

Linz is all aglow

Linz, the city on the Danube, has transformed itself from grey industrial city to light and bright cultural metropolis, an attractive destination for city break tourists who come to relish the harmonious blend of past, present and future. Linz enjoys a reputation as one of the most successful cities in Austria, if not Middle Europe. All manner of scientists, writers and artists such as Johannes Kepler, Anton Bruckner and Adalbert Stifter thrived in the city and produced some of their most memorable work here.

Linz.changes,

The city's slogan is its agenda: The Linz cityscape features historic facades juxtaposed with futuristically lit, architecturally acclaimed buildings. There are several new constructions to celebrate Linz's status as European Capital of Culture 2009 and which have enhanced the broad spectrum of urban architecture. The **Ars Electronica Centre** - the museum of the future – has been extended to provide 6,500 m2 of exhibition space and adorns the left bank of the Danube with its LED illuminated glass forms reminiscent of a ship. The new southern wing of Linz Palace provides a breathtaking view of the whole city. The World of Steel exhibition and visitor centre at voestalpine AG gives fascinating insight into the production of steel in every conceivable form. But Linz offers so much more: the city has a new, modern, cosmopolitan face and its variety, design and creativity are a powerful source of stimulation.

Art & Culture Zone Linz

Linz is a stage the whole year round: music, theatre, film, history and art – from popular classics to media art – Linz's cultural scene is liberal and many-faceted. This is a city that caters for every taste.

The spectacular new **Ars Electronica Centre** provides a unique platform for digital arts and explores the relationship between social and artistic aspirations and the huge potential of new technologies. The many interactive installations allow the visitor to experiment, research and experience the future. | www.aec.at

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On the opposite bank of the Danube just a few steps from the city centre, **Lentos Museum of Art**, provides a perfect architectural counterpoint, clad in mysterious black glass by day, and neon colours by night. Masterpieces of the 19th and 20th century can be viewed in here in changing exhibitions and world class artists such as Klimt, Schiele and Warhol feature in the broad palette of modern art. | www.lentos.at

The Palace Museum is the largest universal museum in Austria on one site. The permanent exhibit provides a virtual tour of the cultural, natural and scientific history of Upper Austria and there are numerous temporary exhibitions on special themes. A further highlight is the extension, opened in 2009, which reinstates the south wing of the palace, completely destroyed by a great fire in 1800. This highly acclaimed architectural project has created space for additional exhibitions and events and provides a panoramic view over the city. | www.schlossmuseum.at

The OK Centre for Contemporary Art (*Offenes Kulturhaus*) is an experimental laboratory for exploring art. It is intended to be both an exhibition centre and production studio for contemporary art, accompanying artists in the implementation of their work from conception to realisation. | www.ok-centrum.at

Furthermore Linz boasts a large variety of other museums, the choice of themes ranging from a potted history of the city to its all-encompassing cultural scene to folklore and natural history. | www.nordico.at, www.biologiezentrum.at

Linz, culture and much more

Linz has a full cultural programme – 365 days a year and living proof that the city has earned its title of European Capital of Culture 2009.

Passion concerts take place in Linz's churches at Easter.

Athletes and spectators congregate every year for the **OMV Linz Donau Marathon** and the **Trirun Linz Triathlon**. | www.linz-marathon, www.trirun.at

A marquee in the Rose Garden on the Pöstlingberg, a hill overlooking Linz, becomes the venue for open air concerts, cabaret and theatre every summer.

During **Advent** Linz becomes a sparkling Christmas wonderland with nostalgic *Christkindl* markets to stroll through and nativity scenes – from traditional to virtual – on view all over the city.

