



LINZ 2009  
EUROPEAN CAPITAL  
OF CULTURE

[WWW.LINZ09.AT](http://WWW.LINZ09.AT)

# City of Linz

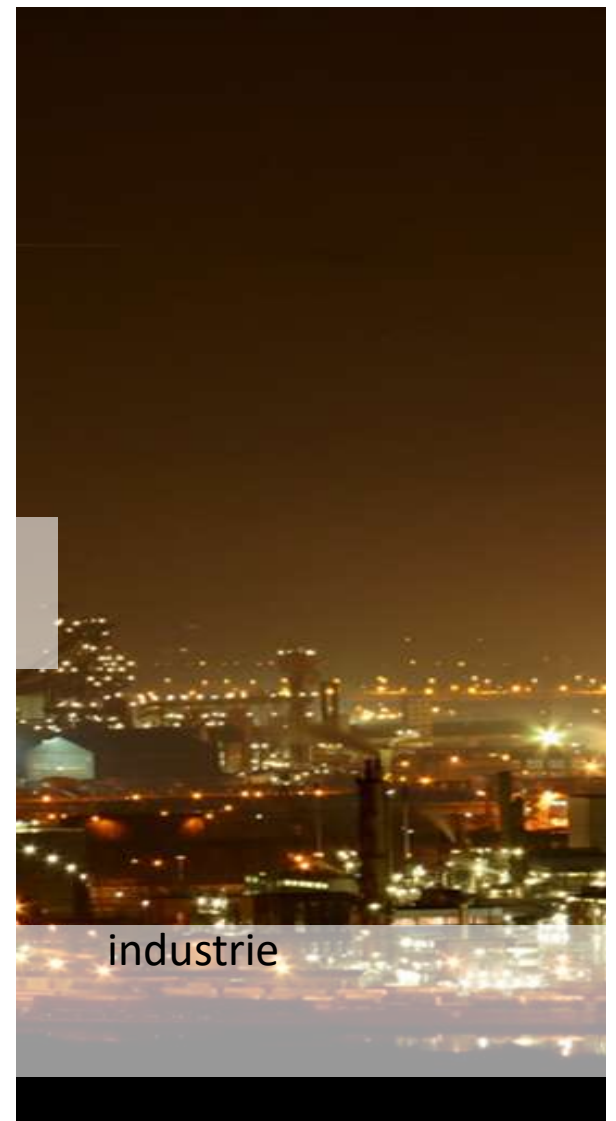
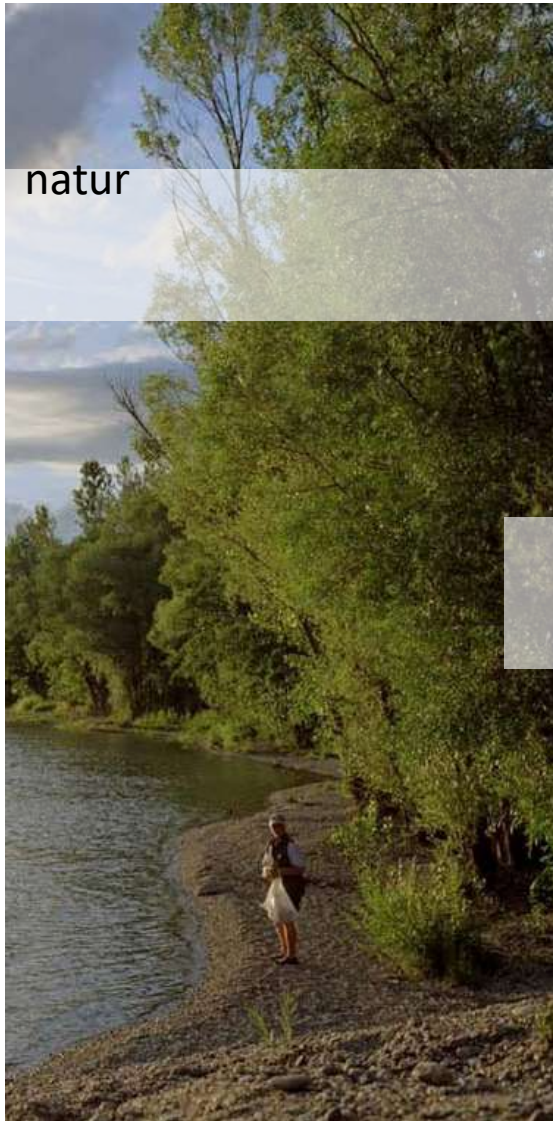






