



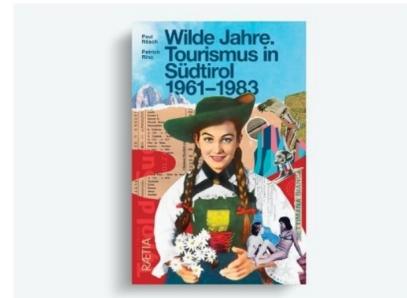
Spring at the Castle: What's New

Starting April 1, new exhibitions and events offer fascinating insights into the history of tourism, gardens, and architecture. Discover the themes “Crafted Paradises”, “Architecture on the Move”, and the book presentation “Wilde Jahre”.



Exhibition - “Crafted Paradises”

Gardens and parks are designed green spaces. They serve recreation and represent our relationship to nature. Their forms and meanings have changed significantly over the centuries. The exhibition “Crafted Paradises” presents this development from the Renaissance to the present. A special focus is placed on Merano, where spa tourism in the 19th century encouraged the creation of many green spaces. This exhibition is the result of the collaborative efforts of the Gardens of Trauttmansdorff Castle, the Touriseum and the curatorial team of the Austrian National Library in Vienna.



“Wilde Jahre” - Book Presentation

From the 1960s onward, South Tyrol became a laboratory of tourism: farmers turned into hoteliers and ski instructors, and quiet valleys transformed into stages for a new experience-driven society—until the speculative bubble burst in the early 1980s. Looking back reveals how South Tyrol became a brand, built on what was perceived as a “typical” offering of souvenirs, music, and culinary traditions.

A publication by Paul Rösch and Patrick Rina, produced within the framework of the research project “Tourism in South Tyrol 1961–1983”, supported by the Provincial Museums Agency.



Exhibition - “Architecture on tour”

The transfer of architectural ideas from Munich to Bolzano during the Belle Époque was largely driven by tourism. In 1906 the industrialist Friedrich Wannieck commissioned the Munich architects Alois and Gustav Ludwig to build Villa Salgart in Merano. Shortly afterwards the brothers opened a branch office in Bolzano, where they constructed villas, grand hotels, commercial buildings, and educational institutions until 1914. In 2022 architectural plans by the Ludwig brothers were rediscovered in Merano and donated to the Touriseum. Some of the research material is appearing in public for the first time here in the exhibition.