



Major Cultural Route



MOZART WAYS
VIE DI MOZART
VOIES DE MOZART
MOZART WEGE

Following the traces of a true European

The new travel map of the European Mozart Ways

"**Mozart was one of the first Europeans** and his music belongs to the whole world – all the more important is the first edition of a travel map, which enables to follow the footsteps of W.A. Mozart", emphasized the **President of the Salzburg Festival, Helga Rabl-Stadler**.

Maria Majno, President of the European Mozart Ways ", first highlighted the relevance of **cultural tourism** as well as the aspects of **artistic joint ventures** (especially regarding the commitment to young artists), and other cultural events such as symposia and conferences in the various Mozart cities participating in the network. **Academic and scientific cooperations** aim to increase resources of information on life and works of W. A. Mozart for a broader public. The **keyword "MOZART"** is at once accessible to all, and his universal figure provides a primary key for the **establishment of children and youth projects**, above all towards the enhancement of classical music in general education.

Maria Majno also thanked the President of the **International Mozarteum Foundation** Johannes Honsig-Erlenburg for the **contribution and support in developing the contents of the travel map**.

The **homepage of the European Mozart ways** www.mozartways.com offers extensive background information about life and work of W.A. Mozart and each member city or institution.

► **Mozart Ways Travelling Map**

- Mozart's authentic travel itineraries
- A brief biography
- 10 recommended routes along the travel circuits
- Historic and current information on the Mozart cities and regions

The European Mozart Ways Map is a **double-sided travelling map** which contains information in a compact form about Mozart's journeys through the ten countries where Mozart's presence was documented and is traceable in today's Europe.

On a **modern European map all authentic 200 travel destinations and regions are marked**. This side is completed by a **short biography** and **ten suggestions for possible travels following Mozart**, which should encourage interested individuals to explore the historical Mozart Ways.

On the reverse side, **travel dates** and **references to the respective visits by Mozart** in the Member cities and regions are indicated in detail. The additional Members, also mentioned, include such prestigious institutions as the **International Mozarteum Foundation** in Salzburg and **King's**

College London, partners of the Association in realizing major projects on the digitization and availability of Mozart sources online.

The Map serves primarily **purposes of cultural tourism**, but also as a **tool** for the communication **of music in relation to cultural history**. The new Map is issued with an initial print run of 35.000 copies in **four versions: English, German, Italian and French**. The publication has received special support from the **Land Salzburg** and the **Municipality of Milan**.

The Map is distributed to the Members of the European Mozart Ways, to national tourism associations, to Mozart societies, to contact partners of the Council of Europe as well as the European Union. It will also be used as a promotion and information material at international tourism fairs.

The Map will soon also be available on www.mozartways.com both as excerpts on the single cities, and as a comprehensive image of the itineraries, and thereby also fulfils one a main objective of the European Mozart Ways as **Major Cultural Route** of the Council of Europe.

We gladly remain at your disposal for further information you may require.

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