



MOZART WAYS
VIE DI MOZART
VOIES DE MOZART
MOZART WEGE

MOZART CONNECTS

Brno, 05 Dec. 2012

Workshop “Traces of modernity – a cultural
route for the centroe region”



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A LIFE ON THE ROADS OF MUSIC

**In W.A. Mozart's short life of only 35 years
he spent 3720 days - that is 10 years,
2 months and 8 days - TRAVELLING**

MOZART'S TRAVEL ROUTES

200

Authentic
Mozart Locations

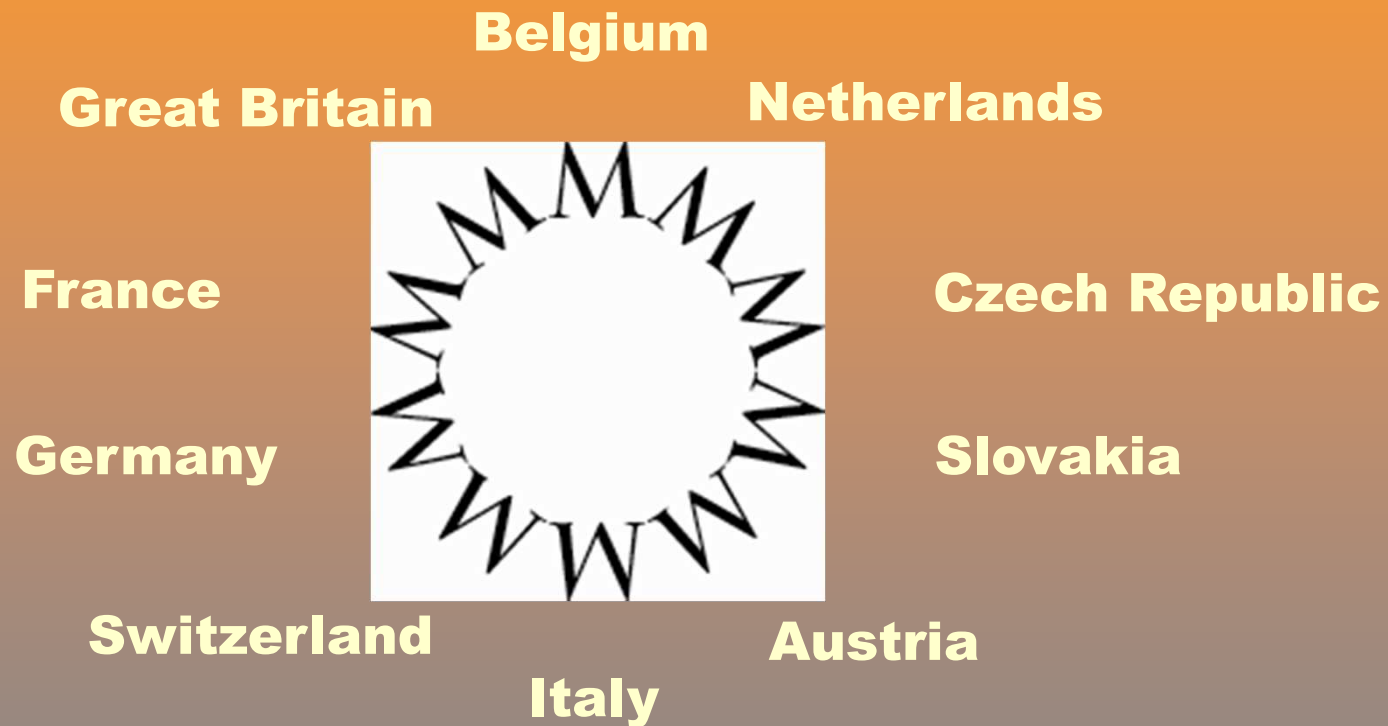
10

European
Countries



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THE NETWORK



• • **WHO WE ARE**

International network

- **connecting cities, regions and tourism & culture & academic organizations in ten European countries**
- **Foundation in 2002**
- **Major Cultural Route since 2004**
- **The European Mozart Network took the Mozart Year 2006 as an impulse**
- **Current number of members 48**

AREAS OF ACTIVITY

ART & CULTURE

exchanges in organization
of concert series,
performances,
exhibitions, events...

