

## Meisterstrasse Salzkammergut

*"Crafts make us feel rooted, give us a sense of belonging and connect us with our history."*

**PHYLLIS GEORGE**



**MEISTERSTRASSE SALZKAMMERGUT.** The region of the Salzkammergut is famous not only for its unique landscape, but also for its incomparable wealth of craftsmanship, which is part of the Austrian identity and its unique cultural heritage.

42 of the best craftsmen from all guilds have already joined forces in the MEISTERSTRASSE SALZKAMMERGUT, representing craftsmanship of the highest quality. The Austrian identity is inherent in each of their workpieces which combine handicraft and design, functionality and aesthetics, tradition and innovation in an impressive way.

**QUALITY.** The brand MEISTERSTRASSE ensures the compliance with the stringent quality standards: exclusively handicraft combined with highest aesthetical requirements.

**MEISTERSTRASSE AUSTRIA.** As the concept of the project Meisterstrasse has already caught among other Austrian regions, Meisterstrasse Styria, Meisterstrasse Lower Austria and Meisterstrasse Salzburg are emerging at the moment.



**[www.meisterstrasse.at](http://www.meisterstrasse.at).** For further news and information visit our homepage [www.meisterstrasse.at](http://www.meisterstrasse.at)!