

Industrial Heritage bring to life!

Region Traunsee-Almtal
Capital of Culture 2024

OUR GOAL - To make the region's past as an industrial center in the beautiful Salzkammergut region come alive for locals and guests! And this in the form of bookable products and offers with added value.

The term "industrial culture" links technology, culture and economic sectors, it encompasses the life of all people in the industrial society, their everyday life, their living and working conditions. The Traunsee-Almtal Tourism Association is a topic leader in the leisure-tourism segment of industrial culture in Austria, with a focus on the aspects of paper, salt, ceramics, metal processing industry, wood & energy production.

In the context of the Capital of Culture 2024 and also due to the merger of the tourism communities Traunsee, Almtal and Laakirchen on January 1, 2019, the idea for the project „industrial culture " was born at a workshop. The goal of the project is to develop bookable products and offers with added value as well as to bring living industrial culture closer to the people in the form of stories and places, this and much more will be on the numerous agenda of the project.

What are the goals of Industrial Culture?

Image gain for companies through advertising, increased awareness and networking, as well as exchange with other companies from the region. In the sense of "learning from other companies". Living industrial culture creates identity and brings people together, supports location marketing and can enhance the image not only of the company but also of the entire region.

Innovative ideas

One of the project premises is not to create new places, but to network and expand existing cultural and industrial enterprises in the event sector. Furthermore, there will be an event called "The Long Night of industrial culture ".

Extremely high potential

A children's program, themed and cycling trails, which should create a connection between the companies, souvenirs, which should link the companies into each other, up to buildings, which one wants to create as accommodations in the industrial area. In 2020, there was the first "Long Night of Industrial Culture", whereby guests could fully immerse themselves in this culture.

The origin of the name "Salzkammergut" goes back to the rich salt deposits. Salt not only gave this magnificent region its name, but in the later 17th and 18th centuries increasingly contributed to the Salzkammergut's economic rise with the salt trade.

For centuries, the region in the Salzkammergut has been shaped by industry and crafts, it is part of our culture and goes back very far into the past. Some offers already exist. Among other things, industrial

culture themed tours in museums, a new industrial history magazine with many company and museum portraits, a continuation of the "Long Night of industrial culture" and for the first time a symposium on the topic of industrial culture.



This year's 2nd symposium on Industrial Culture is dedicated to the topic "Culture and industry - a harmonious combination?" and will be held on October 3, 2024 at lake castle of Gmunden.

Since the year 2021, "The Long Night of Industrial Culture" has been held in September in the Traunsee-Almtal tourism region. Traditional industrial companies open again this year on September 5, 2024 their doors for one night and allow a look behind the scenes of industry. Companies & museums will open their doors to the public and let visitors participate in industrial history up close for one night through guided tours, walking tours and presentations. The participating companies will be rounded off and musically supported by the Gmundner Festwochen, which will put together a musical program.

In September 2023, the 2nd magazine INDUSTRIAL HERITAGE, where 15 traditional companies & museums present themselves at the highest level, was published. With the support of the publisher Modern Times Media GesmbH succeeded in forming a high-quality magazine, filled with stories and reports of 23 companies & museums around the Traunsee and Almsee. The participating companies & museums present themselves on a double page each and give the reader an insight into a past, present and future industrial life with all its facets. They were the ones who made our region what it is today - a region with old, traditional and exciting industrial history, which is worth being brought before the curtain.

It used to be one of the most modern, now it is one of the oldest. Since 1954 the last preserved steam pump of Gmunden stood at the gasworks in Gmunden. There, unfortunately, it was hardly seen and renovated. To stop the decay, she was renovated and will be stationed at the tourist office in Gmunden from mid-July 2023.

Its first use was in 1892 and until 1954 it supplied all of Gmunden with about 500 cubic meters of water daily with a second steam pump. The steam pump has a length of 10 m and a width of 3 m. It is 3 m high. In the past, a flywheel caused the pistons to swing back and forth, creating negative and positive pressure. In the case of negative pressure, the water was sucked out of the well. In the case of overpressure, on the other hand, the water was pumped into the mains and distributed.

As part of the Capital of Culture 2024 and the Industrial Culture project, a replica of an original 16th century salt crusher was built in June 2023 on behalf of the tourism association of the Traunsee-Almtal region. The black and white painted salt crusher is 10 meters long and about 2.50 meters wide. The original salt gills were up to 30 meters long. The shape of the plattens, which are made in three-layer plates, was based on the old plans of the "Gmundner Zwölfer-Trauner" and are made of spruce wood. The frames are made of oak. At the stern there is a steering platform. Directly on board the Salzzille are two pieces of rudder, as well as a storage box for rescue equipment and a transportable electric motor. Furthermore, a bollard for tacking and a bottom grate have been mounted. In addition, there are side benches to fold away.

During the day the Salzzille can be visited in Gmunden. Music groups will also play music on the barge on certain days.

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