SCIENTIFIC / ACADEMIC

contribution to sources and
resources, e-contents,
publications

EUROPEAN MOZART WAYS

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graph TD; A[ART & CULTURE] <--> C(EUROPEAN MOZART WAYS); B[SCIENTIFIC / ACADEMIC] <--> C; C <--> D[TOURISM / MARKETING]; C <--> E[YOUTH / EDUCATION];
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TOURISM / MARKETING

promotion and highlighting
of the itineraries

YOUTH / EDUCATION

initiatives for young
musicians and youngsters
in general education

• • **VISION**

- **Perfect frame for the launching of a large set of tourism products integrating music and other aspects / activities**
- **Sustainability of the tourism offer by quality**
- **Thematic Tourism**
- **Authenticity**
- **“Virtual” resources**

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SUGGESTIONS FOR ITINERARIES TOUR OPERATORS AND INDIVIDUALS

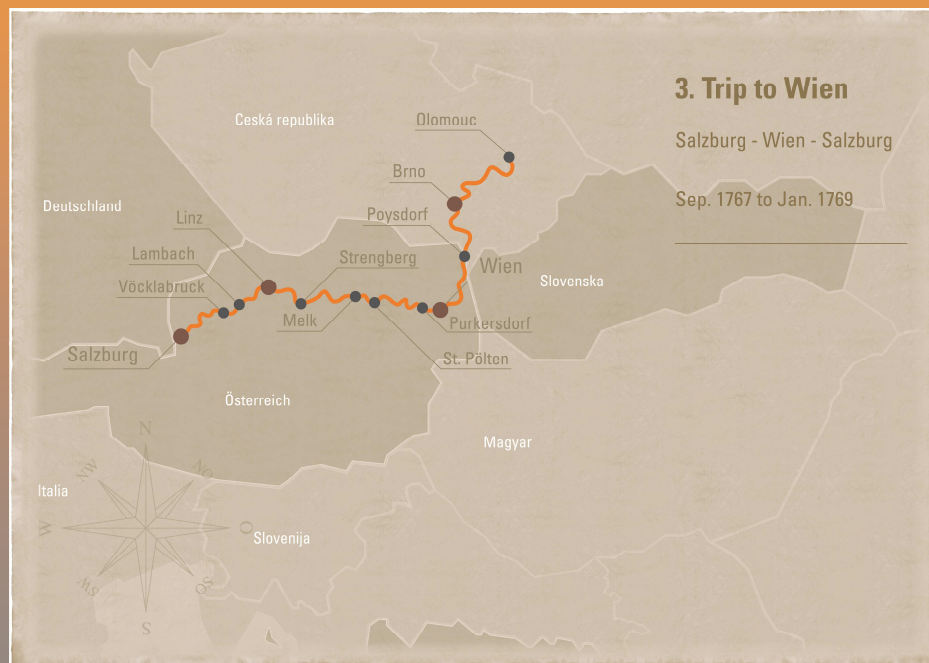
Following Mozart's Footsteps through Europe

- **Route Royale**
- **Route de France**
- **Alpine Route**
- **Austrian Route**
- **Italia Nord**
- **Old Flanders Route**
- **Major German Rivers Route**
- **Great Cities in the Heart of Europe**
- **Habsburg Empire Route**
- **Italia Grande**

AUTHENTICITY

Great Cities in the heart of Europe

Historical Route



Habsburg Empire Route



IMPRESSIONS OF TODAY

Brno (Reduta Theatre)



Vienna Mozarthaus



Olomouc
(Palais Hauenschild)



Olomouc (St.
Wenceslas's Cathedral)



