

# fröhlich zauber kongress

September 10<sup>th</sup>-13<sup>th</sup>, 2026  
Bad Aussee, Austria

DIE MAGIE DES NORDENS  
DER ZAUBER AFRIKAS  
NEXT GENERATION OF MAGIC  
MASTERS OF MAGIC  
MAGIC MOUNTAINS

[www.zauberfestival.life](http://www.zauberfestival.life)

**W**hen around 400 magicians from all over the world gather in Bad Aussee to exchange ideas, a program full of inspiration, encounters, and new perspectives takes shape. Five exceptional focal points define the convention and show how diverse and vibrant the art of magic is today.

### **THE MAGIC OF AFRICA – DER ZAUBER AFRIKAS**

The world's second-largest continent is still far too rarely represented at magic conventions—yet it offers remarkable impulses from music, theatre, and the art of magic. An internationally recognized model is the College of Magic in Cape Town, which empowers young people through magic and opens up new perspectives. In Bad Aussee, the artists will present a captivating show for the first time, with around 300 students from Cape Town joining live via digital connection. This unique project will then go on tour: proceeds will be shared equally between the College of Magic and youth projects in Austria. A shift in perspective that shows how magic can connect. Africa supports Europe. A project on equal footing.

### **NEXT GENERATION OF MAGIC**

Young artists from five nations have been working for months—through in-person meetings and digital collaboration—on a joint production that reflects their vision of contemporary magic. Among them are FISM prize winners as well as promising new faces. One week before the convention begins, they will come together in Bad Aussee to develop and rehearse their show on site. The result is a fresh, international production that brings together new forms, ideas, and presentations. A project of this kind has never been realized in this constellation and promises an exciting glimpse into the future of magic.

### **THE VIKINGS ARE COMING – DIE MAGIE DES NORDENS**

Northern Europe is rich in myths, stories, and powerful stage imagery. For the convention, we are bringing two acclaimed productions to Bad Aussee, to be experienced in innovative late-night shows. Both acts perform internationally at festivals, in variety theatres, and in contemporary circus productions, and stand for powerful, visually striking magic. One of the artists is a FISM prize winner whose work is rarely seen live; the other does not usually appear at magic conventions and works mainly in the variety and circus world. Two distinctive artistic voices that add a special Nordic touch to the convention.

### **MASTERS OF MAGIC**

Alongside new impulses and young voices, established productions are also part of the convention's diversity. Two major gala shows present programs that have been internationally successful for years and regularly play to sold-out audiences. Both productions have been continuously developed and will be seen in Austria for the first time. Instead of individual acts, complete, well-rehearsed shows are on the program—each featuring around twelve artists and technicians. High-caliber stage magic presented as a cohesive theatrical experience.

### **MAGIC MOUNTAINS**

Can close-up magic at large conventions only be experienced via video screens? Is that really true? We will change that and present magic up close at our event "Magic Mountains", just as it should be: right under your nose.

A very special kind of gathering—wonder, participation, exchange of ideas, and the chance to reconnect with friends. Open house at the congress center! With a magical highlight!





# Fröhlich Convention 2026 – The Unconventional Convention



## START OF THE EVENT

Opening Show  
Thursday, September 10<sup>th</sup>, 2026, 11:00

## END OF THE EVENT

Closing Show  
Sunday, September 13<sup>th</sup>, 2026, 10:30–12:00

## 6 GALAS

Successful full-length shows instead of single acts—programs that have proven themselves worldwide or have been created especially for Bad Aussee. Artists you may never have seen before and won't easily find on YouTube.

## SEMINARS, WORKSHOPS, TALKS

Learn from the best: practical material, current trends, and fresh ideas.

## MAGIC MOUNTAINS – EVENT

Celebrate together, make connections, meet friends, enjoy music and magic.

## YOUTH WORKSHOP

The youth workshop is fully integrated into the convention program—together rather than separate. Special events, shared seating, a dedicated chill-out space, complimentary drinks, and affordable accommodation in the artists' hotel on request. Special convention price: 150,- Euro.

## INTERNATIONAL COMPETITION

MRA Championships and qualification for FISM Europe 2027 and the World Championship 2028. Award-winning acts and top-level performances.

## MAGIC AND ART

We present artworks on the themes of wonder, astonishment, and magic, and have invited international artists to contribute to this exhibition.

## DEALERS' FAIR

Selected dealers and specialists offering tools and ideas that make life easier.

## ACCOMMODATION

The Ausseerland region offers a wide range of accommodation—from five-star hotels to private guest rooms. As many accommodations are not listed on booking platforms, please contact the Ausseerland Tourism Board for assistance. The congress center is centrally located in Bad Aussee, with parking available.

## CONTACT

Tourismusverband Ausseerland Salzkammergut  
Pratergasse 388 | 8990 Bad Aussee, Austria  
Phone: +43 3622 54040 0  
E-mail: [info@ausseerland.at](mailto:info@ausseerland.at)

## TRAVEL

Bad Aussee lies in the geographical center of Austria and can be reached by car or train. The nearest airport is Salzburg. From Vienna Airport Bad Aussee can be reached by train. Travel time from Salzburg by car is just over one hour.

## QUESTIONS?

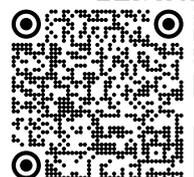
Hanno Rhomberg  
Phone: +43 699 19544369  
E-mail: [hanno.rhomberg@mra.at](mailto:hanno.rhomberg@mra.at)

## MORE INFORMATION

<https://zauberfestival.life/kongress-2026/>

## REGISTRATION

<https://zauberfestival.life/registrierung-frohlich-zauberkongress-2026/>





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