



PRESS RELEASE

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Potsdam – world heritage meets innovation

Once the residence of Prussian kings and famed for its historic palaces, parks and gardens, today's Potsdam thrills also with its reimagined historic centre.

Potsdam, March 2016 – Potsdam is an exciting fusion of culture, art and history. The capital of Brandenburg welcomes its visitors with a trendy mix of historical sites, arts and crafts, distinctive architectural quarters, memorials, museums and open-air concerts, all in front of the panoramic back-drop of the historic city itself. Whenever you visit, the city has something to offer in each season. Whatever your interest, you are certain to find something to suit your taste. Historic, classic or modern and innovative – the choice is great, the diversity unique.

UNESCO world heritage – the Prussian Arcadia

The cityscape is dominated by 17 palaces and great houses, nestled in the woody landscape of the Havel river. Potsdam's historic centre and its famous palaces and gardens merited its designation as a World Heritage site in 1990. The palace of Sanssouci, famous across the world and often referred to as the German Versailles, sits within vineyard terraces amid an enchanted garden and park scattered with countless follies. Visitors inspired to continue their journey through 300 years of history are spoilt for choice, as they can visit the adjacent Picture Gallery and the New Chambers, or venture slightly further afield to the New Palais, the Orangerie palace, the Marble Palais in the Neuer Garten, or to Babelsberg Park and Palace. Art, architecture and garden enthusiasts from all over the world will be inspired by the cultural landscape of this "Prussian Arcadia".

For a birds eye perspective at a viewing height of 103 metres, visitors should climb the top of the Belvedere on the Pfingstberg. Potsdam's most beautiful view not only takes in the cultural landscape but stretches as far as the pulsing metropolis of Berlin. The charming two-towered Belvedere and the nearby Temple of Pomona nestle into the wooded slopes of Lenné's English-style landscape garden.

Potsdam also gives its visitors the opportunity to remember more recent German history. There are many memorials that invite the visitor to linger and commemorate, while its museums run themed events and exhibitions and offer a forum to reflect on past international conflict.

Potsdam – cosmopolitan before its time

When walking through Potsdam, the visitor can't fail to notice the cultural influence of other European countries on buildings, parks and whole districts of the city. They find themselves



transported to a little piece of Holland, Russia or Italy right in the middle of Brandenburg. The city centre's Dutch quarter with its steep-gabled red facades, the Russian colony Alexandrowka, memorial to Prussian-Russian friendship, or the Peter and Paul Church modelled after its Italian twin in Verona, all bear witness to Potsdam's cosmopolitan past, as do the French Church and Bohemian weavers' cottages.

Many ways to discover Potsdam

The varied cityscape is easily explored on a leisurely stroll or a guided walk. The guided "Historic Centre" tour takes in the heart of the city, the "Alter Markt" and culminates in a visit of the parliament building. Bus tours around the city give a wonderful overview over Potsdam's highlights and must-see attractions. The "City Tour" departs every 20-30 minutes on city and palace excursions. With 12 stops and a hop-on-hop-off ticket, visitors are in charge of their own itinerary.

The best way to explore lakeside palaces and attractions is from the water - by watertaxi, on one of the passenger boats of Potsdam's white fleet (Weisse Flotte) or under your own steam by boat or raft. Thanks to its extensive network of well signposted cycle paths, Potsdam is also a great place to discover by bicycle. A great address for bike hire is "Potsdam per pedales", located centrally at Potsdam's main station and the Griebnitzsee train station. While out and about, cycle explorers can safely store their luggage at the main station's 24 hour bike park.

Breathing new life into Potsdam's heart at the Alter Markt and Alte Fahrt

At Potsdam's heart is the picturesque Old Market Square (*Alter Markt*). The charming baroque square boasts not only St. Nicholas' church with its colonnaded roof and panoramic views, but also Potsdam's reconstructed city palace, completed in 2014 as the home of Brandenburg's regional parliament (*Landtag*). On weekdays, visitors can freely access the Knobelsdorff-staircase, the foyer and the cafeteria, as well as the Landtag's restaurant and roof terrace. For those who want to find out more about the history of the city palace, the House of Brandenburg-Prussian History in the Kutschstall at Neuer Markt 9 offers detailed information.

Right next to the city palace is the Altes Rathaus, the old town hall, now home of the Potsdam Museum - Forum for Art and History. Altes Rathaus, St. Nicholas' church and the Landtag building form the core of Potsdam's historic centre, which continues to grow. In 2016, the Ringer colonnades at the Steubenplatz will be completed, while the Palazzo Barberini, an iconic feature of the pre-1945 city centre, has recently been fully reconstructed. Only a few metres from the Alter Markt, the Brockessche Palais at "Am Kanal" gleams in its newly restored splendour. The nearby riverside is benefitting from a whole host of innovative regeneration projects, all breathing new life into the historic centre.



