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Plenty of space for adventures, fun and learning

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Personal travel reports – recorded in words and pictures

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BLUE GOLD

The river Elbe as a bringer of prosperity and a haven of the Hanseatic city

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EDITORIAL

Dear readers,

Magdeburg is competing for the title of European Capital of Culture 2025. The timing of this goal is perfect and has been carefully chosen. After all, the City of Otto already meets the criteria required of a European cultural metropolis thanks to its combination of European roots and postmodern influences. In other words: it's already a secret Capital of Culture! This fact is above all backed up by five reasons. First of all: Magdeburg's more than 1200 years of history are firmly anchored in the city's identity. Secondly, Magdeburg is considered to be the "Third Rome" because it was already a European metropolis and even a political centre of Europe back in the Middle Ages under the rule of Emperor Otto I. Thirdly, the two major historical figures who inspired the nickname of "City of Otto", namely Otto the Great and the famous scientist Otto von Guericke, form part of its cultural heritage. In fact, you can tread in their footsteps all over the city. Fourthly, Magdeburg boasts a colourful variety of extremely diverse architectural styles and approaches in the form of resplendent patrician houses, grand buildings from the "Gründerzeit" period and several buildings in Art Nouveau style with floral ornaments, as well as traces of the "Neues Bauen" modern architecture movement (under the famous architect Bruno Taut) and elements of the highly decorative "Zuckerbäcker" and postmodern architectural styles. Last but not least comes the fifth reason, which is without a doubt the

excellent quality of life available in the metropolis by the river Elbe, which attracts people from Europe and all over the world with its parks, gardens and programme of cultural events and activities. We have created this magazine in order to provide you with an insight into all of these reasons. Come and explore our city, discover its history and fascinating tales and get to know extraordinary people who put their heart, soul and mind into supporting and developing the history of Magdeburg. Find



out why Magdeburg is the capital city of parks and playgrounds, as well as sport, read travel titbits from all four seasons and discover more about the multifaceted relationship between the Hanseatic city and its river. This magazine will not only allow you to see Magdeburg from our perspective, but also to form your own impression of the city that may soon be officially named a European Capital of Culture.



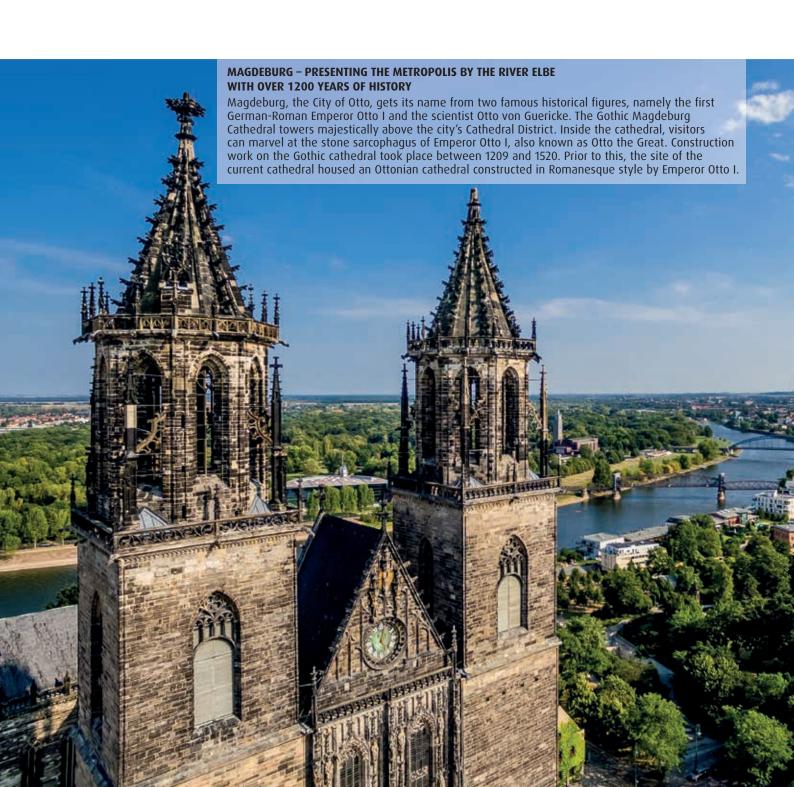
Sandra Yvonne Stieger, Managing Director Magdeburg Marketing Kongress und Tourismus GmbH



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WITH THEIR HEART, SOUL AND MIND





The statues of Emperor Otto I and his first wife Edith of Wessex in Magdeburg Cathedral

DID YOU KNOW?