# Ars Electronica Center





# City of Linz

- The capital of the Province of Upper Austria
- Austria's third largest city (population 190,000)
- One of Austria's main economic centres with a strong business sector and low unemployment
- An industrial city : modern and high-technology industries (flagship Voest Alpine AG)
- A „green city“



# City of Linz

Centre of industry

**voestalpine**

EINEN SCHRITT VORAUS.



# City of Linz

## City of universities

Johannes Kepler University



University of arts and industrial design



Anton Bruckner Private University (music)



Theological University





LINZ 2009  
KULTURHAUPTSTADT  
EUROPAS

# The goals of Linz09

- Promotion of cultural diversity and intercultural dialogue
- Promotion of culture as a catalyst for creativity in the framework of the Lisbon Strategy for growth and jobs
- Promotion of culture as a vital element in the European Union's international relations



# The goals of Linz09

- **Positioning Linz as a modern and dynamic city of industry and technology** featuring an attractive cultural programme that enabled the city to compete with Austria's traditional bastions of cultural tourism Salzburg and Vienna. Creating a new narrative about the difficult history of Linz as one of Hitler's favorite cities
- **Developing and promoting a programme** that takes into consideration both the characteristics of Linz and its region and European and/or global dimensions
- **Persuading Linz's artistic scene** to focus on competition, quality and international perspectives



# The goals of Linz09

- **Boosting the numbers of day visits and overnight stays** by offering a programme of outstanding quality on 365 days
- **Creating networks and alliances** on a number of different levels: artists, cultural institutions, city and region, tourism, business community, administration and politics

