

INNOVATOR



Talk

“Salzburg is
barock’n’roll”

Taste

Salzburg tastes
simply delicious

Feature the future!

Shaping the future in Salzburg –
36 stories of success



**LEHRE
KENNT
KEIN
LIMIT.**

Skip the lecture, start your career: On the way to becoming an IT Systems Engineer at eurofunk Kappacher in St. Johann.

An initiative by



Felix Gimpl

lehre-salzburg.at

Understanding the world from Salzburg

Geoinformatics specialists at the University of Salzburg analyse data to find the best solutions – for the local natural world, global conflicts and cyclists in Salzburg.

Measuring the world, Salzburg-style. Whether the situation in a refugee camp in Sudan threatens to escalate or the meadow breeders in the Tennen-gau region need to be protected, the geoinformatics specialists at the Paris Lodron University of Salzburg (PLUS) provide the necessary analyses. “We can’t offer solutions”, says Head of Department Thomas Blaschke, “but what we can do is provide the precise foundations needed to find them.”

This is made possible by the use of optical data that is purchased from the operators of around 4,000 satellites worldwide then analysed and processed in Salzburg. This provides a concrete picture of the respective problem. Blaschke gives a specific example of the work conducted by his team of around 90 people: “On behalf of our partner Doctors Without Borders, we were able to show how city-like structures have developed in the Zamzam refugee camp in Darfur and the consequences of

this for the surrounding forests due to people’s need for firewood.”

It is even possible to use AI-based algorithms to record the number of people or tents in the camp on a daily basis. Such developments are simply impossible for aid workers on the ground to keep track of.

But the work by the PLUS analysts also has its uses in Salzburg. For example, if a farmer is suspected of breaching regulations and putting an endangered bird species at risk by harvesting a field before a certain date, Agrarmarkt Austria (AMA) will get in touch and request visual evidence. “You can’t keep these sorts of things hidden nowadays because you can view them from above at any time”, says Blaschke, whose team has also developed a digital cycling map service for Salzburg that enables users to choose not only the fastest route but also the safest one based on objective factors.

After all, people with precise data can make informed decisions – with help from above.

plus.ac.at/geoinformatik

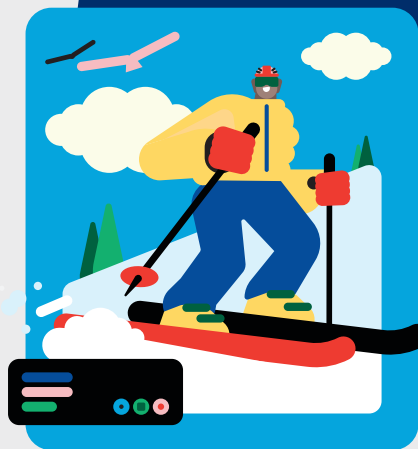


Mountain biking through the breathtaking Salzburg countryside – geoinformatics specialists analyse data on the city and state.

10

Ideas for a better future

Dance with the wind, learn from beetles and swoosh down the slopes – how the world is being changed from Salzburg.





AUSTROCEL

Hydrogel stores water

The granular hydrogel Retentist® makes it possible to protect agricultural and forestry crops against drought and to save water. "Incorporating one kilo of our granulate into the soil stores 10 to 15 litres of water", says Christoph Ertl, Head of Sales at AgroBiogel GmbH, which developed the product and produces it at its partner AustroCel, a biorefinery based in Hallein. The ingenious part is that the granulate is made from the raw material lignin, a component of wood, making it 100 percent organic. "A value-added product is created from a by-product of the pulp industry. This is returned to the soil, where it decomposes and transforms into humus after three to five years", says Ertl. What could help to resolve the global food problem over the long term can also be used by amateur gardeners.

austrocel.com

FH SALZBURG

'Witch's kitchen' with healing powers

Why journey to distant lands? The dermatological efficacy of 30 alpine plants is currently being researched within the scope of the Italian-Austrian NETTLE project at FH Salzburg. "Plants from mountainous regions are hardened by their harsh environment and contain many more substances that are anti-inflammatory or antibacterial", says Sissy Häslér Gunnarsdóttir, who dries and grinds the plants in her witch's kitchen on the campus in Kuchl before heating them in a Soxhlet extractor. This produces an extract that is applied to human skin cells in the laboratory. "We then look at how well it can combat common skin conditions such as acne or neurodermatitis. The results are often astonishingly positive", says Sissy. When it comes to achieving outstanding results, one of the star plants is lady's mantle, for example. What the biologist finds most fascinating about the project: "We are scientifically proving that naturopathy works, and thus bringing it out of the esoteric corner."

fh-salzburg.ac.at

UNIVERSITY OF SALZBURG

Sleep laboratory for home use

"Our bodies use the night to prepare many of the processes we need during the day", states Manuel Schabus, Head of the Laboratory for Sleep and Consciousness Research at the Paris Lodron University of Salzburg (PLUS). People who sleep badly get ill more often, cause more accidents and are less productive. "Sleep is an economic factor, but it's not seen as such", says Schabus, who has worked with PLUS mathematicians to develop an app that is intended to combat insomnia. A sensor is used to measure heart rate variability and compare it with the data that the Salzburg sleep laboratory has been recording for the last 20 years. The app then provides feedback as to how users can improve their sleep. Schabus: "People who persistently get less than 7 hours of sleep reduce their life expectancy by 4.7 years."

ccns.plus.ac.at



© BENJAMIN GEISLINGER

LEVITAZ

Those who dance with the wind and waves

What first arose from sporting ambition now offers the world pioneering technologies.

The Geislinger family has focused on damping and thus reducing vibrations in drivetrains since 1958.

To put it simply, their innovations help engines to run more reliably and efficiently. “Whether for offshore wind farms or container ships, we deliver pioneering applications wherever major forces are



Success model:
on the road to success with Levitaz hydrofoils

mechanically transferred”, says Adrian Geislinger, fourth-generation Managing Director.

The passionate water sports enthusiast is also devoted to a project that could initially just seem like an exotic hobby: Levitaz produces state-of-the-art hydrofoils and boards for kite-surfers and wing foilers. “My dad taught me to kitesurf. With our company’s 30 years of experience with carbon fibre and fibreglass innovations, we realised that we could produce better equipment than was available on the market. We want to develop the fastest racing foil in the world.”

At the 2024 Olympic Games in Paris, the expertise from Salzburg helped the Slovenian kite-surfer Toni Vodišek and the Singaporean kitesurfer Maximilian Maeder to claim silver and bronze respectively.

