the best finds its way into the vats. The summer barley comes from the Lower Austrian Weinviertel, the winter barley from Upper Austria, and the hops are grown by farmers in the nearby Mühlviertel. All these raw materials are subject to strict controls to ensure the consistently high quality of the beers. After all, the main challenge in beer brewing is to produce an end product that always tastes the same. An Eggenberg brew must always have that distinctive Eggenberg taste! For this reason, the manufacturing facility is equipped with several technical and sensory control points where experienced brewers monitor, control, taste and adjust. “Beer brewing has a lot to do with experience, and we are blessed with long-standing and highly experienced staff. Some of them I’ve known all my life,” says Stöhr, who grew up at Schloss Eggenberg and has been at the helm of the eighth-generation company since 2011. It is impossible to learn beer brewing from behind your desk, he says. “You have to be where the action

is, familiarise yourself with the quirks of the equipment and machinery, absorb detailed knowledge and pick up tricks from the experts.”

The international beer market these days is dominated by large corporations, and many small and medium-sized breweries have disappeared from the market in the recent past. Ongoing investments in the latest technology as well as an interesting range of beer varieties play an important role in securing the brewery business for future generations. “We aim to surprise and inspire, but first and foremost we want to carry on doing what we are good at for centuries to come, and that is brewing beer.”

The brewers are also happy to pass on their extensive knowledge to customers. Every year, thousands of fans visit this “beer sanctuary” to experience exciting brewery tours and tastings in a fun and friendly atmosphere. The brewery shop offers selected products and hoppy gifts for all lovers of craft beer.



At present, the Eggenberg brewery produces 15 different varieties of beer that are available all year round, including typical Austrian classics as well as unusual specialty brews.

“We brew craft beer from and for the Salzkammergut, and our unique regional products can easily hold their own against ordinary conventional beers!”

SCHLOSS
Eggenberg

Brauerei Schloss Eggenberg
Stöhr GmbH & Co KG
Eggenberg 1
4655 Vorchdorf
office@schloss-eggenberg.at
schloss-eggenberg.at

100 staff
Private craft brewery since 1681
approx. 90,000 litres of beer a day



A CULTURE OF DIALOGUE

A VENUE WITH A HISTORY

Originally a tannery and shoe factory, the Kitzmantelfabrik in Vorchdorf has gained a new lease of life as a highly popular contemporary events venue.

Kitzmantelfabrik – what’s in a name? The Kitzmantel family were manufacturers of high-quality shoes and leather goods who built the attractive factory premises in 1913 and produced their wares there for the next 80 years or so. The huge wooden tanning vat and the old leather press on display outside are evocative reminders of the building’s industrial past. Now a listed building, the former industrial complex is a shining example of how a well-thought-out revitalisation concept can breathe lasting new life into a unique architectural space.

After the factory was closed down, the premises were acquired by the local authority, Marktgemeinde Vorchdorf. An architects’ competition was commissioned to explore a range of potential usage options, the results of which formed the basis for a major renovation project launched in 2001. The mission was and is to develop a vibrant meeting place for culture and business that creates added value for the local area.

The first elements to be completed were a rehearsal space for the local brass band and the youth centre, which opened in 2005, followed in 2009 by the events venue and cultural centre known as the Kitzmantelfabrik. 2018 saw the opening of the *Museum der Region Vorchdorf* in the old tannery next door,

The premises offer enough space for events of all kinds. In addition to the watch collection of the Vorchdorf watchmaker family Krumhuber and a unique tobacco pipe collection, there is much more to discover in the museum relating to the local and industrial history of the region.



and the cultural centre was extended to incorporate an additional hall for events. The final step came in 2022 with the purchase of the “Kitzmantel-Villa” (*Stenz-Villa*), an art nouveau gem.

Today, the Kitzmantelfabrik is an innovative, cutting-edge melting pot. As a Climate Alliance enterprise and holder of the Austrian Ecolabel’s Green Location certificate, the Kitzmantelfabrik also plays a pioneering role when it comes to sustainability and climate protection.

This philosophy is likewise much in evidence at the *Museum der Region Vorchdorf*, which performs a balancing act between old and new, past and present. Alongside local history highlights and an eye-catching visible storage area that piques visitors’ curiosity, the stars of the show are a regionally unique collection of tobacco pipes and a remarkable collection of watches made by the Krumhuber family, a famous Vorchdorf watchmaking dynasty whose verge escapement pocket watches were highly sought-after in the 18th and 19th centuries. The third focal point is an exhibit exploring Vorchdorf’s recent industrial history, including a button-operated media wall showing oral history interviews with local people talking about the shoe factory. Also highly recommended is a tour of the new fac-

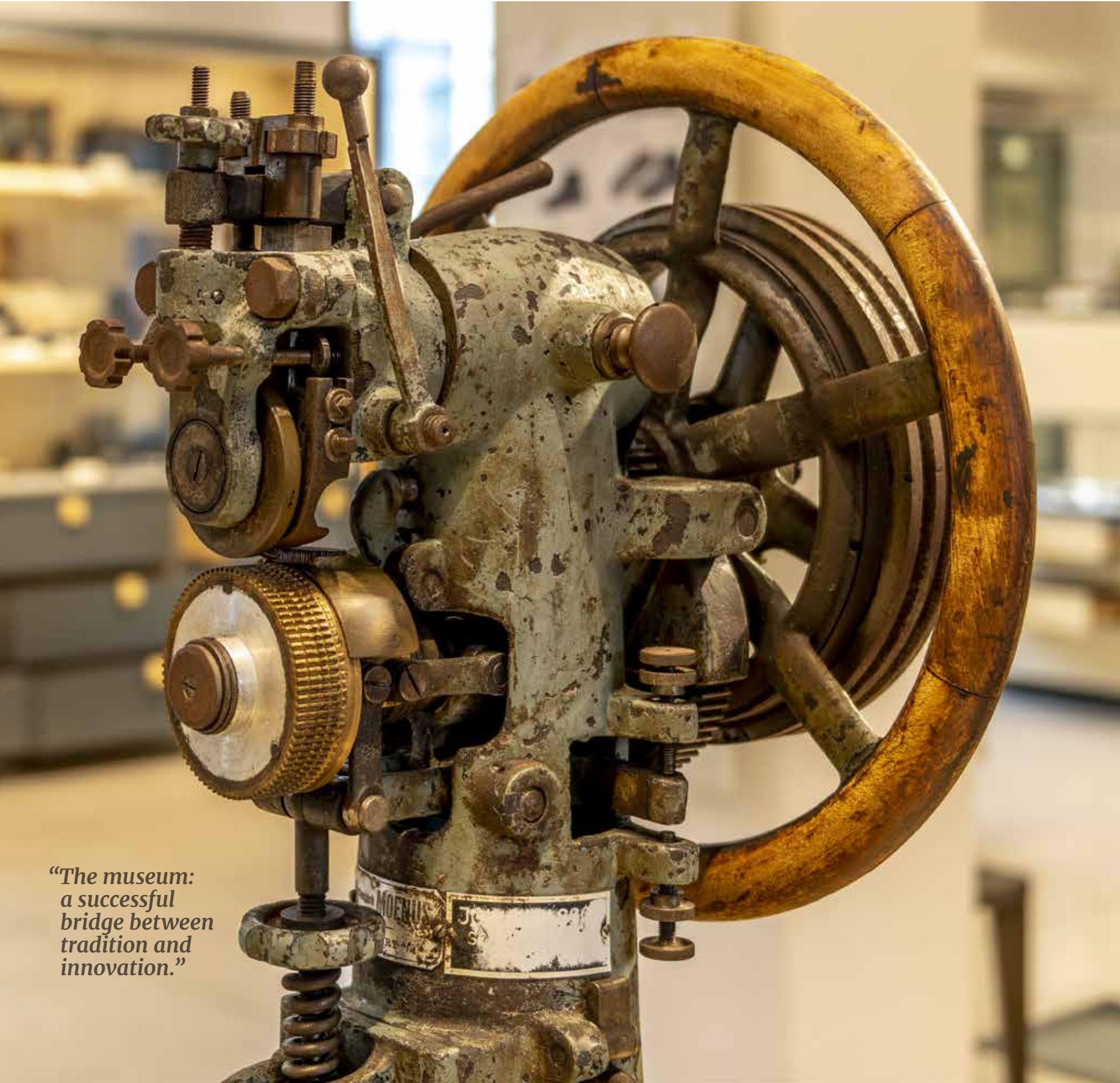
tory hall with its impressive exposed roof beams.

As you can see, the Kitzmantelfabrik has a myriad things to see and discover. Visitors to the complex embark on a proverbial stroll through history, true to Gustav Mahler’s famous maxim, “Tradition is tending the flame, not worshipping the ashes”. Spoken in 1860, the composer’s words inform the actions of our team here at the Kitzmantelfabrik, who proudly go about their business within the historic walls of the old tannery and shoe factory. Yet it is the values expressed by Mahler that make the Kitzmantelfabrik into what it is today: a successful cultural centre and events venue hosting approx. 120 events and some 25,000 guests per year. ■



Kitzmantelfabrik
Laudachweg 15
4655 Vorchdorf
+43 7614 6555-512
meine.buehne@kitzmantelfabrik.at
kitzmantelfabrik.at

The museum is open
on Tuesdays and Thursdays 1–5 p.m.
For appointments and guided tours
outside these hours, please call
+43 676 898 655 578 or +43 7614 6555-500



*“The museum:
a successful
bridge between
tradition and
innovation.”*



CULTURE DOWN THE GENERATIONS

A FAMILY BUILT ON PAPER

China may well have been the cradle of papermaking, but the cradles of Laakirchen have definitely produced world-beating numbers of paper-loving offspring.

Draw up a staff family tree of Laakirchen Papier AG and it's plain to see: fathers, mothers, sons, daughters, uncles, aunts and cousins have all come to work in the paper mill! Do the people of Laakirchen actually have any choice in the matter, or is this penchant for papermaking inevitable? "Here in Laakirchen there are quite a few big companies, and two of them – Steyrermühl and Laakirchen Papier – are paper mills. For everyone growing up here, paper is a constant theme," explains Peter Hofstödter, himself a papermaker and trainer of apprentice paper technologists who has worked at

Laakirchen Papier AG for almost 40 years.

He originally wanted to become an electrician, a career choice that has now been realised a generation later: his son Patrick Hofstödter has indeed become an electrician at Heinzl and is experiencing first-hand how the paper industry as a workplace is evolving with the times: "The job is becoming more about process and control engineering, and there's a much bigger focus on safety in all aspects of our daily work." After all, well-trained professionals are a company's most valuable capital: a fact that is recognised at the Laakirchen paper

Photovoltaics and circularity wherever possible: of environmental protection and sustainability runs through all areas of the company.

mill, where considerable resources in terms of time and work are frequently invested in their training. By the same token, many remain here for their entire working life – over half of the 420 employees have been with the company for more than ten years. "My father always spoke about the paper mill in glowing terms, among other things because it's a secure job and they treat their staff well," says Jürgen Viechtbauer, a cousin of Peter Hofstödter who works in raw materials processing. Barbara Baumgartner, Head of Human Resources at Laakirchen Papier AG, can only agree: "Laakirchen Papier is a sta-





ble and reliable employer.” And that has been the case for over 155 years now.

The focus here is on operational sustainability as well as on the future of the coming generations: “We train our staff in sustainability, one example being our new apprenticeships in environmental technology,” adds Barbara Baumgartner.

Careful use of resources is a guiding principle of the company that is reflected at many different levels. “Sustainability is immensely important to us. We’ve installed one of Austria’s largest biogas plants, to cite just one example,” explains CEO Dr. Thomas Welt. And Franz Baldauf, CFO of Laakirchen Papier AG, highlights another key point: “Our paper is made from 100% recycled fibres!”

From 2024 onwards, the plant will shift its entire capacity to the production of packaging paper. The move is a response to the constantly evolving market, which has long recognised the signs of the times and the environmental advantages of paper packaging products over plastics.

Tradition and continuity – more than half of all 420 employees have been with the company for more than ten years.

From one of Austria’s largest photovoltaic installations to hydro-power from the company’s own Danzermühl plant, the use of district heating and active promotion of an internal circular economy: eco-friendly, sustainable practices are firmly rooted in all areas of the operation and have also transformed the actual working environment at the paper mill. “Automation and the introduction of green practices have been the main drivers of change in our operations,” explains foreman Markus Magiera, another cousin of Hofstödter’s, looking back on recent developments. The established company families are an asset in this context, bringing an element of continuity to everyday working life and passing on their wealth of experience to a new generation. And incidentally that goes for the owners too: Laakirchen Papier AG was restored to family ownership in 2013 and is now run by the third generation of the Heinzl family. The Laakirchen paper family is here to stay!

“Laakirchen Papier is a stable and reliable employer.”

Barbara Baumgartner, Head of Human Resources at Laakirchen Papier AG



Laakirchen Papier AG
Schillerstraße 5
4663 Laakirchen
laakirchen.heinzelpaper.com

Approx. 400 employees
1867 company foundation
family-owned again since 2013
total production: 750,000 tons of paper (SC and containerboard) per year



A WORLD OF PAPER

It is long-lasting and indulgent. It communicates with us but harbours more than a few secrets: paper. Those curious to learn some of these secrets can discover paper production and its centuries-old history at the Laakirchen Museum of Papermaking.

Many a factory building has its own unique story to tell: it speaks of hard work, of ideas big and small whose birth it witnessed, and sometimes it resonates with the spirit of past eras when venerable machinery is cranked into life again. At the Museum of Papermaking visitors are shown industrial developments in papermaking over the last 200 years, and they will learn about the changing demands placed on the workers, from former unskilled labour to modern-day specialists.

The papermaking museum, which was founded in 1997, is the largest of its kind in Europe and impresses with its authentic embedding in a former production building.

From 1868 to 1988, this place was the site of the Steyermühl paper mill. Today, the premises comprise the Museum of Papermaking and the ALFA event centre. Named after *Alte Fabrik* (old factory), ALFA can host a huge variety of cultural and other events, from stand-up comedy nights to corporate festivities.

One of the reasons why Laakirchen evolved into a centre of the Austrian paper industry is the abundance of timber found in the area. The fact that it was not considered a competitor by the

salt manufacturers, who also needed large amounts of timber for salt production, is explained by the synergy effects these two industries enjoyed, explains Thomas Wiener, Deputy Chairman of the association that runs the museum. "Waste products from the sawmill industry are used for papermaking, for instance. It's always a give and take."