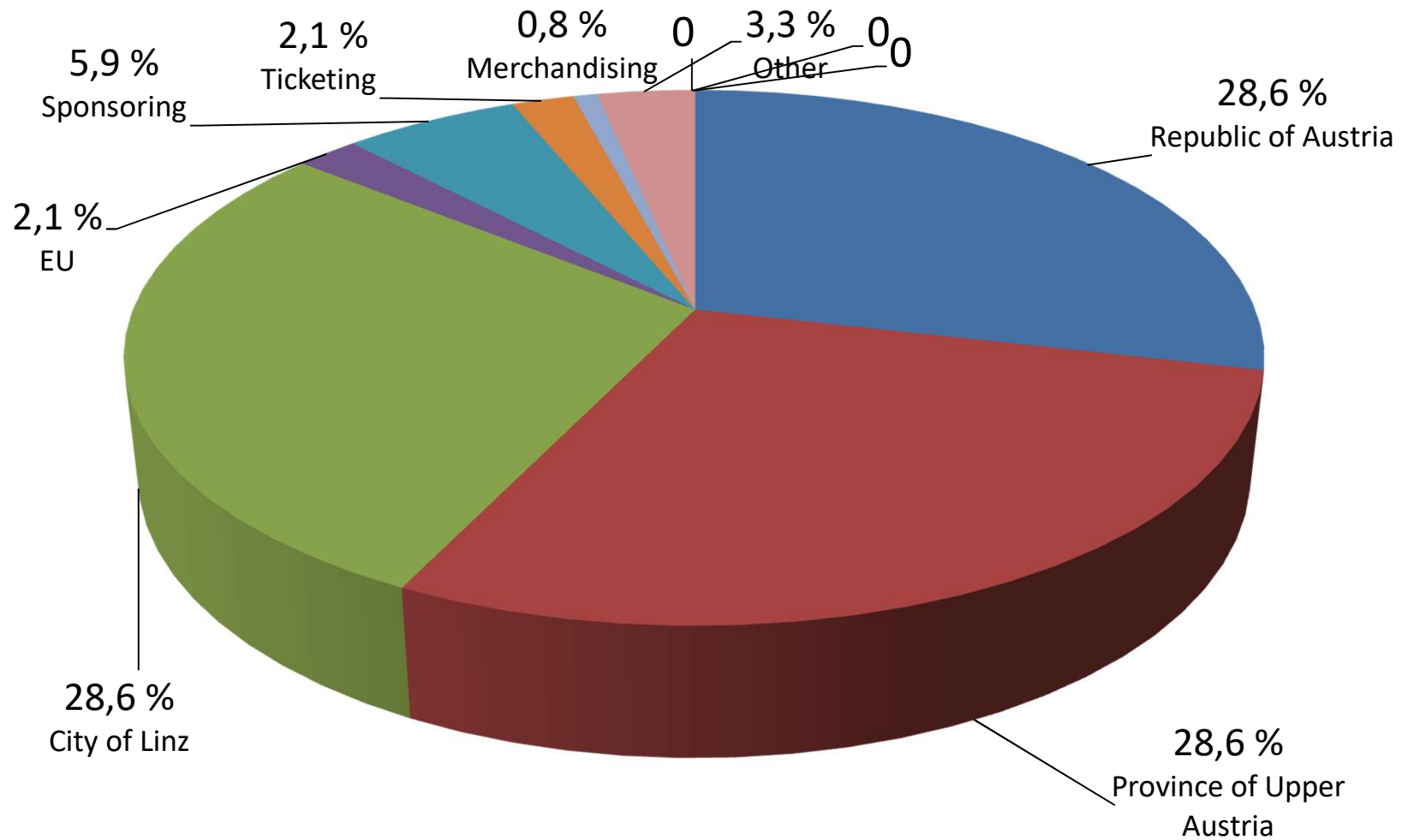


# conditions for success

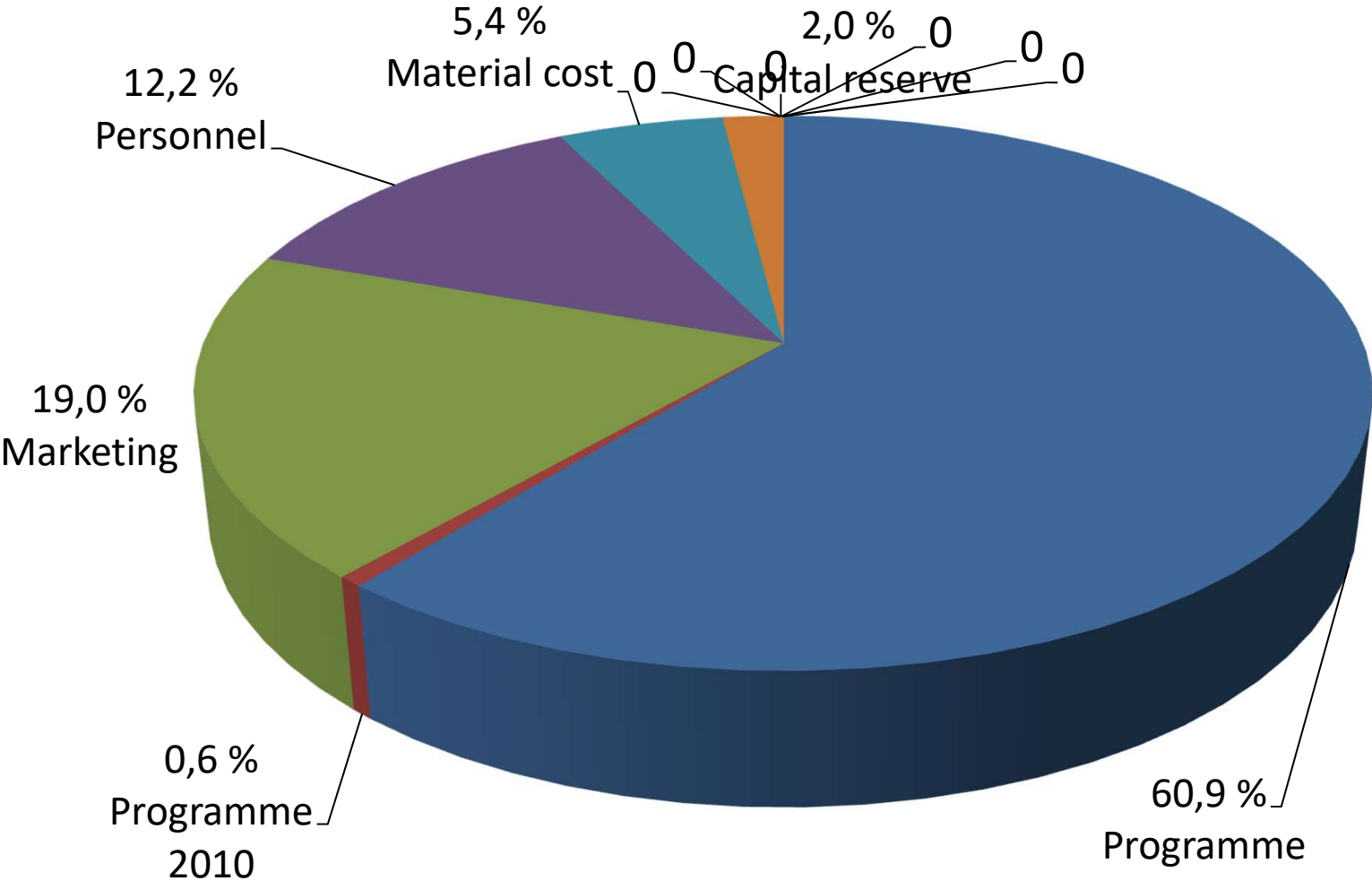
- **Solid budget for capital and programme expenditure**
- **Artistic autonomy for the management**
- **No political intervention**
- **365 days programme**



