

Austrian Allure

"A light is still a light- even if the blind cannot see it."

-Proverb of Austria

The People:

Austrians call their country Österreich meaning "Eastern Empire". Geographically positioned at the crossroads of Europe the country presently and historically has had a multiethnic makeup. This makes Austria a European melting pot where culture is abundant and magnificently varied.

What They Teach Us:

Handmade Is Love

The arts have a rich history in Austria and have always been held in high regard. Vienna was known during the eighteenth and nineteenth centuries as a world center of culture and was home to some of the greatest classical composers, including, Mozart & Beethoven. Austrian design reminds us that in a world that has rapidly embraced mass produced goods, artistry, and craftsmanship are not lost. The nation's industries are centered on the creation of quality goods and hundreds of Austria's factories are small, specializing in handmade products that take great skill to create.

We Belong to the Earth & the Earth Belongs to Us

Long before it was ever in style to think and act green; Austria was home to some of the most progressive and strict (necessarily so) environmental regulations. Ahead of their time; the people and government of Austria early understood and continue to uphold the idea of collective responsibility for the planet's conditions.

Together Austrians work to support a culture of conscious capitalists and consumers who are aware of how their operations and actions will affect the well-being of the ecosystem on a local and global scale. An often unsung hero in the world of environmentalism, Austria continues to encourage a positive and environmentally friendly lifestyle. Not so much because their economy depends on the earth; but because they are aware that if we take care of the earth it will in turn take care of us.

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