Legend has it that at the beginning of the 13th century, a shepherd named Coppehle from the Berge Monastery grazed his sheep on the meadows outside Magdeburg. One day, he was resting on a rock while his dogs scratched at the ground, attempting to catch a mouse that had disappeared underneath the rock. The dogs soon dug up a number of coins. This led the shepherd to discover a pot full of gold, which he gave to Archbishop Albrecht II as a donation towards the further construction of the cathedral following a fire. The Archbishop showed his gratitude by commissioning a stone relief of the shepherd, his farmhand and his dogs above the Gates of Paradise at the north entrance of the cathedral.

WITH THEIR HEART, SOUL AND MIND



Magdeburg as a resplendent medieval metropolis at the annual Emperor Otto Festival

DID YOU KNOW?

The Magdeburg Virgin and Emperor Otto I never met in real life. The Magdeburg Coat of Arms featuring a virgin (or maiden) standing above the gate of the castle wasn't created until the 13th century, long after the reign of Otto the Great. Emperor Otto I was actually born in 912 and died in 973.

With their Heart, Soul and Mind

Emperor Otto the Great and the Magdeburg Virgin are alive!

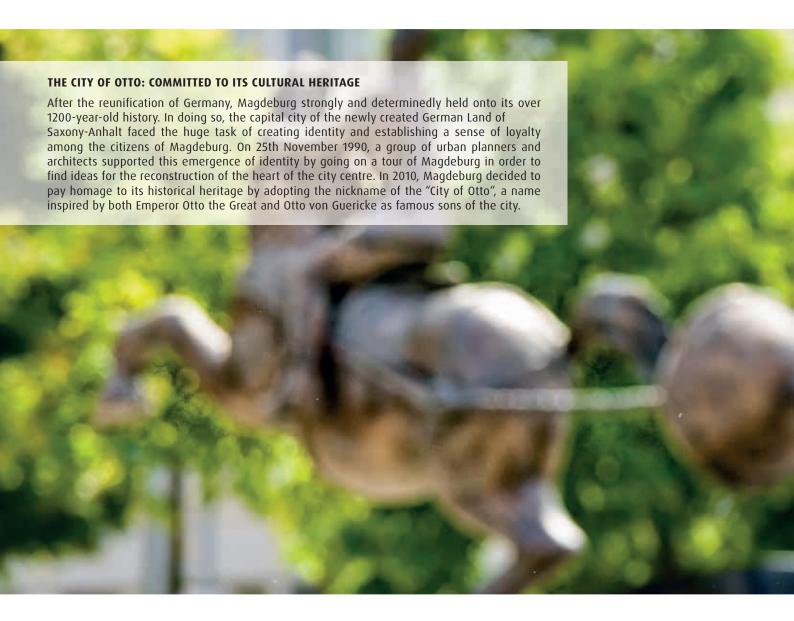
Bathed in the golden sunlight of the day, the Magdeburg Virgin and the first German-Roman Emperor Otto I stand in front of the Art Museum in the Romanesque Monastery of Our Lady. The Magdeburg Virgin holds a wreath aloft in the air while the Emperor stands next to her, his majestic gaze taking in his surroundings.

Is it really them? "I now identify with this function so strongly that I have to be careful not to fall back into the role of Otto the Great in my everyday life", declares Willi Willmann, a tour guide and ambassador of the city of Magdeburg, who puts his heart and soul into his work.

On his tours, Willmann takes his guests to Magdeburg Cathedral and other sights and attractions such as the famous Magdeburg Horseman statue. The woman behind the Magdeburg Virgin is Sophie Winkler, who is actually a midwife in real life. "I give the woman on the coat of arms a face", she emphasises. In her role as the Magdeburg Virgin,

Winkler can be seen in locations all over the city, for example at the Emperor Otto Festival or the opening ceremony of Magdeburg Christmas Market. As a passionate European, Emperor Otto I would certainly be an enthusiastic supporter of Magdeburg's endeavour to become the European Capital of Culture 2025.





