

# Museums and culture



Austria is a country of cultural superlatives – rooted in history and yet surprisingly vibrant. Art and culture can be found on every corner here, in cities and in the countryside. And so our motto: curtain up for the art of today.

Two major events exemplify this claim. The 270<sup>th</sup> anniversary of Wolfgang Amadeus Mozart puts a global cultural heritage centre stage – and deliberately orchestrates it in dialogue with the present. And with the Eurovision Song Contest 2026, Austria will become the stage for Europe and showcase the diversity of its performance spaces: from grand opera houses to urban off-locations and alpine formats.

With around 800 registered museums, numerous exhibition venues and new highlights such as the Sound of Music Museum in Salzburg, the UNESCO World Heritage Centre in Mirabell Gardens or innovative visitor formats – from modern museums to escape rooms in historic settings – Austria displays its cultural vibrancy. This makes Austria a cultural destination you can truly experience. One that respects its history whilst boldly looking towards the future.

## UPPER AUSTRIA

### Steel world in Linz



Since 2009, voestalpine Stahlwelt (steel world) has been providing insights into the rich industrial history of Linz, and it was time for a redesign. Its reopening is scheduled for summer 2026. The newly designed exhibition will address voestalpine's latest technologies and visions such as greentec steel, with noticeably more modern and digital displays. [voestalpine.com/stahlwelt/](https://voestalpine.com/stahlwelt/)

## SALZBURGERLAND

### UNESCO World Heritage Centre in Mirabell Gardens



Salzburg, with its historic old town, has been part of the UNESCO World Heritage for 30 years. To give this recognition a home, the city will open a World Heritage Centre in mid-2026 in the south wing of the Orangery in Mirabell Gardens. The new exhibition focuses on UNESCO World Heritage in connection with the famous Salzburg Panorama by Johann Michael Sattler. The over 25 m long and just under 5 m high oil painting depicts the panorama of the city of Salzburg in 1825 as seen from Hohensalzburg Fortress. [salzburgmuseum.at](https://salzburgmuseum.at)

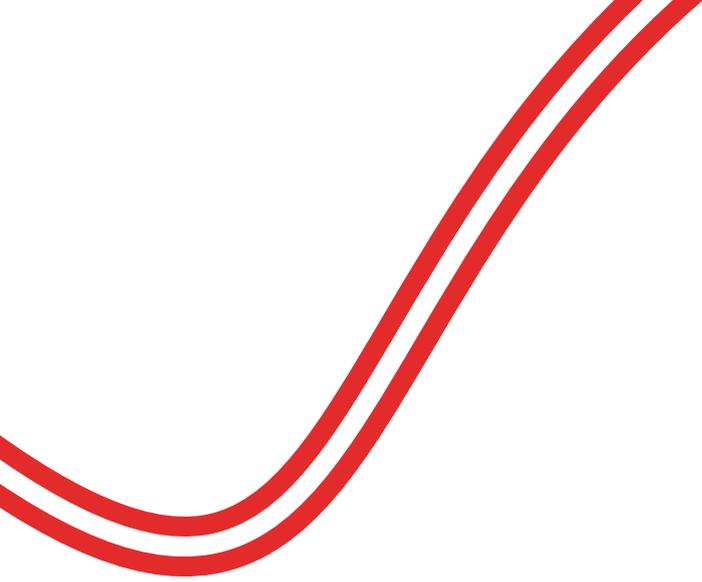
## > SALZBURGERLAND

### Von Trapp exhibition in the Lake Wolfgangsee region

In collaboration with Kristina von Trapp, a mini museum is being created on the Zwölferhorn in St. Gilgen, which tells the true story of the family behind "The Sound of Music" and presents the current home of the von Trapps in Vermont. The opening is scheduled for the end of May 2026. [zwolferhorn.at](https://zwolferhorn.at)

### Visitor centre at Salzburg Open-Air Museum

A new visitor centre will be unveiled at Freilichtmuseum Großgmain when the open-air museum launches the season on 19<sup>th</sup> March 2026. The hall-like wooden building with a floor space of around 1,200 m<sup>2</sup> will become the central place for communication and events. It also houses staff offices and digital workstations that give visitors access to the museum's image archive and specialist library. The plans for the building were drawn up by renowned Vorarlberg architects Cukrowicz Nachbaur. [freilichtmuseum.com](https://freilichtmuseum.com)



TIROL

## Escape room at Museum of Tirolean Farmhouses



Seven farms will take on an escape room style transformation at the Museum of Tirolean Farmhouses in Kramsach from March 2026. At the heart of the experience, which can be found nowhere else in Austria, is the story of a day labourer who sets out in search of work through Tirolean history. The challenge, which imparts knowledge whilst having fun, is to be completed in teams of six to eight people. There are easier tours for over 12s and teenagers.

