

Press release of the Salzburg Festival 2020

## Creating the future of culture

### Culture Tech LAB Salzburg 1.- 2. April 2020

Applications until February 28, 2020



(SF, January 30, 2020) The Culture Tech LAB is a two-day Design Thinking Workshop taking place on the stage of the Horse-Riding School of the Salzburg Festival. The workshop aims to develop new ideas, solutions and applications for technology in culture. The LAB is now taking applications from innovators, creatives, inventors and start-up founders to join the workshop!

The Culture Tech LAB is a partnership between the Salzburg Festival, the Eliette and Herbert von Karajan Institute, and Silicon Castles to foster innovation in the sector of culture.

Salzburg is the birthplace of many outstanding figures of music and science. Salzburg is also the city in which important technological breakthroughs have been presented to the world, like the first music medium, the Compact Disc (CD).

“The 100<sup>th</sup> anniversary of the Salzburg Festival is also a story of technological innovation that includes the first radio broadcast of a festival performance on August 24, 1925, the presentation of the first CD at the Easter Festival, and the many technical innovations on the stage. With the Culture Tech LAB, we want to build bridges between culture, society, technology, and set impulses for the innovation of culture events”, says the Executive Director of the Salzburg Festival, **Lukas Crepaz**.

“Creating connections between music, technology, and entrepreneurial thinking has been an important objective throughout Herbert von Karajan’s life. I am excited to continue his legacy through the Culture Tech LAB cooperation of the Karajan Institute, the Salzburg Festival, and Silicon Castles, “ says **Matthias Röder**, CEO of the Eliette and Herbert von Karajan Institute.



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“Art and culture have always stood for creativity and continuous change. I see great potential for innovation in how a culture event is being promoted, how tickets are ordered, how one finds his/her seat in a performance venue, and how the whole user experience is designed, especially post-event. Silicon Castles is proud to lead this workshop as a partner of the Salzburg Festival and the Karajan Institute. I am convinced, that great innovations will be created,” says **Andreas Spechtler**, CEO of Silicon Castles.



A jury selects 100 applicants to participate in the Culture Tech LAB from April 1.-2. The international participants should have specific knowledge in the areas of art and media production, or technology to contribute ideas and visions for new culture technologies. The participants will work on diverse exercises, prototypes, new business models, and technology solutions. The outcomes will then be presented to an international jury.

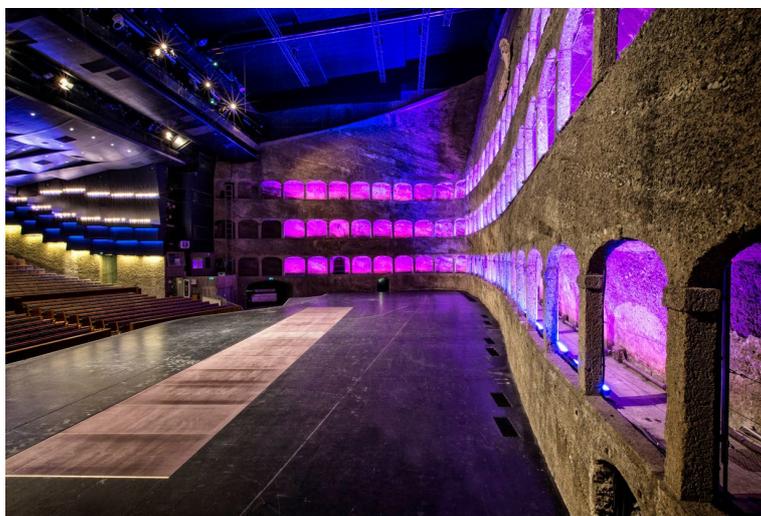
The winners will be announced and present their ideas at the Karajan Music Tech Conference on April 3 at the Mozarteum University. They will be supported by the Salzburg Festival, the Karajan Institute and Silicon Castles to further develop their ideas.

Applications for participation in the LAB are now open at [www.culturetechlab.com](http://www.culturetechlab.com) until February 28, 2020.



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photos:

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