Even the Strongest Horses Can't Separate Them

How Otto von Guericke used two hemispheres to capture nothingness

The Magdeburg hemispheres are available in iron or chocolate and are a top-selling export. Their most important characteristic, however, is the fact that they are inseparable. In fact, even the most powerful of draught horses are unable to pull the two hemispheres apart. This phenomenon was discovered by Otto von Guericke. The scientist, inventor and Mayor of Magdeburg, who was born in the city in 1602, used his so-called hemispheres

experiment to demonstrate the physics of the vacuum. He did so by joining two hollow copper hemispheres together to form a globe before pumping all of the air out of them through a valve. Nothing remained but a vacuum, with no air left to escape. This vacuum was so strong that even 16 horses harnessed to the hemispheres were unable to separate them. These hemispheres can now be seen in a number of

locations around the city. Otto von Guericke, the "Galilei of Germany", made a lasting mark on Magdeburg, evidence of which can still be seen all over the city today.

A monument dedicated to his memory, for example, has been located to the north of the Town Hall in the Alter Markt, the Old Market Square, since 1907 and he was buried in St John's Church. In addition, both the Otto von Guericke Museum in the Lukasklause

building and Magdeburg University are named after the universal genius.

WE RECOMMEND

otto invites you Welcome to Magdeburg, the city of Otto! Come and discover our city!





THE FIVE HIGHLIGHTS OF THE GUERICKE MILE

1

ST. JOHN'S CHURCH:
Otto von Guericke's burial place

2

ALTER MARKT (Old Market Square):
Otto von Guericke Monument

3

LUKASKLAUSE:
Otto von Guericke Museum

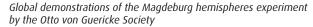
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UNIVERSITÄTSPLATZ 2:
Otto von Guericke University

5

MILLENNIUM TOWER:

Tracing the footsteps of Otto von Guericke





A JOURNEY THROUGH HISTORY

805

MAGDEBURG IS MENTIONED FOR THE FIRST TIME IN AN OFFICIAL DOCUMENT

The first mention of the city as "Magadoburg" in an official document, the Capitulary of Diedenhofen of Charlemagne, which indicates the existence of a castle guarding the borders.



973

EMPEROR OTTO I DIES

Emperor Otto the Great dies in Memleben, Germany, on 7th May 973. He is buried next to his first wife Edith in Magdeburg's cathedral building. Nowadays, Magdeburg Cathedral is still the burial site of Emperor Otto I.



1188

THE MAGDEBURG LAW

The Magdeburg Law is reformed by the town charter privilege granted by Archbishop Wichmann. The Magdeburg Law goes on to be adopted by many different countries, especially in East and South-East Europe.

In the control of the

A JOURNEY THROUGH HISTORY

Exploring the traces of Magdeburg's past and present

A rapid journey through the past and present of the city shines the spotlight on the key developments that took place in the defining years of the history of Magdeburg, a city that has been destroyed and rebuilt three times over and has experienced times of ruin and times of brilliance. Magdeburg's constant will to change has enabled it to develop into a confident and multifaceted metropolis.

1207

THE CITY FIRE

The Ottonian cathedral, which was built in Romanesque style, falls victim to a terrible fire raging in the city. Just two years later, construction work on the first Gothic cathedral on German soil begins with the laying of the cornerstone.

1524

LUTHER PREACHES IN MAGDEBURG

The reformer Martin Luther, who wrote the Ninety-Five Theses and was an important opponent of the sale of indulgences, preaches at St John's Church. His sermon leads the city of Magdeburg to convert to Protestantism in its entirety. In 1531, the city signs the founding document of the Smalkaldic League, which was created to defend the Reformation.



1631

The "SACK OF MAGDEBURG"

The city is devastated during the Thirty Years' War in destructive events that go down in history as the socalled "Sack of Magdeburg". Imperial troops led by General Tilly perpetrate a massacre in Magdeburg. They burn down virtually all of its houses, reducing the city to rubble and ashes and killing around 20,000 people. Only 450 of the survivors dare to start all over again and begin to construct a new city on the ruins of Magdeburg.



1646

OTTO VON GUERICKE IS APPOINTED MAYOR

The universal genius Otto von Guericke is appointed to the position of Mayor of Magdeburg. His fame as a scientist increases on a global level as he uses the Magdeburg hemispheres experiment to demonstrate the physics of vacuums.



1681

TELEMANN IS BORN

The Baroque composer Georg Philipp Telemann is born in Magdeburg and also spends his childhood in the city. He completes his first opera "Sigismundus" in around 1693. Telemann is now considered to be the most important composer of the 18th century. In honour of his name, the Magdeburg Telemann Festival is held every two years.



