

Culture and Sustainable Mobility in Szombathely

AGORA SAVARIA'S BEST PRACTICES IN COMMUNITY MOBILITY AND URBAN EXPERIENCE DESIGN

ARTIST STAKEHOLDER MEETING
SZOMBATHELY • 26 MAY 2026

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Szombathely – A Cultural Mid-Sized City in Central and Eastern Europe

Szombathely

- ▶ The oldest city in Hungary
- ▶ Regional centre near the Austrian border
- ▶ Approximately 75,000 inhabitants
- ▶ Strong cultural and festival traditions
- ▶ Vibrant community and public-space life

In Szombathely, culture is an integral part of everyday urban life.

AGORA Savaria – Shaping Urban Community Life



Building communities

Activating urban spaces

Creating cultural experiences

Facilitating partnerships

Supporting a more liveable urban environment

We use culture as a tool to strengthen community life and activate public spaces.

Why Are Culture and Mobility Connected?

MOBILITY



public spaces
transport
routes
infrastructure

AGORA



CULTURE



community
experiences
encounters
identity

We transform mobility into a shared community experience.

AGORA: Culture and Mobility in Szombathely

Project

30Y

Urban pARTy

Traffic Education Park

Cyclists' Breakfast

Focus


public transport

car-free public spaces

mobility education

active mobility

30Y – Public Transport as a Cultural Experience



cultural bus service

mobile community space

experience-based public transport

A bus can become not only a means of transport, but also a cultural meeting point.

Why Was the 30Y Project Created?

Challenges

- ▶ culture is not equally accessible to everyone
- ▶ public transport is often perceived as routine
- ▶ new forms of urban community engagement were needed

Response

- ▶ bringing culture into everyday mobility
- ▶ reaching new audiences
- ▶ experience-driven urban mobility

How Does It Work?

Partners

- ▶ AGORA
- ▶ municipality
- ▶ Blaguss
- ▶ local artists

Key Success Factors

- ▶ low-cost implementation
- ▶ use of existing infrastructure
- ▶ strong communication
- ▶ community experience

Impact

- ▶ new audiences
- ▶ greater cultural visibility
- ▶ positive urban identity
- ▶ promotion of public transport

The project demonstrated that mobility itself can become a cultural experience.



Urban pARTy – Transforming Streets into Community Spaces

car-free city centre

street art

shared urban experience

We temporarily give the streets back to people.

Why Was the Urban pARTy Project Created?

Challenges

- ▶ public spaces in the city centre are heavily car-dominated
- ▶ there is little room for spontaneous community interaction

Response

- ▶ temporary street closures
- ▶ artistic and community programmes
- ▶ pedestrian-friendly urban experience

Participants can experience what a more people-centred city centre could look like.

How Does It Work?

Partners

- ▶ AGORA
- ▶ municipality
- ▶ downtown businesses
- ▶ artists and performers

Key Success Factors

- ▶ temporary street closures
- ▶ full-day cultural programme
- ▶ community participation
- ▶ open urban space

Impact

- ▶ reduced car traffic
- ▶ a more vibrant city centre
- ▶ public spaces with a stronger community identity
- ▶ increasing public engagement

The project shows how car-free public spaces can generate entirely new urban experiences.

Traffic Education Park – Mobility Culture Starts in Childhood

experience-based traffic education
safe learning environment
community and family space

Traffic culture is best learned through playful, hands-on experiences.

Why Is the Traffic Education Park Important?

Challenges

- ▶ safe mobility requires education
- ▶ children have limited opportunities for real-life practice
- ▶ early awareness-building is essential

Responses

- ▶ simulation of real traffic situations
- ▶ experience-based learning
- ▶ combining play with education

The park provides a safe environment for children to learn traffic rules through practical experience.

How Does It Work?

OPERATIONS

- ▶ seasonal opening
- ▶ municipal support
- ▶ continuous development
- ▶ educational programmes

FACILITIES

- ▶ bicycles and pedal go-karts
- ▶ traffic light system
- ▶ traffic training track
- ▶ interactive sessions

IMPACT

- ▶ approximately 4,000 visitors annually
- ▶ returning families and schools
- ▶ traffic awareness
- ▶ long-term prevention

This year, the Traffic Education Park celebrates 60 years of promoting safe and conscious mobility culture in Szombathely.

Cyclists' Breakfast – Cycling as a Community Experience

active mobility

community participation

cycling awareness-building

Sustainable mobility becomes a shared community experience.

Why Was Cyclists' Breakfast Launched?

Challenges

- ▶ increasing the visibility of cycling
- ▶ encouraging sustainable mobility habits
- ▶ lack of community interaction in everyday mobility

Responses

- ▶ direct interaction with the cycling community
- ▶ positive urban visibility
- ▶ informal community event
- ▶ healthy and environmentally conscious mindset

The programme makes cycling more visible and strengthens the cycling community.

How Does the Programme Work?

COOPERATION

- ▶ AGORA
- ▶ civic initiatives
- ▶ national “Bike to Work!” campaign
- ▶ local community

OPERATING MODEL

- ▶ busy cycling routes
- ▶ twice a year
- ▶ healthy refreshments
- ▶ direct community engagement

IMPACT

- ▶ increasing participation among cyclists
- ▶ positive visibility for cycling in the city
- ▶ strengthening community awareness
- ▶ promoting active mobility

The programme promotes active and sustainable urban mobility through simple, low-cost solutions.

Culture, Community and Urban Experience



Our projects emerge at the intersection of culture, community participation and a liveable urban environment.

What Have We Learned in Szombathely?

- ▶ Sustainable mobility becomes attractive through shared experiences.
- ▶ Culture has the power to redefine public spaces.
- ▶ Community participation plays a key role.
- ▶ Even small-scale projects can create city-wide impact.
- ▶ Mobility is also a cultural issue.

Urban mobility is not only a matter of transport, but also a social and cultural issue.

Thank you for your attention!