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Linz has many fixed events in the calendar such as the **Crossing Europe** Film Festival and the **Biennale Cuvée** (international contemporary art selection) in spring, the **Pflasterspektakel** (international street arts festival) in July, the **Ars Electronica Festival**, the **Bruckner Festival**, the **Linz Cloud of Sound in** September and many more. | www.crossingeurope.at, www.ok-centrum.at, www.pflasterspektakel.at, www.aec.at, www.brucknerhaus.at

Linz, haven of tranquillity

Linz provides not only artistic and cultural pleasures, but a welcome haven from the stresses of everyday life. You can wind down on a river trip on the Danube, savour the peace in one of its numerous churches, relax in one of the city's green spaces, stroll along the river bank or visit the former residence of author Adalbert Stifter, who wrote "Nachsommer" (Indian Summer) here, a nostalgic homage to innocent days in beautiful surroundings.

Linz has also reinvented itself as an Acoustic City as one of the projects for Linz09. The Akustikon, a small acoustic universe has been set up near the main square where visitors can experience the sounds of the planets in the universe, the noises of the city, and the most diverse acoustic effects. An accomplishment of its inventors who strive to eliminate noise pollution, and who have collaborated with scientists to produce the Linz Charta, a blueprint for future city development according to acoustic regulations, which were passed unanimously by the Linz City parliament in January 2009.

Shopping with tradition

The Landstrasse offers the best **shopping** in Linz in tastefully decorated establishments – from international brand flagship stores to small, intimate boutiques – while three inner city shopping centres provide plenty of opportunity to savour, stroll and buy something special. And it's always worth a detour into the side streets, such as Spittelwiese, Bethlehem, Bischof or Herrenstrasse in search of small, independent speciality shops.

The choice of **gastronomy** is legion – visitors are tempted by culinary delights from cuisine near and far. Great service, an excellent choice of menus and city

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sophistication, combined with top quality entertainment, make dining out a pleasure in this modern and lively city.

www.linzer-city.at

Exploring the city

Linz's historic old town centre with buildings from every époque and the stunning new architecture which has redefined the city silhouette can be explored on the „Linz.changes“ **city walking tour**.

You can join the tour, which is accompanied by **Austria Guides** daily at 11.00 hrs from the end of April until the middle of October, starting at the Tourist Information Office in Linz's main square (*Hauptplatz*). You can find out about the various themed tours such as “new stories in old alleys”, “Linz- city of women”, “Jewish Linz” or “a style tour through the centuries” at *www.linz-tours.at*. Bookings and information from: Tel. +43 (0)650 2009009 or *linz-guide-service@gmx.at*.

As an alternative to a walking tour, you can whiz around the city on a **Segway scooter**. Guided tours on various routes can be undertaken on these intuitive, emission-free electric vehicles. | *www.linzerschweben.at*

After a city tour there's nothing better than a break in one of Linz's many quaint and traditional coffee houses. You could try a slice of original **Linzer Torte** – baked to a 300 year old recipe.

Back to nature

The **Pöstlingberg** is both landmark and pleasure park to the people of Linz, a high hill perched right in the city on the north bank of the Danube. The mountain railway – the steepest track railway in Europe – has been restored as part of the city's tenure as Cultural Capital of Europe 2009.

After a visit to the baroque pilgrimage church, the 100 year old grotto train entertains young and old with its fairytale and dwarf world. Half way up the hill you can stop off at Linz Zoo, which is home to 800 indigenous and exotic animals. | *www.linz-ag.at*, *www.zoo-linz.at*

Danube explored

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Linz lies directly on the banks of the River Danube, making it the ideal starting point for cycling tours – around 120,000 cyclists per year use the Danube Cycle Path – and boat trips through the Danube Valley. 10 ships offer Linz visitors a variety of themed tours to many different regions and evening round trips run from Linz, with charter hire available for groups of 20 people or more. During the winter months the Crystal Ship – decorated with Swarovski crystals – lies at anchor in Linz and can be used for Christmas parties or excursions with an entertainment programme. | www.donauschiffahrt.linz.at

Adventures for night people

Linz comes into its own at night. Artistic light effects on building facades and bridges, the Lentos building with a different neon colour scheme every evening and the brightly illuminated Ars Electronica Centre right opposite, provide after-dark strollers along the Danube with a fabulous panorama, reflected in the water. **Linz's Cultural Mile**, which runs from the Brucknerhaus via Lentos, the old city quarter, the Palace up to the Ars Electronica Centre reveals its exciting side. Theatres, the Brucknerhaus with an ever changing concert programme, the Posthof and countless small and independent stages for the young scene plus hip and trendy pubs in Linz city centre guarantee entertainment long past midnight.