In total, more than 800 people work for Geislinger GmbH worldwide, around 170 of whom are based in the head office in Hallwang, Salzburg. “All brands benefit from our basic research”, says Adrian Geislinger. “While testing a new material for hydrofoils, we discovered a production procedure that offers major potential for the industrial sector.” Adrian Geislinger is not permitted to reveal any specific details. All he can say is: “We’re playing a big part in the energy transition.”

levitaz.com



♦♦♦
Atomic helmet and ski boot:
the future of skiing is
being made in the heart
of Salzburg.



ATOMIC

The Silicon Valley of skiing

Salzburg is the perfect home for the global market leader Atomic. And not just because of its stunning ski resorts.

The World Ski Championships in Saalbach were the perfect stage: global market leader Atomic celebrated its 70th anniversary – as well as gold medals such as those of the Americans Mikaela Shiffrin and Breezy Johnson in the team combined event: “Mikaela and other athletes do more than just use our products; they also help us develop them”, says Managing Director Wolfgang Mayrhofer. “When buying our skis, you benefit from the expertise of these exceptional sportspeople.”

Wainwright Alois Rohrmoser started to make skis for himself and his friends in Wagrain in 1955. Today, the company head office is located a few kilometres away in Altenmarkt, Pongau. “We hugely benefit from our location in the heart of the Salzburg mountains”, says the Lower Austrian, who has worked for Atomic for 40 years.

In addition to “perfect test conditions in stunning ski resorts”, it is also the extensive training and educational opportunities that make the state of Salzburg the Silicon Valley of skiing: “On



SKIDATA

A turning point for access

Salzburg expertise is making the world more accessible with a revolutionary idea. Today, Skidata helps resolve problems in a networked manner.

Staying ahead of the curve: strategies are already being developed for the next five or six years.

the one hand, you have a huge pool of skiing enthusiasts, many of whom don't quite make it in the world of ski racing but still want to retain a professional connection to the sport. On the other hand, we work closely with academic establishments such as the Holztechnikum in Kuchl, highly trained students from which join us every year."

Each year, Atomic invests five to seven percent of its turnover in research and development – partly in the shorter term model cycle in which existing products are continually improved and partly in longer term strategic planning "which involves thinking about where we want to be in five or six years." The focus lies not only on technology but also on traditional craftsmanship: "The possibilities for automation are constantly growing but certain craftsmanship tasks still need to be performed by people. It may sound strange but creating a ski is an extremely complex, intricate task where much depends on good instinct. This is something that machines don't have, only people."

atomic.com

It all started in 1977 with an idea: why not use Polaroid technology to customise ski passes with instant photos? An even greater achievement by company founder Günther Walcher was to automate the checks of the new access cards, says Christoph Schwarzenberger, Vice President Technology at Skidata.

The name of the Grödig-based company harks back to its roots in the field of sports. However, the access system expertise has long since been extended to areas far beyond skiing. Stadiums, airports, amusement parks and even entire cities (such as Linköping in Sweden) use Skidata solutions. "We've developed a completely new

system that allows inclusive access for everyone, whether to stadiums or mountains. Our task not only lies in fulfilling customer requirements, but also in inventing products that they had never even thought of."

Skidata regularly invites students from different countries to Salzburg: "For example, we frequently host delegations from Poland, who bring with them technology skills that are in demand worldwide." In the future, a post-graduate programme will enable university graduates to spend six months in each of Salzburg, Sweden and Italy: "This allows our employees to quickly gain international experience."


skidata.com

Future-oriented: inclusive access systems for a new reception experience.



International IT specialists have a point of contact at WORKINSALZBURG.AT




 This beetle's body armour absorbs light in an exemplary manner.



PARIS LODRON UNIVERSITY OF SALZBURG

Learning from beetles

A small bug absorbs light so successfully that it is acting as the perfect model for the use of solar energy.

Nature can do things that we humans can only dream of

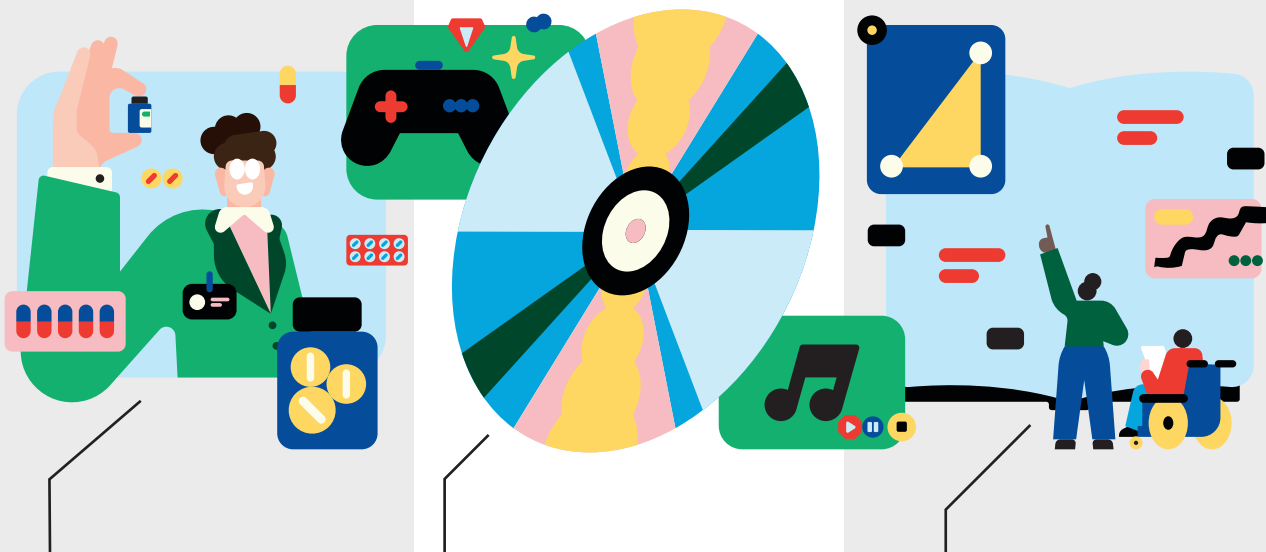
– but from which we can learn a great deal. One of the stars in this area is the beetle. For example, we can learn from the way in which the *Pachyrhynchus sarcitis kotoensis*, a weevil from the Philippines, absorbs light with its black chitin body armour. “This is the precise

understanding we need when considering how to absorb sunlight into solar installations as efficiently as possible”, says Bodo Wilts, Professor of the Physics of Materials at the Paris Lodron University of Salzburg (PLUS).

