

Nr.	Überschrift	Text
1	Station one: Outside Gozzoburg castle	<p data-bbox="506 245 2098 336">Standing in front of Gozzoburg urban castle at Hoher Markt number eleven, you can immediately see how carefully modern architecture has been symbiotically integrated into the Romanesque and Gothic styling.</p> <p data-bbox="506 373 2098 852">The history of Gozzoburg castle in Krems can be traced back to the Middle Ages – the thirteenth century, to be exact. Despite its name, the Medieval building is not a castle in the conventional use of the word. The enchanting murals, the unique features of the Torturmkapelle chapel and the huge frescoes uncovered in the living quarters of the building raise many unanswered questions. The significance of Gozzoburg is still not fully understood today and is a topic of much debate among experts. It takes its name from a citizen of Krems, the <i>Stadtrichter</i> – or Town Magistrate – Gozzo. The site’s first structures were built in the early Middle Ages. However, it is not until the appearance of Gozzo, who commissioned construction work that extended the floor space to over 5,000 square metres, that its history becomes really interesting. All sections of the building came into public ownership at the start of the present century. It was then completely renovated in a project overseen by architect Lukas Groh, at a total cost of around nine million euros.</p> <p data-bbox="506 888 2098 1367">IMC University of Applied Sciences Krems – with growing student numbers and following a programme of ongoing expansion – invested 1.7 million euros in the renovation and conversion of a number of spaces in the building, which it has not occupied until now. Since September 2017, some sections of the building have been used by IMC Krems for teaching, research and university services. The space is rented from Krems Municipal Council. Design and conversion work was carried out by Krems-based architect Claus Ullrich. Gozzoburg castle also offers an attractive mix of amenities encompassing arts and culture, tourism, food and drink and business services. Founded in 1994, IMC Krems has developed into an internationally respected university specialised in business studies, health care and life sciences. 40% of the bachelor and master degree programmes are taught in English. Its top marks and excellent rankings in the areas of student satisfaction, career services and graduate employability are worthy of particular mention.</p>

2	<p>Station two: Gozzo – citizen and Town Magistrate of Krems and Stein</p>	<p>Gozzo originally came from the area surrounding Mailberg in the north of the Weinviertel region. He married Gerbirg Sevelderin, from one of the most prominent families of the town of Stein. They had four sons and two daughters. Where Gozzo acquired the wealth that enabled him to buy the property at Hoher Markt and rebuild it so lavishly in the first place has not been established. We know that as Town Magistrate and <i>Kammergraf</i>, or Chamber Count, he would have enjoyed a handsome income. Gozzo gave his backing to Ottokar of Bohemia as the new territorial lord, which appeared to be a fortunate choice. Commercial success and wealth along with distinguished honours were his reward. From 1249 he was Town Magistrate of Krems and Stein multiple times. Krems and Stein fell under the jurisdiction of the <i>Landesfürst</i> – or Prince of the Land – as the towns belonged to his estate. It is likely that Hermann, Margrave of Baden leased them to Gozzo. Gozzo was appointed Chamber Count by King Ottokar in 1270 and from 1273 held responsibility for the financial administration of the parts of the principality of <i>ob der Enns</i> belonging to the Bohemian king. By paying a considerable sum of money, he then leased part of the Prince of the Land’s estate from the territorial lord, Ottokar the Second of Bohemia, securing the income from the property. In 1273 Rudolf of Habsburg was elected King of the Romans – Gozzo had chosen the wrong side. He was among the hostages held at the Moravian castle Burg Klingenberg by King Ottokar for over a year from the spring of 1276, as the king sought to protect his waning power. After his release, like many of his contemporaries from the nobility and the gentry, he switched allegiance to the Habsburgs. This was clearly a successful move: he once again took up the post of Town Magistrate of Krems and Stein from 1280 to 1281, after which he withdrew from public office. He appears on many later official documents as first witness among the citizens of Krems, and is even named first on documents authorised by his son Irnfried, who was Town Magistrate from 1285 to 1288, ahead of Irnfried himself. He clearly remained well known until the end of the 13th century, as he is even mentioned by the poet Ottokar aus der Gaal in his Austrian chronicle in rhyme of 1298. His life became one of reflection: in 1286 he is thought to have taken a pilgrimage to Rome. He then became a monk or lay brother at the Cistercian abbey in Zwettl, marking the occasion by making generous gifts to Zwettl and the Dominican order at the convent in Imbach, where his granddaughter was a nun. He worked in the scriptorium, putting his thorough training to use in the writing room. The date of his death is unknown.</p>
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3	Station three: The foyer	<p>The foyer is of historical interest, since the earliest parts of the structure date back to before Gozzo's time. The current understanding is that this building was initially the seat of the royal administration. As early as the twelfth century, Krems – which originally had imperial immediacy, meaning it was under the direct authority of the king rather than a margrave – became part of the estate of the House of Babenberg, and administrators serving the territorial lord worked here.</p> <p>The older section, on the south side, formed part of a roofed hall with a footprint of twelve by twenty-three metres, and walls one metre thick. The courtyard in front was surrounded on three sides by a moat, which has long since disappeared. It is now doubted that Austria's oldest mint, which produced the Krems pfennig and was mentioned in 1158, was located here, since there is no documentary evidence to support this. The complex probably had the character of a fortress.</p> <p>For the people of the Middle Ages, the loggia, with its columns and arches, was an architectural feature that symbolised the rule of law and the authority of the nobility – functions that Krems citizen Gozzo enforced for decades.</p> <p>You can now choose to continue your tour by visiting the left or right-hand courtyard.</p>
4	Station four: Gozzo – the restaurant at Gozzo castle	<p>You are sure to find something that appeals to your taste at Gozzo. Enjoy lovingly prepared lunchtime specials, seasonal dishes from the frequently changing menu, delicious cakes and coffee, and GozzoLunches to take away. The kitchen takes a slow food approach, placing the emphasis on mindful eating. This is all about raising awareness of the importance of the food we eat, understanding the effect that it has on our quality of life and consciously opting for high-quality ethically sourced ingredients. With an enoteca wine shop and a language cafe, there is everything you need here for a pleasant evening or relaxing lunch. The restaurant is open from Tuesday to Saturday, from 11am to 10pm. Visit www.gozzo.at for more details.</p> <p>We hope you have a great time at Gozzo!</p>

