

Work Package 4: Local CreativeCH Showcases

Salzburg Showcase website: <http://kreativkultur.salzburgresearch.at>

Youth Congress, Salzburg 2012: Main Findings of the Idea Workshop

Date of the workshops: 28 June 2012

Framework: Youth Congress Salzburg (Salzburger Jugendkongress)

Location: Stadt:Bibliothek Neue Mitte Lehen (City Library), Salzburg

Project partner: Salzburg Research (SRFG)

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Table of Contents

1	Executive summary	3
2	Overview	4
3	Workshop concept	4
3.1	Facts & figures	4
3.2	The Salzburg Youth Congress 2012	4
3.3	Concept for the ideas workshop	5
4	Findings of the workshop	7
4.1	Favourite leisure activities of students and youngsters	7
4.2	Comments/ideas on museums, libraries and archives	8
4.3	Ideas on built cultural heritage	9
4.4	Ideas on intangible cultural heritage	10
4.5	Ideas on the performing arts	12
4.6	Ideas on green & recreational spaces (natural heritage)	13
4.7	Further ideas	14
5	Implications for the Salzburg Showcase	15

1 Executive summary

In June 2012, Salzburg Research conducted ideas workshops with students on cultural heritage. The workshops took place in the framework of the Salzburg Youth Congress, which invites students from lower secondary school classes to participate in a series of joint activities. The workshops were part of the activities of the Salzburg Local Showcase.

Six school classes with about 150 students participated in the workshops. This constitutes about 1 per cent of all students attending secondary lower school classes (age group 10-14) in the State of Salzburg.

The workshop participants were invited to develop ideas of how to raise the interest of students in cultural heritage in Salzburg, and how cultural heritage can be presented in an exciting way, especially to younger people.

The results of the workshops in particular showed that students are very keen on learning more about various aspects of intangible cultural heritage, such as traditional food and cuisine, clothing or dances and music. They were also interested in other cultures and traditions, maybe due to the fact that many participants came from a diverse cultural background. A concrete idea, for example, was to make a festival showcasing traditional but also other cultures.

Students were also interested in museums, but often considered museum exhibitions as not exciting enough. They suggested that museums should show exhibitions specifically targeting youngsters, change more often and be more interactive (e.g. to have workshops with young people). Many also thought that entrance to museums for students and youngsters should be much cheaper.

With regard to performing arts, students were much more interested in modern pop music than in traditional music, theatre or dance. To raise the interest for performing arts, however, one idea was to have events that combine traditional with popular performing arts.

Concerning built cultural heritage, some participants thought that old buildings and structures are not exciting. They suggested making them more interesting by means such as colourful illumination or by combining them with events and activities that youngsters like to attend.

Green spaces such as the Salzburg riverside and parks in the city are important areas students can chill out or meet friends and, hence, were considered as potential spaces for events and activities around cultural heritage.

With regard to the communication of cultural heritage students wanted the content to be more diverse and interactive, e.g. using mobile tour guides.

For the Salzburg Showcase applications which would target, among others, young students (age group 10-14 years) we tentatively conclude that they should present non-typical facets of heritage and history in Salzburg and possibly relate to places, events and activities they appreciate.

2 Overview

This document summarises the main findings of a workshop which was conducted in the framework of the Salzburg Youth Congress 2012. In the Salzburg Congress about 150 students from six different school classes in Salzburg participated.

The Youth Congress takes place very year in Salzburg and invites students from lower secondary school classes (usually the age group of 13-14 years).

In the framework of the CreativeCH project, Salzburg used the opportunity to conduct a series of workshops with students. The workshop was based on the findings of the survey on students' perceptions of cultural heritage, which was conducted in Salzburg in April 2012. In the Youth Congress workshop students were requested to develop ideas of how to raise their interest in cultural heritage in Salzburg.