Depending on the angle of the light, other beetles are able to change colour. These act as

models for security features on euro banknotes or passports. The key thing about this is that insects do not need any poorly biodegradable metals or smelly factories for this process; everything is done biologically under natural conditions. The researcher Wilts comments: “If we can better unlock the secrets to the beetles’ tricks, we can make huge strides forwards in terms of sustainability.”

[plus.ac.at](https://www.plus.ac.at)



PARACELSUS
MEDICAL UNIVERSITY

Pharmacy for training

The degrees offered by the Paracelsus Medical University (PMU) in Salzburg always give consideration to practical aspects. Students on the Master's programme are able to make use of a training pharmacy, where they can learn about the most important aspects of clinical pharmacy. "The things employees are faced with in a pharmacy are simulated here", says Karin Kanduth, Head of Pharmacy Practice Simulation, as the module is officially called. How are blood pressure tests or blood sugar screenings performed? What substances are prescription only? How should you deal with complaints? "The main focus is always on the provision of advice", explains Kanduth. "If someone comes in with a headache, they shouldn't just be given the best possible medicine, but also tips on other things they can do to combat the situation."

pmu.ac.at

SONY DADC

Evergreen with 100 GB

Oh wow, do CDs still exist? They certainly do – and in quite some number! Some days, Sony DADC in Thalgau produces up to a million of them. "For example just before Christmas or when a new PlayStation game is released", says production manager Werner Gangl. More than half of the Salzburg discs are in the form of UHD Blu-rays. Considered the world's highest quality discs due to being made in Thalgau, these offer state-of-the-art image and sound quality. The remainder comprise classic music CDs or film DVDs. When the Salzburg site was established in 1983 with the help of Herbert von Karajan, the storage capacity of a CD was 700 megabytes. "Today, this has increased to 100 gigabytes or more", says Gangl. He is well aware that his business is threatened by streaming – and is prepared for this. "We've been migrating our technology to other industries for several years, for example to the field of micro-optics." This is an approach that the innovative Herbert von Karajan would have liked.

sonydadc.com

PÄDAGOGISCHE
HOCHSCHULE

Making inclusion the norm

BLuE stands for 'Bildung, Lebenskompetenz und Empowerment' ('education, life skills and empowerment') and is an inclusive study programme for people both with and without cognitive or mental disabilities. The former include Christina Penn, who graduated in 2024 and was subsequently taken on as an assistant at the Pädagogische Hochschule (teacher training college – PH). "The amazing thing is that all students with disabilities have tutors to support them with their homework exercises and work assignments." Two students with disabilities are accepted onto the course each year, but the demand is far higher than this. "We have made it our aim to act as forerunners and thereby make it standard practice for people with disabilities to access higher education", says Theresa Thalhamer from the BLuE management team.

phsalzburg.at

“Salzburg is baroque ‘n’ roll”

12 questions for Paul Feigelfeld, Professor of Digitality, Cultural Mediation and Media Studies at the Mozarteum University

Interviewer: Karin Cerny

THE RED BULLETIN INNOVATOR: What does digitality mean?

PAUL FEIGELFELD: A certain way of translating the world into knowledge. By breaking down the fluid and seemingly chaotic into small units, we make it manageable for ourselves and the world calculable. In the end, we only need two states – on and off, or one and zero – to be able to encode everything. This means that digitality hasn't just been about since computers were developed; it's always been part of our world: ever since we realised the power of thought, we've been breaking reality down into ever smaller units in order to deal with it.

Why should I concern myself with this?

Understanding digitality means understanding how we tick as people. After all, it's by using this thinking that we've built machines that shape our entire world today. And we should have a better understanding of them than they do of us.

Why should I study in Salzburg?

Salzburg is a city of music, and music was essentially the first digital medium in the world: understanding that music and mathematics are two sides of the same coin was one of humanity's first fantastic achievements in ancient times. The transformation of sound into notes, music and instruments is digital culture at its finest. In Salzburg, we learn to measure the world through the use of musical instruments while also bringing technical media to the stage. Even Gottfried Leibniz once said: “Music is the hidden arithmetical exercise of a mind unconscious that it is calculating.”

What makes it unique?

The combination of old and new. There are art and technical colleges everywhere that offer digitally orientated courses. The transdisciplinary intertwining of art, technology and science, the artistic and the experimental, tradition and future orientation makes Salzburg

like no other place in the world. Salzburg is baroque 'n' roll.

What makes digital courses exciting?

It's an endless subject with a mind-boggling number of different areas and possibilities. It has an incredibly deep and interesting world history: digitality has always been there, just not always in the form of computers. Today, the digital affects all areas of our existence, shapes our lives and determines the fate of our world and our civilisations more than ever. I can't imagine a more exciting area or a more important one – whether you look at it from a technical or an artistic perspective, or ideally both.

In what areas can I work with a digital degree?

In all areas. We unfortunately think that we understand technology better than we actually do. Corporations like to build their technologies so that they are easy

Understanding digitality means understanding how we tick as people.



Paul Feigelfeld at his desk: creatively researching and critically opening his mind to new technologies.

to use but difficult to understand; this gives them the greatest control and the most profit. In my opinion, understanding digitality is one of the most fundamental human obligations today if we are to make society, humanity and the environment sustainable. To that end, we have to creatively research and critically open our mind to new technologies.

What digital fields of training do you find particularly interesting?

Those that don't just regard digital technologies as a tool and a means to an end, because that simply isn't the case. We have great responsibility here. There shouldn't be any AI courses that don't teach students about the immensely complex and crazy history of these technologies as well as about both the creative

and enormously destructive potential that they already have.

Will AI make our life simpler in the future?

AI and machine learning – which actually has little to do with intelligence – can help us with a huge



number of tasks that involve large volumes of data. In the future, we will most probably have 'AI doubles' from birth. These will be an integral part of us, grow and learn with us and be able to do things for us.

Is the world my oyster with a digital degree?

A degree in digitality will certainly open the doors to the world for you. But only if we open our minds and are receptive to new technologies first.

What do I need to take this direction?

A willingness to see and understand the dark sides of digitality, as well as to critically and creatively transform them. Plus a love of experimentation and an understanding of digitality that goes far beyond the binary.

Will robots teach in academic institutions?