[alpbachtal.at](http://alpbachtal.at)

> SALZBURGERLAND

## Sound of Music Museum in Hellbrunn



Hollywood classic “The Sound of Music” starring Oscar-winning Julie Andrews is as much a part of Salzburg as the beloved Mozartkugel, having been filmed here in 1964. Guests from all over the world visit the original filming locations on various tours, bake “Fräulein Maria’s Apple Strudel” or attend a “Sound of Music” performance at Salzburg Marionette Theatre. With the Sound of Music Museum, a further attraction will open in Hellbrunn Park in mid-2026. The new exhibition will not only showcase the Hollywood movie as a cultural and tourist phenomenon, but also the real story of the von Trapp family. Part of the museum will be the pavilion known from the film.

[salzburgmuseum.at](http://salzburgmuseum.at)

VORARLBERG

## History comes to life in Hard

The new cultural walk in Hard, which launched in summer 2025, leads along the shores of Lake Constance through two eventful centuries. Looking through the virtual reality headset, long gone times are brought back to life. Informative and amusing stories about former buildings such as the workhouse or places like the “Sündeninsel” (Island of Sin) are presented through an audio play and eyewitness interviews. The route consists of eight stations, marked by a blue bench for you to stop and listen. There is a separate interactive storybook for children.

[hard.at/seerunde](http://hard.at/seerunde) (German only)

## Curious – Creative Space Lech

In December 2025, a new vibrant exhibition space for art, creativity and design opened in the new Lechwelten in the heart of Lech. It aims to be a space where art is not just viewed, but experienced. Four exhibitions are planned in winter and two in summer. The opening exhibition featured works by the internationally acclaimed designer and visual artist Stefan Sagmeister, who comes from Vorarlberg.

[curiouslech.com](http://curiouslech.com)

> VORARLBERG

## English edition of “Architecture in Vorarlberg”

Vorarlberg architecture and building culture enjoys great international acclaim, with its ecological commitment and cultural impact setting benchmarks. Those who want to learn more will find answers in the “Architecture in Vorarlberg” book, which also documents 50 outstanding projects. An English edition of the book, published by the Vorarlberg Architecture Institute, was released in January 2026.

[v-a-i.at/en/book](http://v-a-i.at/en/book)

## New Science Zones at inatura

Interactive nature exhibition inatura will unveil its new Science Zones in spring 2026. The technical stations, which are popular with visitors of all ages, are being given a new look both in terms of content and design. As before, they will convey the basic technical and scientific principles related to nature, mankind and technology in an entertaining way. The new main areas of focus will be energy and energy conversion.

[vorarlberg.travel](http://vorarlberg.travel)

VIENNA

## Vienna Actionism Museum

The renovated and expanded Vienna Actionism Museum will reopen in March 2026. It was founded in 2024 and is dedicated to the artistic work of the era known as Viennese Actionism with changing exhibitions. The new managing director of the museum, Klaus Albrecht Schröder, who was previously general director of the Albertina Museum for 25 years, has extensive plans for the reorientation. The opening exhibition showcases the early work of Hermann Nitsch, known among other things for his pour paintings.

[wieneraktionismus.at](http://wieneraktionismus.at)

> VIENNA

## Reopening of the Theatre Museum



After a year-long renovation, the Theatre Museum at Palais Lobkowitz in the centre of Vienna will reopen in November 2026. The museum, which is part of the KHM Museum Association, is dedicated to the city's rich theatre history. There will be a new exhibition highlight to mark the reopening: an immersive presentation showcasing Gustav Klimt's “Nuda Veritas”. This clear statement for artistic freedom marks Klimt's bold break with the conventions of the time. The new tour provides insights into his life and features a selection of his works, including the original of the “Lady with the Purple Scarf” that will be on display at the Theatre Museum for the first time. The famous spandrel paintings from the staircase of the Kunsthistorisches Museum, which impressively demonstrate Klimt's talent for space and ornamentation, further enhance the experience.

[theatermuseum.at](http://theatermuseum.at)