



PRESS RELEASE

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Potsdam: Green Island

Lots to do on land and water in Brandenburg's World Heritage city

A landscape of rivers and lakes and within it: a green island. Having long been home to the cultural treasures of Prussian royalty, Potsdam is now itself a work of art. Large parts of the city have been declared UNESCO World Heritage sites, attracting tourists from Germany and around the world. Dukes and kings may be long gone, but Potsdam's lakes and parks remain as popular as ever, bustling with watersports enthusiasts and culture lovers. By bike, by boat or on foot, visitors can enjoy Potsdam's parks, palaces and stunning views. From the architectural gems of the Belvedere atop the Pfingstberg and the dome of St. Nicholas' church you can even see all the way to Potsdam's near neighbour, Berlin.

Potsdam – a fusion of art, culture and history

Potsdam 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. 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 UNESCO World Heritage site in 1990. At its 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 home of Brandenburg's regional parliament (*Landtag*). 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.

Potsdam – water meets world heritage

In the capital of Brandenburg, visitors can experience a fascinating blend of water, culture and city break, and be active on, in and by the water among UNESCO world heritage. Independent travellers can get around under their own steam, as Potsdam's numerous marinas, boat and canoe hire companies allow them to enjoy one of Europe's most beautiful watersports regions by the hour or day. Its 20 lakes and rivers, like the Havel, Nuthe, Templiner See, Tiefer See and Schwielowsee, are a paradise for sailors, canoeists, motor- and houseboat enthusiasts and offer a completely different way of visiting Potsdam's opulent palaces and green parks. For more watery fun, why not try a hop-on-hop-off-tour on Potsdam's watertaxi routes, some stand-up-paddling, a splash about at a local lakeside beach or a peaceful glass of wine with your delicious Havel-caught fish on one of the many waterside terrace restaurants?



“Lights, camera, action!” – On location in Potsdam

Potsdam has been the cradle of German cinema since the first movies were produced in Babelsberg 100 years ago. Steeped in tradition, the Babelsberg Film Studios have now become a modern media and high-tech centre. Filmpark Babelsberg offers an exciting billing. Visitors can immerse themselves in the world of the moving image, both past and present, by visiting the park’s 4D action cinema, its stunt shows or even by making their own movie! The Potsdam Film Museum tells the 100-year history of the film city Babelsberg. In the very place where pictures first started moving, Potsdam’s “Behind the Scenes” theme for 2016 lets people take a look inside its cultural and academic institutions and offers a wholly different perspective on its historical and newly designed buildings. Visitors can explore Potsdam’s cinematic history and see many original movie locations on foot, from the seat of a bicycle or by hopping onto a video bus.

Go active in and around Potsdam’s nature

Nobody needs a car to enjoy a day in Potsdam! Everything is just a short, stress-free bike ride away. It is not all about Potsdam’s exciting attractions, it’s also about the joy of getting there. Outings, sightseeing tours or visits to exhibitions can all be comfortably experienced on foot, by bike, bus or watertaxi. Visitors can switch seamlessly between a cycle tour and a leisurely stroll, between a canoe trip and a guided tour through the historic centre or the UNESCO World Heritage sites. What counts is variety and the pleasure of exercising out in nature. In that respect, Potsdam and its surroundings have much to offer. One of the most beautiful cycle tours is the 32 km long “F1” which circles the Schwielowsee along unspoilt lake shores, through leafy woodlands and the picturesque villages of Caputh, Ferch and Geltow.

Enjoy a quirky shopping experience on Potsdam’s boulevards, historic streets and open-air markets

With its galleries, independent bars and cafes and stylish boutiques, Potsdam is a magnet for adventurous shoppers. Wherever you find yourself in Potsdam’s historic centre, you can combine shopping with a visit to a gallery or craft shop. Take a stroll down Brandenburger Straße between the Peter and Paul church and Potsdam’s own Brandenburg Gate, visit the Dutch Quarter with its mews arcades or explore the quirky shops among Babelsberg’s historic weavers’ cottages. In the open-air markets around Nauener Tor, Bassinplatz and Weberplatz, you can buy locally grown fresh produce: fruit and vegetables from local fields and orchards, fresh fish from the Havel, cheese from the Uckermark, or the famous Teltow turnips and Beelitz asparagus. 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.

Scientific Potsdam – a hot house for innovation

More than 40 scientific institutes, including the Hasso-Platter-Institute, Potsdam’s renowned Institute for Climate Impact Research in the Albert Einstein Science Park and its 3 universities, set the benchmark for Brandenburg and the whole of Germany. Potsdam is a booming hub for science and impresses through its close links between research and teaching. The WIS



Science Floor at the Bildungsforum, the “most intelligent house in town”, offer up-to-date information and an exciting programme of exhibitions, presentations and events exploring science in Potsdam.

For further details on guided tours, walks and sightseeing tours, visit us at www.potsdamtourismus.de.

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