The association, which was established in 1994, has recently started to approach paper producers in the entire country asking them for assistance





“We are working on becoming the centre of excellence for paper history.”

Thomas Wiener, Deputy Chairman of the Museum



Österreichisches Papiermachermuseum
Veranstaltungszentrum „Alte Fabrik“
Museumsplatz 1
4662 Laakirchen
+43 7613 3951
papier.druck@papierwelten.co.at
papierwelten.co.at

10 a.m.–4 p.m., all year round
Guided tours, educational programs and workshops outside of opening hours by appointment.
Mystery Night Tours: exploring the museum by torchlight (October to March)

with the museum. The operative side of the museum is run by four employees and an – often insufficient – number of volunteers. “Every helping hand is most welcome!” notes Thomas Wiener. No matter what age you are – there are useful activities for all helpers to make sure the Museum of Papermaking does not lapse into a Cinderella-type slumber. All young princes and princesses out there who are willing to provide support are heartily encouraged to come and help keep the museum wide awake and on its toes. Inventory man-

The museum offers a traditional handicraft workshop, where papers with watermarks, logos or coats of arms are made by hand. In the olden days, the finished sheets were placed one on top of the other in a pile, the pommel.

agement, designing and redecorating and, above all, arranging tours for children, require a great many helping hands.

In 2024, visitors and guests of the museum can look forward to a refurbished papermaking library and paper sample collection. Paper artists, as already seen at an earlier Light&Paper exhibition, will again be invited in 2024 to present light sculptures that transform the museum into a place where paper becomes a myriad sensory experience.



KUNDMACHUNG.
In sämtlichen der Papier-Fabrik
Steyrermühl gehörigen Gebäuden
ist das Hausiren verboten.
Dawiderhandelnde haben sich die
Folgen selbst zuzuschreiben.
DIE FABRIKS-DIRECTION.





TECHNOLOGIES FOR A CLEANER PLANET

From a metalworking and repair workshop to global industrial player: Miba develops and produces functionally critical components along the entire energy value chain.

The Miba Technology Group – the brand name is derived from the surname of shrewd metal fitter Franz Mitterbauer, who founded the company back in 1927 – is an internationally active industrial corporation with the focus on developing technologies for the generation, transmission, storage and use of energy. Half of all wind turbines worldwide are equipped with components developed by Miba, and the company's powder metal parts, bearings and friction materials can be found in motor vehicles, ships, aircraft, construction and agricultural machinery, refineries, compressors and industrial pumps all over the globe. The group also offers a broad portfolio of products for the e-mobility sector – including the FlexCooler, a flexible digital battery cooling solution, as well as power fuses for high-voltage batteries and coatings for fuel-cell applications.

At an early stage, Miba geared up for international growth beyond its home region of Traunsee-Almtal with a focus on cutting-edge technologies. Peter Mitterbauer took over as Chairman of the Management Board in 1983, following the death of his father. The desk from which he put his stamp on the company for three decades, steering it onto a trajectory of global expansion and internationalisation, still stands in his home town of Laakirchen. "Senior",

The Miba Forum has been located in the light-flooded square courtyard since 2017 and offers people from many nations a secure job.

as he was affectionately called by the workforce, stepped down from the operational side of the business in 2013. He was succeeded by F. Peter Mitterbauer, a mechanical engineering graduate like his father, who has managed growth into the booming markets of Europe, Asia and the Americas as well as overseeing a long-term enlargement of the product portfolio.

The third generation of Mitterbauers has also remained true to the main headquarters in Laakirchen. The Miba Forum, a light-flooded timber and glass building housing a customer, technology and learning centre with 4,000 m² of floor space around a central courtyard was opened to coincide with the company's 90th anniversary in 2017. Miba employs a total of 2,500 people from over 25 nations, providing secure jobs with career prospects in the local region. Roitham, one of the six worldwide plants of the Miba Friction Group, produces the friction materials that are a key performance component of clutches and brakes for the international automotive and machinery industries. Just one of several product ranges whose durability and long service life perfectly reflect the Miba corporate value of sustainability. In this spirit, F. Peter Mitterbauer welcomes prospective new "Mibarianers" aboard: "If you want to bring your know-how and ideas to the table and

make a meaningful contribution to greater energy efficiency, sustainability and a cleaner planet, you've come to the right place." In the drive to expand its product and technology leadership, Miba draws upon the wealth of knowledge and experience available in-house, as well as working closely with external partners, research institutions and start-ups. The vision behind the corporate strategy from now until 2027: No power without Miba technology! And no growth without deep, solid roots. "Our aim is to grow like a strong, healthy tree," explains F. Peter Mitterbauer. "One shaped by both its firm roots and its sturdy branches. And with the strength to bring up new branches and twigs that make our Miba tree even bigger and stronger." His grandfather would no doubt be very proud to see what has grown out of the seed he planted with his humble metalworking workshop. ■



Miba AG
Dr.-Mitterbauer-Straße 3
4663 Laakirchen
miba.com

Key figures 2022/23:
€ 1.114 million in sales revenue
29 production sites
2,500 employees in the region

"In many companies you learn during the apprenticeship. At Miba for life."



It started in 1927: Franz Mitterbauer takes over the locksmith workshop of his teacher. Son Peter Mitterbauer steered the fortunes of the now international, listed company until 2013. Grandson F. Peter Mitterbauer is now CEO of Miba AG.





AGRARIAN CULTURE

BACK TO THE ROOTS

Agriculture is one of the very oldest economic sectors and of vital importance to a community's well-being. Revitalisation of old livestock breeds and direct farmer-to-consumer marketing blend tradition and modernity in the best interests of people, animals and the environment.

Mangalica pigs, Racka sheep, Pustertaler Sprinzen cattle, Sulmtaler chickens, Jacob sheep, Cröllwitzer turkeys and Hucul ponies: their names may sound outlandish, but these breeds have a long history. “We raise and breed traditional and endangered livestock breeds on our farm, and also process the meat,” explains farmer Dominik Spitzbart from the town of Laakirchen. For several years now, the ark farm at Haberhaide estate, run by the Spitzbart family, has explored its agricultural heritage and made a new home for old breeds.

In the farm store and the adjoining

cider tavern, guests can sample and of course buy locally made products. “That’s what customers like about us. They’ll come to the farm store, buy a meat cutlet and take a good look around to see how it was produced. It doesn’t get any more regional than that!”

Not only are the animals raised in tranquil and spacious surroundings; the farm also practises “stress-free slaughter”. It means that the animals are put in a waiting area two days before they are due to be slaughtered, which considerably reduces their stress levels. Every week, the owner of the farm himself butchers pigs, cattle,

sheep or poultry depending on availability. “We only process what we have,” Mr Spitzbart says. All the meat that goes into his products comes from the farm itself. “So not all products are available at all times. That’s simply the way it is in traditional farming.”

Great knowledge, care and expertise are also reflected in the meat products’ quality. For instance, Dominik Spitzbart makes his frankfurters from practically sinew-free pork and a smaller proportion of beef. “Only the choicest meats,” as he proudly proclaims. It’s what makes the Haberhaide estate’s sausages particularly wholesome.

Haberhaide estate is a family business where Dominik Spitzbart made a new home for old livestock breeds.



If greens are more to your taste, you can have vegetables delivered to your home, courtesy of the Kirchgatterer family. Just add in some delicious home-made cooking oil to make a perfect summer salad.

“The farm has stood for many decades, if not centuries. We began growing vegetables in the 1960s,” says Michael Kirchgatterer from the town of Ohlsdorf. “Direct farmer-to-consumer marketing also started back then and grew from there.” The farm store was opened as early as 1986; a self-service area was added in 2016, and in the spring of 2022, the two were combined. Since then, consumers have had access to the store outside regular opening hours as well for self-service. A delivery service for variously sized vegetable boxes full of seasonal produce started in 2011. “We deliver vegetable boxes to offices and homes. Currently, we’re launching delivery of combined fruit and vegetable boxes (vitamin boxes) to workplaces. In addition, our farm store offers a wide range of farm products from other farmers,” says Michael Kirchgatterer. A total of 50 plant species

You can have fresh, seasonal fruit and vegetables delivered by the Kirchgatterer family or pick them up directly from the vegetable farm store.

in some 100 varieties are cultivated on 10 hectares of land. The bestsellers are tomatoes and potatoes.

“Healthy vegetables are our mission,” Mr Kirchgatterer affirms. Direct marketing to end consumers comes with numerous advantages, from avoiding long supply chains to fostering close contact with customers, who truly appreciate what they are getting: fresh produce grown with great love and care. It leaves nothing to be desired, except perhaps ... “A mobile farm store going from town to town!” That would really round out the direct marketing strategy in Michael Kirchgatterer’s opinion.

Where there’s a farmer, there’s a way. So customers can look forward to having fresh, seasonal produce delivered to the comfort of their own homes in the future. All set to cook up a storm in the Traunviertel region!



Haberhaide estate
Farm store, cider tavern, ark farm
Kranabeth 14
4663 Laakirchen
+43 677 613 502 63
hoidinger.at

Farm store: Fridays and Saturdays 8–11.30 a.m.
Cider tavern (February to October):
Thursdays to Sundays from 4 p.m.



Vegetable farm Kirchgatterer – Kirchgatterer KG
Peiskam 7
4694 Ohlsdorf
+43 699 12988600
Vegetable farm store 24 hours self-service
Service provided on Fridays 9 a.m.–5 p.m.
and Saturdays 9–12 a.m.
For information about vegetable delivery, go to:
gemuese-kirchgatterer.at



WRITING CULTURE

SCRIPT ART

The Bartlhaus Museum of Script and Local History in Pettenbach is more than just a dream destination for calligraphers. It is a place where lovers of script and printing can pursue their passion to their hearts' content.

Nobody knows for certain whether someone called Bartholomew (affectionately abbreviated to “Bartl” in Austria) once lived in what is now called the “Bartlhaus”. But the fact that the apostle Bartholomew was a scribe and is also the patron saint of bookbinders seems very much to the point.

The printing workshop is the heart of the museum. Here visitors can learn about the history of printing from its beginnings to the digital era, from manual to machine typesetting and from manual to mechanical printing. All of the displayed machinery is still in full working order. Angelika Doppelbauer, art historian and curator of the museum, is proud to show off a very special treasure, the Linotype typesetting machine: “The star of our collec-

tion!” This precious device can cast an entire line in one go by heating up an alloy of lead, tin and antimony to around 280 degrees centigrade and then pouring it into the prepared mould. And hey presto, a full line of print is cast.