They already are doing. We've all been cyborgs for a long time and think, teach, work and communicate with and through technical media. In my eyes, the difference between 'human' and 'robot' is rather fluid. The manner in which many curricula and course schemes are worked through at many academic institutions is often more robotic than human.

Will robots be smarter than humans in the future?

There's no truly meaningful way to measure cleverness and intelligence. Even today, robots and AI systems are faster and better than us in many areas, and developing their own kinds of intelligence. We should stop seeing intelligence as something purely human and regarding this development as a competition or even a war. It's about coexistence.

The omnipotence of the digital

On distant mountain pastures, in maths lessons and in art – how data from Salzburg is changing our lives



ARTISTIC ENJOYMENT

At the heart of the action

The X-Reality-Lab uses the latest technology to allow us to experience art with all our senses.

100 speakers and 3D projectors that fill both the walls and the floor with audio-visual content: the X-Reality-Lab at the Mozarteum University is an experimental place that appeals to all the senses. It is designed for use by artists who work with digitality to bring art, theatre, musical theatre and much more into digital spaces. State-of-the-art technology such as spatial 3D audio and multiple sensors and tracking systems throughout the room enable the development of exciting interactive performance formats. Students can use the lab like a toolbox to creatively explore the boundaries of art and science. Planned opening: summer semester 2022
projekte.ffg.at

LIVE CHECKS

Energy brings the future

Salzburg AG supplies the state with energy and provides the basis for data transfer.

In the past, the number of kilowatt hours of electricity used by a household appeared on the bill that came through the letterbox once a year. Consumers were simply confronted with a result that they couldn't do anything about. When and where the energy had been used remained a mystery. Innovative digital solutions are changing this. The enox.live app from Salzburg AG enables people to check their electricity usage on their mobile and other devices. This energy feedback helps to identify the cheapest times of day to use the washing machine or dishwasher. There are new approaches to photovoltaics too: thanks to energy communities, neighbours can benefit from one another and future energy losses can be minimised.

salzburg-ag.at



INNOVATOR

MONITORING

Virtual herding dog

How cows on remote pastures are monitored and why that also helps people.

'Digitalisation – Innovation – Society' (or DIG for short based on the German title 'Digitalisierung – Innovation – Gesellschaft') is a six-semester bachelor's degree programme at PLUS that goes far beyond just theory. By the second semester, students already start using digitality to resolve real-life problems – in collaboration with companies or other research partners. One practical example of this is the 'virtual herding dog', which is used to digitally record the movements, body temperature and acceleration of cattle on remote mountain pastures. Algorithms help to detect any anomalies. If a pregnant cow moves away from the herd, the farmer knows that she is likely to give birth soon. However, even the use of research data to plan bus stops in public spaces is an exciting challenge for students. Where should the bus stop be built? How often does the bus need to come to provide people with a suitable service? The DIG degree teaches students to build digital bridges to reality – to make everyday life easier for people (and cattle!).

plus.ac.at



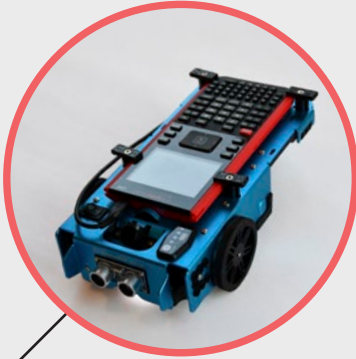
DATA

Take a look into the future

How can knowledge be extracted from data? The Master's in Data Science provides a good basis for a lucrative future job.

Every minute, over 10 thousand billion bytes of data are produced worldwide. Analysing this level of 'big data' and drawing meaningful conclusions from it is a booming future industry. The best jobs await data scientists. The four-semester interdisciplinary Master's in Data Science at the University of Salzburg not only teaches students what quality data is but also how to present it in a manner that makes it understandable for companies (a workshop with an actress is used to this end). Legal and philosophical questions are discussed and answered in great depth and the way in which algorithms work and shape our society is explained. Thanks to partnerships with companies, students are able to work on specific questions within the scope of internships. For example, they can learn to optimise individual medication plans in the healthcare industry or research why companies are losing customers – and how this can be prevented.

plus.ac.at



ROBOTICS

Control your teacher!

Maths lessons with a difference: exciting and creative.

To make maths lessons more fun and interactive, Simon Plangg from PH Salzburg has developed a concept for using a robot on wheels in lessons. This provides a creative way of teaching students to create simple programmes while also solving mathematical tasks. The 'rover' also has a pen that it can use to draw triangles and other geometric shapes. At least, if you understand the commands needed to make it do so.

inter-di-ko.net/rover



Appreciated by
Hollywood, Netflix, BBC
and Red Bull: Michael
Frankenberger



Heading to the future

Whether music, theatre, art or politics: the world is your oyster in Salzburg.

Ideally, film music should discreetly yet effectively support what is happening on screen. In a few cases, it is iconic and more memorable than the plot itself (e.g. the Harry Lime theme in *The Third Man*, Ennio Morricone's *Spaghetti Western* soundtrack and John Williams' *Star Wars* music) or can even define our idea of a foreign world. If asked what pirates sound like, most people instantly think of the main theme tune from the *Pirates of the Caribbean*", says Michael Frankenberger, who has known what he wanted to do as a career ever since he was a teenager.

"Mozart on your shoulder"

When it comes to the right soundtrack, 26-year-old composer Michael Frankenberger from Salzburg is in demand.

"My main instrument was the classical accordion, so not exactly typical. I grew into the orchestral field piece by piece. My teacher Ludwig Nussbichler at the Musikum Salzburg music school asked if it would interest me. Since then, I've become fully immersed in the subject." And successfully so: whether films or documentaries, portraits or

sound logos, the Salzburg musician is at home in all areas. In addition to his film work, he also indulges in an artistic project each year "simply for myself" and performs it live.

How did Hollywood come to call Salzburg?

I called Hollywood! When I was sixteen or seventeen, I networked with people from the scene, including some from the company of the legendary film composer Hans Zimmer. This led to me being offered an internship in summer 2018. That was the beginning.

How is a film soundtrack created in practice?

In various ways, but I'm often

given a rough cut that already has provisional music over it as a reference for any increases in tempo. This is known as 'temp music' and roughly determines the mood of my composition. The work then starts by looking for a strong theme, the 'main theme', which you then vary and expand upon. But there are also directors who don't provide any form of reference. In these cases, you have to really feel things out for yourself.

What about the actual composition process?

