

Mozart
270th



Rediscover
Wolfgang
Amadeus
Mozart

*on his
270th
Birthday*

SalzburgerLand Celebrates the Major Anniversary with Fresh and Inspiring Ideas

Wolfgang Amadeus Mozart is inseparably linked to SalzburgerLand as the **Fortress Hohensalzburg** towering over the city, the alpine pastures in summer, and the ski slopes in winter. The musical genius was born on January 27, 1756, in the princely city of Salzburg and spent his first 25 years here. His 270th birthday highlights his impulsive and free-spirited character.

W. A. Mozart was always open to new ideas—and in this anniversary year visitors are invited to rediscover the great composer in fresh and unexpected ways: through music and yoga, by boat or by bicycle, by listening or savoring, in the valley or on the mountain.

He was a rebellious free spirit, a widely traveled artist, and a true genius. On January 27, 1756, **Johannes Chrysostomus Wolfgangus Theophilus Mozart** was born as the sixth child of **Leopold** and **Anna Maria (née Pertl) Mozart** in the princely city of Salzburg and baptized in Salzburg Cathedral. Only one other child survived: Maria Anna, born in 1751. Wolfgang and **"Nannerl,"** as Anna Maria was called, became child prodigies of their era and spent many years touring, gaining fame across Europe.

Wolfgang's extraordinary musical talent became evident at an early age. Leopold Mozart—who became Vice Kapellmeister of the Salzburg court orchestra in 1763—must have been amazed that his son could already play the piano so well at the age of three. At just five years old, Wolfgang composed his first pieces for piano: Andante in C (KV 1a) and Allegro in C (KV 1b).

Mozart's Music Is Inseparably Linked to Salzburg

Wolfgang Amadeus Mozart, as he called himself, left behind an unparalleled and brilliant body

of work. The new edition of the Köchel catalogue published in 2024 lists **950 entries** of Mozart's compositions. To this day, Mozart's international influence remains undiminished.

His birthplace at **Getreidegasse 9** and **Mozart's Residence at Makartplatz**—both part of the International Mozarteum Foundation—are among the most visited museums in Austria. Mozart's music continues to shape Salzburg's cultural life and contributed significantly to the historic city center being awarded **UNESCO World Heritage** status. The 30th anniversary of this prestigious designation is also celebrated this year.

W. A. Mozart and High Culture in Salzburg. A Permanent Fixture of Salzburg's Cultural Year

Even after 270 years, Wolfgang Amadeus Mozart remains omnipresent in "his" city and an integral part of Salzburg's cultural life.

Every year around his birthday at the end of January, the internationally renowned **Mozart Week** opens the cultural calendar. In 2026, around **26,000 Mozart enthusiasts** attended **70 events over eleven days**. Since 2019, **Rolando Villazón** has served as artistic director of Mozart Week, and since 2021 he has also been Artistic Director of the **International Mozarteum Foundation**, a position he currently holds until 2031.

The **Salzburg Festival** also dedicates significant attention to the city's most famous son. Each year at least one Mozart opera is performed. In the anniversary year **2026**, there will even be two: Lucio Silla, composed when Mozart was just 16 years old, and *Così fan tutte*, directed by **Christof Loy**, performed with the **Vienna Philharmonic Orchestra** and the **Vienna State Opera Chorus Association** under the artistic direction of **Joana Mallwitz**. In addition, eight Mozart

matinée concerts with the **Mozarteum Orchestra Salzburg** will take place.

Mozart has also played an important role at the **Salzburg Marionette Theatre** since its very beginning. The very first piece performed there in 1913 was Mozart's opera *Bastien & Bastienne*. In the anniversary year 2026, the theater will stage *The Magic Flute*. For more than a century, this marionette adaptation has been a favorite among visitors and offers a magical experience for the entire family. The performance style of the Salzburg Marionette Theatre is unique worldwide and was recognized by UNESCO ten years ago as part of Austria's **Intangible Cultural Heritage**.