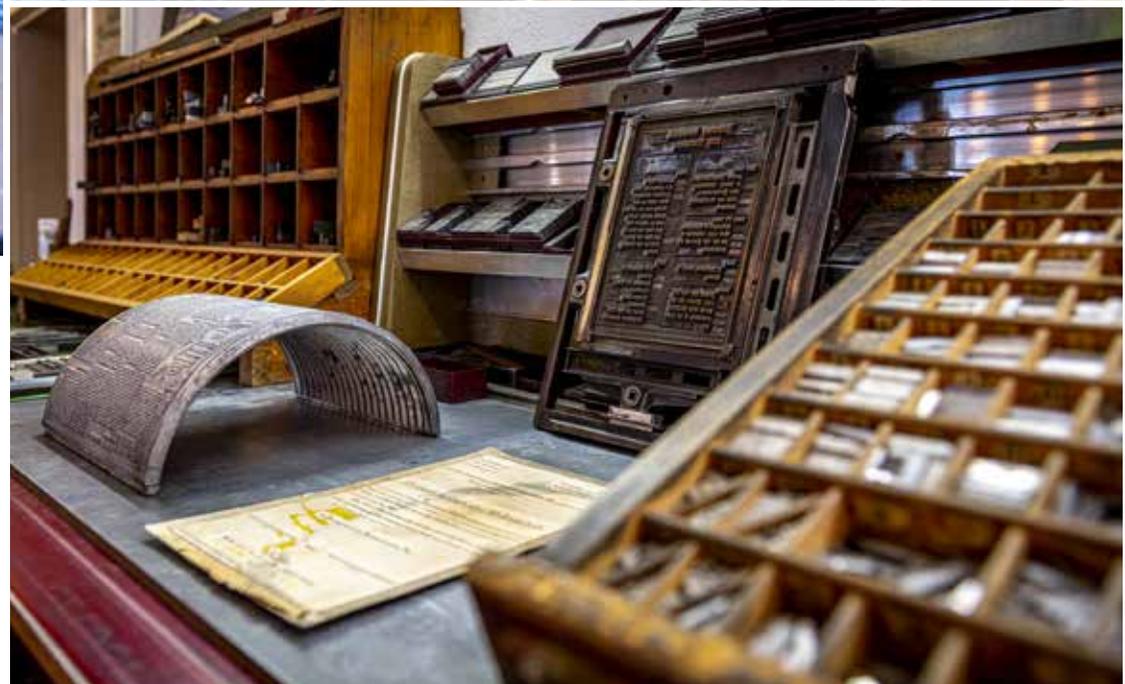
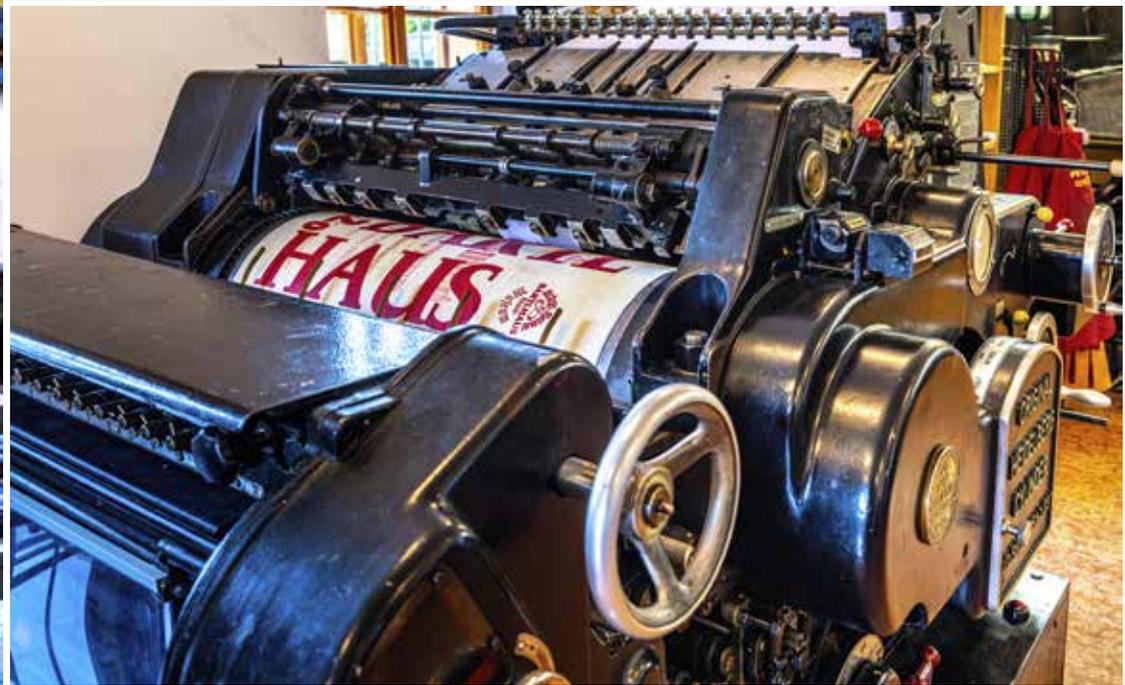
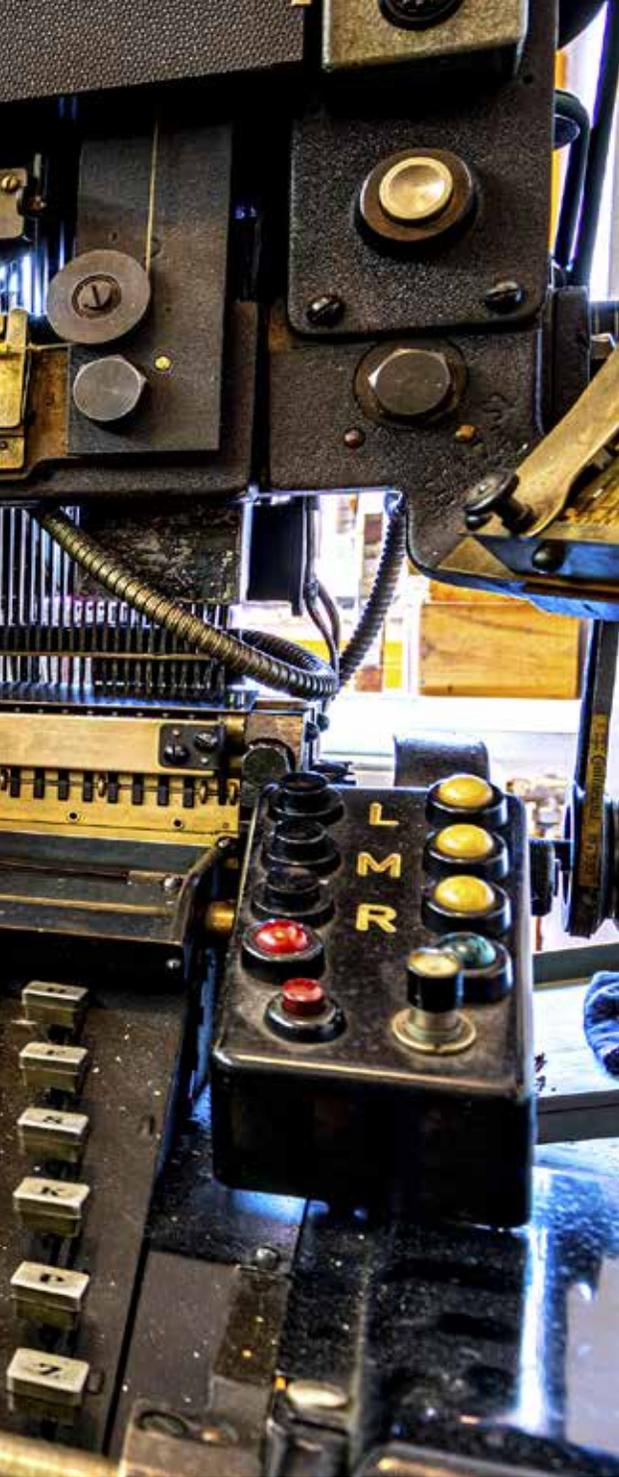
An association of the museum’s benefactors with a membership of around 300 and the local authority of Pettenbach make sure the idea of the founder of the museum lives on. Established in 1991/92 on the initiative of Leopold Feichtinger together with Friedrich Neugebauer, a professor of script and applied graphic art at the Linz Art University and Ottmar Premstaller, the museum opened its doors in May 1992. A great deal has happened since then: the range of events at the

*Duizend
Tijdschrift*

The charming Bartlhaus in Pettenbach is the only Austrian museum dedicated to the art of writing. The subject is presented expertly through multi-faceted exhibits.

museum that celebrate script culture includes workshops for school classes, concerts, readings and lectures and even international art exhibitions. The premises have also been refurbished: the unique ex-libris collection is now housed in a new storage facility in the attic with optimum conditions at 50 per cent humidity and constant temperatures.

In the Capital of Culture Year 2024, an exhibition entitled *Beyond Tradition* (late April until late October 2024) will bring four exceptional artists to Pettenbach. The show will present calligraphy art that is rooted in – but also exuberantly transcends – tradition. It features works by Marina Soria (Argentina), Brody Neuschwander (USA, Belgium), Wissam Shawkat (Iraq, United Arab Emirates) and Izzy Pludwinsky (Israel).



When you book a calligraphy course at the Bartlhaus you will not only find yourself in good company, you may very well meet old friends too. “The course participants often know each other from previous courses. Some of them return many times,” notes Angelika Doppelbauer. One wonders if the visitors would be as keen to return if they had to undergo the centuries-old custom of *Gautschen*, a historical printers’ guild induction ceremony that makes a nod to the watering and draining of handmade paper, during which apprentices are “initiated” by being dunked in water or dumped upon a big wet sponge. A rather soggy affair for those involved, but fun to watch! ■

“All the machines are still in full working order.”

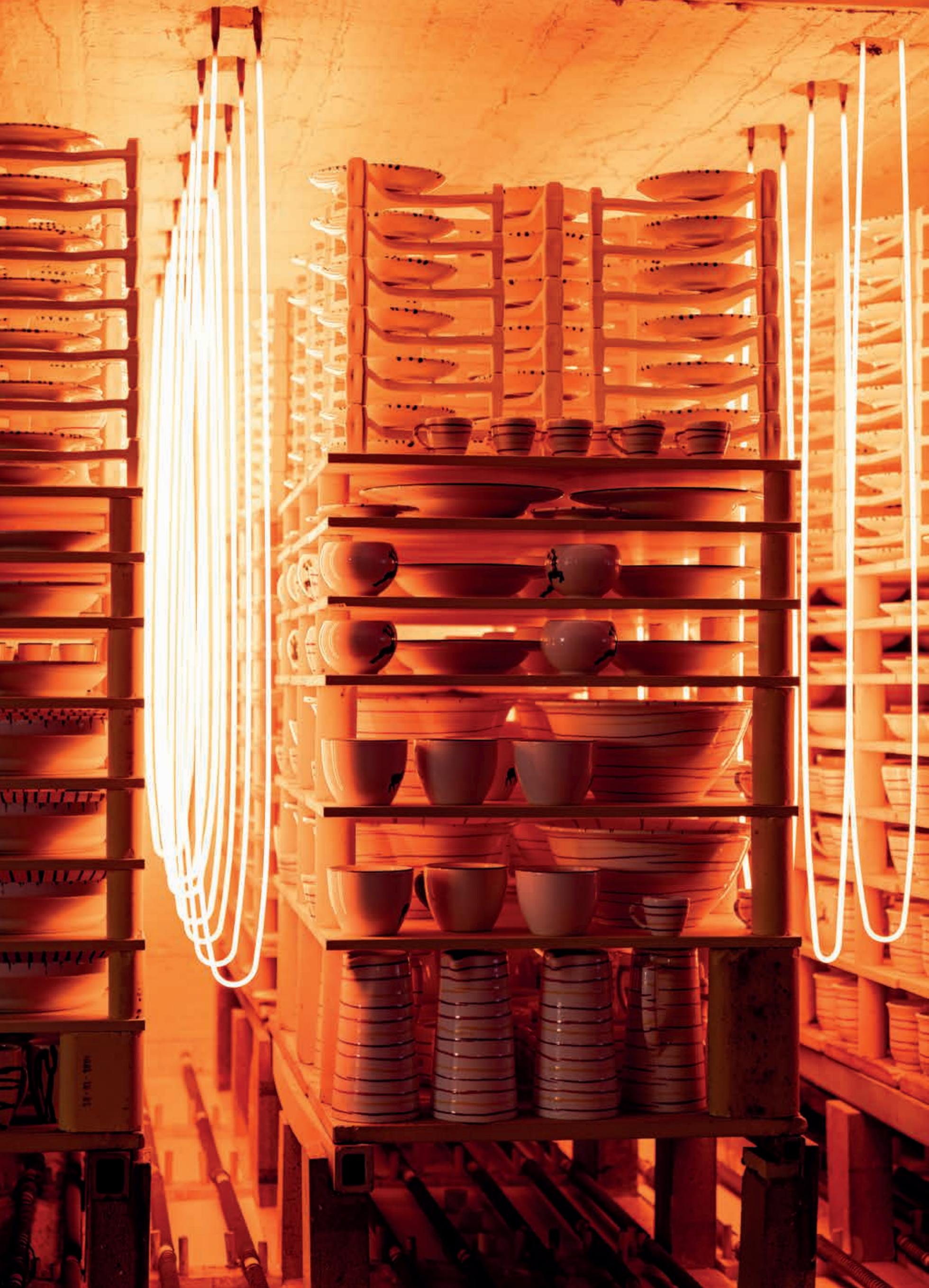
Angelika Doppelbauer, Curator of the Bartlhaus Museum of Script and Local History



SCHRIFT
Heimatmuseum Bartlhaus

Schrift- und Heimatmuseum Bartlhaus
Museumsstraße 16
4643 Pettenbach
kontakt@bartlhaus.at
bartlhaus.at

May to October, Saturdays 2–5 p.m.,
Sundays and holidays 10–12 a.m.,
Wednesdays 10–12 a.m. and 1–3 p.m.
and by appointment
The museum is operated by a not-for-profit
association of benefactors:
“Förderverein Schrift- und Heimatmuseum
Bartlhaus (Stiftung Leopold Feichtinger)”
The exhibition *Beyond Tradition* is scheduled
to run from late April to late October 2024.
For more information, including courses on offer,
please visit the museum’s website.



EVERY PIECE IS UNIQUE

Machines can merely imitate, while humans create true originals: 60 hands have worked on a piece before it is finished. If you had to describe Gmundner ceramics in one word, that word would be: unique.

What do contemporary artists have in common with the great ceramist Michael Powolny (1871 - 1954)? Their works are created at the Gmundner Keramik manufactory, just like those of the celebrated Art Deco artist, still highly prized by collectors.

This is made possible by the Academy of Ceramics Gmunden (AoCG), founded in early 2022 by Gmundner Keramik and the Upper Austrian regional culture institution OÖ Landes-Kultur GmbH. The interactive format is intended to encourage mutual inspiration of traditional craftsmanship and contemporary art. Artists-in-residence programmes, exhibitions and events foster interaction between creators and artisans, resulting in marvellous sculptures and ceramic pieces. If you want to be inspired by the masters of ceramics yourself, go to Gmunden! The exhibition on the manufactory's third floor is open to visitors at all times.

Amateurs of artisanal art can not only admire finished pieces in Gmunden, but learn everything about the manufacturing process. All products are made from start to finish in the manufactory at Gmunden. The first documented mention of the *Hafnerhaus* (potter's house), the precursor of the Gmundner Keramik manufactory, was in 1492. The present-day premises on Keramikstrasse (Ceramics Road) have stood since 1903. More than 500 years of



GMUNDNER
KERAMIK

Gmundner Keramik
Handels GmbH
Keramikstraße 24
4810 Gmunden
office@gmundner.at
gmundner.at

Academy of Ceramics
Gmunden (AoCG)
aocg.at

115 staff
500 years of tradition
37 designs

In addition to the love of traditional craftsmanship, the employees need a lot of sensitivity and talent. The Academy of Ceramics Gmunden ensures creative exchange with international artists.

tradition are combined with innovative production. To this day, a smooth clay is mixed from feldspar, kaolin and quartz according to a secret recipe, then made into crockery and ornaments, and fired in a kiln for more than 12 hours.

Everything is painted by hand, making each piece unique. What is also unique is the craft technique used, called flaming. In the 18th century, the white base glaze was painted by moving a slip trailer from which the pigment flowed in a specific rhythm. In the 1970s, slip trailers were replaced by slip cups, called *Piperl* (chicks) in Upper Austria. Today, the swirls and whorls are hand-sprayed onto the ceramics using a thin hose, and not just in the classic green, but also in many other colours. There is no other manufacturer in the world working in this tradition, which was inscribed in UNESCO's intangible cultural heritage list in spring of 2021.

It takes two years to learn all the flamed designs and the more than 110 shapes required to master the craft. "Your first one hundred plates don't come out right," one flamer reminisces. Other designs are not flamed, but painted: delicate hearts, scattered flowers in many colours, or the most elaborate motif, "Hunter's Delight" - inspired by the magnificent mountains and lakes of the Salzkammergut region. While the craft has a long tradition, Gmundner Keramik has moved with the times and reinvented itself repeatedly.

Not only the clay, but also the clay moulds, glazes and slips are produced in-house. Since 2010, the original pieces have been made dishwasher-safe and microwavable. A true manufactory, Gmundner Keramik also makes individualised custom pieces. Be it personalised wedding plates or children's tableware, initials, coat of arms, company logo, customer or employee gifts, the possibilities for special requests are endless. There is even a remedy if an old, beloved piece should break - the designs can be reproduced on all available shapes.

The company has also opened its doors to visitors. Tours are offered throughout the year in any weather and are suitable for children, giving participants detailed insights into the creation of the one-of-a-kind pieces. Those who want to try painting ceramics with expert guidance can give free rein to their creativity in the workshop and design their own pieces. ■

"Gmundner ceramics are known and loved for their unique white glaze, their special feel and their timeless designs."