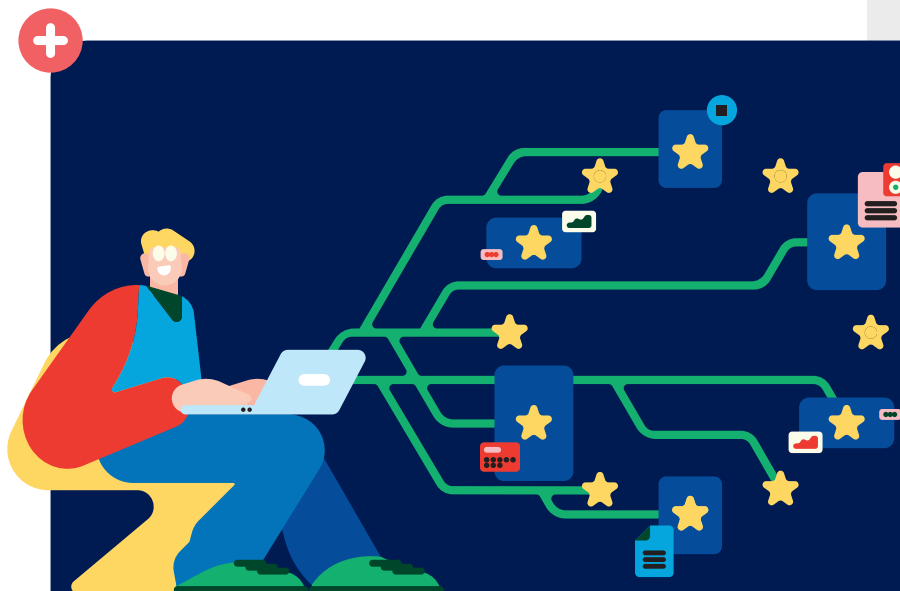
I sometimes use a piano, but often a PC with a MIDI keyboard, where I can experiment with different sounds. Once I've got the music world, depending on the budget, it's overlaid by instruments played by real musicians, for example solo violinists. That makes it sound far more lively. For blockbusters, the soundtrack is played by orchestras with up to eighty or ninety people.

How much time do you have?

We're one of the last links in the production chain. Roughly speaking: a few weeks to a few months. But there are also cases where you're lucky and can get involved during the screenwriting stage.

How much of Salzburg do you put into your music?

A lot. I went to music school in Itzling and studied composition and music theory at the Mozarteum University, but more importantly, music is all around you in Salzburg. You practically have Mozart sitting on your shoulder. Even my studio is just a few metres from his birthplace. It's a very influential environment.



How to make a career in the EU

Only in Austria: the Master's in European Union Studies prepares students for Europe – and more.

Europe is growing – and smart minds are growing with it. Professional and career opportunities in the fields of European law, European Union politics and economics are a strong motivational factor for students on this four-semester Master's degree programme exclusively offered by the University of Salzburg. For graduates, Europe (and beyond) is their oyster – both in the public sector (government administration, parliaments, EU institutions etc.) and in companies and national and international organisations.

The reason is simple: decisions in both the private and public sectors are already strongly influenced by factors at European level – a trend that is set to further intensify in view of current developments.

The European Union Studies degree programme in Salzburg, featuring intensive personal mentoring, a specialised curriculum and a strong practical orientation, takes this into account. Thanks to a strong international network, students also have the opportunity to gain experience at partner universities in other countries – as well as to attend regular guest lectures by international experts from both industry and academia. This innovative Master's degree with a clear international focus is recommended as a follow-on degree for Europeans who have completed a Bachelor's in social sciences, humanities or natural sciences and want to make the leap to Europe – wherever exactly that may mean.

plus.ac.at/studium/studienangebot/masterstudien/european-union-studies

Are we all Jedermann?

Actor, musician, performance artist, dancer and professor at the Thomas Bernhard Institute of the Mozarteum University Salzburg: an interview with the multi-award-winning star of the stage **Hanna Binder**.



From St. Gallen to Vienna and Berlin: you've worked in the theatre in all German-speaking regions. How does Salzburg differ from other cities?

Salzburg brings together historic importance and a strong cultural infrastructure. It's a city that preserves its traditions but is also open to innovation, enabling creative projects that would be difficult to implement in other places. I love Salzburg!

What three things do you instantly associate with the city of Salzburg?

Tradition, innovation and potential.

How do you balance traditional expectations with innovative development, both personally and as a university professor of acting?

Innovation requires traditions to be questioned. The cultural roots

in Salzburg provide the ideal environment for testing new ideas. The balance is key: a creative location needs both a strong foundation and the freedom to create new things.

Can you provide a specific example of something that is only possible in Salzburg – whether in terms of direction, training or on the stage?

I'd love to put on a major show here like Hubert Lepka's 'Hannibal', where the entire city becomes a stage – with drones, lights and actors besieging the Hohensalzburg Fortress. Thanks to the history, resources and technology, this sort of thing would only be possible here.

You're staging a performance of 'Jedermann' at the main railway station. Can you tell us a little about it?

It's a modern interpretation. We're bringing the classic themes of 'Jedermann' ('Everyman') up to date by applying the universal values of power, wealth and death to today's society. It's going to be a spectacular stage show!

"We are all Jedermann": would you say that's a true statement and if so, why?

Absolutely. Everybody faces the same existential questions at some point in their lives. Jedermann is the universal symbol for the human journey. The best thing about Jedermann is that he deals with so many different topics and people can see themselves in him.

What do you enjoy about working with young people at the university? Are there

Open arts at the Mozarteum University

An innovative workspace that connects people and the arts: welcome to the Institute for Open Arts at the Mozarteum University Salzburg.

Sweep away boundaries, rethink and newly implement things, conduct interdisciplinary research, create innovations and, all the while, merge the analogue world with the digital one: what sounds like a noble vision of the future can be studied in real life at the Mozarteum University Salzburg – with degrees of various levels right up to a PhD in the Arts.

The approach taken by this international study programme is not only exciting but also offers great future promise: artists from fields as diverse as music, visual arts, theatre, dance, film, media and design are offered the opportunity to further develop independent practical research within the scope of the arts.

