

People, Worlds and Objects

Stories of a Region

Opening hours

23 March to 3 November 2024

12 April to 31 October 2025

daily, 10:00 am to 5:00 pm

Trautenfels Castle, Universalmuseum Joanneum

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People, Worlds and Objects Stories of a Region

This special exhibition opens up a dialogue between topics specific to the region and spanning various eras, which are contextualised and discussed at a European and in some cases even at a global level. *“Think global, act regional!”*

Featuring a wide range of objects, the exhibition takes a transdisciplinary approach, bringing together topics like geology as the foundation of the landscape, human and animal habitats in a changing climate, mobility, agriculture, globalisation, transformations, the origins of objects, 100 years of the radio, communication, health, tourism, special features of the region, intangible cultural heritage and more, all of which have shaped the district of Liezen – the largest district in Austria.

In the themed spaces *FORMATION*, *TRANSPORTATION*, *PROGRESSION*, *TRANSMISSION*, *EXPANSION* and *APPRECIATION*, examples of stories in different intersections come together to form themed units that are presented in staged displays or in the form of individual objects.

This exhibition – conceived as a “work in progress” while it runs – is intended to provide a space for participation, discourse and critical examination of local and global issues.

The Schloss Trautenfels special exhibition is a project associated with the European Capital of Culture Bad Ischl Salzkammergut 2024.

“The focus of the museum endeavours at Schloss Trautenfels is on people, with their many expressions of life and their living environment. Participatory work, provenance research and the regional focus of the collection have been characteristic for Schloss Trautenfels since the museum was founded in 1959.”

Room 1

FORMATION

VERÄNDERUNG

The foundation of the landscape is geology: Together with climate-related factors, geological forces both within and on the surface of the Earth have resulted in a constantly changing morphology. Endogenous forces originate in the Earth’s interior, revealing themselves in the form of volcanic activity or earthquakes, forming mountains and moving the Earth’s crust. They change the relief of the landscape. Exogenous forces, on the other hand, act on the Earth’s surface from outside. Such forces are primarily triggered by gravity and climate impacts, including weathering and erosion, mass movements and even

the landscape-shaping power of rivers, glaciers, seas and winds.

Over hundreds of millions of years, life has conquered almost all areas of our planet, living organisms have adapted to a wide variety of environments, resulting in astonishing diversity. Life can be found from extremely dry to extremely humid, from extremely cold to extremely hot or even from extremely dark to extremely bright environments. These habitats, however, are currently changing at an unprecedented speed. Established species are being displaced and better adapted species are spreading.

The term “climate change” refers to long-term changes in temperatures and weather patterns. These changes can be of natural origin and arise, for example, as a result of fluctuations in solar activity. However, since the 19th century, climate change has been primarily due to human activities, most notably the burning of fossil fuels such as coal, oil and natural gas. Burning fossil fuels produces emissions that form a greenhouse-like layer around the planet, which stops the Sun’s heat from dissipating into space and thus causes temperatures to rise.

In the district of Liezen, numerous institutions are already focusing their efforts on research and development into measures allowing us to adapt to climate change.

Research institutions such as the HBLFA Raumberg-Gumpenstein along with numerous regional initiatives from industry to tourism, technology and education and even private individuals are developing forward-looking strategies to sustainably address changes in our own habitat.

Room 2

TRANSPORTATION

FORT-BEWEGUNG

For thousands of years since the Stone Age, Bronze Age and Iron Age, the Ennstal valley has been an important route through the Alps and a popular settlement area for a variety of peoples – from the Romans to the Slavs and Bavarians. The latter two in particular shaped the landscape through clearing, reclamation of swampy valley areas and the establishment of farms and villages.

In Trautenfels, this route intersected with the salt road that led from historic salt mining areas in Hallstatt and Aussee through the Hinterbergtal valley along the river Enns, further on through the Donnersbachtal valley and past the Riedleralm pasture over the main chain of the Tauern mountain range to the south.