Highlights of the Mozart Year 2026 Mozart – Fresh, Young, and Different: Cover Songs, Social Media, and Interactive Experiences

Anyone who takes a closer look at W. A. Mozart quickly realizes that he was a true individualist. The young composer was known for his impulsive humor, his non-conformist spirit, and his independence. Although immensely talented, he felt underappreciated at the archbishop's court in Salzburg. At the age of 25 he left the city and moved to Vienna. Mozart died at only 35 years old and never returned to Salzburg. Yet it is his personality that continues to inspire people even after 270 years. In 2026, residents and visitors alike can look forward to experiencing Mozart in refreshing new ways—through perspectives that the young Mozart himself might have enjoyed. These include a fusion of high culture and pop culture, such as a cover song by **Spanish singer Rosalía**, as well as a newly produced **social media series** in which Mozart awakens in the 21st century in his hometown. The series can be viewed on all SalzburgerLand social media channels.

Salzburg City // Exclusive Anniversary Event: "Yoga Meets Mozart" at the DomQuartier Salzburg

In addition to the major Mozart highlights, the anniversary year also features smaller, unique events that celebrate the composer's legacy in special ways. When Mozart was just six years old, he performed piano for an audience in the rooms of the Prince-Archbishop.

Today, the event "**Pop-Up Yoga – Mozart Edition @ DomQuartier**" combines yoga exercises and flowing sequences with Mozart's music, performed live by musicians from the **Mozarteum University**. The event will take place on four dates during the anniversary year in the impressive **Carabinieri Hall** of the archbishop's magnificent state rooms.

Additionally, the **DomQuartier Salzburg** hosts the charming weekend afternoon concerts "**Date with Mozart**" every Saturday and Sunday.

Flachgau // "Walk of Mozart" in Eugendorf – A Path Through History

The newly designed "**Walk of Mozart**" invites visitors and locals to experience Eugendorf from a cultural perspective. Along the walking route through the town, audio stations provide fascinating insights into Mozart's life and work.

The Walk of Mozart is not meant to be a quick tour, but rather an invitation to pause, explore, and immerse oneself in history. It is an experience that harmoniously combines culture, landscape, and heritage, bringing Mozart to life in a unique way.

Salzburg City // City Cruise with the Panorama Speedboat "Amadeus Salzburg"

Those who venture onto the water can experience Salzburg from an entirely new perspective. The panorama speedboat

Amadeus Salzburg offers extraordinary views of the city and its surroundings while cruising along the Salzach River.

Salzburg Lakes Region, Salzkammergut, Salzburg and Surrounding Villages // The Mozart Cycling Route

The **Mozart Cycling Route** connects the city of Salzburg with the Salzkammergut region, the Salzburg Lakes District, neighboring Chiemgau in Bavaria, and parts of Tyrol. Covering **450 kilometers across 23 stages**, the circular cycling route leads not only through varied landscapes in Austria and Bavaria but also to places closely associated with Mozart.

These include **St. Gilgen on Lake Wolfgang**, where Mozart's mother Anna Maria was born and where his sister Nannerl lived for many years, as well as **Waserburg am Inn**, where the Mozart family stayed overnight on September 23, 1777 during one of their journeys. The Mozart House in St. Gilgen can be visited by prior arrangement.

Snow Space Summer // The "Flying Mozart" Gondola in Wagrain-Kleinarl

The **Flying Mozart gondola** in Wagrain takes visitors up to the alpine area of Grießenkar, where hikers and nature lovers can explore numerous hiking routes. At the mid-station, the **woom bike area** offers an exciting highlight for young cyclists.

Children can first practice balance skills in the **Skill Area** and then try trails, drops, and tables on the "**My First Lines**" tracks. More experienced riders can take on the waves and banked turns of the **Green Flow Trail**, while the **Blue Flow Trail** with gradients of up to eight percent awaits more adventurous bikers. Bicycles can be transported on the Flying Mozart gondola up to the mid-station.

Experiencing Mozart Through Culinary Delights Salzburg City // Mozart Dinner Concert at the Baroque Hall of St. Peter Stiftskulinarium

The candlelit **Baroque Hall of St. Peter Stiftskulinarium** provides the setting for an evening reminiscent of the year 1790. Guests enjoy a menu based on historical recipes while listening to arias and duets from Mozart's great operas such as *The Magic Flute*, *Don Giovanni*, and *The Marriage of Figaro*, performed by opera singers and instrumentalists of the **Amadeus Consort Salzburg**. The Mozart family themselves once dined at the historic St. Peter Stiftskulinarium, as confirmed by a diary entry written by Nannerl Mozart in 1783.