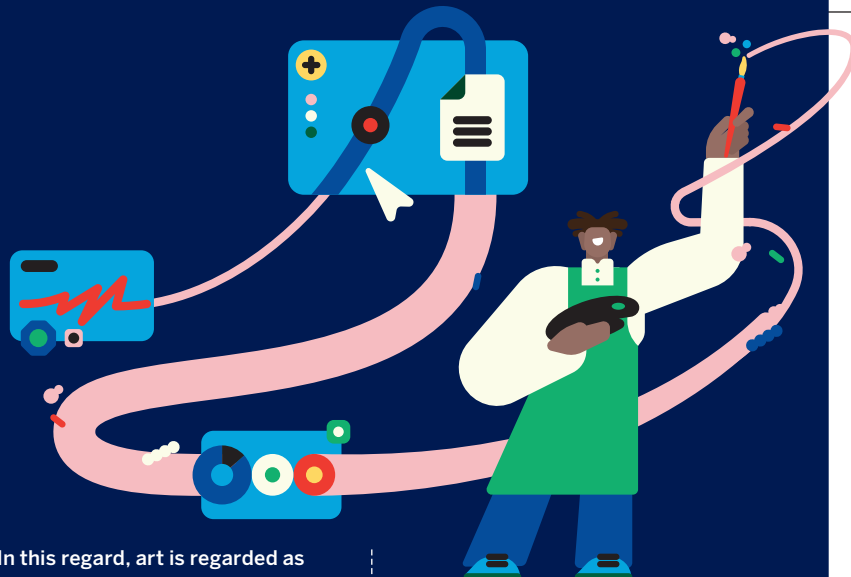


times when you see yourself in the students?

I often remember the uncertainty and determination that I felt when I was in their position. One example: a student who was initially very shy but found her voice by working on a project. It's extremely fulfilling to see students overcome their fears and discover their inner strength.

Finally, could you please complete the sentence: A good theatre show ends with...

... an audience member whispering in his wife's ear: carefully choreographed, meticulously staged and perfectly organised!



In this regard, art is regarded as both the object of investigation and a primary research method – across all genres.

Thinking about the world of tomorrow and conceiving and processing this artistically in order to further advance discourse in this area is the aim of open arts: an area of inter-, trans-, cross- and multi-disciplinary thought, research and action. In which other city could you create this kind of space that combines varying disciplines, sciences and the arts if not

in Salzburg? It is only logical and almost mandatory that all three study programmes offered in this setting (Master's, Doctorate and PhD in Artistic Research) are further developed semester after semester, year on year. After all, there is nothing less static than art – especially in Salzburg.

moz.ac.at/en/study/institutes/open-arts

agricultural background, I naturally know exactly what challenges smaller companies in particular face.”

Seven years ago, Lisa established her first company, the advertising agency Vista Design. But she had already started to get involved with the young farmers association ‘Landjugend’ prior to this. Her path led her to the advocacy group ‘Junge Wirtschaft’, for which she has been the state chairperson for Salzburg since 2024: “As the interface organisation of the Austrian Economic Chambers, we offer more than 20 events per year. We also act as an advocacy body to ensure that young entrepreneurs’ concerns are heard.”

Networking is of great importance to Lisa Rieder, who has taken part in multiple meetings on the topic of ‘Generation Z in agriculture’ at EU level in Brussels: “We are experiencing a shift from a work-focused society to a meaningful society. Work has to be fulfilling for people – and that includes in the agricultural sector.”

This makes innovative approaches all the more important: “Direct marketing offers major opportunities. You are slightly less dependent on the market and establish a personal connection with your customers.”

Farmlifes and Folienkönig will also continue to evolve. In the second quarter of 2025, the two companies will merge to form the new entity Tomorrow’s Innovation: “We want to make increasing use of the IT solutions that we have already developed for customer retention in the e-commerce sector.”

farmlifes.com
folienkoenig.at



On route to a meaningful society

Lisa Rieder and her founding team achieve growing success through innovative IT solutions.

“It all stemmed from the idea that we could network farms”, says Lisa Rieder, co-founder of Farmlifes. However, she then worked with her business partner Herbert Astl to continually evolve the concept of the community app. “The original collective orders for agricultural products opened up a new line of business. Today, we sell our own silo films and sandbags throughout Europe under the ‘Folienkönig’ brand.”

Lisa Rieder, born in 1994, grew up on a mountain dairy farm in Uttendorf in the Pinzgau region of Austria: “My brother took over the business but thanks to my



Apprenticeship as a career driver

For motor vehicle technician **Marianne Erlmoser** life seems perfectly oiled – both professionally and privately.

“Everything!” answers Marianne Erlmoser simply when asked what she learned while training for her master qualification in order to manage her vehicle company and its team of six. “Whether to change tyres, repair engines or do the accounts: I couldn’t have done any of this without the apprenticeship.”

The 30-year-old from Pongau originally wanted to obtain a qualification in electrical engineering from a higher technical college (HTL) but after several skiing injuries, she found that she had fallen too far behind in her studies to catch up: “My parents gave me the choice: I had to either look for some sort of training or start an apprentice in their company as a motor vehicle technician with a university entrance qualification. I’m grateful they showed me the way.”

Marianne Erlmoser took over the family business in Pfarrrwerfen in 2021 together with her husband Christoph; her father Alois still enjoys helping out in the workshop. The next generation is already growing up in the form of their sons Leon, age 5, and Lucas, age 1: “I’d definitely recommend technical careers. We’ll always need mechanics.” autohaus-erlmoser.com

An international hub

From Salzburg Airport to the world – and quickly to the heart of the city. **Alexander Weiglhofer** on the future of the airport.



Times have changed since 1966 when the foundations were created for today’s terminal landscape. As a result, Salzburg Airport W. A. Mozart is planning a fundamental renovation and development project to create a modern transport infrastructure: “The renovation of the terminals is currently our most important project”, says COO Alexander Weiglhofer. “We want to be able to offer the very best service to 1,000 passengers per hour.”

Salzburg Airport has become an international hub. In addition to mere one-hour flights to and from Frankfurt, it also offers regular flights to London, Istanbul and Madrid – and thus perfect opportunities for onward connections: “We also offer a direct flight

to Dubai through the Emirates network. This means we have connections to some of the world’s most important hubs.”

From the airport itself, which is located right next to the ‘Westautobahn’ motorway, passengers can quickly reach the centre of Salzburg: “It’s just a 10-minute bus journey from the old town and a 15-minute journey from the railway station.” Salzburg Airport definitely impresses with its close proximity, says Alexander Weiglhofer: “Whether landing here or taking off, our passengers are very satisfied as they can get everywhere quickly and easily.”

The 44-year-old from Salzburg began his career at the airport while still studying law: “In the winter months, I was assigned to baggage duty every Saturday. That’s the basis of well-functioning flight operations. During that time, I learned a great deal about the processes at the airport.”