I SAW A SHIP A-SAILING

Scarcely has the boat cast off from the jetty than one is automatically suffused with that inner peace that makes waterborne travel so wonderfully relaxing – and Lake Traun such a perfect spot for daydreaming!

It wasn't until the 1830s, when two Britons first had the idea of operating paddle steamer services, that people recognised the potential for passenger shipping on Lake Traun. Today, gazing down over the deck rail of the paddle steamer *Gisela* into the churning depths below, we say a silent thank you to John Andrews and Joseph Pritchard as our mind voyages across vast oceans or embarks on a stately cruise up and down the Nile. That said, the here and now is no less enchanting: after all, where else can you enjoy the view of the looming Traunstein, the mountain known as the "Guardian of the Salzkammergut", from the water, or admire the profile of the *Schlafende Griechin* (a mountain whose silhouette resembles the face of a Greek goddess)?

"We give our passengers a real experience, and our steamers have been plying the lake since 1839!", says Captain Karlheinz Eder, CEO of the passenger boat company Traunseeschiffahrt, pointing to the beneficial soothing effects of a boat trip. What's more, the vessels can be chartered for various occasions all year round, alongside the regular summer services that operate from mid-May to mid-October, weather permitting.

The mountainous landscape surrounding Lake Traun may be idyllic to look at, but it always had one significant drawback – it was inaccessible. In the absence of roads, people thus took to the lake instead, primarily for the purpose of transporting salt. In the summer season, too, some very eminent visitors occasionally found their way aboard, but the legendary Captain Loidl took it all calmly in his stride. One day he boarded his



Since 1839, the *Traunseeschiffahrt* has been offering beautiful natural and cultural experiences on the water, including on the *Gisela*, one of the oldest paddle steamers in the world, named after Empress Elisabeth's daughter.

steamer at five in the morning to find a solitary elderly gentleman already waiting to join the early crossing from Gmunden to Ebensee: Emperor Franz Joseph I. Unfazed, the good captain merely shrugged and observed laconically: "Yer Majesty must a' got up before me this mornin'!" In fact, the old emperor was just one of many prominent guests over the years: Michel Piccoli once filmed on board, not to mention half the cast of the much-loved German-Austrian TV series, *Schlosshotel Orth*.

That the *Gisela*, named after the emperor's second daughter, is still afloat today is no least thanks to the dedicated efforts of the "Society of Friends of the Town of Gmunden" and the Eder family. It was on their initiative that the paddle steamer, built in 1871, underwent extensive restoration work in the 1980s and had her coal-fired engines replaced by oil in 1994 – an unavoidable modernisation of a vessel which otherwise remains exactly as she was built. Today's Traunseeschiffahrt passenger boat company successfully strikes a balance between past and present, its fleet comprising three historic vessels as well as three newer ones. Among the latter is the MS Karl Eder, named after Karlheinz Eder's father: a passionate ship's captain like his son after him, it was he who originally took over the fleet from its former owner, Rudolf Ippisch. And the next generation stands primed and ready to take the helm of the family business, which employs up to 25 staff in the summer season.

Last but not least, there's something very special planned for the Capital of Culture Year 2024, which will see the re-enactment of an historic salt transport with a replica salt barge being towed across the lake behind the *Gisela* – industrial heritage brought to life on the waters of Lake Traun. Ship ahoy! ■



Traunseeschiffahrt GmbH
Sparkassegasse 3
4810 Gmunden
info@traunseeschiffahrt.at
traunseeschiffahrt.at

6 passenger ships in regular service
10 landing stages on the Lake Traun
many charter nostalgia trips all year round

"The Gisela was the first floating object in Austria to be listed as an historic monument!"

Captain Karlheinz Eder, CEO and owner of Traunseeschiffahrt







TRANSPORT CULTURE

MOBILITY FOR A NEW ERA

The concept of “clean mobility” is not a new invention: back in the day, the founders of Stern & Hafferl came up with new ways to generate electricity, making their company a pioneer of modern transport.

To paraphrase Paulo Coelho, the way ahead sometimes only emerges once we start building it. At Stern & Hafferl that was quite literally the case, for the enterprise that began in 1894 with the world’s shortest tramway soon emerged as a ground-breaking project that set the course for others far beyond the boundaries of Upper Austria. That was because the 2.3-kilometre line was powered by electricity generated in a purpose-built steam power station, which heralded in the era of electrification in Gmunden and the surrounding area. Back in the 1890s, then, Josef

Stern and Franz Hafferl already laid the foundations for a modern, environment-friendly form of energy supply from which the entire region still benefits right up to the present day. Which just goes to show that there’s more to Stern & Hafferl than one might suppose: a pioneering spirit that enables the company to think far ahead into the future.

This spirit persists today, as evidenced, among other things, by the transport company’s state-of-the-art vehicle fleet. One highlight is the Tralink tram produced by Stadler

Stern & Hafferl has been on the road to success for over 130 years. The mobility provider is now one of the largest transport companies in Austria with around 400 employees.

Rail: a multiple-link low-floor tram in operation on the Traunsee Tram and Attersee Railway lines, it is one of the most advanced vehicles of its kind in Europe.

The topics of innovation and safety are writ large at Stern & Hafferl, so it comes as no surprise that the firm has developed its own tram control system with an accordingly high safety standard. The latter is already catching on, with other transport providers expressing an interest and installing the system on their own networks. And naturally the company has its own in-



house training facility for tram drivers, which particularly benefits returners and newcomers to the sector.

Stern & Hafferl is nothing if not versatile, offering a range of tourist services alongside rail and bus transport. Just one example are the combined excursion tickets for the Attersee Railway and Stern-Schiffahrt, another group company that operates passenger boat services on lakes Attersee and Altauseer See. Excursion services featuring Stern & Hafferl's heritage tramcars are especially popular with the public.

As a modern mobility provider, Stern & Hafferl Verkehr also runs road transport services alongside its rail and waterborne operations. Over 1.4m passengers per year travel on the company's 16 scheduled bus services – an essential component of the region's public transport network. The latter require a pool of well-trained bus drivers, who in turn appreciate the flexible working hours as well as the local connection. "Our staff are employed in the local region!", explains CEO Ing. Günter Neumann, high-

The modern Traunsee Tram trains connect the district capital of Gmunden with Gschwandt, Kirchham and Vorchdorf. The company also offers nostalgic tours with historical trains, including a course for hobby engine drivers.

lighting just one of the benefits enjoyed by Stern & Hafferl employees. The mobility company is likewise a provider of green jobs at all levels and in a wide range of occupational sectors: from tram and bus drivers to office & administrative staff and all kinds of technical positions, from jobs in the bus and rail workshops to interesting roles in the maintenance and operation of the rail infrastructure.

After all, a broad spectrum of skills and plenty of smart minds are essential to guarantee the provision of clean, green, safe mobility services for around six million passengers per year!

Safety and functionality may be the watchwords at Stern & Hafferl Verkehr, but two current projects also showcase the company's aesthetic side. In honour of the special year ahead, artists Anne Schinko and Ruli have been commissioned to give the flagship of the Attersee passenger fleet and one of the company's multiple-link low-floor trams a brand new look ready for the Capital of Culture Year 2024.

"Our company provides green jobs in the local region!"

Ing. Günter Neumann, CEO of Stern & Hafferl

stern hafferl
VERKEHR >>>

Stern & Hafferl Verkehrsgesellschaft m.b.H.
Kuferzeile 32
4810 Gmunden
service@stern-verkehr.at
stern-verkehr.at

132 rail kilometers
6 million passengers per year

A PLACE THAT BREATHES HISTORY

The Kammerhof Museum in Gmunden is really five museums in one and offers many treasures, from local history, geology and archaeology to religious art and contemporary ceramics, and even historical sanitary facilities.

G munden looks back on a long and eventful history as the imperial salt capital. Small wonder, then, that the rooms of the “Kammerhof”, where the museum has resided since 1907, are steeped in history, for the sprawling building has stood since the 14th century. In imperial times, the Kammerhof served as the administrative seat of the salt industry in the Salzkammergut region. Not only was it where the

The view into the sanctuary of the Bürgerspitalskirche St. Jakob, which is attached to the museum, is unique – as is the diversity of the collection in the K-Hof-Museum, which ranges from Empress Elisabeth’s personal toilet to historical cribs.

Salzamtman, the highest official of the salt office worked, but also where the Habsburg emperors of the Holy Roman Empire would visit and reside from time to time. Emperor Maximilian I, for instance, signed a treaty of amity with the Russian tsar in these very rooms on 9th August 1514. In fact, Maximilian, known as the “Last Knight”, spent a lot of time in Gmunden, as did all subsequent emperors. So if the building has a

resident ghost, it is highly likely to be one of the Habsburgs.

There is a lot to be seen on about 1,500 square metres of exhibition spaces: from a traditional depiction of the Passion of Christ from the Baroque era, to a toilet and bidet that belonged to Empress “Sisi” Elisabeth in a permanent exhibition dedicated to the history of sanitation. And of course, you can learn everything about the history of the salt trade and of ceramics in Gmunden, for good reason: “The economic and cultural development of the Salzkammergut region would not have been the same without the salt industry, and the ceramics industry on top of that in Gmunden. To this day, these pillars of the regional economy are the basis of cultural life and art, and are therefore a focus of the K-Hof Museum in Gmunden,” explains the museum’s director, Johannes Weidinger.

Around 10,000 visitors per year can enjoy an exhibition of modern ceramics just as much as a valuable collection of religious art by the Schwanthaler family of sculptors, donated in 1913 by Ernst August von Hannover, Duke of Cumberland.

The wide variety of museum exhibits also entails frequent exchanges with other museums, such as the Natural History Museum Vienna, the Upper Austrian Provincial Museum and the Brahm’s Museum in Hamburg. Any exhibition is improved by incorporating a bit of the history of Gmunden, and the Kammerhof Museum has a lot of it to offer!



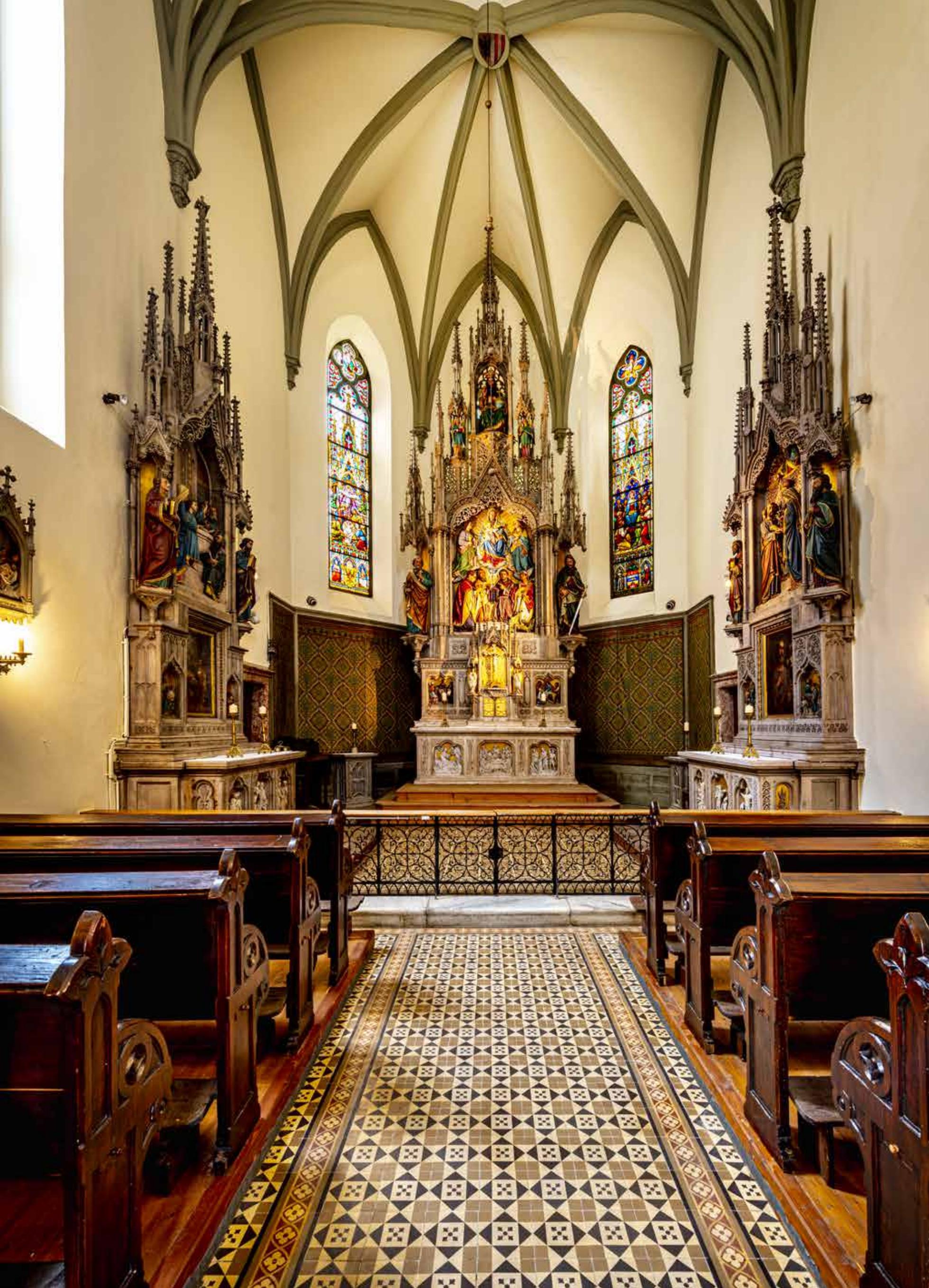
“We show Gmunden as a hub of the salt trade!”

Dr. Johannes Weidinger, Director of the Kammerhof Museum in Gmunden



Kammerhof Museum Gmunden
Kammerhofgasse 8
4810 Gmunden
+43 7612 794 423
museum@gmunden.ooe.gv.at
museum.gmunden.at

Cultural institution: Municipality of Gmunden
Wednesdays to Sundays
10 a.m.–3 p.m. all year round
4 staff
approx. 10,000 visitors per year



“We produce high-quality cement for specific client applications, with the focus on sustainability and regionality.”