1702 – 1747

THE STRONGEST PRUSSIAN FORTRESS

The city on the river Elbe establishes itself as the strongest Prussian fortress. The face of the fortress of Magdeburg is characterised by its two city walls, trenches, bastions, sconces and forts. Prince Leopold I of Anhalt-Dessau, the governor in charge of the Magdeburg stronghold who was also known as the "Old Dessauer", commissioned the construction of the fortress.



A JOURNEY THROUGH HISTORY

1945

1921

THE CITY OF "NEUES BAUEN"

Bruno Taut, the architect in charge of urban planning in Magdeburg, establishes the city's reputation as a leading centre of the "Neues Bauen" modern architecture movement. This new architectural style is characterised by its intensive colours and clear structures. The garden cities modelled on English parks and gardens are a special feature. The aim is to improve the poor housing situation in Magdeburg following the First World War.



1927

THE GERMAN THEATRE EXHIBITION TAKES PLACE IN MAGDEBURG

The German Theatre Exhibition takes place in the "Rotehornpark" city park. The Stadthalle Magdeburg (Civic Hall) is constructed on the exhibition grounds as a pearl of the "Neues Bauen" architectural movement in record time: the cornerstone is laid on 5th January 1927 and the opening ceremony takes place just a few months later, on 29th May. Concerts and conferences fill the Stadthalle with life.



SECOND DESTRUCTION DURING THE SECOND WORLD WAR

The Second World War results in the second devastating destruction of Magdeburg. It is on 16th January 1945 that 90 percent of the city centre is destroyed in an air raid.



1990

MAGDEBURG BECOMES THE CAPITAL CITY OF SAXONY-ANHALT

A new beginning in the German Land of Saxony-Anhalt: after the reunification of Germany, the first Parliament of Saxony-Anhalt designates Magdeburg as the capital city of Saxony-Anhalt.



1999

MAGDEBURG HOSTS THE 25TH GERMAN FEDERAL GARDEN SHOW

The 25th German Federal Garden Show (BUGA) is hosted by the city of Magdeburg. A former military site is transformed into a flourishing garden realm now known as the Elbauenpark. With its themed gardens and attractions, the park has since established itself as a popular destination for relaxation and leisure activities.



2003

INAUGURATION OF THE WATERWAY JUNCTION

A dream comes true: Europe's largest water bridge is opened in the north of Magdeburg. The centrepiece of the Waterway Junction is the longest canal bridge in Europe, which leads the Mittelland Canal across the river Flbe. The Mittelland Canal flows into the Elbe-Havel Canal to the east of the Elbe. The other main elements of the Waterway Junction are the Rothensee ship lift, the Rothensee water-saving lock and the Hohenwarthe double ship lift.



2005

1200 YEARS OF MAGDEBURG / INAUGURATION OF THE GREEN CITADEL

The city, which now boasts a history dating back 1200 years, celebrates its existence and its rich and colourful history. In its anniversary year, a large exhibition provides an insight into the key events in the history of the city: "Magdeburg 1200 – Medieval Metropolis, Prussian Fortress and Capital City". The Green Citadel building designed by the famous artist Friedensreich Hundertwasser is also inaugurated in the same year.



2013

MAGDEBURG EXPERIENCES ITS WORST EVER FLOODING CATASTROPHE

Magdeburg's worst ever flooding catastrophe literally engulfs the city. The river Elbe reaches a maximum water level of 7.48 metres on 9th June compared to a normal depth of just under 2 metres.



2025

APPLICATION TO BECOME THE CAPITAL OF CULTURE

Magdeburg wants to become the European Capital of Culture 2025. When the capital city of Saxony-Anhalt initiated its application procedure in 2015, its acting Mayor, Dr Lutz Trümper, highlighted two main focuses: Magdeburg's historical importance, which sets an example for Europe, and the city's successful structural transformation from a centre of heavy mechanical engineering into a modern science and service location.

Be Magdeburg, become Capital of Culture 2025

WE RECOMMEND

Magdeburg and the Reformation Magdeburg was the first major city in Germany to

welcome the Reformation.



