

PRESS RELEASE

THE EUROPEAN HERITAGE PROJECT PRESENTS PLANS FOR THE REVITALISATION OF THE MARKETPLACE IN LAUFFEN, BAD ISCHL

After the project was presented to the Bad Ischl municipal council and the population of Lauffen, the Ischler Heimatverein has also been informed about the planned procedure

München/ Bad Ischl, 25 August 2020

The plans to revitalise the marketplace in Lauffen had already been presented to the parliamentary party leaders in Bad Ischl in May. In a subsequent information event at the Bad Ischl Congress and Theater House, the people of Lauffen were also informed about the plans and asked to submit their own suggestions for the design. This event met with a great response - over 150 Lauffner residents took part.

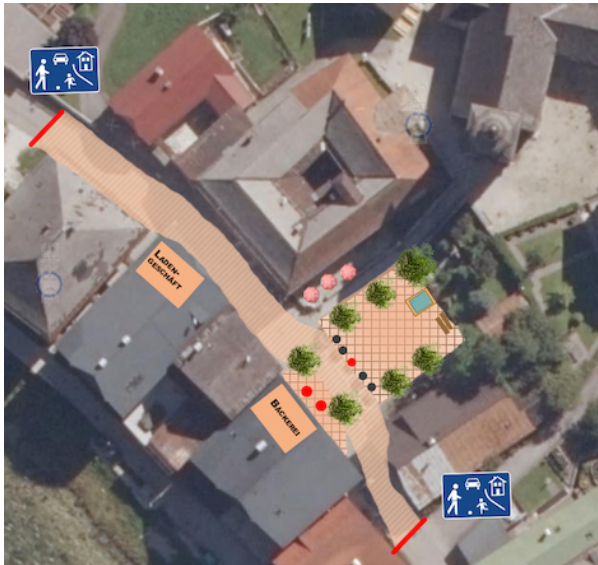


The large hall of the Congress- und Theater House before the Information event – Picture Credit: THE EUROPEAN HERITAGE PROJECT

"Unique opportunity for the region"

At the invitation of the *Ischler Heimatverein*, a society concerned with the homeland, its maintenance, and its people and customs, Prof. Dr. Dr. Peter Löw, initiator and chief curator of The European Heritage Project, presented the goal and the current status of the project in the so-called Seeauerhaus in Bad Ischl. The historical rooms, once the family home of the Seeauer salt merchant family, witnessed the Austrian-German bond as early as 1853, when Emperor Franz Josef and Elisabeth of Bavaria, later Empress Sissi, became engaged here.

The transit traffic, currently making the area around the square unsafe, especially for children, is to be decelerated by declaring the area a traffic-calmed zone. To achieve an aesthetic overall appearance, the square is to be paved and revegetated. The erstwhile fountain which was a popular meeting place for residents is to be rebuilt based on the historical model. The European Heritage Project wants to ensure that a bakery and retail shops are again operated on site in order to return public life to the town.



*Proposal for the design of the marketplace – Picture Credit:
THE EUROPEAN HERITAGE PROJECT*

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According to a statement, the board members of the *Ischler Heimatverein* are “enthusiastic” about the proposals. The

town of Bad Ischl is currently preparing for 2024 when the city and region will be European Capital of Culture. "The market square with its historical buildings and a newly built fountain based on the historical model could become a little gem of the European Capital of Culture project," writes society chairman Johannes Eberl.



*Prof. Dr. Dr. Peter Löw presents the revitalisation concept of the Lauffner market place to the board of directors of the Ischler Heimatverein
Picture Credit: THE EUROPEAN HERITAGE PROJECT*

After no measures had been taken to increase the attractiveness of the town for years, The European Heritage Project has now taken on this task. Two historic salt merchant houses have been acquired and are currently being renovated and restored. The acquisition of another historic building is currently under discussion. Among other things, this would provide space for a restaurant with a bar area, further enhancing the quality of life in Lauffen.

as six children.