Plant manager Peter Fürhapter



HOLDING THE REGION TOGETHER

A total of twelve types of cement are produced in Gmunden, in a wide range of different grades and mixes tailored for different applications. And the process is increasingly carbon-free: cement is fit for the future!

Goethe was wrong. Love is not the only force that binds the world's innermost core together. From ready-mix concrete to paving stone – in actual fact, the world is held together by cement. Admittedly, however, it does help when said cement is produced with love and a passion for building.

In the world of construction, nothing goes without cement. And ideally it should always come from a nearby works, so that the product remains profitable. A cement works has a supply radius of around 200 to 250 kilometres, which means that cement is a regional product: made with raw materials from the region, for clients in the region.

Founded in 1908, the Hatschek Cement Works in Gmunden was linked to what is now the Attnang-Puchheim to Stainach-Irdning railway line at a very early stage. The main reason for the rail link was to transport not the cement, but the plant's workforce. "Cement production requires a lot of manpower," explains Peter Fürhapter, manager of the Hatschek Cement Works, "and they all travelled to and from work by train." The fact that the quarries supplying the raw materials were also situated on the rail route proved to be a major godsend, meaning that limestone from Ebensee could be delivered direct to the works. Marl, a rock composed of clay and limestone, has been supplied to the plant by in-



In 1893 Ludwig Hatschek purchased disused factory premises in Vöcklabruck – the company we know as Eternit was born.

clined railway from Pinsdorfberg since the 1960s. Incidentally, the fact that the firm set up operations in this region in the first place is all thanks to Rosa Hatschek, the wife of the company's founder. The scion of a brewing dynasty, Hatschek Jr. wasn't particularly keen on the beer-making traditions of his forbears, preferring to start up his own business from scratch. His wife Rosa eventually stumbled upon disused factory premises in Vöcklabruck, which Ludwig Hatschek purchased in 1893. The company we know as Eternit was born. This was followed in 1908 by the opening of the cement works in Gmunden, cement being a key component of Eternit products. In 2004 the cement works was taken over by the Bavarian Rohrdorfer Group, which operates plants in Germany, Austria, Italy and Hungary. Today the plant remains strongly rooted in Gmunden and the surrounding region while leveraging its synergies with the parent company, a prime example being joint investments in in-house research. The aim here is to roll out carbon-free production by 2038 at the latest. They are also developing new types of cement, as Peter Fürhapter explains: "Reducing the clinker content, for instance, improves the carbon footprint."

The will to save resources and make production more energy-efficient is even visible in the outward appearance of the cement works: a modern bag fil-

ter installed in 2021 necessitated a higher chimney. The company also recovers the waste heat from the production process and works with various partners to repurpose non-recyclable waste as fuel.

Today the company employs 135 staff, including twelve trainees. Housing built for the workers back in the 1930s is currently being revitalised, and training remains a focus. Having been part of the local scene for generations, the company is still firmly embedded in the region. "We're building on tradition, stability and sustainability," says plant manager Fürhapter, "and trustworthiness is our watchword." So this truly is a region built on cement – from the portal of the Traunkirchen tunnel to the sewage plant in Asten: Hatschek cement holds it all together. ■



Zementwerk Hatschek GmbH (Rohrdorfer)
Hatschekstraße 25
4810 Gmunden
+43 7612 7880
rohrdorfer.eu/zement/zementwerk-hatschek/

Founding of the cement works in Gmunden in 1908
part of the Rohrdorfer
group of companies since 2004
135 employees
current news on the subject of sustainability
rohrdorfer.eu/nachhaltigkeit





SANITARY CULTURE

CLEVER, CREATIVE, CERAMIC!

If paradise is a bathroom, then it's one fitted with products from LAUFEN. Come on in and make yourself comfortable!

The traditional Gmunden ceramic manufacturer has long been aware of how important “the smallest room” is to our well-being. That’s evident from the many pieces from the in-house collection of historic sanitary ceramics that have been loaned to the K-Hof-Museum in Gmunden, and which can be admired during a visit to their “Klo&So” exhibition on the history of

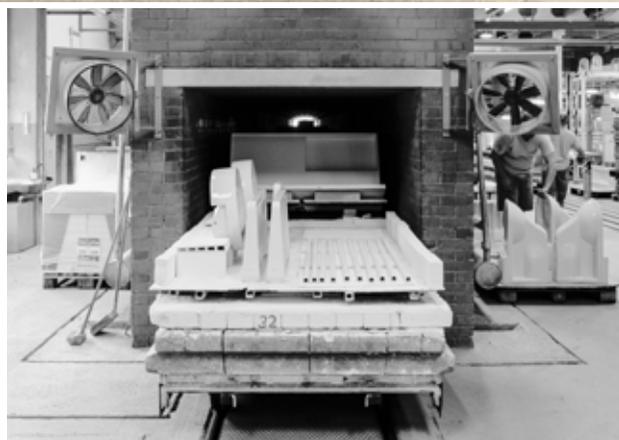
the humble loo. LAUFEN Austria AG has thus been playing a pivotal role in the industrial culture of Upper Austria for generations.

And LAUFEN Austria AG is indeed a company that combines traditional craftsmanship with innovative research work. About a decade ago, it was this combination that allowed the company to revolutionise the field of sani-

In addition to the craftsmanship and tradition, the advanced logistics center and the state-of-the-art production systems are guarantors of success.

tary ceramics virtually overnight with a material innovation known as Saphirkeramik.

Corundum, a component of sapphires, occurs naturally as a mineral in various modifications. Besides being a key component of Saphirkeramik, it is also used to make sapphire glasses for the watchmaking industry, among other things. Thanks to its composi-



“Ceramic materials are as fascinating to work with as they are versatile.”

Christian Schäfer, Managing Director of LAUFEN Austria AG

tion, Saphirkeramik has a flexural strength comparable to that of steel. “Being wafer-thin yet exceptionally hard, Saphirkeramik is a revolutionary material that gives designers almost infinite freedom to experiment and tear up the classical rulebook of bathroom design,” enthuses Christian Schäfer, Managing Director of LAUFEN Austria AG. “International star designers such as Marcel Wanders, Konstantin Grcic, Patricia Urquiola and Stefano Giovannoni have already created prize-winning collections for LAUFEN using Saphirkeramik.” What is more, products made from the innovative composite material are not only light and space-saving but eco-friendly too, since fewer raw materials and less energy are required for firing, production, and transport.

At the time of writing, the plant in Gmunden is also setting new interna-

The plant in Gmunden is a true global player, producing bathroom ceramics known far beyond its borders for quality and design.

tional standards in the climate-friendly production of sanitary ceramics: thanks to a recently developed ground-breaking firing process, LAUFEN will be the world’s first carbon-neutral manufacturer of sanitary ceramics by 2025!

With 44 sales subsidiaries worldwide and five production sites in Central Europe besides Gmunden, the LAUFEN Group is also a true global player. Besides sanitaryware, the Group also produces faucets, bathtubs and shower trays, bathroom furniture and accessories and installation systems. Despite this global reach, the company remains faithful to its Austrian sites, especially the production and innovation centre in Gmunden, and currently employs around 200 people in Austria. LAUFEN also opens its doors to interested visitors with a programme of guided factory tours.

LAUFEN

LAUFEN Austria AG
Gmunden Production and Innovation Center
Engelhofstraße 5
4810 Gmunden
+43 7612 73373
www.laufen.co.at

Year of foundation 1824
2024: 100 years LAUFEN in Gmunden



RAILWAY CULTURE

ON THE RAILS

Celebrated as a minor miracle of transport in the early part of the 19th century, it was nevertheless overtaken at lightning speed by the steam-powered competition: the České Budějovice–Linz–Gmunden horse-drawn railway.

If the course of history had run differently, we might have been talking about horses pulling barges rather than railway coaches. After all, the original plans envisaged the building of a canal link between Linz and České Budějovice to carry salt from the mines at Hallstatt, Bad Ischl and Ebensee by water to Bohemia. In the end, however, it all came to nothing – too complicated, too expensive, too much uncertainty in the planning process. Thus the idea of the horse-drawn railway was born.

This mode of transport allowed freight and passengers to be transported up to ten times faster by land than with conventional horse-drawn carriages and carts, to say nothing of the small quantities of salt that used to be carried on foot in times of yore.

The previous decades had seen a constantly growing demand for “white gold”. When it came to salt transport, the cry was for faster, safer, more! Fortunes were to be made from salt, and the Great Bačka Canal linking the Danube and the Tisza had already been successfully completed in 1801, followed by the Wiener Neustadt Canal in 1803. So the old plans for a Vltava–Danube canal, first mooted in the 14th and 16th centuries, were dusted off. The man designated to lead the project was the Director of the Technical Institute in Prague, Franz Josef von Gerstner, who quickly recognised that the differences in altitude along the envisaged route would be enormously difficult to overcome. Von Gerstner therefore favoured a horse-drawn railway.

His endeavours were subsequently thwarted by Napoleon, however, and it was to be another thirteen years before von Gerstner’s son, Franz Anton, was able to resume his father’s plans. He

was granted a concession for a period of 50 years, though only for the section between České Budějovice and Mauthausen. Building a railway cost vast amounts of money, however, so von Gerstner junior came up with the idea of attracting sponsors by building a small test track in the Prater amusement park in Vienna, as it were the pre-pre-predecessor of today’s much-loved miniature railway. The track was 120 fathoms in length (equivalent to 228 metres or 720 old Viennese feet) and was used to test three different types of rail: wooden rails, wooden sleepers with wrought-iron rails and, finally, cast-iron rails. In the end the second option was chosen, and three banking houses quickly agreed to back the project – so the model railway was a runaway success!

In 1825 the *k.k. privilegierte Erste Eisenbahn-Gesellschaft* was founded as a joint-stock company, and the ground-breaking ceremony for the České Budějovice–Mauthausen section took place at Netřebice (south of České Budějovice) on 25 July 1825. The planners and almost 6000 workers now set to work negotiating the 540-metre difference in altitude. No sooner said than done. Yet the problems also started from the word go, when the test section completed after just a few weeks revealed some unpredicted technical difficulties. The track bed needed underpinning, causing the original cost estimate of 910,000 guilders to spiral to approx. 1.5 million. Ultimately, Franz Anton von Gerstner forfeited his own shares as a result.

But that was not the only flaw in von Gerstner’s plans: for one thing, he also miscalculated the tractive force of the horses on the planned railway route.

And the project also met with fierce resistance from the local population, who were concerned about loss of income if their horses were no longer needed to tow the salt barges along the River Traun.

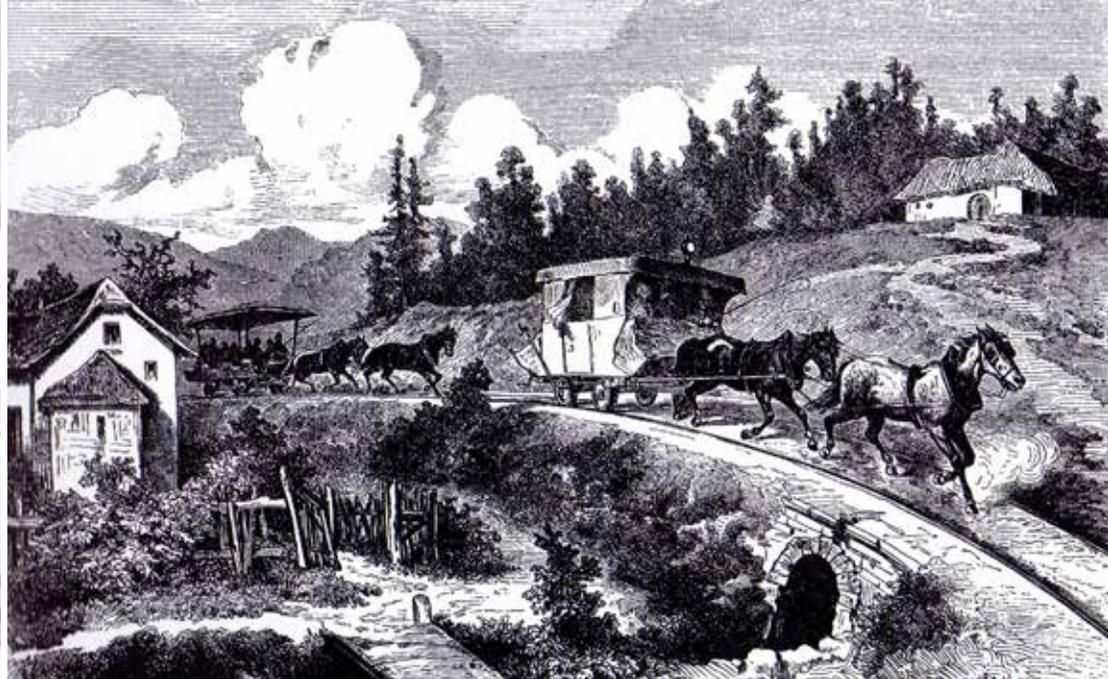
A further decision, which only revealed itself as a mistake with the passage of time, pertained to the gauge of the railway. Although the planned gauge of 1.106 metres was wide enough for the horses to walk unhindered between the rails (if necessary one behind the other rather than side by side as is usual with carriages), it was not compatible with the dimensions required later on for the laying of conventional railway tracks. Mere years after its completion, therefore, parts of the railway such as the Linz–Gmunden section could only be used to a limited extent.

In the early days, the planned volumes of freight likewise fell short of what had been expected or hoped for. It was only over the course of the years that the freight traffic started to match that carried on other European railway lines, such as the Stockton and Darlington Railway (United Kingdom) and the St. Etienne and Lyon Railway (France). Furthermore, the České Budějovice–Linz–Gmunden route was not really able to compete economically with the Moravian route via Prague.