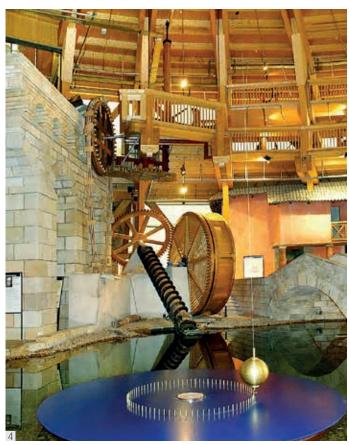
10 SPACE FOR FUN AND LEARNING

S P A C E FOR FUN A N D LEARNING



















ADVENTURES AND RECREATIONAL FUN AT A GLANCE

Magdeburg offers plenty of fun highlights for children and families to explore: I Explore your creative side in locations such as the "Jugendkunstschule" school of arts for children and young people Climb to dizzying heights in the "Kletterpark" high ropes park Enjoy entertaining performances for children and adults at Magdeburg Puppet Theatre and discover the excellent collection of puppets in the Villa p. Travel back in time and discover 6000 years of human history in the Millennium Tower Have fun on the swings, slides and climbing frames of one of Magdeburg's over 70 playgrounds View an impressive technical masterpiece at the Rothensee ship lift P Enjoy a learning experience at Magdeburg Cultural History Museum Discover and experience the animals at the zoo Have a splashing good time in one of the city's many indoor and open-air swimming pools or lakes



The Capital City of Parks and Playgrounds

A great place for fun and adventure

The capital city of Saxony-Anhalt is a green holiday paradise for families, especially thanks to its unique and impressive range of stunning extensive parks and imaginative themed playgrounds. In the "Stadtpark Rotehorn" city park on the "Werder", an island on the river Elbe, for example, the "MS Rotehorn" ship sets sail on an adventure. The "Rotehorn" playground is inspired by the

legend of the red horn.
Once upon a time, Elwine,
the Queen of the Elbe, wore a
red speaking horn. When the
jealousy of her suitor, Knight
Wilfried of Buckau, drove
Elwine away from the island
on the Elbe, her mermaids and
her silenced red horn were
left behind. The districts of
Magdeburg all have their own
playgrounds. Be it fun on the
swings at Schellheimer Platz or
an extra-terrestrial UFO in

Telemannstraße, www.magdeburg.de contains a list of all of the city's playground paradises. At Magdeburg zoo, young adventurers can slide directly into a petting zoo that is home to several African pygmy goats. Children will have plenty of fun splashing around at the water playground in the Elbauenpark, while the Neustädter See lake is the ideal location for swimming and water-skiing that will make you feel like

you're right by the sea.
And what can you do when it's rainy and cold? You can stay warm and dry but still have plenty of fun at the largest public collection of puppets in Central Germany at Magdeburg Public Theatre, in the Butterfly House in the Elbauenpark or at Magdeburg Cultural History Museum.

WE RECOMMEND

Magdeburg - city of culture

A wide range of cultural venues steeped in history, concert and theatre productions, art and open-air events, ensure there is always something inspirational to experience.





12 LET'S GO TO THE ELBAUENPARK



The city centre is home to a multitude of parks and green spaces, for example the city park with its "Adolf-Mittag-See" lake, as shown above.

MAGDEBURG'S MOST ATTRACTIVE PARKS AND GARDENS

Elbauenpark
Stadtpark Rotehorn (city park)
Magdeburg Zoo
Herrenkrug Park
Gruson Greenhouses
Klosterbergegarten
Hohepfortewall
Möllenvogteigarten ('Bailiwick Garden')
Geschwister Scholl Park
Glacisanlage (green belt)
Vogelsang Park



LET'S GO TO THE ELBAUENPARK 13



You can find information on playgrounds and culture and leisure facilities online at: www.jugend-stadtplan.de.

DID YOU KNOW?

As a metropolis by the river Elbe, Magdeburg stands out thanks to its flourishing nature and stunning park landscapes, so much so that in the Health Atlas study conducted by Hannover Medical School (MHH, 2007), the capital city of Saxony-Anhalt achieved first place with a recreational area covering nearly 13 percent of the city's overall area. One of Magdeburg's popular green destinations is the "Rotehornpark" city park, which is located on an island on the river Elbe covering a total area of 200 hectares. Magdeburg is also a front-runner in the ranking of Germany's greenest cities published by the website meinestadt.de, in which it currently holds second place.



Let's go to the Elbauenpark!