5	<p>Station five: The IMC International Welcome Center – ground floor</p>	<p>The IMC International Welcome Center is located in the right-hand courtyard. It is the first point of contact and an information centre for international guests who require support in non-academic matters. The service centre’s goal is to provide guests with all the assistance they require, and it is focused on helping international full-time students, incoming students, and transnational programme students. The International Welcome Center offers support for day-to-day matters before, during and after students’ time at IMC Krems. Students can take advantage of its services as soon as they have been officially accepted on to a degree programme or officially nominated by a partner university.</p> <p>The International Welcome Center also provides assistance to guest lecturers from abroad, employees, and visitors and visiting delegations.</p> <p>The rooms it occupies were formerly home to the smoke kitchen, with a larder in the cellar, and a dining hall above. This part of the building was later converted into a brewery, with the brewhouse located in the medieval smoke kitchen. The beer was cooled in the natural stone cellar.</p>
6	<p>Station six: The IMC International Language Center – ground floor</p>	<p>You will find the International Language Center, or ILC, on the ground floor, on the way to the left-hand courtyard. The ILC is a customer-focused service centre operated by IMC Krems, offering needs-orientated language courses and training. Based on the Common European Framework of Reference for Languages, the CEFR, the various courses are aimed at IMC Krems students, employees and graduates, as well as businesses and partner companies, other higher education institutions in Krems, and individuals who are simply interested in learning a language.</p> <p>The varied course programme ranges from intensive courses and workshops to in-company and one-to-one training.</p> <p>See www.ilc-krems.at for details.</p>

7	<p>Station seven: The IMC Media lab – ground floor</p>	<p>The entrance to the IMC Media lab is located in the left-hand courtyard. For several years, IMC Krems has been pursuing a strategy of implementing the blended learning approach. The idea is to integrate new media into teaching and continuing education, enabling student contact time to be augmented with online or self-study modules. Students benefit from greater scheduling flexibility as well as individual supervision from lecturers and seminar tutors. Online modules also reduce travel time to and from the university. The approach is being implemented step by step, with the involvement of teaching and non-academic staff as well as students and graduates.</p> <p>To ensure that the university keeps pace with digitalisation, the IMC Media Lab has been set up here at the new Gozzoburg castle site. This is where new media can be tried out and a better understanding of modern technology can be acquired by testing it in the field.</p>
8	<p>Station eight: The IMC Career Center – ground floor</p>	<p>From the left-hand courtyard, you can also reach the IMC Career Center and the adjoining Burggarten. The IMC Career Center fulfils a very important function for students, as it is responsible for the systematic development and management of the university's network of partner companies and organisations. It provides careers-related services to students and recent graduates, contributing to the university's consistently high graduate employment rate.</p> <p>The centre also gives students additional support before, during and after internships and the Applied Research and Training Semester.</p>
9	<p>Station nine: The Burggarten – ground floor level</p>	<p>The redesigned Burggarten is a peaceful garden; an oasis of calm where herbs and flowers grow. Here students can study together, relax and enjoy the wonderful view. The lift provides direct access to the IMC Co-Working Space.</p>