3 Workshop concept

3.1 Facts & figures

Date	28 June 2012
Location	Salzburg, Austria
Premises	Stadt:Bibliothek Salzburg, Neue Mitte Lehen
Context	Salzburg Youth Congress
Duration of workshops	8:00 – 15:00
Personnel (SRFG)	2 persons (Julia Eder, Andreas Strasser)
No. of participating school classes	6 (8 were initially supposed to take part)
No. of participating students	ca. 150

3.2 The Salzburg Youth Congress 2012

The Salzburg Youth Congress 2012 invited different school classes from the city of Salzburg to participate in a series of outdoors activities and workshops. The workshops and activities were developed, organised and supervised by different cultural organisations in Salzburg.

Six school classes (initially eight school classes planned to take part) with about 150 students participated in the workshop series. This constitutes about 1 per cent of all students attending 4 classes of secondary lower school (age group 10-14) in the State of Salzburg.¹

¹ In 2010/2011 there were about 15,000 students attending secondary modern (Hauptschule, Neue Mittelschule) in the State of Salzburg (4 classes for age groups 10-14). Source Statistik Austria:

The following schools participated in Youth Congress:

- Polytechnic Secondary School of the City of Salzburg² A
- Polytechnic Secondary School of the City of Salzburg B
- New Secondary School³ Taxham 3C
- New Secondary School Liefering 4C
- Secondary Modern School Plainstrasse⁴ 4A
- Secondary Modern School Plainstrasse 4B

Two school classes cancelled their participation shortly before the Youth Congress:

- New Secondary School Lehen⁵ 4A
- New Secondary School Lehen 4B

While school classes from grammar school were also invited to participate, in the Youth Congress 2012 none took part.

The actual event started with an official welcome by the mayor of the City of Salzburg as well as an introduction into the Youth Congress programme by the organisers. The organisers then assigned the different school classes to the individual workshops. The workshops were conducted as part of a workshop course in which each class participated in one workshop for 20 minutes. This was followed by a break of 5 minutes in which the students could change to the next workshop station.

At the end of the workshop course students and/or supervisors presented the main results before the auditorium, which included all participating students as well as the mayor of Salzburg. The mayor was very interested in the findings, commented on them and seemed eager to take up suggestions for new town planning initiatives (the mayor was particularly interested in the results of the ideas workshop on cultural heritage).

3.3 Concept for the ideas workshop

The concept for the CreativeCH ideas workshop is based on the findings of a survey on students' perceptions of cultural heritage, which we conducted in the framework of the Science Night in Salzburg in April 2012.

The survey, which was also part of an activity within the Salzburg Local Showcase, had delivered some surprising results. For instance it showed that students have a broad and diverse understanding of cultural heritage. Students had mentioned, amongst others, aspects of built cultural heritage, intangible cultural heritage, the performing arts, museums and libraries and natural heritage.

These answers formed the basis for defining different categories on which the students were requested to develop ideas in the workshop. We tried to define those categories by using easy-to-understand terms:

http://www.statistik.at/web_de/statistiken/bildung_und_kultur/formales_bildungswesen/schulen_schulbesuch/index.html (Download: 13/08/2012)

² Städtische Polytechnische Schule der Stadt Salzburg

³ Neue Mittelschule (NMS) Taxham

⁴ Hauptschule Plainstrasse

⁵ Neue Mittelschule (NMS) Lehen

- Old, historical buildings and the old city centre (built cultural heritage)
- Collections of old items in museums, archives and libraries
- Theatre, music or dance performances (performing arts)
- Customs and traditions (intangible cultural heritage)
- Green and recreational spaces in the city (natural heritage)

The main objective of the workshop was to further advance the survey findings by developing ideas of how cultural heritage can be presented in an interesting and exciting way to students and youngsters.

The CreativeCH ideas workshop was actually a series of workshops which were conducted with each of the six school classes. At the beginning of each workshop the moderators introduced themselves, Salzburg Research and the EU project CreativeCH. Then they explained the objectives and the procedure of the workshop as well as the different categories of cultural heritage on which the students were requested to develop ideas.

