



## ITB 2016 – Press Release

March 2016

### **“Behind the Scenes” – Potsdam’s campaign for 2016**

**Between dream factory and reality: Potsdam’s “Behind the Scenes” theme for 2016 gives an insight into the world of the moving image. Location spotting for the visitors of yesterday, today and tomorrow.**

In 2016, Potsdam, best known for its cultural landscapes and UNESCO World Heritage sites, presents itself as the home of German cinema. No other city of this size has produced more films since 1912 than Brandenburg’s capital. With a wealth of events, exhibitions and guided tours, Potsdam will give its visitors the chance to immerse themselves in the world of the moving image.

The campaign also invites visitors to take a look behind the scenes of cultural and scientific institutions, giving them access to parts of historical and newly designed buildings that are not normally accessible to the public.

One of the highlights of this year’s campaign is the UNESCO day on June 5 2016. “Metropolis”, the silent movie classic by Fritz Lang and a piece of UNESCO’s audiovisual world heritage, will be screened in a unique setting: open air in the courtyard of Brandenburg’s regional parliament building, the Landtag, accompanied by the German Film Orchestra Babelsberg.

“All just backdrop?!” – This is the topic of the special exhibition at the Potsdam Film Museum, while the Filmpark Babelsberg reveals the tricks of the trade. If you are interested in original movie locations, a special series of events called “Vom Drehort zum Sehort“ (viewing films where they were shot) invites you to take a closer look. Or how about a city sightseeing tour in a rolling cinema? A video bus can take you to original locations while playing the historic films, pictures and sound recordings made there.

If you have always dreamt of seeing where the stars of the UFA and the classic German film era used to live, the city tour “Babelsberg – Filmstars, Villas and a glimpse of world history“ offers just that. A new feature in the portfolio of city tours this year is “Lights, camera, action! On location in Potsdam“, organised by the Potsdam Marketing and Service GmbH and available exclusively between June and August 2016. For a whole different kind of movement, let the new 4 hour long cycle tour “From the Blue Angel to the Bridge of Spies” whisk you away to the world of film.

For the scientifically minded, Potsdam’s now traditional Day of Science, taking place this year on May 21 2016 at the Konrad Wolf Film University Babelsberg, is a must. Meanwhile the Hans Otto Theatre celebrates its 10<sup>th</sup> anniversary with a behind the scenes tour of its impressive building, situated right by the shores of the Tiefer See in the Schiffbauergasse cultural quarter.

For further details and other events, exhibitions and guided tours, please see [www.potsdamtourismus.de](http://www.potsdamtourismus.de), [www.potsdam.de/hinter-den-kulissen.de](http://www.potsdam.de/hinter-den-kulissen.de).



**Media contact:**

Christiane Schalk, Leitung Marketing

Potsdam Marketing und Service GmbH

Humboldtstr. 1-2 | 14467 Potsdam

Telefon: +49 (0)331 27 55 88 99 | Mobil: +49 (0)162 2363427

Fax: +49 (0)331 275 58 58

E-Mail: [presse@potsdamtourismus.de](mailto:presse@potsdamtourismus.de)

Web: [www.potsdamtourismus.de](http://www.potsdamtourismus.de) | <http://potsdam-marketing.de/>