10	Station ten: The IMC Co-Working Space on Untere Landstrasse	<p>The overall concept devised by IMC University of Applied Sciences Krems is completed by the Co-Working Space located on Untere Landstrasse, which is linked to the main building by a lift in the Burggarten. The 260 square-metre IMC Co-Working Space is a place for innovation, new developments and novel ideas, where people can concentrate fully on projects they are passionate about. It is ideal for creative young businesspeople, freelancers, start-up owners and students. Here you can work in a relaxed and stylish setting, and share a space with fascinating people from the worlds of entrepreneurship and research.</p>
11	Station eleven: Seminar room – basement floor	<p>The seminar room on the basement floor is perfect for film viewings or company presentations.</p> <p>Interested in hiring this space? We will be pleased to assist you with planning your event. Simply e-mail us at events@fh-krems.ac.at</p> <p>The wine cellar for the International Wine Business programme and a small tasting room are also located on the basement level.</p>
12	Station twelve: The Wappensaal – first floor	<p>The Wappensaal hall is located on the first floor. When it was built, it was on a par with church interiors as one of the largest and most well-appointed internal public spaces in the town, and probably the whole region. In the public area beneath it, Gozzo presided over court sittings and carried out other formalities in the loggia. In the upper room, according to one current interpretation, he worked as a kind of notary, settling legal transactions. It is not clear what the other uses of the hall were, but it was almost certainly a place for public meetings and gatherings. The coats of arms on the west wall display the power structures beneath King Ottokar as the territorial lord in Austria. Unfortunately some of the coats of arms have yet to be identified.</p> <p>Think this would make the perfect venue for an exclusive wine tasting, wedding, drinks reception or small-scale celebration?</p> <p>We will be happy to assist you with planning your event. Simply e-mail us at events@fh-krems.ac.at</p>

13	<p>Station thirteen: The coats of arms on the west wall – first floor</p>	<p>The coat of arms of the Margraviate of Moravia can be seen in a central position on the west wall. It features a white and red chequered eagle on a blue field. Ottokar the Second of Bohemia acquired this province from his father, and Gozzo acted in his name. To the left are the coats of arms of the other lands in Ottokar’s possession: the Kingdom of Bohemia, and the archduchies of Austria and Styria. To the right you can see the coats of arms of the lands with which Ottokar had family ties via his sisters: the Margraviate of Meissen and the Margraviate of Brandenburg. In the row beneath this, and about half the size, are the coats of arms of Ottokar’s burgraviates in Krems, as well as those of holders of the court appointments of seneschal, cup-bearer and marshal. Albero of Feldsberg held the office of seneschal and was also the founder of the Dominican convent in Imbach. The coat of arms is divided into white and blue sections by three horizontal lines. The appointments of cup-bearer and marshal were held by the representatives of the Dürnstein and Weitra lines of the House of Kuenringer. The shield has alternating white and black sections, formed by nine horizontal lines. The coat of arms of Heinrich of Schwarzensee, who as Burgrave administered Ottokar’s incomes and court in Krems, is also divided into black and white sections.</p>
14	<p>Station fourteen: Coats of arms on the south wall – first floor</p>	<p>The coats of arms on the south wall are those of European countries located outside the Holy Roman Empire.</p>
15	<p>Station fifteen: IMC Krems facilities – second floor</p>	<p>The seminar rooms on the second floor make up part of the university’s modern educational facilities, and are mainly used for our international degree programmes.</p> <p>If you continue down the second-floor corridor, you reach the offices of the IT and International Relations departments.</p>

16	Station sixteen: The IMC Creativity Lab – second floor	The state-of-the-art Creativity Lab is also located on the second floor. It provides the perfect environment for exploring the latest trends in digitalisation, and is designed to be a place that generates innovative ideas. These ideas can then be realised in the form of start-ups in the Co-Working Space. If an idea involves new media, it can be tested out first in the Media Lab. IMC Krems is therefore able to offer its students and graduates the ideal infrastructure for coming up with and implementing ideas as well as starting up new businesses.
17	Station 17: The fresco room – second floor	The fresco room on the second floor is currently not open for viewing. The fresco cycle it contains is of major significance, since it is one of the oldest murals created for a secular setting in Austria.