

Linz – Architecture and Technology Hotspot

Linz on the Danube is an innovative, contemporary city where culture, architecture, nature and science coexist as a satisfying whole. The European Cultural Capital of 2009 is true to its slogan, „Linz.changes“. Modern cultural buildings sit harmoniously with baroque facades, and there is ground-breaking industrial architecture with energy efficient facades and interior design.

Contemporary art, the world of technology, interactive museums and green oases await the visitor in one of Austria’s most successful cities, which strives to be both trail-blazer and trend-setter. “Culture for all” is the theme evident in Linz’s many events, exhibitions and public spaces.

Linz’s city centre is both shopping paradise and pleasure dome. Hospitality and gastronomy are taken seriously here and Linzer Torte is the city’s sweetest and most famous ambassador.

From contemporary art to life sciences

A rolling programme of art exhibitions at the **LENTOS Kunstmuseum** includes masterpieces from the 19th – 21st centuries, and famous names such as Klimt, Schiele, Warhol and Helnwein feature in a broad spectrum of contemporary art. This elegant glass building is attractively located on the right bank of the Danube, facing its equally striking architectural counterpart on the opposite bank, the **Ars Electronica Center**. This institution hosts a virtual world of experiences through interactive media and state of the art technology. It puts in the spotlight the interconnectivity between technology, art and society and addresses issues of critical importance in those areas of knowledge which are developing most rapidly and controversially: the so-called life sciences. The Deep Space installation offers 3D voyages through space and time; you can witness the “Last Supper” by Da Vinci at close range, virtually ski the legendary Streif downhill run, or immerse yourself in the infinity of the universe.

Pressekontakt

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Photos available at www.flickr.com/linz_inside

The **OK Offenes Kulturhaus Oberösterreich** is an arts laboratory which encourages experimentation in all forms of contemporary art. It serves as exhibition space, workshop and production studio for installations and media art of every genre and gives artists the opportunity to realize their work from an initial concept all the way through to its implementation. The square in front of the OK building has been completely redesigned as a meeting place of culture and gastronomy.

A celebration of technology

The new south wing up at **Linzer Schloss** provides a great view of the city and is home to Austria's biggest universal museum. Alongside permanent exhibitions on nature and the history of art, the "Upper Austrian Technology" exhibit provides the layman and laywoman with a fascinating perspective of the province's industrial and technological heritage.

The city's voestalpine AG steelworks manufacturers steel of the highest quality and develops products and innovative solutions for a worldwide market, making it a highly successful international concern. In 1949 voestalpine AG developed a new technology for clean steel production (the Linz-Donauwitz process) and is today one of the cleanest steelworks in Europe.

At **Stahlwelt**, the steelworks' visitor and exhibition centre, the public can explore the steel production process and see its many innovative applications through multimedia installations and get right to the heart of production on a works tour. The architecture of the visitors' centre itself demonstrates the many innovative and aesthetic uses of steel.

Steepest railway track and a magnificent panorama

The Pöstlingberg is a mountain in the heart of Linz and its attractions include, apart from a basilica, restaurants and Linz Zoo, a fantastic panoramic view across the Danube, the city and its green spaces. A ride on the Pöstlingbergbahn is the best way to ascend the mountain - according to the Guinness Book of World Records the steepest railway track in the world. The train takes 20 minutes to climb the 4.14 km long track with an altitude difference of 255 metres.

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Great genius, great vision

Be it a city centre solar power station disguised as a high-rise office block, high grade steel with an international order book, free Wi-Fi for all or a little peppermint making a triumphal procession around the world, Linz is an inventive city full of surprises. The city is and has always been a nurturing place for inventors, scientists, designers and manufacturers. It is these people who have helped to form and embody the special spirit of Linz: a head in the clouds, but both feet firmly on the floor.

Visionaries with a head for business have ensured that an astounding number of international companies and a considerable number of global market leaders have set up in Linz. The harmonious cooperation of reputed/supposed extremes is typical of Linz. A highly profitable and clean industry works in harmony with a city which boasts an almost extravagant amount of green spaces and a rich cultural scene, always open to innovation.

Noteworthy residents who have written the city's history and left their mark on the cityscape include the astronomer Johannes Kepler, musical genius Anton Bruckner, water scientist Viktor Schauberger, philosopher Ludwig Wittgenstein and the pioneer of the Pöstlingbergbahn, engineer Josef Urbaniski. Natives of Linz such as Vienna State Opera conductor Franz Welser Möst and Jedermann actress Birgit Minichmayr are currently delighting international audiences.

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Events 2012 – an extract

03./04. February	Linz City flea market
06. March	Elina Garanca Brucknerhaus Linz
16.-23. March	Next Comic Book Festival OK OffenesKulturhaus OÖ
22. April	BOREALIS Linz Donau Marathon
24.-29. April	Crossing Europe Film Festival
01./02. June	Architecture Festival
22.-30. June	Brass Festival Brucknerhaus
12. July	Classics at the Cathedral Domplatz
13. July	2nd Night of the Family
19.-21. July	Pflasterspektakel (street art festival) City centre
30. August – 4. September	Ars Electronica Festival
01./08./09. September	Visualised / Childrens / Classical Cloud of Sound Donaupark at the Brucknerhaus
09. September – 03. October	Bruckner Festival
24. November - 24. Dezember	Advent in Linz: Silence, steel and stars

Exhibitions 2012 – Best of

All year round	Upper Austrian technology Schlossmuseum
All year round	What machines dream of Ars Electronica Center
Until February	Origin – exploration of the big bang Ars Electronica Center
02. March – 08. July	Car culture Lentos Kunstmuseum
May – October	Play – sensual exploration of technology and design through toys OK OffenesKulturhaus OÖ
From mid May	Porsche – design, myth and innovation Tabakfabrik
21. September 2012 – 04. March 2013	Hitler buildings in Linz. 1938-2012 NORDICO

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Spend a weekend in Linz exploring the theme of “Linz.changes” from €96 per person!

The price includes 2 nights in a double room with breakfast buffet, Linz-Card (3 day ticket) and much more.

Central location

Linz is centrally located and has excellent connections within the European transport system. Linz's Hauptbahnhof has been voted most attractive railway station in Austria for the seventh year in a row and blue danube airport Linz is just a hop away. And of course the Danube also provides a pleasant way to travel: by river ship, by bike along the Donauradweg cycle path or on foot on the scenic Donausteig hiking trail.

Information & Reservations

Tourist Information Linz

Hauptplatz 1, 4020 LINZ, ÖSTERREICH

Tel. +43 732 7070-2009 E-Mail: tourist.info@linz.at

www.linz.at/tourismus www.linz-tourismus.info

Linz interactive

The cultural capital online – for interactive exploration, discussion and sharing opinions:

www.linz-tourismus.info	Information and things to do in Linz
www.facebook.com/linz.austria	The platform for posting from and about the city on the Danube
www.xing.com/net/linz	The network for all fans of Linz.
www.flickr.com/linz_inside www.youtube.com/linzbewohnerin	Linz in pictures
www.wikitude.com	World: „Linz.verändert, Stadterlebnis“ for a tour with a smartphone.

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