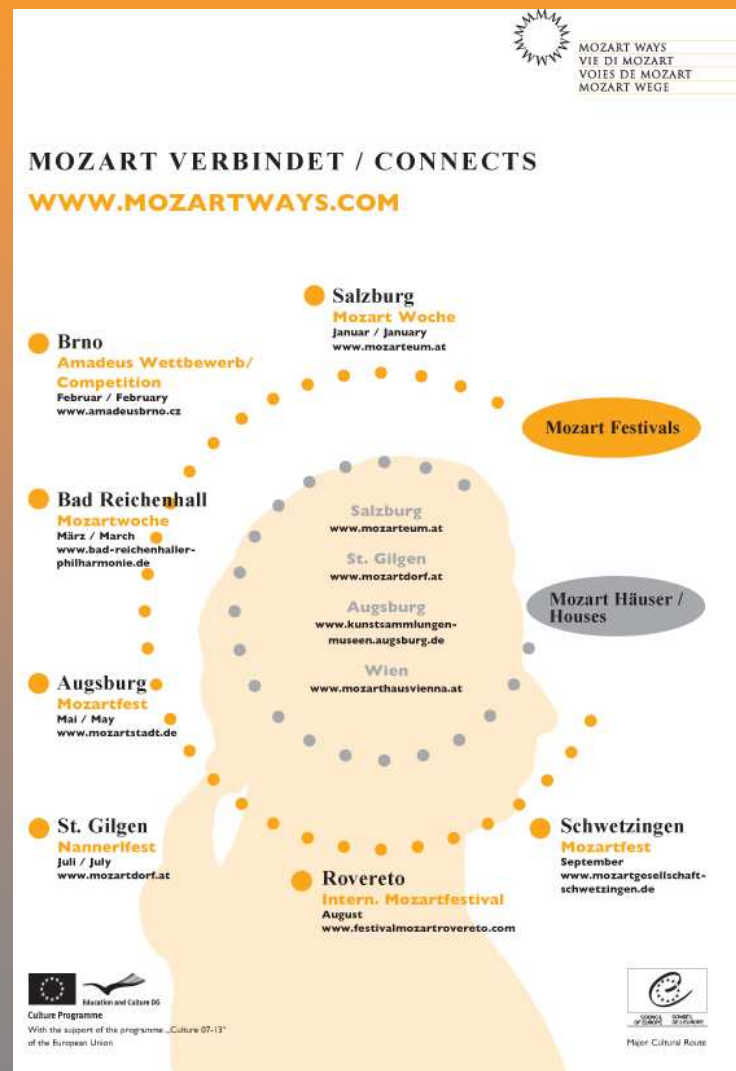
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BOLOGNA