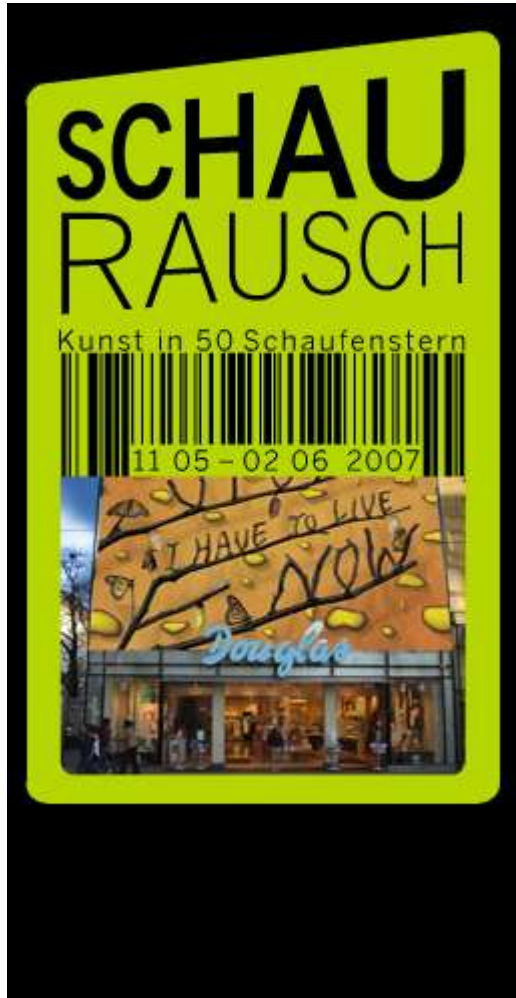
# Budget



# programme expenditure

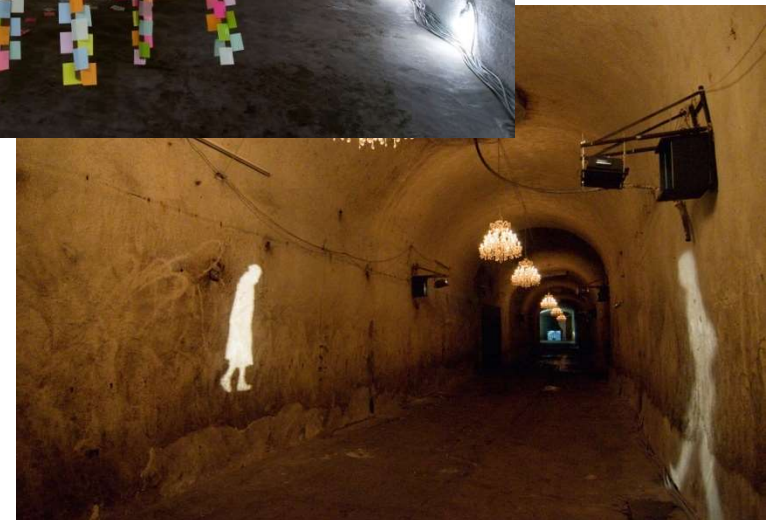


# „Schaurausch“ 2007 art in 50 shopping windows



# „Tiefenrausch“ 2008

a project in subterranean spaces and tunnels of Linz



- Cellar of a brewery
- Gallery of WWII

# „ Höhenrausch“ 2009

Art on the Rooftops of Linz - one of the highlights of the programme Linz09



# „ART IN THE CITY“ : Höhenrausch

May – October 2009



# Kepler Salon

all the year



# Kepler Salon



# Kepler Salon



# „Kulturhauptstadt des Führers“

September 2008 – May 2009



# Admidst Us

all-the-year



# In Situ



# In Situ

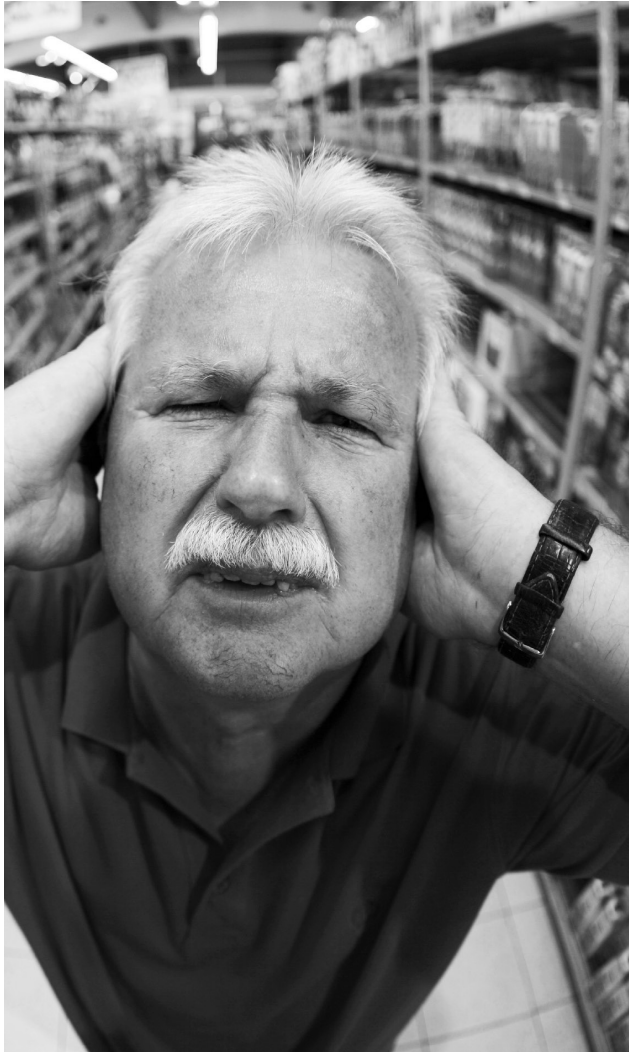
**IN SITU**

[www.insitu-linz09.at](http://www.insitu-linz09.at)