The very first of these overland transport routes were paths and earth roads which usually ran over

mountain ranges and watersheds in order to avoid the periodically flooded valley floors. They were replaced with a network of high-quality roads built as early as the period of Roman provinces. One famous example is the “Noric Road” which ran from Tarvisio (Italy) over the Plöcken Pass to Villach, Virunum (near Maria Saal in Carinthia) over the Perchau Saddle and High Tauern mountain range to Liezen and the Pyhrn Pass to Ovilava (Wels). In the following centuries no new roads were built – at best the existing ones were repaired.

While these transport routes were originally used primarily for trade, from modern times onwards they increasingly served travellers. The condition of the roads, but also the means of transport available, necessitated different travel speeds – an essential feature of human mobility.

The region has seen a wide spectrum of transportation: from the Hallstatt period to the fleeing “cavalryman” of ancient Rome who scattered the silver treasure of Kampwald across the land, to the salt carters who often transported their cargo hundreds of kilometres, to the construction of the railways in the 1870s and the delivery of radios by bicycle.

Room 3

PROGRESSION *ENTWICKLUNG*

Little by little, industrialisation has changed all areas of life, including nutrition and consumer and leisure behaviour, working life and communications, individual mobility and even war.

The history of agriculture in Austria can be divided into three major phases of development: the High Middle Ages, the late 18th and early 19th centuries and the post-Second World War era. The 100 years between 1770 and 1870 are referred to as the “Agricultural Revolution”, in analogy to the Industrial Revolution.

The many military conflicts between France and the Austrian Habsburg monarchy between 1792 and 1815 brought about an exceedingly difficult economic period, which was then followed by bad harvests due to weather conditions. The year 1816 saw a severe global temperature decrease, for which it would go down in history as the “Year Without a Summer”. After the famine years of 1815/1816, Archduke John of Austria founded the “Potato Support Institute” (*Kartoffelunterstützungsanstalt*) in 1817 in order to popularise potatoes and thus improve the food situation,

and in 1819 the “Imperial and Royal Agricultural Society in Styria” (*k. k. Landwirtschaftsgesellschaft in Steiermark*) to promote the development and mechanisation of agriculture.

On 7 September 1848, intermittent unpaid forced labour and indentured servitude as well as manorial jurisdiction were abolished.

From the second half of the 19th century onwards, the Industrial Revolution saw a rapid acceleration in mechanisation and technological development.

After the First World War, the Chambers of Agriculture emerged as compulsory public interest groups for farmers.

From the second half of the 20th century onwards, rapid structural changes occurred: EU accession, free trade agreements, trade in goods, globalisation, checks, price developments, nature conservation, sustainability, engaging and living with nature, landscape conservation, organic farming, increased focus on regionality, refining products as well as research into climate change and the Digital Revolution are just a few of the buzzwords that characterise agriculture in the 21st century.

Room 4 and 5

TRANSMISSION ÜBERTRAGUNG

In 2024, we celebrate 100 years of broadcasting in Austria!

The history of the invention of radio is considered an essential part of the history of technology and the history of mass media, connecting a series of events in the 19th and first half of the 20th century.

The radio offers entertainment, information and education – a device that, for the first time, allows people to enjoy the big wide world from the comfort of their own living rooms! In October 1924, the first Austrian broadcasting company RAVAG (*Österreichische Radioverkehrs A.G.*) began operations in Vienna. Radio was the first mass medium that could reach a large part of the population in real time.

With the expansion of the transmitter network and further technical innovations, residents of even the remotest regions of the country – including people in the Ennstal valley – could soon be reached. However, radio sets needed repairs: tubes, capacitors and resistors needed to be replaced or interrupted contacts had to be repaired. This led to the establishment of the highly skilled

profession of radio mechanic. One of the first of his trade was Franz Mandl Sr. (1911–1996) of Gröbming in Upper Styria. His business existed from 1931 to 1976.