Passenger transport, on the other hand, proved to be a positive surprise. Initially, much lower demand had been projected on that side of the business. Although it had originally been intended for goods transport, however, the horse-drawn railway eventually became a popular mode of transport for travellers, at its peak (around the mid-1850s) carrying a whopping 188,000 passengers a year! In the early days it

Franz Josef Ritter von Gerstner relied on horse power. The wagons were loaded with salt at the town hall square in Gmunden. In this way, the “white gold” was transported to Bohemia faster and more safely. At the opening, Emperor Franz I and his wife Karolina Augusta were already driving a passenger car.





admittedly remained an incredibly uncomfortable undertaking, with passengers forced to endure the entire trip perched on simple wooden benches with no roof, exposed to the wind and weather with only a splash guard to protect them. Things improved considerably with the introduction of the first true passenger coaches such as “Hannibal”, which had space for 4–12 passengers inside, depending on the class of travel, and another 4–8 outside, naturally including luggage – slightly cramped, perhaps, but still relatively comfortable compared to the original jiggling, jolting carriages. “Hannibal”, which is preserved in Vienna’s Museum of Science and Technology, was in service from the 1840s onwards and originally intended for first-class passengers, though from the mid-1850s it was relegated to 2nd class only. Incidentally, all of the passenger coaches were given names instead of numbers. The name “Hannibal” was possibly meant to invoke the ancient Babylonian deity Baal, who was said to rule over the weather. Hannibal translates as “Baal is merciful”, and no longer being subject to the whims of the “unmerciful” weather god was no doubt a relief for all passengers.

The first stretch of the railway from České Budějovice to Zartlesdorf was opened on 7 September 1827. Since it was facing a number of financial difficulties, the *Erste Eisenbahn-Gesellschaft* finally acquired the salt transport monopoly on the route between Gmunden and Bohemia – a very smart move indeed! Despite this, the tensions between von Gerstner and the railway company heightened further: in summer 1828 the company relieved him of his powers without further ado, before finally terminating his contract.

Converting the route to steam power was deemed too expensive by the investors, however, and due to the curve radius on several of the sections, extremely difficult besides. They remained faithful to the concept of the horse-drawn railway – and in doing so robbed the project of any prospects for the future, given that the steam locomotive had long since begun to emerge triumphant in the contest for the fast-



The horse-drawn railway was also offering passenger transport until 1872.

est, most cost-effective mode of transport on the European continent.

When the salt transport monopoly came to an end in 1829, the state stepped in and the railway company entered the salt trade itself. In 1830, Linz was ultimately chosen over Mauthausen as the terminus of the railway. The new director of works, Mathias Schönerer, worked out a new route with smaller differences in altitude, thus lowering the costs.

Gmunden finally came into the picture through François Zola, father of the writer Émile Zola, who was awarded the concession for the construction of the Linz–Gmunden stretch of the railway but encountered financial difficulties and subsequently lost it again to the financial consortium behind the České Budějovice–Linz line. The advantage of the newly designated route to Gmunden were its many junctions: with the Pyhrn Pass road near Wels, for instance, and with the post road to Munich and Salzburg in Lambach. A solution was also found to ensure the profitability of the return journey from Bohemia to Upper Austria: timber. 1842 finally saw the completion of the last section of the line. Services terminated at what is now Rathausplatz in Gmunden, and from 1854 trains between Linz and Gmunden were no longer drawn by horses but powered by steam locomotive. The construction of the Empress Elisabeth Railway (today’s Western Railway) heralded the demise of the horse-drawn railway, which finally ceased operation in December 1872.

Nevertheless, and despite all the trials and tribulations involved in its planning, the 197-kilometre single-track line was a milestone in the history of Austrian transport. That is evidenced, above all, by the scale of the construction project: the horse-drawn railway from České Budějovice via Linz

to Gmunden was the first public railway in Central Europe and, at the time, the longest in mainland Europe. It negotiated an impressive 1066 bridges and cuttings, and the steepest gradient on the line, between Bürstenbach and Lest, was a hefty 2%. A total of 76 waiting shelters were built along the route, together with thirteen stations, each subsequently fitted out with housing and stables for people and horses, plus refreshment facilities, workshops, smithies and feed silos. The horse-drawn railway modified the landscape by virtue of the route it took and the new settlements that grew up along it; it secured and created jobs and prosperity, and the new mobility it afforded fostered the beginnings of the tourist industry. At its peak it transported one hundred thousand tonnes of freight annually, around 45 per cent of which was salt, and it reduced the journey time from České Budějovice to Linz–Urfahr to around 13 hours, as opposed to the average three- to four-day road journey by post carriage. Many a passenger felt as if they were not merely gliding along on the wooden rails, but indeed veritably flying towards their destination – never mind that the average speed hovered around 12 km/h!

The horse-drawn railway has left its mark: on people, on villages and towns, and on the region’s industry. Look closely today and you can still spot crumbling remnants of bridges, or fragments of the rails on disused stretches of the line. Or why not take a little trip on the heritage horse-drawn railway in Kerschbaum? The Industrial Revolution might have begun with the steam engine and the railway, but its roots go much further back. And if you listen closely, you might still hear the quiet clip-clopping of hooves on the route between České Budějovice and Gmunden. ■

The horse-drawn railway from České Budějovice via Linz to Gmunden was the first public railway in Central Europe and, at the time, the longest in mainland Europe.

FOR THE LOVE OF PRINTING

Printing from A to Z, whether it's address labels, brochures or newspaper supplements: there are no limits to the portfolio of Salzkammergut Media GesmbH.

In the beginning was the word. But before word gets out, there needs to be printing. How else should happy news of births, weddings, charming holiday resorts or weighty academic findings get out into the world? Exactly! If Salzkammergut Media GesmbH has a certain proximity to the Catholic Church it's thanks to history, since this former foundation has been producing a wide range of printed material for the surrounding parishes since its establishment in 1900.

Over the decades, the product range has grown enormously, and most of the current-day customers come from the tourist sector. Nonetheless, there are also big enterprises such as Dr. Oetker, the Gmundner Molkerei and even Estée Lauder that turn to Gmunden for printed matter. Whether it's a hotel brochure or a diploma thesis that you need printed – you will find what you're looking for under the umbrella of Lucky Printer. Even exotic items such as 3D motion cards are not a problem for this



In the traditional printing house, printed matter is produced in large quantities. Diversity, creativity and reliability with a constant eye on environmentally friendly implementation are a matter of course here.

Gmunden-based company. Their staff of 54 is sure to deliver the goods. “We can do things no-one else can!”, affirms Daniel Fürstberger, managing director of Salzkammergut Media GesmbH.

But it's not the specialty products, the digital or offset prints, which make this company exceptional, it's the men and women who work for it. “Our employees are the company's most precious asset,” enthuses Daniel Fürstberger, and he is convinced that mutual regard is the prerequisite for being successful together.

It is not a coincidence that the company is so solidly rooted in the region. “Being regional is important to us,” notes Daniel Fürstberger. When the company was taken over in 2019, everyone involved was at great pains to preserve local jobs. The fact that the number of jobs has almost doubled since then, and that at the very time when paper and energy prices were going through the roof, is a small miracle. The company, which is able to produce

all goods in a climate-neutral manner on request and has revamped the print shop in Gmunden completely in line with ecological standards, today has sites in Gmunden, Rohr, Traun, Freistadt and Bad Ischl.

“We love printing”, is the motto of Salzkammergut Media GesmbH, and it's as true today as it was 123 years ago – for whatever you do with love will endure. ■



Salzkammergut-Media Ges.m.b.H.
 Druckereistraße 4
 4810 Gmunden
 +43 7612 64235-0
druckerei@salzkammergut-druck.at
lucky-printer.at
 Established 1900
 5 locations

“Our employees are the company's most precious asset!”

Daniel Fürstberger, Managing Director of Salzkammergut Media GesmbH





AT FULL STEAM

It ended water scarcity in the late 19th century and durably improved sanitary conditions in Gmunden: litre by litre, the old steam pump filled the city with new life.

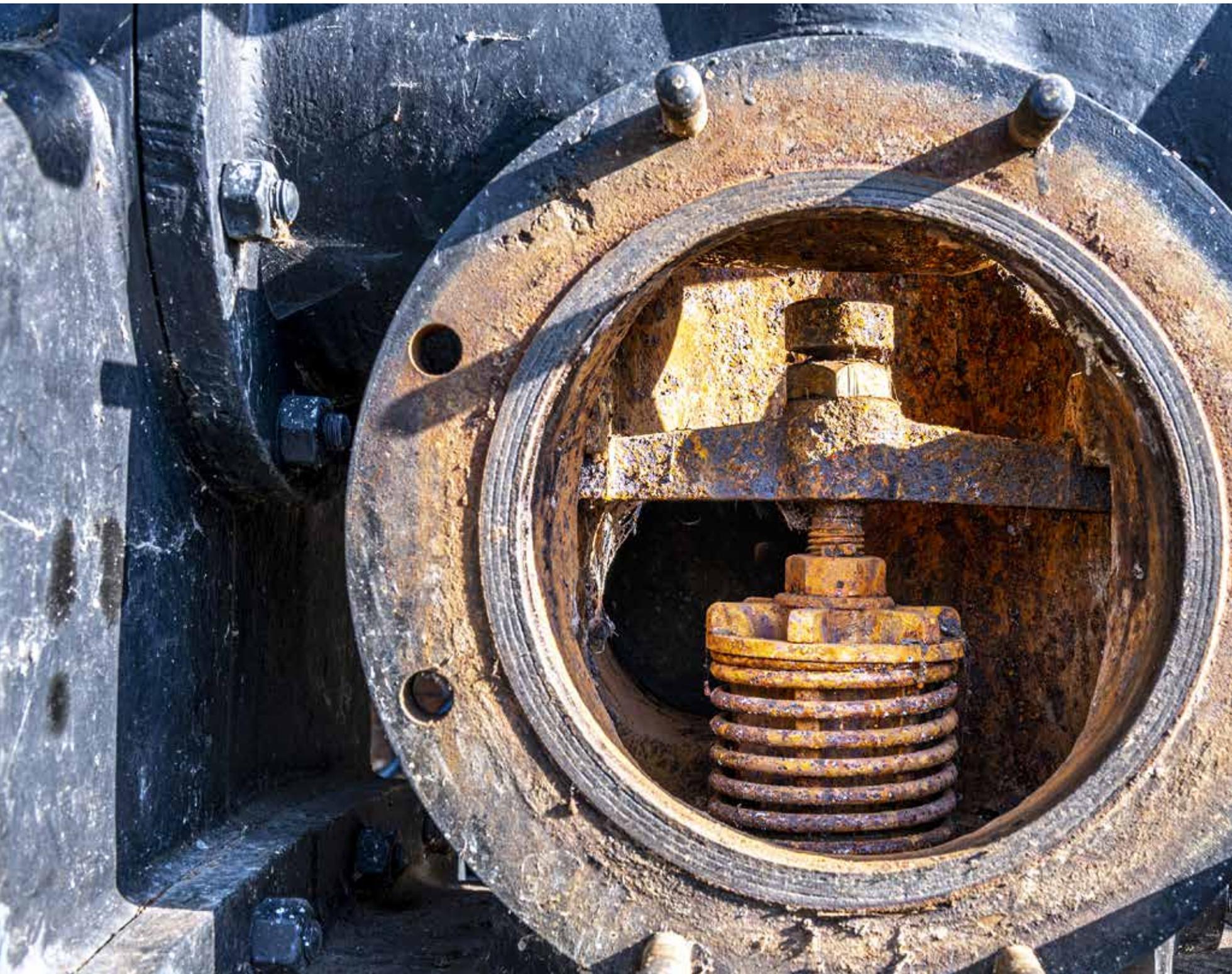
Goodness gracious, what a shock! It must have been quite alarming for the inhabitants of Gmunden when the source of their “Holy Well”, nicknamed *Bründl*, ran completely dry in November 1802 after a long drought, and only began to flow again about half a year later. Until then, they had to rely on private wells and Lake Traun. It wasn't even the first time that one of the city's most essential water sources ran dry; it had happened in 1638 and 1725, and would happen again in 1834, in 1853, and in 2018.

Well into the 19th century, the source line of the “Holy Well” supplied water for the Capuchin Monastery, and from 1828 to the Carmelite Convent. It also powered a mill. A long drought therefore had lasting negative effects on the city's sanitary and economic situation. Consequently, plans for ensuring the durable provision of clean drinking water to the city began to be developed in the 1880s, and in 1890, the company of Karl Freiherr von Schwarz was awarded the contract to build a water supply system. Construction of the “Archduch-

In the 1880s, plans began to be developed for a permanent supply of clean drinking water to the city, and in 1892 the “Archduchess Marie Valerie Water Pipeline” was ceremonially opened.

ess Marie Valerie Water Pipeline” began in February 1892, and the pipeline was ceremoniously opened on 1st December of the same year. Its namesake was the imperial couple's youngest daughter.

The waterworks it was connected to were built 75 metres from the right bank of the lake, below Theresienthal valley, and included a well shaft, a boiler house, a flue, and an engine room that housed the steam engines used to power the pumps. The pipeline led across the new, iron-built *Marienbrücke* bridge, which stood well into the



1960s, and across Kalvarienberg hill to the elevated tanks. To make this transit, the water had to be moved by two pumps, one of which still exists today. They enabled the new waterworks to supply more than 100,000 cubic litres per year to cover the city's drinking water needs. Each pump weighed several tonnes and had 30 horsepower. "At the time, it was one of the most modern facilities in the entire Habsburg monarchy," says avid historian Hans Wagneder about the ground-breaking innovation in the city's water supply. "By 1899, as many as 4,24 houses with a total of 1,924 outlets had been connected to the supply system. Five public wells were also supplied. At the time, Gmunden had a population of 7,105."

It must have been an enormous boon for Gmunden's inhabitants to have running water in their homes. Their enjoyment of hot baths would come to an abrupt end in 1916, however, owing to the course of the First World War: their

copper bath boilers were confiscated to remedy the general shortage of essential non-ferrous metals.

While one of the two pumps was electrified as early as 1903/04, the other operated as a steam pump until 1954. The electrical pump remained in operation until 1967. A few years later, the waterworks were demolished, and the pump was stored as an artefact in the local builder's yard. It took until the late 1980s for the duplex pump to be dug out of storage, restored, and exhibited from 1990 onwards. After further restoration work, it will be displayed in a shady nook of Gmunden's "Tuscany Park" in 2024.