**1938, Katzenau, alter Lagerplatz der  
Familie Kerndlbacher**

**Hier wird Rosa W. verhaftet, weil sie eine  
Sintiza ist. Im Lager Maxglan wählt Leni  
Riefenstahl sie als Statistin aus, nach  
einem Fluchtversuch kommt sie ins KZ  
Ravensbrück. 1945 kann sie entkommen.**

# Hörstadt / Acoustic City



# Acoustic City



# Ruhepol / Acoustic Refugee

all the year



# communication targets

- Confronting the traditional image of Linz as a dull industrial city with the city's new reality to establish the triad "**Industry + Culture + Nature**" as the signature feature unique to Linz
- **Positioning Linz on the tourist map** as a city located between Salzburg and Vienna, which competes with these two representatives of Austria's cliché identity
- Creating a new narrative / talking about the blind spots
- Making Linzers feel proud of their city: part of Linz09's mission was to make Linzers rediscover their own cultural identity



# communication dramaturgy

Linz09 Claim and  
the **new** Logo of the City

**LinZ**  
verändert



# Facts & Figures – programme

<b>Visitors:</b>	2009	<b>2,903.000</b>
	2006 - 2008	<b>580.000</b>
	2006 - 2009	<b>3,483.000</b>
<b>Events:</b>		<b>7.700</b>
<b>Projects:</b>		<b>220</b>
<b>Artist (participating):</b>		<b>5.000 from 66 countries</b>



# Facts & Figures – tourism

<b>Overnight stays</b> in linz 2009		<b>738.555</b>
increase in %	<b>+ 9.5</b>	
<b>Visitors</b> (Linz09 Infocenter 2009)		<b>167.600</b>
increase in %	<b>+ 88.0</b>	

**Delegations** - more than **100** hundred from 30 different countries



# The sustainability of Linz09

- **New cultural and city infrastructure** (buildings etc.)
- **Benefits** in terms of improved public image and self confidence
- **New narrative of city history**
- **Internationalisation**, improved quality and more competition
- **Newly forged alliances**



# Capital expenditure

The new south wing of the biggest museum



# Capital expenditure

Ars Electronica Center



# Capital expenditure „Salzamt“ - venue for international artists in residence



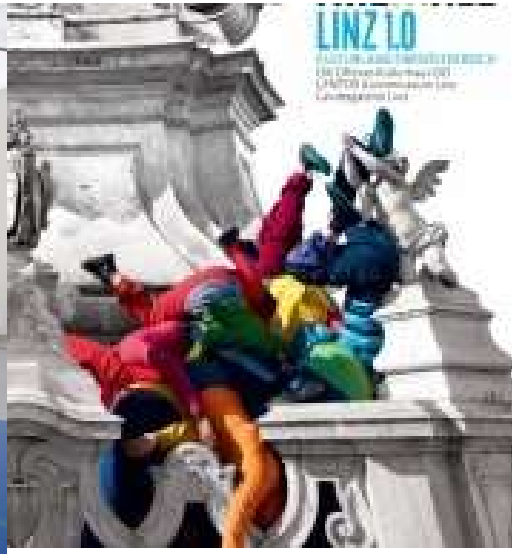
# Capital expenditure

The New Opera – (opening 2013)



# Legacy of Linz09 programme

**Triennale Linz 1.0 (a contemporary art project) 2010:**



# Legacy of Linz09 programme

Höhenrausch.2 (high-altitude euphoria) 2011:



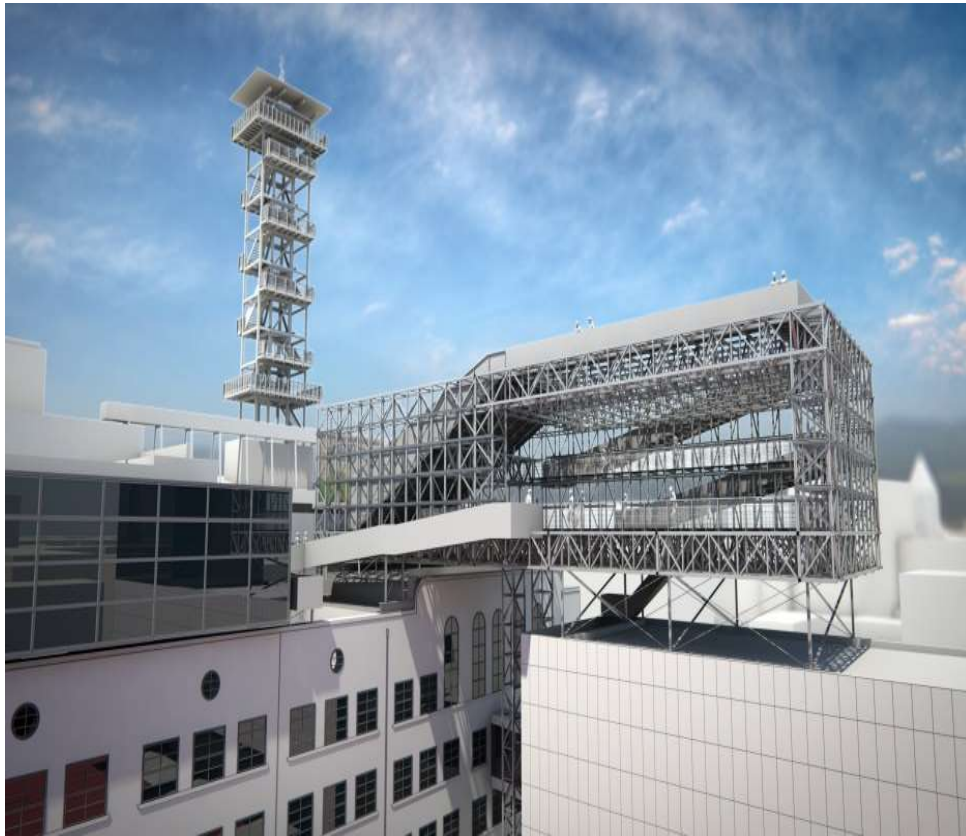
# Legacy of Linz09 programme

Höhenrausch.3 (high-altitude euphoria) 2013:



# Legacy of Linz09 programme

## Höhenrausch.4 (high-altitude euphoria) 2014:



# Legacy of Linz09 programme

Höhenrausch.5 (high-altitude euphoria) 2015:



# Legacy of Linz09 programme

Höhenrausch.6 (high-altitude euphoria) 2016:



# Legacy of Linz09 Network

**Cultural stakeholders and tourism board** working together on content and marketing.

## Theme of the Year



2011- Nature

2012 - Architecture and Technics

2013 – Music (opening new Opera)

2014 – River Danube

2015 – „Zeitgeschichte“ (Memory)

2016 – UNESCO-City Media Art

# Legacy of Linz09 Tourism

The **overnight stays** in Linz:

2008: 674.119

2009: **738.555**

2010: 693.011

2011: **741.886**

2012: **793.315**

2013: **775.396**

2014: **775.514**

2015: **777.292**



# The most interesting city ...

Result of a Voting of ORF (national broadcast) April 2014:

Which is the most interesting city of Austria?

- Bregenz - 4,17%
- Eisenstadt - 2.82%
- Graz - 23.77%
- **Linz - 26.21%**
- Innsbruck - 13.13%
- Klagenfurt - 4.93%
- Salzburg - 14.58%
- St. Pölten - 3.06%
- Wien - 17.32%