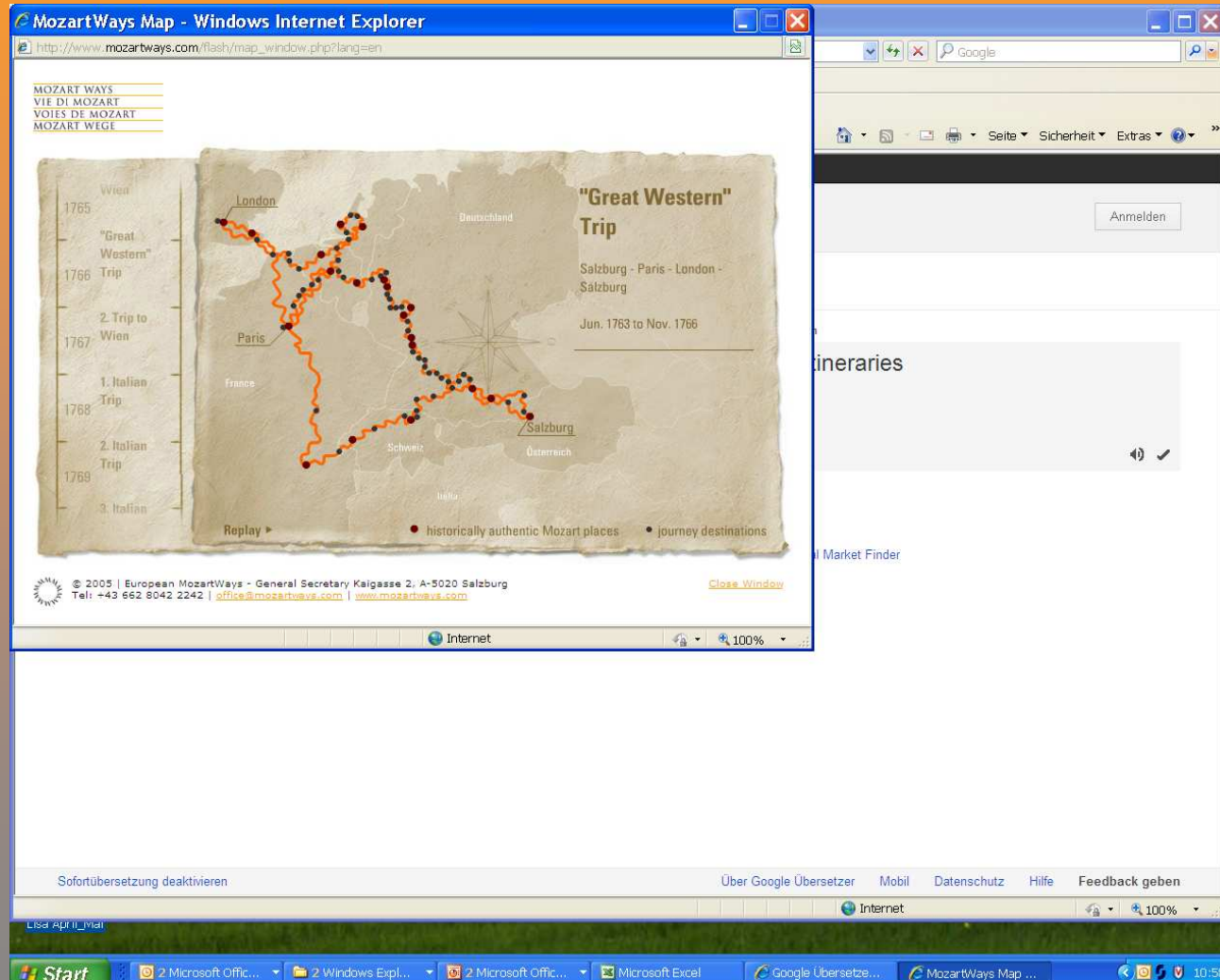
Accademia Filarmonica



MOZART HOUSES & FESTIVALS



250 YEARS (June 1763 - November 1766) GREAT EUROPEAN WESTERN JOURNEY



<http://www.mozartways.com/>

PARTNERS & CO OPERATIONS

Partners

