

## **CreativeCH Showcase Salzburg: Results of the ideas workshop at the Salzburg Youth Congress, June 2012**

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

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

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

The workshop in particular showed that students were 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 spectrum. A concrete idea, for example, was to make a festival showcasing traditional but also other cultures.

Students were also interested about museums, but often considered museum exhibitions as not exciting enough. They wanted them to be more prominent, 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 lower.

In terms of performing arts students were rather 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.

In terms of built cultural heritage participants sometimes complained that old buildings and structures were not very exciting. They suggested to make them more interesting by presenting them more colourfully (e.g. by illumination) or by combining them with events and activities that youngsters preferred. Other suggestions were to communicate cultural heritage content more diverse and interactive, e.g. using mobile tour guides.

Finally students considered green spaces (e.g. the Salzach and the Salzburg riverside as well as parks) in the city as important areas where they could chill out or meet friends, or have activities and events around cultural heritage.

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