In order to get attuned the students were first asked about their favourite leisure activities. This included activities related to music, sports, computer & IT or other activities. Another rationale for collecting leisure activities of students was to give them some ideas of how they would like to experience cultural heritage in Salzburg. Then students were given the opportunity to write down ideas they had in terms of the different categories of cultural heritage. The ideas were written down on a number of flipcharts which later helped us to document and analyse the results.

4 Findings of the workshop

4.1 Favourite leisure activities of students and youngsters

In the following the leisure activities of the students and youngsters are presented. These are structured according to the categories “sports”, “computer & IT”, “music” as well as “others”. Activities that were mentioned by several classes are highlighted through numbers (note: since these activities were derived from asking each class in plenary, each activity was only mentioned once per class).

Abb. 1: Leisure activities of students and youngsters

Sports		Computer & IT		Music		Other	
Football (soccer)	5	facebook	3	Listening to music	3	Chill out	4
Jogging	2	Playstation	2	Dancing	2	Go shopping	3
Cycling	2	Youtube	2	Tango	1	Meeting friends (e.g. at Europark)	3
Horse riding	2	Google (online surfing)	1	Folk dance	1	Going out (socialising)	2
Volleyball	2	Programming	1	Making music	1	Dating boys/girls	1
Kick boxing	2	Making videos	1	Hip-Hop music	1	Eating out	1
Karate	2	Computer games	1	Music from the Balkans	1	Reading (books)	1
Thai boxing	1	Mobile applications	1	Rap music	1	Open air bath	1
Boxing	1	Skype	1			Travelling	1
Gym machines	1	Twitter	1			Theatre (in school)	1
Swimming	1	Netlog	1				
Climbing	1						
Going for a walk	1						
Rollerblading	1						
Handball	1						
Badminton	1						
Basketball	1						
Table tennis	1						
Sum	28		15		11		18

Sport activities are amongst the most popular with students and youngsters. **Soccer** seems to be particularly popular (both amongst boys and girls), as it was mentioned by nearly every school class. More **traditional aerobic sports**, such as jogging, cycling, swimming or going for a walk were also mentioned frequently. Other popular sports activities include various **ball sports** (e.g. handball, volleyball or basketball), **martial arts** (e.g. boxing, thai boxing, kick boxing, karate). Other or more eccentric sports activities, such as climbing, were mentioned less frequently (however, climbing opportunities were frequently mentioned in terms green spaces and recreational areas; see below).

While students also used the computer and IT applications, these were mentioned less frequently than might have been expected. With IT **social media** were cited the most, e.g. using facebook, Netlog or twitter. Some students also liked to **play computer or console games** or **watch videos online** (e.g. via Youtube).

Respondents also enjoy **listening to popular music** (e.g. hip-hop or rap) or **traditional/folk music**. Making music seems to be less popular. However, **dancing** was mentioned several times, from dancing in general to specific dance types (e.g. tango or folk dances).

However, one of the most popular leisure activities—cited by nearly all school classes—was **chilling out**. Other popular activities include going shopping, meeting friends or going out. Travelling, reading or going to/playing in the theatre were rarely mentioned.

4.2 Comments/ideas on museums, libraries and archives

Interesting subjects
<ul style="list-style-type: none"> ○ A football museum ○ A hip-hop museum with music ○ Present different cultures in a museum (2x), e.g. cultures of the Balkans ○ Town exhibitions ○ Special exhibitions, e.g. about the Yugoslav Wars ○ Posters of teen idols [in exhibitions] ○ A Madame Tussaud's for Salzburg
Design of exhibitions
<ul style="list-style-type: none"> ○ Interactive points of interest! ○ More frequent changes of subjects in museum exhibitions (e.g. twice a year, for instance in the Natural Science Museum) ○ More workshops [for teenagers and young people] should be offered in museums ○ Exhibitions should be more prominent or flashy
Free entrance or reduced entrance fees
<ul style="list-style-type: none"> ○ Free entrance and no travel costs to museums [for youngsters] ○ Half-price entrance fees for youngsters ○ Reduced entrance fees for museums ○ Once-per-year free entry to all museums ○ Open-day for youngsters
Others
<ul style="list-style-type: none"> ○ Bungee jumping from the town library