- **National tourism organizations in the ten involved European Countries**
- **Regional and local tourism organizations in the member's cities**

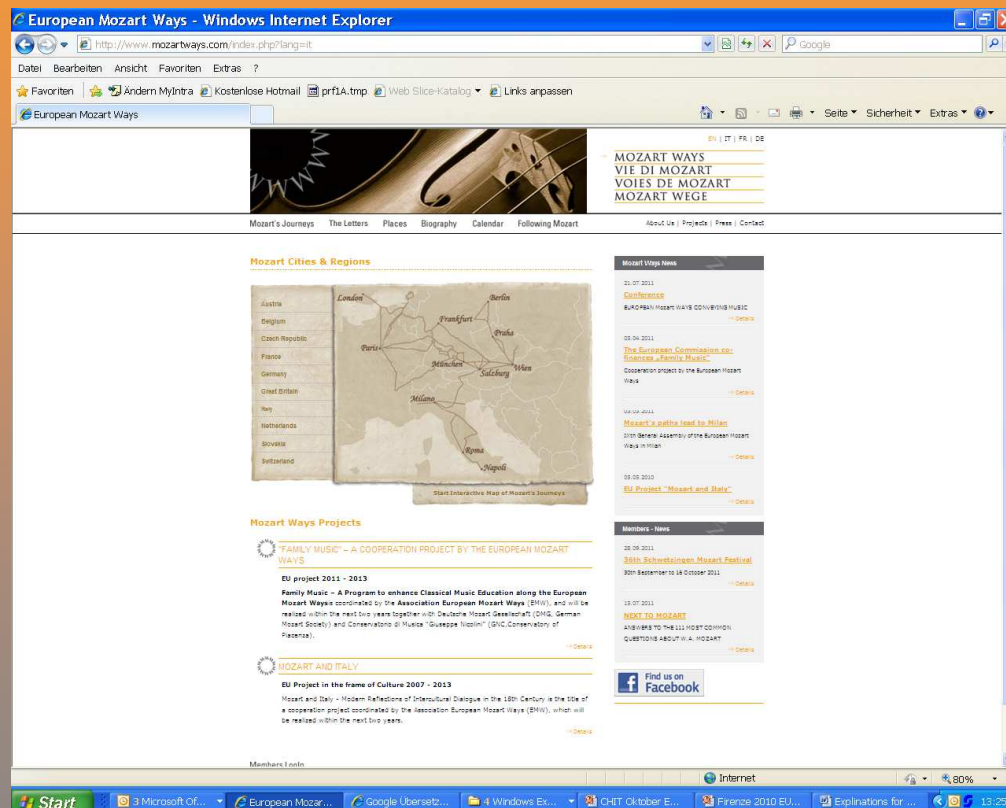
➡ **representing the Association at int. tourism fairs**