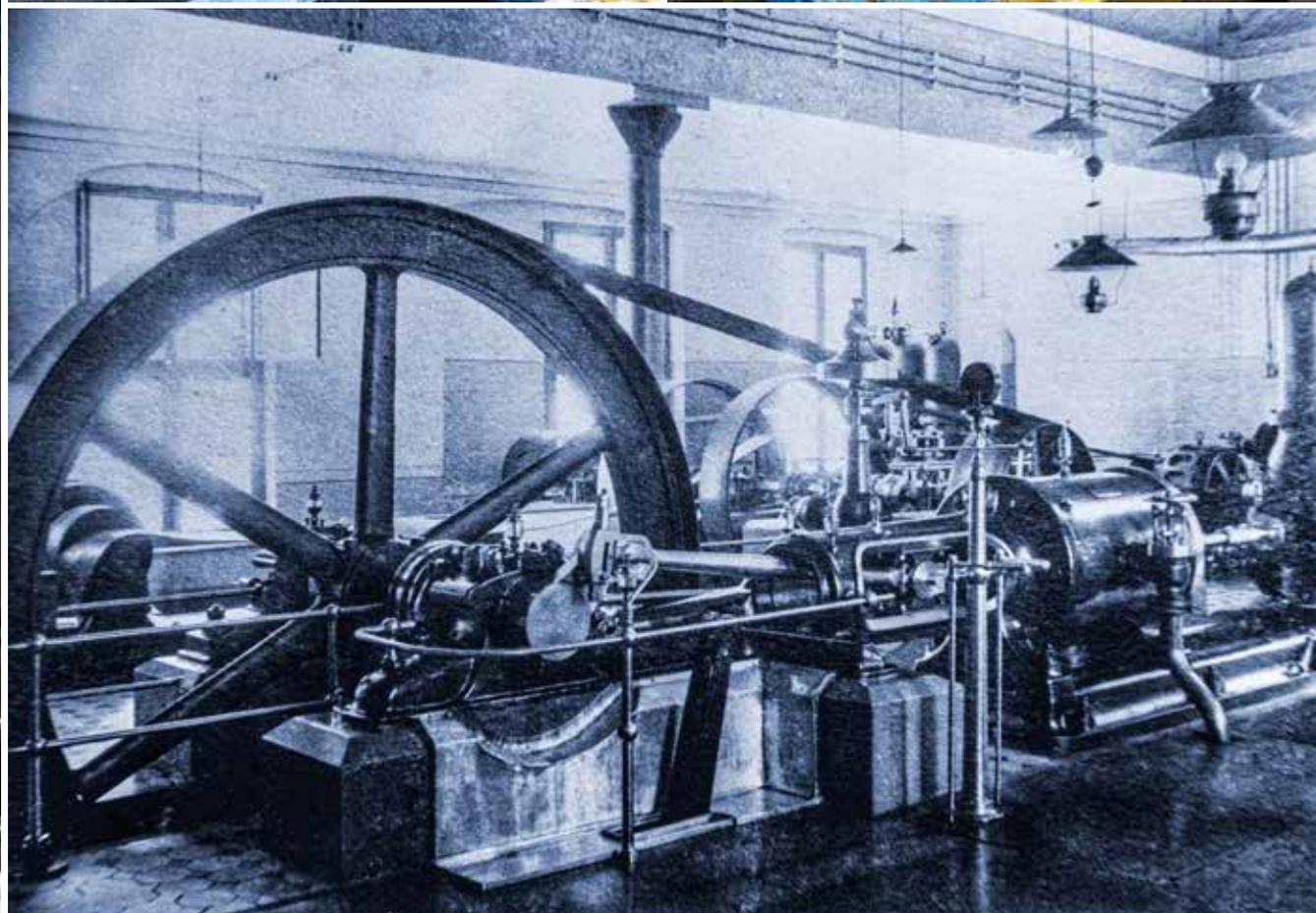
It is a credit to the Municipality of Gmunden and the Traunsee-Almtal Tourism Association that the heavy cast-iron pump – 10 metres long, 1.5 metres wide and over 2.5 metres high – will once again remind the region's population of its specific industrial history, ensuring that the well of memories of times past does not run dry. ■



„The principle of all things is water; all comes from water, and to water all returns.“

Thales of Miletus (624–546 BCE)

From 2024, the renovated pump can be admired again in Toscanapark.



OF SCYTHES AND SMITHS

When traditional crafts and fine arts collide at the Geyerhammer Scythe Museum, the results are unique.

If you set out on the hiking trail called *Sensenweg* (Scythe Path) in the direction of Scharnstein, you are on the right track, for this part of the holiday route *Eisenstrasse* (Iron Road) will lead you right past the Geyerhammer Scythe Museum, the erstwhile epicentre of the local metalworking industry. For a long time, it was a hub of scythe production. Nary a place on Earth to which scythes made in Scharnstein were not exported in the early 20th century, with one tiny exception: Australia was not on the list of 95 countries to which exports were headed. In their heyday before the First World War, the scythe works employed some 700 workers locally and produced around one million scythes per year.

Today, you can experience the old production process with all your senses by attending forging demonstrations,

The blacksmith demonstrations are a big highlight. They provide a good insight into the craft of the scythe smith, even if only two of the 23 steps in scythe production can be shown on site.

held on the first Saturday of each month from May until October. Feeling the noise and heat first-hand like that “is a really special experience,” says Ilse Schachinger, director of the Geyerhammer Scythe Museum. Not just the massive forging hammers are extremely impressive; the giant scythe made in 1899 for the Paris World Fair is also a formidable sight. The Eiffel Tower rather pales in comparison.

It takes 23 work steps to make a scythe. Small wonder, then, that the blacksmiths would practically become one with their tools in this intense work process over the years. Although scythe production was discontinued in 1987, some of the master craftsmen of those days still like to come to the Redtenbacher company’s old forge and show off their skills in demonstrations.

The museum extends beyond the forge and the scythe museum, though; the Scharnstein culture and heritage association also looks after the ruins of Scharnstein castle, whose former lords were the founders of local scythe production before the castle passed into the ownership of Kremsmünster Abbey.

When Ilse Schachinger talks about the service life of a waterwheel (about 10 years) or a forging hammer (some 20 to 30 years), it quickly becomes clear that keeping the forge furnished is costly. It is worthwhile to maintain the old hammers, however, as they are used to this day by craft artists. One of them is metalworking artist Gabriele Kutschera, with whom a very special exhibition titled *Forging#Space#Time* is planned in 2024.

“It was formerly believed that if all material things disappeared out of the universe, time and space would be left. According to the relativity theory, however, time and space would disappear together with the things,” Albert Einstein explained to an inquisitive journalist in 1924. While it would be untoward to contradict a Nobel laureate, it could perhaps be added that space and time sometimes disappear in the

things, as in Gabriele Kutschera’s work, which combines traditional crafts and modernism in the most wonderful way.

So, there is a lot going on at the Geyerhammer Scythe Museum to delight not only amateur photographers, craft experts, dedicated historians of everyday life and metalworking trainees, but art lovers as well. ■



Geyerhammer Scythe Museum
Grubbachstraße 10
4644 Scharnstein
+43 650 391 27 20
ilse.schachinger@almtal.net
sensenmuseum.at

Cultural institution:
Scharnstein-Viechtwang Culture and Heritage Association

1 May to 26 October
on Saturdays, Sundays and holidays 10–12 a.m. and 2–4 p.m.
groups welcome at any time with prior appointment

approx. 10 staff (volunteers)
approx. 1,300 visitors per year

Forging demonstrations are held on every first Saturday of the month from May to October.



The exhibition “*Forging#Space#Time*” by artist Gabriele Kutschera will be shown from 29 June until 8 September 2024.





“Experience the vitality of ancient craft traditions!”

Ilse Schachinger, Director of the Geyerhammer Scythe Museum





CORPORATE CULTURE

ONE STOP SHOP

What began on a modest scale in Scharnstein 57 years ago has evolved into an international construction company. Nevertheless it is still a rock-solid family business.

In 1966, Johann Wolf had new, round feed silos installed with in-situ concrete on his family farm going by the name of Dickermanngut. Back then, no-one knew that he was laying the foundation for a company that today works out of 26 sites in 20 countries. Just as the farm kept growing, so did the company: within a few years the slurry tanks and feed silos were joined by stables, hangars and, ultimately, prefabricated buildings. As Johann Wolf so very rightly concluded: if you keep animals you don't only need feed bins and stables, you also need a place to live and a place for storage and stocks, and you will need to keep building.

The site in Scharnstein alone employs about 700 staff (about 40 apprentices among them), the global headcount is already at 3500 and the company is still on a gentle growth path. Sev-

Consulting, planning, production, transport and assembly – the company's extraordinarily diverse range is part of its success.

eral key positions are occupied by descendants of Johann Wolf, for the family, too, has grown, and the company is now run by the third generation. As Thomas Stadler, the founder's great-nephew, puts it: "In line with the founder's motto, an enterprise can be successful only if there is great cooperation between all those involved." The customers, to be found by now not just among the farming community, but also in trade and industry, including both private and public enterprises, appreciate this mindset. "What sets us apart is that we are a one stop shop, offering everything from consulting to planning, production, transport and assembly", explains Thomas Stadler. Moreover, the company uses an unusually large range of building materials – including steel, concrete and timber. "Our customers are very diverse and it

is one of our greatest assets to be able to cater to all individual needs," notes Thomas Stadler. This certainly explains why the company is constantly gaining footholds in new markets, including overseas.

The fact that Wolf Systembau's attention to sustainability is not mere lip service is illustrated by the comprehensive investment projects in Scharnstein, including biomass heating, a photovoltaics system and a large number of electric-driven forklifts. Sustainability is also a priority in the company's climate-friendly products such as homes geared to resource conservation and energy efficiency. "We truly fill this credo with life – it's not an empty slogan", stresses Thomas Stadler. ■



The foundation stone for the Wolf Group was laid by Johann Wolf on his parents' farm (Dickermanngut) in Scharnstein.



“Whatever we do, and do successfully, works only because of great cooperation between everyone involved.”

Johann Wolf (1933–2014), founder



Wolf Systembau Gesellschaft m.b.H.
Fischerbühel 1
4644 Scharnstein
mail@wolfsystem.at
wolfsystem.at

Company founded in 1966
26 branches in 20 countries





LOCAL CULTURE

RARE BIRDS

In the Viechtau region, wooden artefacts were produced for centuries in a cottage industry system. The history and creation of these lovingly carved and turned decorative articles – successfully exported far beyond Austria’s borders – can now be admired at the Viechtauer Heimathaus, a local history museum.

The Neukirchen neighbourhood in Altmünster is home to a very special building, distinguished by its own name and personality: it is the local history museum going by the name of “Rabenwies”. No one knows for sure how old the building really is, but we are surely talking about a few centuries, since the earliest records of its owners go back to 1645. Even though it radiates a very cosy atmosphere, the building is

not about home life, it is about the history of trade and industry. The items on display provide visitors with information about working life in the Viechtau region around 1900.

“Our goods were exported to places as far-away as Ukraine”, Karl Schartmüller from the association running the museum is proud to report. It all started in the 15th and 16th centuries and had its particular heyday in the late 19th

History you can touch: the furnished work and living rooms convey a picture of the period around 1900 that is true to the original.

century, when a wide range of wooden products, including not only artwork, nativity figures and toys but also items of daily use such as wooden spoons and brush handles, were manufactured in about 100 family homes. And we are talking big numbers: a million spoons were produced and sold every year! Shipped via the Traun River and the Danube, some handmade products made it to the remotest corners of the



“The well-preserved building offers a glimpse of how our ancestors worked and lived.”

Sepp Moser, chairman of the Heimathaus Viechtau Association



Austro-Hungarian Monarchy, while others were carried out into the world in the backpacks of pedlars. It was only in the 20th century that the local manufacturers were able to do without the big trading families and, until 1979, marketed their wares through a cooperative. Even today, carved wooden items from the Viechtau are considered coveted collection pieces, including the unique bird figures, the creation of which can still be viewed at the Viechtauer Heimathaus.

The Viechtau cottage industry produced a wide range of objects, including bird-shaped whistles, tiny wooden dolls (known by the name of *Docken*) or wood chip boxes for genteel ladies' hats. In order to preserve the old crafts, the museum offers various workshops, including spoon carving for children or

The unique bird carvings are coveted collectibles the creation of which can still be viewed today.



making straw slippers. “We keep a very open house and offer hands-on history,” is how Karl Schartmüller summarises the mission of the Heimathaus Viechtau. Culinary treats are also included, and the annual cream soup party for school children drawing on a time-honoured recipe proudly looks back on a long tradition.

If you feel like learning about the rural lifestyle and world of work of former generations in Viechtau you can join a guided tour every Thursday and Saturday afternoon between mid-May and late September or by prior appointment. Since the building is difficult to heat during winter, visitors are well advised to bundle up for the nativity scene exhibition that is open every Saturday afternoon between 26 December and 2 February.

Heimathaus
VIECHTAU

Heimathaus Viechtau
Kapellenweg 5
4814 Neukirchen bei Altmünster
info@heimathaus-viechtau.at
heimathaus-viechtau.at

Mid May to late September
26 December to 2 February
and by appointment



WOODS AND WISDOM

Forests are the best teachers, offering life-long lessons to those who are ready to listen. Beyond that, Waldcampus Österreich also teaches us how forests protect and help us and what cultural traces can be found in their midst.

Wood has always been crucial for the survival of the human race. Accompany any forestry expert on a walk through a central European forest and they will have no problem in showing you traces of centuries old forest management. When we look closely at forests we can learn a great deal about our own cultural history.

“You have to use the forest as a place of learning,” says Florian Hader, head of Waldcampus Österreich, a forestry training and research center. An ideal place to do just that is the Villa Buchberg, once the hunting lodge of Archduke Karl Salvator of Austria. Set in picturesque scenery on the shores of Lake Traunsee, the Villa is girded by state-of-the-art modern annexes. With its 400 rooms, the ensemble offers a wonderful home to the Protective Forest Center, the Austrian Forest Resources Association, the Traunkirchen Forestry School and the Traunkirchen Forest Training Center.

Offering practice-oriented training in the teaching forest, a boarding

The Waldcampus building meets high climate standards and is heated with wood chips. It is embedded in the spectacular landscape of the Salzkammergut.

school and the forest training center, the campus not only provides hands-on experience with everything to do with forests, but it also aims to improve safety for all forest users. Students can practice the use of chainsaws in virtual reality before having to wield these dangerous tools in the real world, thus resulting in lower accident rates. Safety is also an inherent concern in tree climbing, tree inspection and quite generally the work of arborists – the Waldcampus offers training for all of these activities.