The rise of the radio and broadcasting was possible thanks to the research work of great minds such as Heinrich Hertz, Guglielmo Marconi, Otto Nußbaumer, Robert Lieben, Thomas A. Edison and many other inventors, who had paved the way for further development between 1850 and 1920. In Austria, the engineers and designers working for radio manufacturers made a significant contribution to high-quality listening.

Room 6

EXPANSION

STEIGERUNG

Since the end of the 20th century, digital technology and computers have changed almost all aspects of life around the globe, leading to a new, digitally networked lifestyle. The Digital Revolution has brought with it rapid changes not just in the world of business and work, but also in public and in private life. Communication behaviour, socialisation processes and language culture are influenced by “new media”.

Current trends and open questions regarding the future of digital

technologies focus on areas of application and development potential for artificial intelligence, along with topics such as the environment, energy and sustainability as well as measures to adapt to climate change.

Generally speaking, tourism is often referred to as the “leading industry of the 21st century”.

In 2019, Plan T – the Master Plan for Tourism was introduced as the foundation for Austria’s tourism policy. This plan establishes guidelines for future-oriented development of Austria as a tourism hotspot by focusing on sustainability as a founding principle in three dimensions (ecological, economic, social) of the triple bottom line in order to ensure long-term success. This has also resulted in a paradigm shift: Tourism policy no longer focuses primarily on the guest but rather on the needs of business owners and their employees as well as the needs of the local population and the environment.

In the district of Liezen, the mountainous terrain has had a significant impact on the region’s tourism since the 19th century. The 2021 structural reform of tourism in Styria established 11 tourism regions, three of which are located in the district of Liezen: Schladming-Dachstein, Ausseerland-Salzkammergut and Gesäuse.

In the early years of winter sporting events, the region offered simple downhill races on unprepared slopes and ski jumps with distances limited to 20 metres. Today, Alpine ski world cup races in Schladming (e.g. 2013 FIS Alpine World Ski Championships) and the international ski flying competitions at Kulm in Tauplitz/ Bad Mitterndorf (e.g. 2024 FIS Ski Flying World Championships) are key events that have developed from important pioneering achievements by committed people in the region.

For more information, see Plan T – Master Plan for Tourism (bmaw.gv.at)

Room 7

APPRECIATION

WERTSCHÄTZUNG

The international community adopted the Convention for the Safeguarding of the Intangible Cultural Heritage at the 32nd UNESCO General Conference in 2003. The convention came into force on 20 April 2006 and has now been ratified by 182 nations. Austria has been a contracting member state since 9 July 2009.

Intangible cultural heritage includes knowledge and skills relating to cultural expressions such as dance, theatre, music, customs and festivals, traditional craft techniques – in connection with

local, natural conditions. Thus, it is a heritage that expresses creativity and inventiveness, conveys identity and continuity and is passed on from one generation to the next.

Intangible cultural heritage is characterised by improvisation, further development and change. It describes both the accumulated experiential knowledge of communities as well as the material instruments, resources and cultural spaces necessary for this.

UNESCO values cultural heritage as living heritage and emphasises its social significance, drawing attention to global cultural diversity and emphasising the right of individuals to practice their culture. In view of the many threats to which living traditions and cultural diversity are exposed worldwide, the primary aim of this movement is to raise awareness of just how invaluable and important diversity of intangible cultural heritage is as a guarantee for sustainable development and cultural exchange.

The social significance of intangible cultural heritage is reflected in its recognition as part of a common cultural heritage; it creates identity through shared experiences and memories.

<https://www.unesco.at/en/culture/intangible-cultural-heritage>

Texts for the special exhibition

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Schloss Trautenfels

Universalmuseum Joanneum

Curated by Katharina Krenn and Wolfgang Otte

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Exhibition design: Michael Pletz – VONNEBENAN

Schirmherrin



unesco

Österreichische
Nationalkommission

In cooperation with:

The Agricultural Research and Education Centre Raumberg-Gumpenstein,
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