When asked about their ideas for libraries, archives and museums the focus was clearly placed on museums. Libraries and archives were hardly mentioned at all (the only mention in this regard was to allow students jumping from the top of the Salzburg town library).

With regard to museums students mostly wanted to associate them with their **personal interests and activities**. For example, they were interested in football exhibitions or exhibitions on popular music. But they were also highly interested in **other cultures**, such as the cultures of the Balkans or the history of and background to the Yugoslav Wars. One respondent also mentioned having a **Madame Tussaud's** in Salzburg.

Other suggestions concerned the **design of museum exhibitions**, which they wanted to be more prominent and look more dazzling. Also, exhibitions should be changed more often and be more interactive. They also wanted to have more **workshops for youngsters**.

Finally many noted that **admittance and travel to museums for youngsters** should either be completely free or reduced (some of these remarks, however, seem ill-informed, as museums indeed offer reduced entrance fees for youngsters).

Salzburg specific historical themes were not mentioned.

4.3 Ideas on built cultural heritage

Present built heritage more prominently and more “colourful”...

- Paint the Salzburg Fortress, so that it “shines in new splendour”
- **Present old buildings more prominently and exciting, e.g. through lighting/illumination (2x)**
- **“Design” old buildings more creatively**, e.g. with graffiti or more “paint” [make] them more colourful
- **Present the historical inner city more prominently**
- **More colourful, more prominent/striking presentation**
- Present old buildings more colourful
- Illuminate the Salzburg Fortress with different colours at night
- Interesting posters (?)
- Surprising/extraordinary figures (?)

Link built heritage with events...

- Make fireworks at historical buildings
- **Organise major events (3x)** (e.g. parties, concerts – e.g. at the Residenzplatz or the Salzburg Fortress)

Link built cultural heritage with popular activities...

- Starbucks in old buildings
- Cinema in the historical city centre (in the historical city), including open air

<ul style="list-style-type: none"> cinema or drive-in cinema ○ Shopping centres in old buildings ○ Terrace cafes atop of old buildings ○
Alternative forms of presenting cultural heritage content...
<ul style="list-style-type: none"> ○ Mobile city guide ○ Historical items and means of transport that can be tried out (e.g. a very old historical carriage) ○ More information [on historical buildings (?)]
Other
<ul style="list-style-type: none"> ○ W-LAN hotspots in the historical city should be better marked ○ Possibility to climb up the fortress

Many youngsters remarked that built cultural heritage should be **presented more prominently and more colourful**. Ideas to do so included, for example, to illuminate old buildings (such as the Salzburg Fortress), colour them or decorate them with posters. As to some youngsters historical buildings may appear a bit “grey” or “dull”, they would like them to be presented more exciting.

Other students suggested **organising events at or near historical buildings or places** in order to raise their interest (e.g. concerts or parties at the Residenzplatz or the Salzburg Fortress). They also mentioned having fireworks in this context.

Another remark was to apply **different forms of communicating cultural heritage**. For example, historical objects or means of transport could be recreated so that they can be used and tried out by the youngsters. Similarly **mobile city guides** could offer a different and more playful kind of experience.

Finally youngsters suggested to **link built cultural heritage with popular activities** or institutions of youngsters: e.g. shopping in historical buildings or placing Starbucks in a historical building or a terrace café.

