

Kitzbühel celebrates another summer of events full of joie de vivre

PURA VIDA Kitzbühel inspires already for the second time in July and August with a diverse program in the Kitzbühel city center.

29.06.2022 / Yoga in the park, street art, an extensive children's program for young Kitzbühel fans, live music of various genres and the newly created PURA VIDA Summer Drink 2022 - these are the ingredients for carefree Thursday evenings in downtown Kitzbühel.

Every Thursday in July and August, the Gamsstadt invites you to stroll, taste and enjoy. While making a virtue out of necessity in 2021, the concept, which was devised together with Next Generation and the participating businesses, developed into a real attraction format.

The first concrete implementation from the branding process #wirsindKitzbühel initiated by Kitzbühel Tourism impresses with an open co-creative format. Anyone who wants to participate was, and is, welcome to get involved at any time during the Thursday evenings.

Continuation of a successful concept

With PURA VIDA Kitzbühel, the young entrepreneurs of Kitzbühel, in cooperation with Kitzbühel Tourism, created an event concept last year that revitalized the summer nights in a new and, above all, different way. Now the task is to build on this foundation and develop it further with optimized, new and proven ideas.

"The numerous and creative commitment of the members as well as the positive response and approving feedback to PURA VIDA and the constant further development of this new format are a confirmation of the branding process as well as the co-creative approach in product development," says Kitzbühel Tourism Managing Director Dr. Viktoria Veider-Walser, looking forward to the joint continuation this summer.

Varied program from 4.00 p.m. to 10.00 p.m.

Everything may, nothing must - this is how the PURA VIDA Kitzbühel concept presents itself in a deliberately fluid manner. New ideas from the members are constantly being incorporated. The Thursday evenings begin in July and August in the park, when at 5.30 p.m. is invited to a free yoga class with the fun-loving Kathrin of OM&CO. By the way, rain is no obstacle for all yogis, because then the healthy hour takes place in the Museum Kitzbühel.

PURA VIDA Kitzbühel addresses itself however just as to the small guests. Starting at 4.00 p.m., they can transform themselves into animal friends or superheroes at the children's face painting event organized by the Lisi Family Hotel in the courtyard of St. Catherine's Church. Among the favorites of the little ones are also the nimble fingers of the balloon animal artists and the original clowns with their entertaining program. Big kids enjoy PURA VIDA Kitzbühel visually and acoustically from the many cozy guest gardens or actively at the stores of the participating retail businesses, which are open longer on three evenings. The warm summer evenings are accompanied by musical sounds of different music acts, which do not play at one place, but wander from business to business and thus also involve all partners. The kick-off on Thursday, July 07th, the Tyrol Music Project, a top-class quartet with distinctive sound and traditional instruments, and the Joe

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Carpenter Trio with unusual arrangements of well-known classics from rock, pop, country and blues. On the following Thursday evenings, other musical highlights on the program include MMC-mobile music club, The La Rossa's, Joe Traxler, Tom Daubek and Friends, Kinky Slinky, VZI & Too Spicy, and local DJs Alde Walfons and Bill.

The PURA VIDA Summer Drink 2022, specially created by Jürgen Kleinhapfl, gastronomic director of Harisch Hotels, expresses carefree joie de vivre in terms of taste. The new in-drink can be tasted in the participating guest gardens - recipe for home included.

All information about PURA VIDA Kitzbühel can be found at puravida.kitzbuehel.com

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