

Press release

Event highlights for city travellers

Braunschweig 2017: A diverse range of events and a wealth of culture and history

Braunschweig, in February 2017

The Lion City awaits with a rich history: visitors can stroll in the footsteps of the Guelphs and the Hanseatic merchants and marvel at the numerous historical sights. One highlight is the mediaeval **Burgplatz** with the St. Blasii cathedral, the Dankwarderode castle and the Braunschweig landmark, the lion. Hanseatic history can be experienced in the **Old Town Square**: the magnificent Old Town Hall, the St. Martini Church and the Gewandhaus (Cloth Hall) invite guests to embark upon a stroll through past times.

One of the oldest museums in Europe re-opened in autumn 2016 following extensive renovation: the **Herzog Anton Ulrich Museum**. Due to its exquisite inventory, it ranks among the Top 20 of the around 700 art museums in Germany. The list of artists reads like a "Who's Who" of art history: Rubens, Rembrandt, Vermeer Cranach and Dürer are only a handful of the famous masters. Around 4,000 works of art from 3,000 years, presented over an area of almost 4,000 square metres, seduce the visitors with art enjoyment.

Cultural events for every taste can also be experienced in Braunschweig the whole year round. The year 2017 is characterised by the **500th anniversary of the Reformation**. In the City of Braunschweig in 1528, Johannes Bugenhagen, parish pastor and close confidant of Luther, proclaimed the evangelical church constitution which formed the model for further church constitutions in Scandinavia and Northern Germany. Numerous institutions and initiatives are taking the anniversary as an opportunity to organize exhibitions and events.

Selected highlights for the event year 2017

Brunswiek Helau: Carnival in February

On the 26th of February, the "Schoduveel" will wind its way through the city centre. The carnival procession, which is more than 6.5 kilometres long and boasts more than 5,000 active participants, brings cheerfulness and pocketfuls of sweets to the people under the motto "*HELAU – wir tun es allen kund: Der Schoduveel bleibt frei und bunt!*" – HELAU – Let it be known to one and all: The Schoduveel shall stay free and colourful!

Equestrian sport at the highest level: Löwen Classics in March

The best show-jumping riders and up-and-coming young show-jumping and dressage riders will demonstrate their skills from 17th to 19th March in the Volkswagen Halle.

Exciting show interludes, evening parties and an exhibition set the scene for the top-class equestrian event.

Engines and fashion trends

Vintage cars, electric sportsters and new models – the 1st and 2nd of April are dominated by the fascination for automobiles during the *modeautofrühling* (cars and fashion). Numerous exhibitors make the hearts of car-lovers beat faster with their treasured vehicles. For spring feeling on the shopping weekend (with Sunday shopping), local retailers present fresh fashion trends in various fashion shows.

Musical mix: Pop Meets Classic in April

On 29th April, Pop Meets Classic combines stylistic elements of popular music with classical sounds. For the eleventh time, international and regional artists will perform onstage together with the Braunschweig State Orchestra and the Pop Meets Classic Band.

On the trail of the Reformation: 500 years of the Reformation

The 500th anniversary of the Reformation is the starting point for numerous cultural events in the Lion City, including lectures, readings and exhibitions. The Braunschweig State Museum takes a look at the century of change - 1517 to 1617 - in the exhibition "Im Aufbruch - Reformation 1517-1617". The exhibition will run from 7th May to 19th November.

The city as a stage: Kulturnacht in June

On 10th June, the Lion City becomes the stage for the 12th Braunschweiger Kulturnacht. Individual performers and groups from Braunschweig and the region will present a diverse programme from the art and cultural scene.

ATP Tennis Tournament Sparkassen Open 2017

The 24th Braunschweig ATP Challenger Tournament will take place from 7th to 15th July. The elite of the clay court specialists will once again be represented in Braunschweig: from up-and-coming German talent to renowned old hands from around the globe. Tennis of the highest level is guaranteed.

Opera under the open sky: Burgplatz Open Air in August

In the middle of the city centre, the Burgplatz is transformed once a year into an open-air stage with a special charm. From August 12th to 29th, the actors and actresses of the Braunschweig State Theatre will interpret the successful musical "Hairspray". With wit and rousing music, the musical presents an antithesis to intolerance and dogmatism.

Thrilling sports weekend

On 30th September and 1st October, Braunschweig will enter autumn in a sporty fashion. The squares of the city centre will become the stage for the most diverse types of sports during the *trendsporsterlebnis*. On this shopping weekend - with Sunday shopping - visitors can actively take part in a variety of sporting activities or watch exciting performances which will take their breath away.

31st Braunschweig International Film Festival

From October 17th to 22nd, the oldest film festival in Lower Saxony will once again be screening young European cinema. Emphasis is thereby placed upon the fields of music and film, which are presented to a large audience in around 250 long and short films on six screens. In co-operation with the Braunschweig State Orchestra, the Festival performs film concerts with new compositions and German premieres.

Autumnal Mumme enjoyment

Whether sweet, hearty or spicy – *Hauptsache Mumme*. Mumme is essential. This is the motto on the final shopping weekend with Sunday shopping from 4th to 5th November, when the *mummegenussmeile* invites you to feast and try new delicacies. The *doppelte Segelschiffmumme* is a Braunschweig speciality which tickles the taste buds and which can be used to refine all kinds of dishes.

Advent magic in Braunschweig

At the end of the year, the Lion City glows in the sparkling light from the Braunschweig Christmas market. From 29th November to 29th December, the market brings spicy gingerbread aroma, contemplative advent melodies and lovingly-decorated cabins and stalls into the city centre. With the historic ensemble around the St. Blasii Cathedral and the Dankwarderode Castle, it provides an atmospheric ambience in which to enjoy the Christmas season with family, friends and colleagues.

History and leisure time

During a tour of the numerous historic sights in the Lion City, visitors are able to experience its fascinating history and thereby wander in the footsteps of the Guelph dukes and the Hanseatic merchants. With renowned museums, outstanding theatrical and concert performances, art exhibitions and major sports events, the city presents a diversified cultural life. An attractive shopping experience is to be found in the entire city centre, in which both small shops and large shopping arcades can be reached within short distances. Cosy cafés, bars and restaurants invite you to linger afterwards. As a green oasis, Braunschweig not only offers centrally-situated park and natural landscapes - a trip on the River Oker also demonstrates the diversity of the city in a very special way.

Additional exciting **tips** and **suggestions** for a visit to the Lion City Braunschweig can be found at www.braunschweig.de/nicht-verpassen.

About the Braunschweig Stadtmarketing GmbH

The Braunschweig Stadtmarketing GmbH is a subsidiary of the Stadt Braunschweig (Braunschweig city administration). In the three business sectors of location marketing, touristic marketing and inner city marketing, the company engages 39 employees. In collaboration with partners from the economy, science and culture, as well as with citizens and the city administration, the Braunschweig Stadtmarketing GmbH implements measures for city marketing for Braunschweig. Chairman of the Board: Christian A. Geiger, Managing Director: Gerold Leppa.

Mobility partner for the Braunschweig Stadtmarketing GmbH

Autohaus Holzberg

Refreshment partner for the Braunschweig Stadtmarketing GmbH

Bad Harzburger Mineralbrunnen

Press contact

Braunschweig Stadtmarketing GmbH

Nina Kieslinger

Tel.: (05 31) 4 70 32 40

Fax: (05 31) 4 70 44 45

E-Mail: nina.kieslinger@braunschweig.de

Internet: www.braunschweig.de/presseportal