Linz Card

A visitor ticket valid for the whole city

Price: 1 day card: € 15 / € 10 | 3 day card: € 25 / € 20

Available from Tourist Information and other sales points. | www.linz.at/tourismus

Linz, weekend

There are weekend city tours to Linz available from just € 96 per person. You can plan a varied weekend of entertainment to suit your own tastes with the Linz09 Card (3 days).

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Linz, events and conferences

Linz's central location in the Upper Austria economic region, its historical city centre, the third longest shopping street in Austria and excellent infrastructure make Linz a very attractive **events and conference venue**.

Linz has 11 congress halls, 12 conference hotels and 17 buildings with seminar rooms. The city has no less than 19 event locations providing the perfect venue for an inspiring conference or memorable evening social event. The unique symbiosis of culture, nature and industry in Linz sets the scene for entertaining and exciting group activities and offers the participants unforgettable experiences. Linz Tourist Board can put together imaginative incentives and team building activities.

From a stroll through the food market with an award winning chef, a musical trip on the Danube, a murder mystery on Pöstlingberg, to simply baking a Linzer Torte – there is an activity to suit groups of every size and interest.

The Events Service team at Linz Tourist Board will be very pleased to provide impartial advice and put together a tailor made programme free of charge | www.linz.at/incentives

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Linz,group tours

The marketing department is pleased to provide impartial and free advice to travel agents, coach operators and other **group tour operators** to help them organise day trips and short breaks to Linz. The Tourist Board team has planning material available which contains details of individual offers and price indications for accommodation and activities.

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Events 2010

Jan. – Dec. 2010	permanent exhibition „Nature Upper Austria“	Castle Museum Linz
28 Nov. 2009 – 1 May 2010	National saints of Europe	Castle Museum Linz
Jan - Dec	permanent exhibition „Technic Upper Austria“	Castle Museum Linz
21 – 24 Jan. 2010	Handball EM	
22 March – 22 Aug. 2010	Golden Horizon. – 4,500 years of nomads in the Ukraine	Castle Museum Linz
31 March 2010	Rock meets Classic – Ian Gillan (Deep Purple) with Brucknerorchester Linz	TipsArena Linz
12 – 17 April 2010	Culinary Art Festival	hotspots-restaurants Linz
23 April – 2 Mai 2010	Brass Festival Linz - European Brass Band Championship 2010	Brucknerhaus, Inner City
24 – 25 April 2010	Grand Prix Dancesport 2010	TipsArena Linz
30 April – 2 May 2010	European Show and Garda dancing Championships	TipsArena Linz
22 – 24 May 2010	LinzFest	
3 June – 26 Sept. 2010	Modern Art „Triennale Linz 1.0“	Landesgalerie Linz, OK Offenes Kulturhaus OÖ, Lentos Kunstmuseum
26 June 2010	Open Air Brucknerorchestra Linz	Main Square
22 – 24 July 2010	Int. Pflasterspektakel	Inner City
June – August 2010	Exhibition: Clara Siewert und Alfred Kubin	Nordico Museum der Stadt Linz
31 July 2010	Cyclingmarathon – 1 ship, 150 bikes	MS Stadt Linz
2 – 9 Sept. 2010	Ars Electronica Festival	Medienkunstfestival im Ars Electronica Center
4/11/12 Sept. 2010	Visualised/Children's/Classical Klangwolke	Danube Park Linz
12 Sept. – 3 Oct. 2010	Bruckner Festival „Klassisch anders“	Brucknerhaus
Nov. – 24 Dec. 2010	Linz, Advent	Inner City

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