



Würth Group becomes the Salzburg Festival's New Main Sponsor in 2025



Prof. Dr. h.c. mult. Reinhold Würth and Dr. Kristina Hammer
after signing the contract.

(SF, 5 July 2024) **The Würth Group will become the Salzburg Festival's latest main sponsor, starting in 2025. The contract runs for three years.**

The Würth Group is the global market leader in the development, production, and sale of fastening and assembly materials and the life work of Prof. Dr. h.c. mult. Reinhold Würth, who transformed his father's two-person company into an internationally leading operating group with more than 2,700 branch offices and shops in more than 80 countries.

Prof. Dr. h.c. mult. Reinhold Würth, one of the world's most ambitious art collectors and patrons of the arts, and the **Würth Group** have supported the Salzburg Festival since 2016, the concert series *Ouverture spirituelle* since 2018 and the youth programme *jung & jede*r* since 2022.

"We are very grateful and honestly touched that Professor Reinhold Würth and the Würth Group have now more than doubled their contributions, which were already generous. Our intense conversations have shown that we are united in our quest for quality, just as much as in our belief in the power of the arts. I consider this extension an endorsement of our work so far, and an encouragement to remain true to the intentions of our Festival's founding fathers," says **Festival President Dr. Kristina Hammer**, expressing her heartfelt gratitude to Prof. Dr. h.c. mult. Reinhold Würth and the Würth Group on behalf of the Salzburg Festival's Directorate.

The arts and culture are an essential part of the Würth Group's corporate culture. Supporting a vibrant cultural landscape reflects central aspects of the Würth corporation, for example openness, internationality and quality.



“I have a great soft spot for the arts, for literature, architecture and music. To me, the latter is indeed the highest of all art forms and a special delight. If I can return home after a concert with a melody in my ear, that’s a particularly good day,” says **Prof. Dr. h.c. mult. Reinhold Würth**.

For more than 30 years, the City of Salzburg has owed Prof. Dr. h.c. mult. Reinhold Würth a debt of gratitude mainly in the visual arts, as he supported projects which shaped the cityscape in significant ways. One example is the art project *Walk of Modern Art*, which has created an art parkour in the heart of the world heritage city over the course of ten years, a parkour which is unique throughout the world. Today it includes 14 sculptures by internationally renowned artists in some of the most beautiful locations in Salzburg. Since 2013, the Würth Collection has permanently loaned the works exhibited in the *Walk of Modern Art* to the City of Salzburg. Apart from his responsibility for his employees and company, social responsibility plays a central role for Reinhold Würth.

A Short Biography of Reinhold Würth

At the age of only 19, Reinhold Würth took over running the family business after his father’s untimely death – at the time, it employed two people, now it has grown to more than 87,000 staff. Acting with a far-sighted strategy and vision and the support of his mother Alma Würth, Reinhold Würth led the company to rapid success. From 1962, foreign branches were opened, gradually establishing the company on all continents. In recognition of his special social and cultural engagement and his corporate achievements, Reinhold Würth has received numerous awards, including the German Founders’ Prize for his lifetime achievements, the Commander’s Cross of the Order of Merit of the Federal Republic of Germany and the French “Officier de l’Ordre des Arts et des Lettres” for special achievements in the cultural collaboration between Germany and France. A hands-on approach to finding new ideas and solutions which help customers in their daily business is the guideline Würth acts upon. “Looking behind the mountain and around the corner,” and leaving well-trodden paths behind – these are two of the basic precepts of the company, as summarized by Reinhold Würth. “We are our customers’ employees,” is his creed.

Photo link:

<https://www.salzburgerfestspiele.at/en/photos/wuerth-group-main-sponsor-from-2025>

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<https://www.wuerth.com/wuerth-gruppe/verantwortung/Kunst-Kultur/Kunst-Kultur.php>