

## **OUR MOTIVATION FOR THE APPLICATION**

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The Cultural Development Plan which was passed by the City government of Linz unanimously in the year 2000, is the very conceptual and strategic basis for a long term development in the field of arts and culture. It delineates the essential guidelines, priorities and institutional as well as structural parameters for the cultural policy of the city thus serving the necessities of a sustainable and democratic process.

One major issue of this Cultural Development Plan was to enhance the international dimension and positioning of the city. A prominent and ambitious milestone was of course the implementation of “Linz 09 – European Capital of Culture”. Together with that major project the acquisition and renovation of the historical Salt Authority (Salzamt) had opened another window of opportunity. Being a new part of the city’s cultural institutions it was conceived as an international artist’s residency from its very beginning.

In the building up of this new institution the focus was put upon the following overall aims:

### **INTERNATIONAL ORIENTATION, COOPERATION AND EXCHANGE**

The primal aim was to establish mutual residency programs based on the mobility of international artists living and working in Linz. In return local artists would have the opportunity to be integrated and promoted within residency programs of our international partners. In a further step the relations should be deepened as well as diversified to create a flexible, long term and high-performance network of collaborating institutions in a mainly European context. As a consequence the city of Linz would have the chance for an entirely



new positioning as an innovative cultural centre in the sense of the 21st century.

### INTERNAL IMPACT, PARTICIPATION, URBAN INTERVENTION

One of the main challenges and potentials of the Salzamt is its topographic situation: it is situated immediately by the river Danube on the sharp edge of the historical city. The river is crossing the city but necessarily does not touch the daily life of its citizens. Establishing a forum of international art could change this situation: the aim was to make the house a prominent social hot spot of the urban community, a place of public discourse and exchange in a creative international setting. Cultural development projects including artistic interventions could therefore bring the river closer to the people and contribute to internationalisation and Europe-wide cooperation.

On the other hand resident artists would doubtlessly take benefit of the dense institutional structures of the city as vice versa the institutions, galleries, art initiatives and local off scenes from the artists themselves. Being set as a new communication power plant amidst the local culture scene the Salzamt would have the potential to accelerate urban development processes even beyond the field of art.

The application for the Cultural Program of the European Union was therefore a consequent measure to put the project in an international framework of a higher level. Our idea was that an engagement in an EU context could serve as an indispensable means towards professionalizing the new institution right from the start and help us to participate from established relationships not only financially but on structural terms.



The experience gained from the process would be a solid basis for subsequent applications, international cooperations and follow up projects. Thus it would help us to develop our Best Practice competence and continually improve the quality of our project management.



A handwritten signature in blue ink that reads "Dr. Peter Leisch".

Dr. Peter Leisch  
Linz Kultur,  
Cultural department  
of the City of Linz