Today, the responsibilities of the Head of Operations & Services include planning the new terminal landscape: “The first stage is to demolish the old Hangar 2 in order to create a clear building plot. In 2027, the renovation work at Terminal 2, which was primarily used in winter, will start. This will be our new main terminal from 2030.”

salzburg-airport.com

“Our passengers are very satisfied as they can get everywhere quickly and easily.”

Alexander Weiglhofer

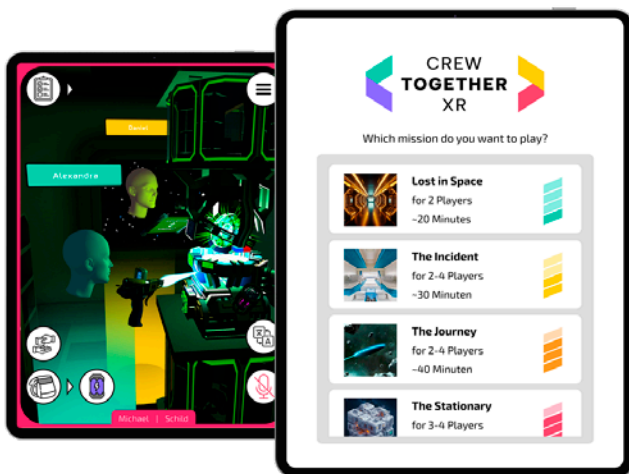


The sun sets and night falls. Thanks to like2camp, it's easy to find a place to spend the night.



The future is bright

Salzburg start-ups help us have better holidays, fly higher and live healthier lives. Six examples.



Polycular

Playfully create the perfect team

THE IDEA: to use escape games and puzzles to teach critical thinking and convey learning content.

THE APPROACH: Thomas Layer-Wagner worked with his team to develop Crew Together XR, which offers immersive missions experienced using a tablet and VR headset – whether with team members all in one place or spread out in multiple locations.



Embedded in journeys and accompanied by experienced coaches, targeted reflection results in genuine learning stimuli and sustainable team development..

THE AIM: to use immersive missions to strengthen cooperation, make patterns visible and create new perspectives – for greater trust and noticeable stimuli during everyday life as a team. polycular.com



like2camp

Organise overnight spots for campers

THE IDEA: every time marketing expert Verena Sowa wanted to work from her mobile office on her customers' premises, she first had to seek permission from the landowner. In doing so, she gathered all the information she needed – and eventually made it available on her website. The booking platform is web based, mobile optimised and suitable for use from any end device.

THE APPROACH: within the scope of a pilot project, Verena managed to convince tourism professionals that campers are a thoroughly worthwhile target group. And as she also collects and passes on the visitor's tax via her platform, a growing number of municipalities are willing to integrate this option into their tourist services.

THE AIM: to offer a highly comprehensive range of legal camping spots. Last year alone, Verena Sowa already took around 3,000 bookings for 270 spots. like2camp.com



Aimcademy

Successful training for gamers

THE IDEA: the sports student and athlete Julian Schönauer noticed that athletes and gamers train in completely different ways. Whereas classic athletes train their abilities as needed, gamers play for hours on end without specifically working on any of the skills they need.

THE APPROACH: this is not only unhealthy, but also ineffective. And so, Julian Schönauer and Simon Seebacher worked together to develop a method of using a computer mouse to measure motor skills and provide suggestions for improvement.

THE AIM: to help gamers successfully prepare for their games and, thanks to the use of scientific methods, to establish gaming as a serious sport.

aimcademy.gg



Part of the Aimcademy team: Sandro Figo, Simon Seebacher and Julian Schönauer (from left).



Way Watersports

New heights for kitesurfers

THE IDEA: to develop a fin that enables kites to make perfect jumps.

THE APPROACH: just like product developer Niklas Pasternak, professional kitesurfer Jan Vojacek also found that “all everyone really wants to do is jump”. Despite this, the available fins did not meet the requirements – making it hard to build up the necessary pressure. Inspiration came from the rectangular wings on Moto GP racing motorcycles. The results were groundbreaking. The newly developed fin can withstand pressure better, has a lower resistance to water and can be used on any board.

THE AIM: to offer innovative components for boards from all possible manufacturers.
way-watersports.com



Establish a start-up in Salzburg:

STARTUP-SALZBURG.AT

Small New World Laboratories

Laboratory tests on transplants

THE IDEA: to design implants that aren't rejected by the body's own cells as intruders.

THE APPROACH: instead of researching rejection reactions in patients themselves, the biomedical scientists Eva Rohde and Mario Gimona do so using stem cells – or to put it simply: they conduct tests in a laboratory rather than on sick people. Proving the success of research on patients requires rigorous cleanroom conditions. This complication is eliminated by performing the tests directly on stem cells, i.e. the aptly named ‘Small New World Laboratories’ suffice.

THE AIM: to improve the acceptance of implants.

snwlab.eu

sproof

Digital signatures made simple

THE IDEA: to simplify the process of providing a digital signature after Fabian Knirsch and Clemens Brunner realised during their studies that there were few usable solutions for proving their identity online.

THE APPROACH: the two researchers not only developed software for digitised internal and external signature processes, but also integrated qualified public signatures, such as A-Trust.

THE AIM: to be the number one for digital signatures.

sproof.com



The morning coffee: a pick-me-up for the cheerful pastry chef.

PÂTISSERIE

Success tastes sweet

Viktoria Alfarè creates all sorts of sweet treats in her patisserie, although her personal favourite is still her mother's apple strudel.

Viktoria Alfarè grins broadly: "It's fantastically refreshing and beautifully well-rounded", she raves. What's making her so happy? A newly created strawberry and vanilla tartlet with frangipane filling that is the current highlight of the display case in 'Viktorias Zuckerbäckerei' in Hallein.

It should be noted that working as a confectioner wasn't even on Viktoria Alfarè's professional radar: "Baking was my mum's thing." That was until the young woman, born in 1993, who had started her career search, found herself in Café Maier in Golling. After several more jobs, she set up her own, highly successful patisserie 'Viktorias Zuckerbäckerei'.

What would she recommend to newcomers to Salzburg? "Salzburger Nockerl soufflé of course." Viktoria herself enjoys marble bundt cake and, even more so, her mum's home-made apple strudel. "That's something I can't get enough of", she says.

zuckerbaeckerei.eu

Enjoy delicious food in Salzburg

From herbs to stars – and plenty of pure nature. Four examples from the city and state.



