

FIVE TREASURES



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ExperienceQuarter of the SchafbergBahn Wins Prestigious “Prix Versailles” Award

The new valley station of the SchafbergBahn cog railway has been honored with the prestigious “Prix Versailles.” This international recognition celebrates outstanding achievements in architecture and design worldwide, and this is the very first time the award has gone to us.

Managing Director Mario Mischelin and architect Michael Höcketstaller personally accepted the “World Prize for Architecture and Design” in the Train Station category at the UNESCO building in Paris. “We are proud to have been awarded the ‘Prix Versailles.’ This gold medal at the Architecture World Championships shows that tradition and innovation can indeed be perfectly combined. Since 1893, visitors have been carried up the 1,783-meter-high Schafberg, and now we have succeeded in giving the region and St. Wolfgang such a modern and, ultimately, award-winning valley station,” states Mischelin.

It is only the second time the prestigious “Architecture Oscar” has been brought to Austria. Salzburg architect Michael Höcketstaller from the architecture firm “dunkelschwarz” was impressed: “We wanted to create a true landmark on Lake Wolfgangsee and a tourist highlight for the region. With the ExperienceQuarter, we succeeded in implementing architecturally the missing link between the Schafberg and Lake Wolfgangsee.”

Michael Baminger, CEO and spokesperson for the board of Salzburg AG, adds: “For me, the ExperienceQuarter is the modern business card of our tourism division. Our goal was not only to create a contemporary visitor center for the SchafbergBahn but also to connect the long tradition of the SchafbergBahn with the modern world. Guided by the six ambitions we have established, including that of ‘Customer Hero,’ we aim to place our customers and guests squarely at the center of what we do. This is especially true in tourism, where experiences play a central role. Being recognized by an international jury is a fantastic honor for the Salzburg AG Group and shows how well we have managed to achieve our vision.”

The new valley station, officially christened the “ExperienceQuarter,” not only features a large, light-filled guest hall with a ticket counter but also houses a souvenir shop, and an events area that can even be used outside the regular operating hours of the cog railway.

About the “Prix Versailles”

The “Prix Versailles” was established to promote outstanding architecture and design that is not only aesthetically pleasing but also socially and ecologically relevant. The award is presented annually in collaboration with UNESCO and the International Union of Architects (UIA) and is considered one of the highest distinctions in the field of architecture and design worldwide.