Salzburg City // Fürst Mozartkugel

The famous **Mozartkugel** was invented in 1890 by Salzburg confectioner **Paul Fürst**. In 1905 he received a gold medal for it at the **World Exhibition in Paris**. At the time, patenting ideas was not common practice, and the praline was soon copied industrially in millions of versions. However, only the **Fürst confectionery** is allowed to use the name "**Original Salzburger Mozartkugel**." Production is now run by the fifth generation of the family. The pralines can be purchased in four shops in Salzburg's old town. The flagship **Café Konditorei Fürst at Alter Markt**, part of the **Via Culinaria**, has been shining in new splendor since a major renovation completed in February 2026.

Eugendorf // Dining as in Mozart's Time

In 2026, the **Eugendorf Genuss-Wirte** restaurants dedicate the entire year to Mozart. In celebration of the anniversary, they explore the flavors and culinary traditions of Mozart's era.

Menus feature newly interpreted dishes said to have been favorites of Mozart himself. Guests can look forward to typical 18th-century cuisine, reimagined with modern techniques and regional, seasonal ingredients. The participating restaurants combine historical inspiration with contemporary enjoyment—bringing Mozart to life in a very special way.

Mozart's Sister "Nannerl" Celebrates Too

Maria Anna Mozart, better known as **Nannerl**, was Wolfgang Amadeus Mozart's older sister and, like her brother, an extraordinary musician and one of the greatest pianists of her time. However, professional opportunities for women in the 18th century were extremely limited. In her honor—and to highlight many other women whose achievements have remained unknown—the **Maria Anna Mozart Society Salzburg** was founded in 2009. The organization aims to bring greater visibility to works by female composers.

Over the past 15 years, around **100 concerts** have presented **more than 650 works by 240 composers**, spanning genres from the Middle Ages to the present day. In 2026 the program will include performances of works by **Rebecca Clarke, Élisabeth Jacquet de la Guerre**, and several female composers active during the Holocaust era.

"She Sits Down at the Piano": A New Picture Book About Mozart's Sister

In spring 2026, the Salzburg publishing house **Anton Pustet** released a new children's book by the Salzburg author duo **Eva Krallinger-Gruber** and **Matthias Gruber**, titled:

"She Sits Down at the Piano – Nannerl: The Life of Maria Anna Mozart."

The illustrated book invites readers into the dynamic and often overlooked life of a highly talented musician whose gifts and independence long remained in the shadow of her famous brother. Because she overcame numerous obstacles, her biography

becomes a space for courage, imagination, and empathy—introducing both children and adults to the beauty of music, the richness of the Baroque era, and the importance of inner freedom.

Illustrations are by **Hannah Richter**.

A reading with the authors **Eva Krallinger-Gruber** and **Matthias Gruber** will take place on **June 14, 2026 at 11:00 a.m. at Dom-Quartier Salzburg**, accompanied by musicians from the **Residenz Ensemble**, performing compositions by **Wolfgang Amadé Mozart** and **Maria Anna Mozart**.

Five Good Reasons for a Cultural Journey Through the City and Province of Salzburg

More than 8 million people from around the world spend their holidays in the **SalzburgerLand** every year, and around 1.8 million guests visit the **Salzburg** annually. Thanks to its international arts and cultural offerings, fascinating history, and world-famous personalities, the city and region of Salzburg are a true destination of longing for aesthetes, music lovers, and culture enthusiasts.

The year **2026** will be marked by two major anniversaries: **30 years of UNESCO World Heritage status** and the **270th birthday of**

Wolfgang Amadeus Mozart. Two new museums will further enrich Salzburg's cultural landscape: one dedicated to the World Heritage status in the **Mirabell Gardens**, and a new **The Sound of Music** museum in **Hellbrunn Palace**.

Known as the city of Mozart and the Salzburg Festival, Salzburg is regarded as one of Europe's most prestigious music and cultural capitals. Here are five reasons why the **SalzburgerLand** should be at the top of every art and culture lover's travel list.

BIG 5 – No. 1: 30 Years of UNESCO World Heritage at the Northern Edge of the Alps

The skyline of Salzburg is unmistakable: high above the city rises the mighty **Hohensalzburg Fortress**, whose bright façade towers over the baroque church domes of the city. Behind them rise the rugged peaks of the Alps.

