

## The Nuremberg Christkindlesmarkt

The Nuremberg Christkindlesmarkt is one of the oldest and certainly the most famous Christmas Markets in the world. It was first mentioned in 1628 on the bottom of a bentwood box, which can be seen in the Germanisches Nationalmuseum, with the inscription “Kindles marck”. In the 19<sup>th</sup> century, the market became less important and left its original location on the Main Market Square. In 1933, the Christkindlesmarkt was revived by the National Socialists and returned to the market square. In 1948, at the end of World War II, the Christkindlesmarkt was reorganized in the destroyed Old Town. That was the first time the Christkind appeared in the festive opening celebration. Friedrich Bröger, head dramaturge of the theater and son of the poet of the working class Karl Bröger, wrote a prologue. This poem, unchanged since 1969, has been recited by the Nuremberg Christkind at every opening ceremony, which traditionally takes place Friday before the first Sunday in Advent. Since then, young women from Nuremberg aged 16 to 19 can apply for this honorary position, in which they serve for two years. Until then, actresses with blond curly hair played this part. During the Christmas season, the Christkind is the most important representative of the city. In addition to the opening ceremony, appointments at homes for the aged, kindergartens and social institutions are on the calendar. On the Main Market Square, in the ca. 180 wooden booths of “the tiny town of wood and cloth”, which have looked the same for decades, one can find traditional, often handmade, Christmas decorations and sweet treats. It is open daily from 10 am to 9 pm. Creations from local craftsmen and artists support regional business cycles. The “Rauschgold” angel made from gold foil and “Zwetschgenmännchen” prune men are an example.

Next door, just north of the market, the Sister Cities Market has invited guests on an international trip around the world since 1985. In the booths on the town-hall square, arts and crafts and culinary treats typical for each country are on offer.

At the near-by Hans-Sachs-Platz, the Nuremberg Children’s Christmas Market has taken place since 1999. This family-friendly offer is an additional attraction to the traditional Nuremberg Christkindlesmarkt. Here, children can take part in a variety of hands-on experiences, such as a candle workshop, crafting with buttons or a Christmas bakery. A nostalgic two-story carousel, a small Ferris wheel and mini train round out the activities.

But it’s not just the Christkindlesmarkt, the Children’s Christmas Market on Hans-Sachs-Platz, the lantern procession of the Nuremberg school children, the churches and special exhibits that create the charm that is Christmas City Nuremberg: A pleasant stroll for shopping in the

festively-decorated streets and lanes with their Christmas atmosphere puts everyone in the mood for the holidays.

### **Main Sponsor of the Christkindlesmarkt: Lebkuchen Schmidt**

Since last year, Lebkuchen Schmidt has supported the Christkindlesmarkt as its main sponsor. This traditional company, founded in 1927, sees itself as a Christmas ambassador for Nuremberg with its world-famous specialties and hopes with its commitment to strengthen the Christkindlesmarkt brand. As part of this cooperation, Lebkuchen Schmidt has developed official licensed products for the market and contributes to charitable Christmas projects in the city.