Co operations

- **Historic Hotels of Europe**
- **Internet platform Busreisen CC**
- **In Mozart's Footsteps / Uncommon Musical Travel**

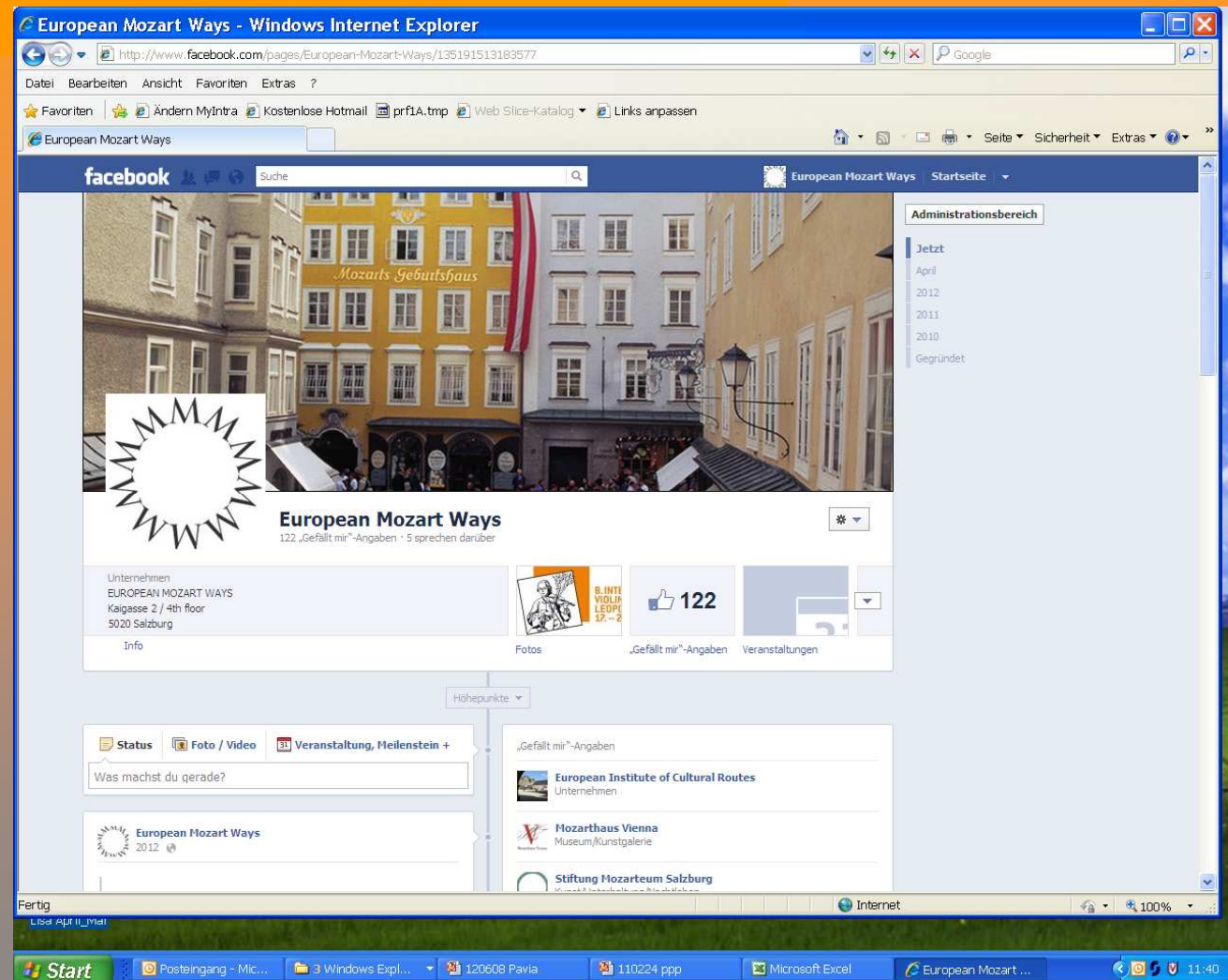
WEB PORTAL

www.mozartways.com



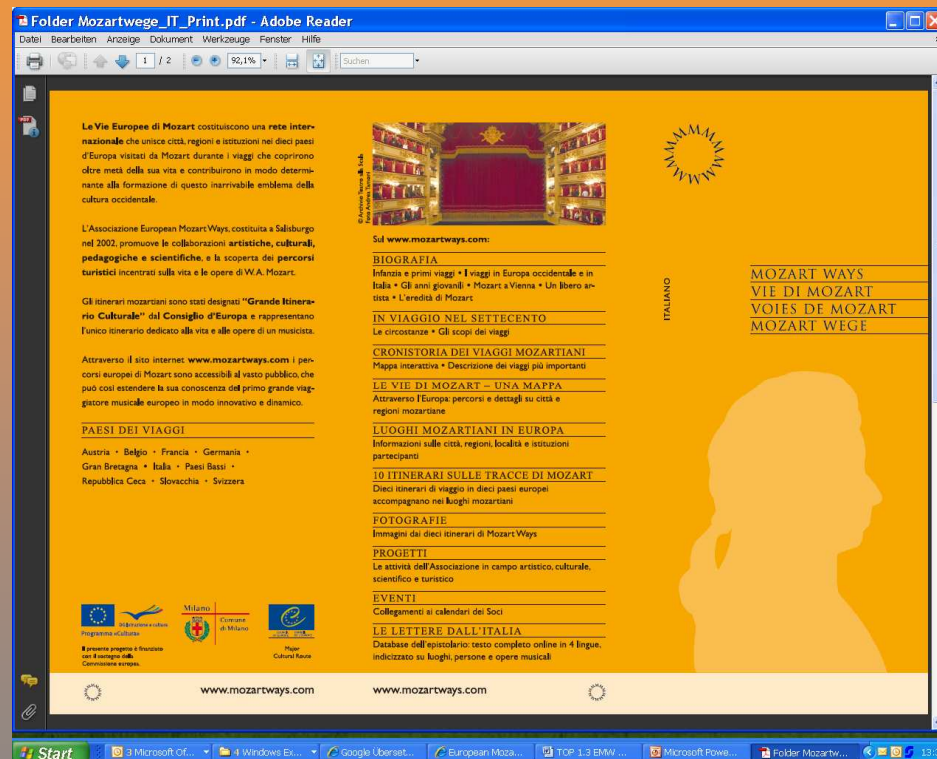
- Mozart Biography
- Travelling in the 18th Century
- Mozart's Historic travels
- Mozart Ways Travelling Map
- Mozart Sites in Europe
- Ten Itineraries in Mozart's Footsteps
- Picture Database
- Projects
- Events
- Mozart Letters

