

## **Erich Watzl, Deputy Mayor of the City of Linz and Chairman of Linz09's Supervisory Board**

Linz has been Europe's Capital of Culture for 11 months now. The city made conscientious preparations during the years leading up to this extraordinary time. The expansion and adaptation of existing cultural infrastructure were key elements of this process. In going about it, we created one-of-a-kind facilities—the Akustikon, Kepler Salon and the Acoustic Refuges—that attracted worldwide attention and were very well received by guests. Over the coming years, we must strive to assure that these cultural institutions maintain the same high level of quality they have displayed in 2009.

In addition to official facilities of the City of Linz and the Province of Upper Austria, local merchants and the food & beverage sector made timely preparations for the Capital of Culture year—for instance, the various initiatives launched by the Hotspots eating & drinking establishments and our taxi companies. Their efforts made a decisive contribution to our city fulfilling its duties as Europe's official host city. Another positive development that deserves particular mention is the enhanced networking between municipal and provincial levels. Locals and visitors will benefit from the improved packages and better coordination that have been implemented on the basis of experience gleaned in the tourism sector this year.

The next important and promising step is to further develop individual event & exhibition formats. Experience has shown that the use of public spaces as event venues and the presentation of art and culture at extraordinary locations can be carried out successfully and constitutes an authentic Linz development. Even prior to 2009, Linz made an international name for itself annually staging the Pflasterspektakel Street Art Festival. The Ferris wheel set up in conjunction with *Höhenrausch* (High-Altitude Euphoria) proved to be a high-visibility visitor magnet that made for terrific buzz on the street.

We're glad that the residents of Linz's individual neighborhoods got into the swing of the Capital of Culture year. For instance, Bellevue, the yellow building in Bindermichl, staged a very attractive programme that drew about 33,000 visitors. The Capital of Culture Neighborhood of the Month initiative and the Culture Pilots programme were two more highlights of 2009.

### Pressekontakt:

Mag. Pia Leydolt, Tel +43 / (0)732 / 2009-37, Fax +43 / (0)732 / 2009-43, E-mail [pia.leydolt@linz09.at](mailto:pia.leydolt@linz09.at)

Linz 2009 Kulturhauptstadt Europas OrganisationsGmbH, Gruberstr. 2, A- 4020 Linz / [www.linz09.at](http://www.linz09.at)



The Capital of Culture year is now heading down the home stretch. In 2010 and the years to come, we have to maintain our momentum and take advantage of what we've learned. In any case, the Capital of Culture year has done a great job showcasing Linz internationally as a successful capital of commerce and culture, and generating enthusiasm throughout the region for artistic and cultural pursuits.

Pressekontakt:

Mag. Pia Leydolt, Tel +43 / (0)732 / 2009-37, Fax +43 / (0)732 / 2009-43, E-mail [pia.leydolt@linz09.at](mailto:pia.leydolt@linz09.at)

Linz 2009 Kulturhauptstadt Europas OrganisationsGmbH, Gruberstr. 2, A- 4020 Linz / [www.linz09.at](http://www.linz09.at)

## Franz Dobusch, Mayor of the City of Linz

In recent years, Linz has undergone a metamorphosis from an industrial town to a Capital of Culture. Linz has taken advantage of the opportunities that have presented themselves to develop a cultural image of its very own. This image isn't oriented solely on traditional, historical elements; we have fostered modern art and offered all segments of society the opportunity to partake of art and culture. The Brucknerhaus with its Brucknerfest and Klangwolke, the Posthof, the Ars Electronica Festival, the Lentos Art Museum Linz, the Wissensturm and the Pflasterspektakel are popular cultural highlights that have made a name for Linz far beyond the city limits. The 2009 European Capital of Culture year is a key milestone on Linz's cultural development trajectory. This year, about 5,000 artists from 66 countries have enriched cultural life in this city with 220 projects. More than 7,500 events were staged within this timeframe. The attendance figures speak for themselves: for example, the new Ars Electronica Center welcomed its 200,000<sup>th</sup> visitor in October 2009, and more than 270,000 culture enthusiasts turned out for the *Höhenrausch* series.

As European Capital of Culture, Linz has successfully presented itself to an international public as a modern, open-minded and lively metropolis. I am absolutely convinced that guests from all over Austria and abroad take thoroughly positive impressions of Linz back home with them. What is especially important for me is the fact that Linzers themselves have gotten new impressions of and a new way of looking at their city. I believe that, as a result of the Capital of Culture, the people of Linz have become more self-confident and take even greater pride in their city. The Capital of Culture year has made a lasting impact on Linz, expanded the city's own individual understanding of what culture is, and, ultimately, has had a positive effect on Linz's image. I am sure that this upbeat mood will be sustained after 2009 and that future cultural developments will profit from it. Furthermore, the newly erected cultural facilities have already become highlights of the downtown cityscape. The new Ars Electronica Center and the reconstructed South Wing of Linzer Schloss have achieved the status of architectural landmarks. The Salzamt atelier facility will continue to accommodate artists from all over the world. And the extension of the Pöstlingberg narrow-gauge railway all the way to Hauptplatz has been an absolute sensation—and not just for tourists.

### Pressekontakt:

Mag. Pia Leydolt, Tel +43 / (0)732 / 2009-37, Fax +43 / (0)732 / 2009-43, E-mail [pia.leydolt@linz09.at](mailto:pia.leydolt@linz09.at)

Linz 2009 Kulturhauptstadt Europas OrganisationsGmbH, Gruberstr. 2, A- 4020 Linz / [www.linz09.at](http://www.linz09.at)

## Josef Pühringer, Governor of the Province of Upper Austria

On the whole, Linz09 was a success from the perspective of the Province of Upper Austria:

- As far as the numbers are concerned: more people have become aware of Linz and Upper Austria, and have paid us a visit.
- Conceptually: we've enhanced the reputation of our province as a center of culture. We've thus generated quite a bit of momentum in the pursuit of our ultimate aim: positioning Upper Austria as a vibrant center of the creative economy by 2015.

