PRESS INFORMATION

June 19, 2015

Nuremberg's Festival Scene

One of the most notable and striking aspects of cultural life in Nuremberg is a wide spectrum of high-quality events, which are often available free of charge. Nuremberg boasts a flourishing festival scene: Events range from Rock im Park to the International Organ Week and the Brückenfestival, from the Turkish/German Film Festival to NBG.POP – the largest Club festival in southern Germany – to the International Figure Theater Festival. There is no richer festival landscape in all of Germany.

Yearly events hosted by the city's Cultural Office include the **Blaue Nacht** night of art and culture, **Classic Open Air** concerts**,** the **Bardentreffen** world music festival and **Stadt(ver)führungen**, a weekend of discovery throughout the city. Special events include the one-of- a-kind **Silvestival** New Year's Eve party and the art gallery weekend **RathausART** which take place every two years, custom-designed happenings such as **Stars im Luitpoldhain** (in 2015 with Roger Cicero, Max Mutzke, Wolfgang Haffner, Viktoria Tolstoy, the German Allstar Big Band and special guests) or the **Criminale**, the largest German-language festival of detective and crime fiction, which spotlighted the work of 280 authors in 2014. Testing new formats and fulfilling wishes in different genres is the goal of the dedicated project team in the Cultural Office.

In 2012, the Nuremberg Convention and Tourist Office (CTZ) called attention to the exceptional quality of Nuremberg events with its marketing of the exhibit "The Early Dürer". This occasion and the celebration of the 200th birthday of Richard Wagner the following year made clear to visitors interested in culture how much Nuremberg has to offer and created a plus in overnight stays. This year, a variety of marketing measures will be combined to make the city's events known to a wider public. "Nuremberg has succeeded in creating

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excellent festivals which are perfectly tailored to the strengths of the city," said Yvonne Coulin, Head of the Nuremberg Convention and Tourist Office. "We use our one-of-a-kind atmosphere as a backdrop, so that architecture and event fit perfectly with one another."

Between 550,000 and 650,000 people attend these highlights year for year. This is an impressive number and one that is larger than the population of the city. This statistic is important not because it supports a "higher-faster-further" goal, but because it is testimony to the mass appeal and scope of these festivals. They are beacons in a diversified cultural landscape. Superlatives in the media are a common response to Nuremberg's great cultural festivals: The arts pages of major publications praise "Nuremberg's best time of the year" or "the greatest classical party under the sun".

"Nuremberg is a lively cultural metropolis with a flourishing festival scene. We want to spread this message across the country. Together with the Nuremberg Convention and Tourist Office, we are working on a lasting, comprehensive and German-wide marketing campaign," said Prof. Dr. Julia Lehner, Head of the Cultural Office of the City of Nuremberg.

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