FACEBOOK



Communication

FLYER



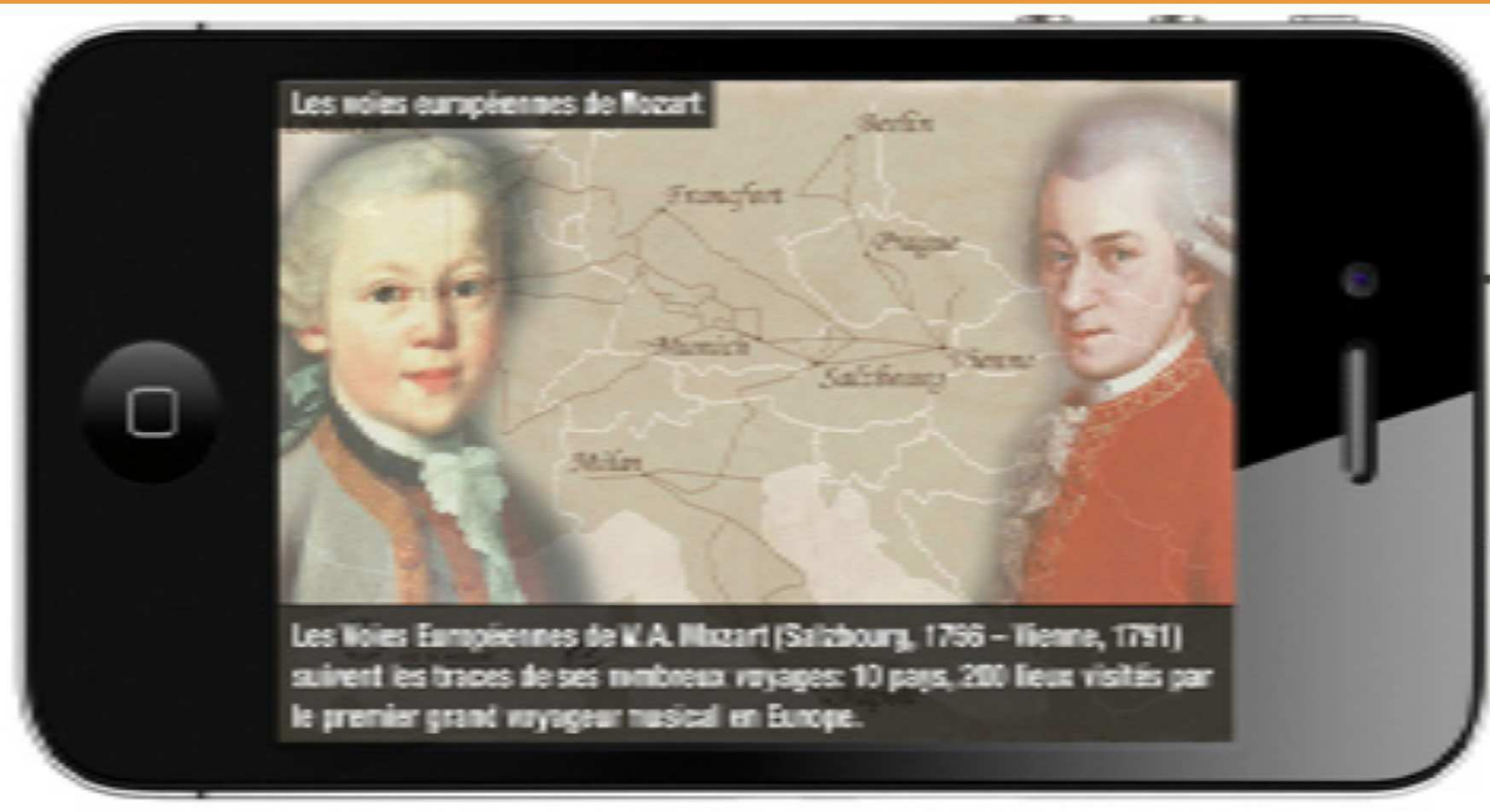
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MOZARTS TRAVEL ROUTES



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Maestro Riccardo Muti

Jacques Santer

Past President of the European Commission