4.4 Ideas on intangible cultural heritage

Traditional cuisine
<ul style="list-style-type: none"> ○ Traditional food and cooking (2x) ○ Historical/traditional dances in Stieglbräu + corresponding [historical] drinks and music (see entry below on traditional music and dance) ○
Traditional music and dance
<ul style="list-style-type: none"> ○ Traditional music and singing

<ul style="list-style-type: none"> ○ Traditional dances + hip-hop (?) (2x) ○ Historical/traditional dances in the Stieglbräu + corresponding [historical] drinks and music (see entry above on traditional cuisine) ○ A music festival ○
Other cultures
<ul style="list-style-type: none"> ○ A festival of cultures (2x) ○ Present the ways of life of other cultures ○ Everybody should have the opportunity to present his/her culture to others ○ Clothes of other cultures (see entry on traditional clothing) ○
Traditional clothing and clothing of other cultures
<ul style="list-style-type: none"> ○ Present dirndl dresses in the Internet ○ A fashion show on historical traditions and/or comparison of present vs. past traditions ○ Clothes of other cultures ○
Others
<ul style="list-style-type: none"> ○ A festival of travelling artists ○ Historical customs ○ More events around Perchten (an Austrian tradition practised in Advent, just before Christmas) ○ Offer more events on customs and folklore ○

Ideas on traditions and customs were mostly associated with **dance and music**, **cuisine** as well as **clothing**. Youngsters were interested to learn more about **traditional, local** representations (i.e. from Salzburg) but also from **other cultures**. Another suggestion was to **link traditional, “old” forms of customs and traditions with corresponding modern representations** (e.g. traditional folk music vs. hip-hop).

Many youngsters were particularly interested in **other cultures and ways of life**. Some students therefore suggested organising a festival of the cultures. This great interest in other cultures as to some part seems to stem from very diverse cultural backgrounds of students.

Other ideas were very specific, such as organising a festival for travelling artists or a bigger Perchten show (more than what is presented currently).

4.5 Ideas on the performing arts

Concerts – popular music
<ul style="list-style-type: none"> ○ Organise more concerts, for instance for pop music (e.g. David Guetta), hip-hop (2x) ○ Events with famous DJs (e.g. Kamene Face [?]) ○ Concerts in the Mirabell Park and Gardens (e.g. Robert Pattinson) ○ Concerts at the Salzburg Cathedral (2x) ○ Concerts at the Salzburg Arena (e.g. Linkin Park) ○ Concerts in the Republic (e.g. Ed Sheeren) ○ [Concerts from] Katy Perry ○ More concerts in the Rockhouse and Heavy Rotation: Rock und Heavy Metal ○ Backstage tickets for pop concerts ○ Rock-/metal concerts in the Salzburg Fortress or at the Residenzplatz ○ Open-air concerts
Traditional music
<ul style="list-style-type: none"> ○ Dance and Folk from the Balkans (Folklore) ○ Music from Mozart in combination with modern Music (e.g. Hip-Hop + Breakdance)
Theatre and performances
<ul style="list-style-type: none"> ○ More theatre plays for youngsters in the Landestheater (state theatre) ○ Tailored Salzburg Festival programmes for youngsters (with contents and performers that are also popular amongst the young)
Traditional & modern dance
<ul style="list-style-type: none"> ○ Public street fights ○ More street battle dances ○ Belly-dance & hip-hop
Others
<ul style="list-style-type: none"> ○ Open-air cinema ○ More public viewings at the Residenzplatz ○ Famous stars ○ Rehearsal rooms for music bands/making music

Most ideas in the performing arts were related to **concerts, in particular contemporary pop music** with beloved pop artists. Youngsters would like these concerts to **take place in the historical city** of Salzburg, e.g. on the Residenzplatz, the Mirabellplatz or the Salzburg Fortress.

However, some youngsters were also interested in **performances of traditional music or music from other cultures**. Another idea was to **combine performances of modern music with traditional music**, e.g. street battle dances in combination with belly-dances.

Finally, there was also a wish that the Salzburg Festival (Salzburger Festspiele) should have a **tailored programme for youngsters**.