Museum Barberini – modern art behind a historic face

Having been destroyed in 1945, the Palais Barberini has finally returned to Potsdam's historic centre – wearing its meticulously reconstructed historic façade, but with a wholly new interior. With the completion of the Barberini Museum in 2017, Potsdam stands to gain a bright new address for Modern Art. On 2200 square metres of exhibition space, in 17 halls spread over three levels, it will showcase Hasso Plattner's collection of artwork from the former German Democratic Republic and from after 1989. A programme of temporary special exhibitions will generate international appeal. The museum will open its doors to the public on Monday January 23 2017 with the exhibition "Impressionism. The Art of Landscape".

Schiffbauergasse, hub of art and culture – 10th anniversary of the Hans Otto Theatre

The city's cultural heart beats at the Schiffbauergasse. This cultural district by the shores of the Tiefer See buzzes with creativity and is the centre of Potsdam's liberal arts and theatre scene. Here, where steamships were once built, is the location of the Hans Otto Theatre with its bowl-shaped red roof. In September 2016, it celebrates its 10th anniversary in the Schiffbauergasse. The busy cultural hub is also seat of many other performance and exhibition venues, such as the "Waschhaus", the "T-Werk", the museum "Fluxus+" and "fabrik" - Potsdam's International Centre for Dance and Movement Art. They offer a year-round menu of festivals featuring dance, music, film and contemporary, visual and performing arts. Many high tech companies, such as the Volkswagen Design Centre or the software company Oracle, have also made their home here, making for a fruitful and unusual clash of cultures. Historic site meets future vision! Food lovers are also well served, for example at the restaurant ship of "John Barnett" and the restaurant "Il Teatro" in the Zichorienmühle (a restored old windmill).

The Nikolaisaal Potsdam, Potsdam's concert hall since 2005, is an exciting cultural meeting place in the city centre. National and international stars perform here, often accompanied by the Kammerakademie (Potsdam's chamber orchestra), or the renowned Film Orchestra Babelsberg. For details of this year's programme, please see www.nikolaisaal.de.

World-class events against impressive backdrops – Highlights in 2016

Numerous festivals and events add to the city's distinguished cultural profile. From the Bach Days, the Tanztage, an International Festival for Contemporary Dance, to Potsdam's famous "Night of the Palaces", one of the country's largest cultural events. This year's event kicks off with an opening concert on August 19th, followed by the main event on the 20th. For one night only, Sanssouci Park comes to life in baroque splendour, as a multitude of spectacles including concerts and dance performances, theatre plays and literary events light up the night.

The theme of this year's Musikfestspiele Potsdam Sanssouci is "Bonjour, France!" Between June 10 and June 26 2016, festival goers can enjoy and be inspired by French culture. The



love of France is visible in the name of Potsdam's most famous landmark: in Sanssouci, Frederick the Great intended to savour life with a typically French joie-de-vivre!

The "Bicycle concert", an award winning festival tradition, takes its guests through French-inspired Potsdam and explores its history, lifestyle, the French influences in its landscape and architecture and most of all: music. It consists of two family friendly cycle tours flavoured with as many as 22 concerts, guided tours, readings, installations and site visits around 16 of the city's sites. This "Tour de Potsdam" takes place on June 12 2016, starting at Potsdam's Brandenburg Gate.

Beautiful words and locations are the focus of LIT:potsdam, the city's successful summer literature festival, now in its 4th incarnation. Between July 7 and July 10 2016, many well-known regional and national authors hold readings in some of the city's beautiful and unusual locations.

The annual artists' open studio day, held this year on May 8th, attracts friends of contemporary and visual arts to Potsdam. Galleries, studios and artists' associations offer a wealth of exhibitions and projects in the contemporary arts, and invite visitors to admire what's on display.

In late summer, Potsdam invites visitors to savour three full days of Jazz. The triple event "Potsdamer Dreiklang" combines the Jazz Days, the Art-Pleasures tour and the Day of the Open Monument. From Friday to Sunday, participants can delve into the three complementary themes of jazz, art and architecture. Passionate saxophone pieces, fascinating sculptures and the wonder of Potsdam's unique architecture will inspire and enthuse.

Over the last few years, Potsdam's winter opera has become a 'beacon project' for Potsdam and the region. In 2016 the winter opera will for the 12th year running be produced by the successful pairing of the Kammerakademie (Potsdam's chamber orchestra) and the Hans Otto Theatre.

During the month of December there are traditional Christmas markets in five historic sites: the crown estate of Bornstedt, the historic royal coach house (Kutschstall) at the Neuer Markt, Babelsberg's Weberplatz, in the Dutch quarter and in the historic city centre.

For further details on concerts, festivals, exhibitions, performances and open air events, please see the extensive calendar of events on: www.potsdamtourismus.de