The training courses and classes on offer are not only geared to young students – everyone is welcome! After all, it is the mission of the Waldcampus to bring more knowledge to the forest, and the participants include forest owners, foresters, forest lovers and many international guests. Some classes provide tangible skills, such as shifting logs (using machinery or even horses), while others are devoted to urgent questions about the future. “The forests of the future need to be fit for future climate

scenarios,” says Florian Hader, so that they can continue to fulfil their important function of carbon capture.

But the forest has many more functions: it protects human lives, for instance from avalanches or mudslides, it cools the air, generates oxygen, offers a habitat to a huge variety of animals and plants, and it supplies us with wood, a sustainable and still crucial resource. Without wood, industrial culture – or indeed any kind of culture – would be inconceivable. “Without wood we wouldn’t have violins either,” notes Florian Hader with a nod to the Upper Austrian Cultural Year in 2024. In one way or another, forests resonate in all of us. ■

“We bring knowledge to the forest.”

Florian Hader, Head of Waldcampus Österreich



BFW FORSTLICHE
AUSBILDUNGSSTÄTTE
Traunkirchen
am **WALDCAMPUS Österreich**

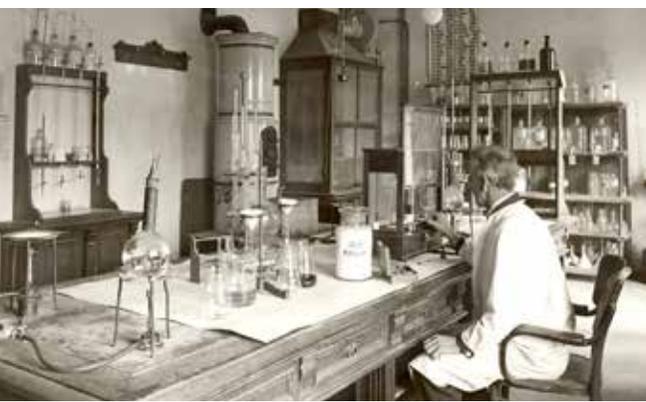
Waldcampus Österreich
Bundesforschungszentrum für Wald
Forstliche Ausbildungsstätte Traunkirchen
Forstpark 1
4801 Traunkirchen
fasttraunkirchen@bfw.gv.at
fasttraunkirchen.at

Forestry Training and Research Center
65 staff
11,000 training participants
10,000 visitors

SALT CULTURE

EBENSEE, THE EL DORADO OF AUSTRIA

Salt, the “white gold,” made the Salzkammergut region what it is today: a region with a wealth of cultural achievements and traditions.



Salt is what adds zest to life! The people in the towns of Ebensee, Bad Ischl and Hallstatt have known this for some seven thousand years. That is how long salt has been mined and traded in the region, and also for how long it has shaped the identity of the people in the Salzkammergut region.

Salt culture can take the most varied shapes and forms: Sometimes it shines bright like the colourful *Glöcklerkappen*

(bell ringers' caps) that are donned for the traditional processions on Candlemas Day in Ebensee and Bad Ischl, and sometimes it rings loud and clear like the bells of the local salt mine chapels.

“Salt is culture,” insists Katharina Steiner of Salinen Austria AG. It should come as no surprise, then, that a veritable fireworks of cultural events will be set off on the company's premises in 2024. Where 100,000 tonnes of salt are usually stored, the Bruckner Orchestra and no fewer than 18 choirs will meet on 15 June to make the great salt warehouse ring with music. Not only the company's currently 570 employees are invited to attend – visitors from around the world are expected, coming to walk the redesigned brine pipeline trail from Steeg to Ebensee, meet up for tours of the saltworks proper, or experience the European Miners Day in Bad Ischl in May 2024. There should also be time for a quick visit to the new exhibition in the old saltworks building *Sudhaus* in Bad Ischl – all of these are cultural events co-sponsored by Salinen Austria.

Privatised in 1997, the company now has eight subsidiaries in Europe. A global player, it still retains a strong presence in the region where it looks back on a tradition of more than 400 years: the first use of the salt-boiling technique was documented on 8 February 1607. “About 80 per cent of our employees live at a distance of no more than five kilometres from the salt-

Salt mining in the region is based on a very old tradition. Today, salt does not just belong on the table, but is also urgently needed in the pharmaceutical industry, for example. No other product has such a high level of purity as the salt obtained from the saltworks proper.

works,” Katharina Steiner proudly states. It doesn't really get any more regional than that.

Taking a closer look at the product range of Salinen Austria AG, it becomes clear that no salt is like another: highest purity pharmaceutical salt, feed salt, salt tablets, industrial salt, commercially available table salt and, of course, road salt are all produced for the global market in Ebensee. The newest addition to the product range is noodle salt for all fans of pasta who want just the right dose of salt for the water to boil it in.

Currently, there is a clear trend towards salt specialities, says Steiner, not least because of the extremely high purity of salt produced in Ebensee. After all, the salt deposits have been protected from all environmental influences deep in the mountains of the Salzkammergut region for well-nigh 250 million years – in stark contrast to sea salt, for instance. The company has planned its investments accordingly, such as an ultramodern drying plant.

“Living salt!” is the current slogan of Salinen Austria AG that Katharina Steiner quotes. No wonder that the region is more vibrant than ever today! ■

“Living salt!”

Dr. Katharina Steiner, head of public relations and corporate communications at Salinen Austria



SALINEN AUSTRIA

Salinen Austria AG
Steinkogelstraße 30
4802 Ebensee am Traunsee
salinen.com

To learn more about salt production and experience its history first-hand, visit the Salzwelten in the salt mines at Hallstatt, Altaussee or Salzburg:
salzwelten.at/

Tours of the saltworks will be offered regularly as of spring 2024. More information will be available in 2024 on the website
salinen.com

The products of Salinen Austria can be bought in stores, in the Salzwelten shops and also online:
salinen.com/shop



REGIONAL CULTURE

WITH CAPS AND BELLS ON

A must for Christmas enthusiasts, and definitely a delight for everyone else, museum.ebensee lets you delve deeply into regional rituals and customs.

Impressive in size and made with great artistry, the colourful *Glöcklerkappen* (bell ringers' caps) have a special attic room to themselves at museum.ebensee, so that they can be admired all year round, not just during the *Glöcklerläufe* (bell ringers' proces-

The *Glöckler caps*, which attract everyone's attention every year at the race in Ebensee, are colorful and extremely artistically crafted.

sions) traditional in the region of Ebensee and Bad Ischl.

Of course, the museum offers much more than that: the nativity scene exhibition in particular, held every year between Christmas and Candlemas Day, is a real highlight for anyone who wants

to marvel at lovingly crafted nativity scenes in childlike wonder, and bask in the Christmas spirit.

Whether groups of senior citizens or schoolchildren – museum.ebensee has something to offer for everyone. From the history of the timber industry to the



topic of emigration, you will come away with many new insights into regional cultural history – a veritable treat for historians of everyday life. Naturally, a main focus of the museum’s exhibits is salt extraction. However, “Culture is just as precious as salt to the people of Ebensee,” says museum director and historian Franz Gillesberger. What he means is that they do not live by salt alone, even if salt mining has contributed considerably to the region’s prosperity and its appearance, of course, as is reflected both in local architecture and in the exhibition design itself. “The history of our home town is inextricably linked to the history of salt,” says Mr Gillesberger. For just like a pinch of salt makes a dish tasty, a touch of culture makes for a full life. Not for nothing, UNESCO counts Ebensee’s bell ringers’ procession, its carnival rag

procession called *Fetzenszug*, its bird-catching tradition *Singvogelfang* and its nativity scenes among the world’s intangible cultural heritage.

The museum as such has existed since 1974, but the building in which it is housed has stood since 1604. Ongoing renovations and adaptations of the building and the exhibition rooms serve to ensure that future generations may also explore and experience their cultural heritage here. Good cooperation is maintained with the Ebensee Contemporary History Museum, as well as other institutions in the Salzkammergut region. The museum will also gladly host events such as concerts, readings and private celebrations, and quite a few new offerings are waiting to be discovered in 2024. ■

■ museum.ebensee

museum.ebensee
Kirchengasse 6
4802 Ebensee am Traunsee
+43 676 839 407 78
museum@ebensee.ooe.gv.at
museumebensee.at

Cultural institution: Heritage and Museum Association Ebensee

summer: Wednesdays and Sundays 10.30 a.m.–4.30 p.m.
or with prior appointment
winter: from 26 December to 2 February (Candlemas Day) daily 1–5 p.m.

5 staff (volunteers)
approx. 3,500 visitors per year

In the exhibition rooms there are many detailed replicas and memorabilia of people from the Ebensee area to discover.



“Culture is just as precious as salt to the people of Ebensee.”

Dr. Franz Gillesberger, Director of museum.ebensee

INDUSTRIAL CULTURE

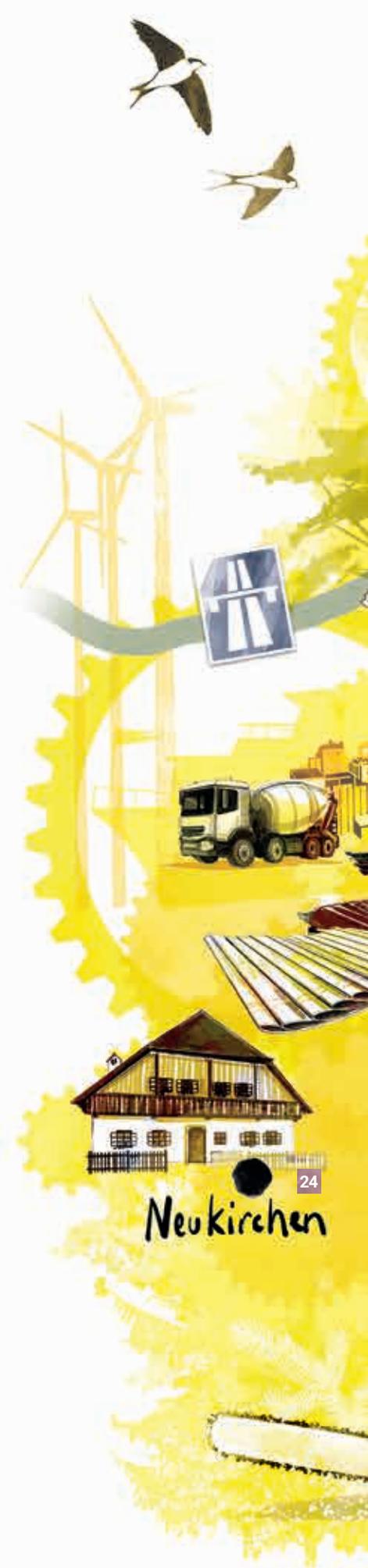
GETTING THERE

Are you up for an adventure? Whether you are a first-time visitor or a regular: the Traunsee-Almtal region has new discoveries in store for everyone! Walk in historical footsteps or get to know innovative companies and be inspired by the magic of industry! Here's your treasure map!

1	Pferdezentrum Stadl-Paura	12	14	Traunseeschifffahrt	38
	Equestrian center Stallamtsweg 1, 4651 Stadl-Paura			Passenger ship company Sparkassegasse 3, 4810 Gmunden	
2	Schiffleutmuseum	14	15	Stern & Hafferl Verkehrsgesellschaft	40
	Museum of river shipping Fabrikstraße 13, 4651 Stadl-Paura			Transport company Kuferzeile 32, 4810 Gmunden	
3	Historical salt transport on River Traun	16	16	Kammerhof Museum Gmunden	42
4	Linsinger Maschinenbau	20		Kammerhofgasse 8, 4810 Gmunden	
	Mechanical engineering company Dr. Linsinger Straße 23-24, 4662 Steyrermühl		17	Zementwerk Hatschek	44
5	Brewery Schloss Eggenberg	22		Cement works Hatschekstraße 25, 4810 Gmunden	
	Eggenberg 1, 4655 Vorchdorf		18	LAUFEN Austria	46
6	Kitzmantelfabrik	24		Production and Innovation Center Engelhofstraße 5, 4810 Gmunden	
	Cultural center and events venue Laudachweg 15, 4655 Vorchdorf		19	Horse-drawn railway České Budějovice-Linz-Gmunden	48
7	Laakirchen Papier AG – Heinzl Paper	26	20	Salzkammergut Media	50
	Schillerstraße 5, 4663 Laakirchen			Druckereistraße 4, 4810 Gmunden	
8	Österreichisches Papiermachermuseum	28	21	Old Steam Pump	52
	Museum of papermaking Event center <i>Alte Fabrik</i> Museumsplatz 1, 4662 Laakirchen			Toscanapark, 4810 Gmunden	
9	Miba	30	22	Sensenmuseum Geyerhammer	54
	Technology group Dr.-Mitterbauer-Straße 3, 4663 Laakirchen			Scythe museum Grubbachstraße 10, 4644 Scharnstein	
10	Haberhaide Estate	32	23	Wolf Systembau	56
	Farm store, cider tavern, ark farm Kranabeth 14, 4663 Laakirchen			Construction company Fischerbühel 1, 4644 Scharnstein	
11	Gemüsehof Kirchgatterer	32	24	Heimathaus Viechtau	58
	Vegetable farm Peiskam 7, 4694 Ohlsdorf			Local history museum Kapellenweg 5, 4814 Neukirchen bei Altmünster	
12	Schrift- und Heimatmuseum Bartlhaus	34	25	Waldcampus Österreich	60
	Museum of script and local history Museumsstraße 16, 4643 Pettenbach			Forestry training and research center Forstpark 1, 4801 Traunkirchen	
13	Gmundner Keramik	36	26	Salinen Austria	62
	Ceramics Keramikstraße 24, 4810 Gmunden			Saltworks Steinkogelstraße 30, 4802 Ebensee am Traunsee	
			27	museum.ebensee	64
				Kirchengasse 6, 4802 Ebensee am Traunsee	

“No other region has so much to offer in terms of industry and handicrafts. There is nothing comparable in all of Austria!”

Andreas Murray





Stadl-Paura

1 2

3

Steyrermühl

4

Laakirchen

7 8 9 10

Vorchdorf

5 6

Ohlsdorf

11

Pettenbach

12

Gmunden

13 14 15 16 17
18 19 20 21

Scharnstein

22 23

Traunkirchen

25

Ebensee

26 27