4.6 Ideas on green & recreational spaces (natural heritage)

More green spaces and recreational areas in the City of Salzburg

- More green spaces in the city
- Reduce traffic in the city
- More green fields and meadows in the city
- More parks in the city; the parks and the city's mountains should have flowers, include water basins and be equipped with lying surfaces and park benches
- Parks and recreational spaces should be kept clean(er)
-

Salzach and the Salzach riverside

- Sun loungers on the Salzach riverside
- Boating on the Salzach near the new water power plant on the Salzach river
- Better beach facilities on the Salzach river
- Possibility to get soft drinks at the Salzach

Sports facilities in the city

- More football teams for girls
- More football grounds
- More opportunities for climbing on the Rainberg and Mönchsberg
- More climbing paths (via verrata) in addition to the City Wall
- More sports facilities (for instance the summer holidays)
- More public support for sports facilities and clubs
- Affordable sports facilities (e.g. climbing gyms)
- Swimming in the open air bath Lepi (Leopoldskroner Bad)
- Swimming in the Salzach
- Kayaking on the Salzach or the Almkanal
- More swimming baths (2x)
- Parachuting from the Gaisberg
-

Many youngsters stated that they wanted **more green fields, parks and recreational spaces** in the city. These should be clean and be equipped with sufficient **recreational facilities**. Students are particularly fond of the **Salzach and its riverside**.

Green fields, parks and recreational spaces are also often associated with **sports activities and facilities**. Football (also for girls) is quite popular, but also activities such as swimming or climbing. Unusual sports activities, such as kayaking or parachuting were also mentioned.

4.7 Further ideas

Other, non-cultural heritage specific ideas

- A rollercoaster
- The Salzburg Dult should be open longer, or even throughout the year (2x)
- More shopping opportunities in the city (2x), (e.g. shoes)
- Shops should stay open longer (24h)
- Clothes should be cheaper
- School should start later
- Opportunity to show Lionel Messi the city for a day
- An entrance free movie day
- Distribution of condoms
- A place where one can blow off steam
- Beachpartys (at the Salzachsee)
- Places where the young can meet
- More playgrounds (for youngsters)
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There were also some other ideas, which did not relate to cultural heritage. Suggestions, for example, include places where the young can meet, play, get entertained (rollercoaster, Salzburg Dult) and blow off some steam. Also shopping was frequently mentioned.

5 Implications for the Salzburg Showcase

The participants of the workshops were about 150 students (age group 10-14 years) of six secondary lower school classes. They were invited to develop ideas of how to raise the interest of students in cultural heritage in Salzburg, and how cultural heritage can be presented in an exciting way, especially to younger people.

The most important result arguably is the strong interest of the students to learn about **intangible cultural heritage**, such as traditional food and cuisine, clothing or dances and music – especially **also of other cultures**. Therefore events (e.g. a festival) would be appreciated which highlight intangible culture and other, non-Austrian cultures.

With regard to the communication of cultural heritage with digital content students would like **more diverse and interactive media**.

Concerning built heritage, museums, performing arts and other heritage suggested:

- **Built heritage:** Make them more interesting by means such as colourful illumination or by combining historic building and structures with events and activities that youngsters like to attend.
- **Museums:** Show exhibitions specifically targeting youngsters, change more often and be more interactive (e.g. to have workshops with young people).
- **Performing arts:** Students are much more interested in modern pop music than in traditional music, theatre or dance. Therefore combining modern pop and traditional performing arts might help to increase students' interest in the latter.
- **Green spaces:** Students appreciate such spaces (e.g. the Salzburg riverside, parks) as important areas where they can chill out or meet friends. Therefore they are potential spaces for events and activities around cultural heritage.

For the Salzburg Showcase applications which would target, among others, young students (age group 10-14 years) we conclude that they

- should **present non-typical facets of heritage and history in Salzburg** and
- **possibly relate to places, events and activities young students appreciate**.