It was an excellent idea to expand the Capital of Culture year programme province-wide by linking up with the 2009 Province Expo "*Mahlzeit*" (Bon Appétit!) in Stift Schlierbach and the Province Garden Show "Botanica" in Bad Schallerbach. Attendance figures attest to the fact that these three major projects complemented one another very nicely.

Linz09 has changed the view of culture prevailing in Upper Austria: visibly and in architecturally enduring fashion through the erection of new cultural facilities; palpably in the form of a major innovative thrust—both physical and substantive—in which many of the province's cultural institutions have been involved as key protagonists. Linz09 implemented more than 30 projects and collaborative undertakings in cooperation with Upper Austrian cultural facilities in the fields of the performing arts, literature and music.

Among the highlights were the Kepler opera in Landestheater Linz, "The European Green Belt," the first exhibition in the Museum's new South Wing, as well as "The Führer's Capital of Culture" exhibition in Linzer Schloss, "*Höhenrausch*" (High-Altitude Euphoria) in the OK Center for Contemporary Art, the "Toulouse Lautrec" exhibition in the Landesgalerie, the Schäxpir Youth Festival, and the Megahertz European Youth Music Festival produced by the province's affiliate of the Europe Music School Union. The StifterHaus as the literary hub of Linz09, the Library of the Province of Upper Austria with its "Library of 100 Languages" project, as well as the Bruckner Orchestra and the Anton Bruckner Private University have also contributed to the great diversity of the Capital of Culture year programme and provided attractions that appeal to highly diverse target audiences.

Now, it's up to us to follow through on the momentum we've built up and the brand recognition that Linz09 has engendered in the tourism sector. The numerous architectural

### Pressekontakt:

Mag. Pia Leydolt, Tel +43 / (0)732 / 2009-37, Fax +43 / (0)732 / 2009-43, E-mail [pia.leydolt@linz09.at](mailto:pia.leydolt@linz09.at)

Linz 2009 Kulturhauptstadt Europas Organisations GmbH, Gruberstr. 2, A- 4020 Linz / [www.linz09.at](http://www.linz09.at)

and urban planning innovations that have been made in Linz—for instance, the South Wing of Linzer Schloss and the new Library of the Province of Upper Austria, as well as new facilities for the Music Theater and the Anton Bruckner Private University—have created excellent preconditions to achieve this. Upper Austria was a fascinating cultural region before January 1, 2009; otherwise, Linz would never even have garnered European Capital of Culture honors. Now, we emerge from this year with a strengthened identity as a land of creativity and culture.

### **Claudia Schmied, Austrian Minister of Culture**

Linz09 was a outright success. I am not aware of another project that has ignited such cultural fireworks across the entire artistic spectrum over the course of an entire year. Linz09's programme reflects the open-minded cultural climate in Linz, where there's sufficient latitude for curiosity, experimentation and discovery, as well as festive occasions and major cultural highlights.

The spectrum of offerings has been wide-ranging indeed—projects that delved into Linz's past in exhibitions such as “The Führer's Capital of Culture,” “Political Sculpture” and “The Library of Rescued Memories”; popular contemporary art exhibitions like “*Schaurausch*” (Viewing Spree), “*Tiefenrausch*” (Rapture of the Deep) “*Höhenrausch*” (High-Altitude Euphoria) and “Best of Austria”; and initiatives designed to mediate young people's encounters with art and culture such as “80+1,” “Circus” and “I Like to Move it Move It.”

Of particular importance to me from a cultural policymaking perspective were the efforts to impart an appreciation for art and culture. Linz09's big school project “I Like to Move it Move It” brought this approach to schools throughout Upper Austria. Artists from Austria and abroad worked with school classes to pursue creative processes within the framework of classroom instruction and to then stage performances displaying what they had achieved.

And there were other important participatory programme features that made a major, sustainable impact: the Pflasterspektakel street art festival, the YES09 youth football tournament, Acoustic City and its Akustikon.

#### Pressekontakt:

Mag. Pia Leydolt, Tel +43 / (0)732 / 2009-37, Fax +43 / (0)732 / 2009-43, E-mail [pia.leydolt@linz09.at](mailto:pia.leydolt@linz09.at)

Linz 2009 Kulturhauptstadt Europas OrganisationsGmbH, Gruberstr. 2, A- 4020 Linz / [www.linz09.at](http://www.linz09.at)

Linz09 fostered the work of young artists by getting 5,000 artists from 66 countries involved in approximately 7,700 events and 220 projects, and thus lived up to its programmatic responsibilities in exemplary fashion.

The facts & figures reveal the extent of the impact Linz09 made in Linz, in Upper Austria, in Austria and abroad: an 11.4% increase in overnight stays and an almost 60% rise in the level of name recognition.

And I can also speak from my own personal experience: I have received only positive feedback about Linz09 during my stays abroad of late. In Brussels, Linz09 is regarded as a big success story, and one that has established new standards by which future Capitals of Culture will be measured. This is impressively underscored by the numerous prizes and honors that have already been awarded to Linz09 and the projects of which it consists.

Pressekontakt:

Mag. Pia Leydolt, Tel +43 / (0)732 / 2009-37, Fax +43 / (0)732 / 2009-43, E-mail [pia.leydolt@linz09.at](mailto:pia.leydolt@linz09.at)

Linz 2009 Kulturhauptstadt Europas OrganisationsGmbH, Gruberstr. 2, A- 4020 Linz / [www.linz09.at](http://www.linz09.at)