Andrea Rieder has happy chickens.



HERBS

Ancient knowledge, freshly served

500 different species grow in the Hollersbach herb garden.

Andrea Rieder has been surrounded by herbs since her childhood. “They were part of everyday life for us”, she explains. As a farmer and member of the local council in Hollersbach, she experienced a moment during herb courses at schools that made her stop and think. There’s one statement that she remembers particularly clearly: “Grandma does it like that; grandma knows how.”

It was at that moment she realised that the traditional knowledge of herbs was being used little by the younger generation. To prevent this valuable expertise from being forgotten, the herb expert started to develop the Hollersbacher Kräutergarten (Hollersbach herb garden) 16 years ago. Today, this covers 800 square metres and is home to over 500 species of herbs. The plants are labelled with the most important information to give visitors simple access to the ancient knowledge. hollersbacher.at

SUSTAINABLE SUCCESS

Michelin star chef with a love of home

Serve what Salzburg has to offer – Andreas Herbst’s recipe for success.

Andreas Herbst has always been good in the kitchen.

But it was only when he got a taste of Salzburg Michelin star chef Johanna Maier that he realised what cooking really meant. “It ignited something in me; I really liked it!”

When working with Michelin star chef Mario Lohninger, Andreas finally came to understand the meaning of product affinity. Today, Andreas, born in Leogang in 1985, attaches great importance to regionality and the circular economy. He has not only cooked his way to a Michelin star

for his Leogang-based restaurant ‘Dahoam’ (meaning ‘home’ or ‘at home’) but also received a green Michelin star for his commitment to sustainability.

Whether fish, meat or vegetables, practically everything comes from farmers in Leogang and the surrounding area, who Andreas Herbst both works with and likes to bring to the fore. He adapts his menu depending on the availability of the products and the season.

Andreas Herbst describes Salzburg cuisine as alpine cuisine, meaning that great care is taken in ‘Dahoam’ to serve up a taste of the region. “That is the strength of the state of Salzburg.” restaurant-dahoam.com



Andreas Herbst in his ‘Dahoam’ restaurant in Leogang.

MULTIFACETED

The power of mushrooms

Andreas Eibl has loved mushrooms ever since he was a boy – and turned his passion into his profession.



Looking at his mushrooms makes Andreas Eibl smile.

“Ever since I was a boy, I’ve loved being in nature. I was just six years old when I first went mushroom foraging with my dad”, says Andreas Eibl. Even today, he still finds mushrooms truly fascinating.

After graduating from agricultural college, Andreas initially embarked on a conventional career path. That was, until 2014 when he completed a course in mushroom growing. “It really piqued my interest.”

Two years later, he harvested his first shiitake and oyster mushrooms. “I was flabbergasted at how many different varieties there are.”

At that moment, he recognised the enormous potential of mushroom growing. In 2018, he decided to start anew, renovated his farm and dedicated himself to growing organic mushrooms. Today, he supplies numerous renowned restaurants.

The mushrooms are also available to purchase from the farm, at farmers’ markets and online via his website.

flachgauer-biopilze.at

TRADITION WITH A TWIST

Wearing dirndls and lederhosen with style

In Salzburg, being modern means wearing traditional clothes – we explain how to do it right.

The dirndl shown here was made by Salzburger Heimatwerk. The original blueprint comes from Svetlana Becker’s manufacturing company. The dark-blue, cotton dress with a polka dot design features a six-panel skirt section and comes to just below the knee. The cotton apron rounds off the dirndl harmoniously. The outfit is completed by a fresh white cotton blouse with a perforated pattern. Important: a hidden underskirt is a must with a dirndl. This makes it more comfortable to wear and gives it a certain flounce.

The male model sports a hand-made blue gilet with a decorative print, which goes wonderfully with the chamois tanned deerskin lederhosen. Again, the devil is in the details: the buttons are made of deer antlers. The lederhosen are worn with hand-knitted socks – with integrated calf shaping for



Even young people in Salzburg like to wear dirndls and lederhosen.

added comfort. And even through it’s becoming increasingly common to wear both dirndls and lederhosen with trainers, the look is only truly perfected by the right shoes – as our photo clearly shows. Here, the male model wears elegant, brown dress shoes although somewhat more casual Haferl shoes would also look good. salzburgerheimatwerk.at



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A Kiwi becomes a Salzburger

New Zealander Jonny Balchin moved to Salzburg in 2019. Since then, he has learned a great deal about the state and its people – and shares his findings in comedic videos as The AustrianKiwi. What does he like best? Our many reasons to celebrate.

Hat, janker jacket, lederhosen: Jonny Balchin loves Salzburg style.



THE RED BULLETIN INNOVATOR: You've been living in Salzburg for six years now. What did you know about your new home before coming here?

JONNY BALCHIN: I didn't even know that Austria bordered Germany. It's really embarrassing, but I thought it was closer to the Middle East.

How did you end up here?

Because of my girlfriend Maria. I was happy to be able to be with her. Cycling through the city in the summer was like a fairytale.

In what way?

Salzburg is one of the most beautiful cities in the world. The architecture, the river, the castle on the mountain. It's not a big city, but it has everything: from beer cellars to Mexican restaurants.

You now live in the countryside.

Yes, I love the freedom that gives me. I can grow my own lettuce. The people here are more interested in their neighbours too.

“Salzburg is one of the most beautiful cities in the world. The architecture, the river, the castle on the mountain.”

Jonny Balchin on his arrival in Salzburg

It's a bubble with good vibes. And I find the concept of village gossip hilarious! The instant Johannes has a new girlfriend, the whole village knows about it.

What else have you noticed that's different?

The way that culture and tradition are deeply rooted here.

Any challenges?

The language, especially the dialect. There are so many ways

of saying things! I've attended two German courses, but I've mainly been 'learning by doing'.

What advice would you give to newcomers?

The most important thing is to find your people, so you don't feel alone. And not to run away from traditions, but to join in with them!

What's your favourite tradition?

I got involved with stealing the maypole, which was very strange. One of the other things I like is that Austrians really do find the most bizarre reasons to get together and celebrate.



Scan to view
The AustrianKiwi!



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- » **SHAPE** Pre-Incubation Program
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- » **FACTORY** Incubation Program
Tailored preparation of innovative, market- and launch-ready startups for market entry and sustainable growth through coaching, mentoring, and access to established business networks
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Support for highly research-, technology-, and innovation-driven startups through the federal AplusB program and additional specialized services
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