The wooded city mountains, steep rock faces, narrow passageways through houses, and tall façades in the traditional Inn-Salzach architectural style give the city its unique charm. Added to this are the green

banks of the **Salzach River**, the bubbling fountains, cool churches, and mystical cemeteries. Within a small area, the **Historic Centre of Salzburg** features architecture from Romanesque, medieval, Renaissance, Baroque, and Classical periods. UNESCO awarded the Old Town World Heritage status in 1997. The historic center, the importance of music, and the architecture shaped by the prince-archbishops make Salzburg unique worldwide.

About **1,000 buildings and monuments** are under special protection as part of the UNESCO site.

One person who strongly shaped the Baroque cityscape was **Wolf Dietrich von Raitenau**, the Prince-Archbishop whose vision was to transform Salzburg into a magnificent "Rome of the North." Today, the five main squares of the Old Town – **Residenzplatz, Domplatz, Mozartplatz, Kapitelplatz, and Alter Markt** – are among the most beautiful places in Salzburg.

From mid-2026, the newly renovated Orangery in the **Mirabell Gardens** will house the museum "**Orangerie Salzburg Panorama | World Heritage**", combining the UNESCO heritage of Salzburg with the famous panoramic painting by **Johann Michael Sattler** in a modern multimedia exhibition.

BIG 5 – No. 2: Wolfgang Amadeus Mozart Made Salzburg the "City of Mozart"

Wolfgang Amadeus Mozart, whose genius opened a new chapter in music history, was born in Salzburg on **January 27, 1756**.

In 2026 the city celebrates his **270th birthday** with concerts and exhibitions honoring his extraordinary legacy.

His birthplace in **Mozart's Birthplace** on **Getreidegasse** and the family's former residence at **Mozart Residence** at **Makartplatz** are among the most visited attractions in Salzburg. More than half a million visitors come to the museums every year.

Mozart composed **around 350 works in Salzburg**, including violin concertos and church sonatas.

The **International Mozarteum Foundation**, founded in 1880, preserves his legacy through museums, research, and events such as the annual **Mozart Week** in January.

Mozart's presence can be felt everywhere in Salzburg – from the airport named after him to **Mozartkugel**, the famous chocolate confection created by **Paul Fürst**.

BIG 5 – No. 3: The Myth of "The Sound of Music"

While **The Sound of Music** is relatively unknown in German-speaking countries, it is legendary in the United States, the UK, and many parts of Asia.

More than **one billion people** have seen the film since its release in **1965**. Starring **Julie Andrews** as Maria and **Christopher Plummer** as Captain von Trapp, the film won **five Academy Awards**.

Around **40% of Salzburg visitors** want to see the original filming locations, including:

- **Mirabell Gardens**
- **Schloss Leopoldskron**
- **Hellbrunn Palace**
- **St. Gilgen at Wolfgangsee**
- **Mondsee Abbey**

From mid-2026, a new **Sound of Music Museum** at **Hellbrunn Palace** will tell both the story of the Hollywood film and the real story of the **Trapp family**.

BIG 5 – No. 4: World-Famous – The Salzburg Festival

The **Salzburg Festival** is one of the most renowned music festivals in the world.

During **42 days from late July to late August**, more than **200 performances** take place with about **220,000 tickets available**.

Important venues include:

- **Grosses Festspielhaus**
- **Felsenreitschule**
- **Haus für Mozart**

The festival was founded in 1920 by theatre director **Max Reinhardt**. The play **Jedermann** by **Hugo von Hofmannsthal** has been performed on **Salzburg Cathedral Square** every year since then.

Famous artists discovered here include violinist **Anne Sophie Mutter** and soprano **Anna Netrebko**.

BIG 5 – No. 5: The Birthplace of the Christmas Carol "Silent Night"

The famous Christmas carol **Silent Night** is sung by around **two billion people in more than 300 languages** every year.

The lyrics were written in **1816** by **Joseph Mohr** in **Mariapfarr**, and the melody was composed in **1818** by **Franz Xaver Gruber** in **Arnsdorf**.

The song was first performed on **December 24, 1818** in **Oberndorf bei Salzburg**.

Today, seven "**Silent Night**" locations across the **SalzburgerLand** commemorate the song's origins, including **Salzburg, Oberndorf, Arnsdorf, Hintersee, Hallein, Wagrain, and Mariapfarr**.

In **2011**, the song was added to Austria's list of **UNESCO Intangible Cultural Heritage**.

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