Recreational fun combined with a learning experience

Under clear blue skies, three children play on the Cathedral Square in Magdeburg. They run between the fountains, playing "it" and trying to catch the jets of water spurting out of the ground. They simply can't keep away, until they suddenly they hear a voice calling "Come on you three, let's go to the Elbauenpark!" Family Koch get on their bikes and ride to the Elbauenpark, where bikes are also allowed. Their first stop is the Millennium Tower, the tallest wooden building in Germany. On top of this, the tower is also known as the "smartest tower in the world" because its six different floors house an exhibition exploring 6000 years of human history. The children immediately start their interactive journey through time in the tower before then moving on to the summer toboggan run, where they slide downhill on a 400-metre-long track. When

they reach the bottom, they let out a sigh of delight: "I'm glad I can control how fast I go!" Where to next? How about the **Butterfly House with its** multitude of colourful butterflies? The family decides to first enjoy a picnic on the "Großer Cracauer Anger" floodplain. Whilst relaxing on the grass, they watch the ranger explaining the gnawing marks and paw prints of pine martins and other animals to a group of schoolchildren in the woodland school. Who would have thought that enjoying a fun day out could also make vou clever?

WE RECOMMEND

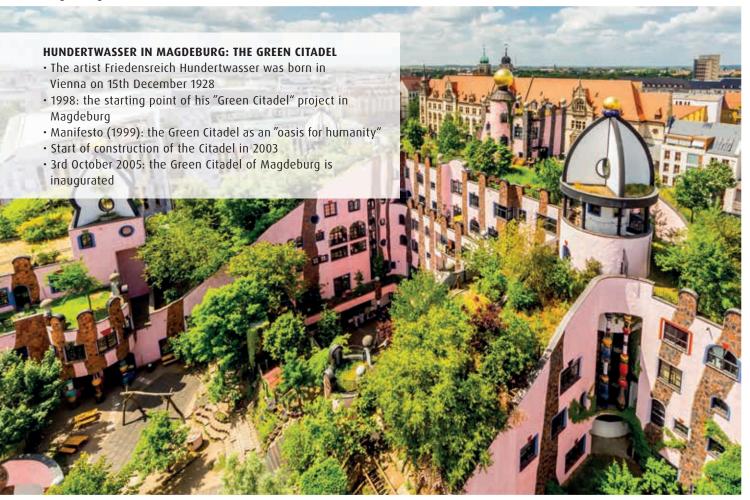
You can find more interesting locations, sights and attractions in our otto shows you flyer.



14 FOUR SEASONS - SPRING

Four Seasons – Travel Titbits from Magdeburg

They say that "anyone who travels has plenty to tell" and Magdeburg certainly gives visitors a great deal to talk about. We have collected a multitude of travel titbits from visitors to Magdeburg in all four seasons, who have made the most of strolling through the city in the spring, going out and enjoying the summer, getting a taste of the autumn and experiencing Magdeburg as a winter wonderland.



Why is the pink-coloured building referred to as green?

The answer is actually simple

It's a stunning spring weekend in Magdeburg! This time we're here without our husbands and children in order to enjoy a real girly weekend away. My friend Lisa and I can finally go on a huge shopping spree again! After all, Magdeburg is home to so many excellent shops and cafés, especially along Breiter Weg and the Ernst-Reuter-Allee. From our accommodation near the Cathedral Square, we are only a short distance away from the Green Citadel of Magdeburg, which stands out due to its pink limewashed façade. It turns out

that you can find buildings designed by Hundertwasser in cities other than Vienna! We soon realise why the Citadel is green when we see the light green twigs and branches of the trees planted on all of its balconies and rooftop gardens dancing and swaying in the wind. Our spring shopping trip begins in the Citadel and its colourful shops. We then wander towards the Market District, where a number of buildings featuring highly decorative "Zuckerbäcker" architecture dating back to the German Democratic Republic

form the backdrop to a shoppers' paradise comprised of the Allee-Center and City Carré shopping centres and a huge shopping complex with the original aluminium façade of the former "Centrum Warenhaus" department store. Loaded with heavy shopping bags, we make a detour to the Alter Markt, the Old Market Square, where we find everything we need, from regional products right through to cappuccino as we sit down for a break and a chat.

Lisa and Nadine from Cologne

WHAT'S INSIDE THE CITADEL?

55 flats
Offices and doctor's surgeries
A hotel
A day-care centre
A theatre
Shops / Cafés
The Information Centre in the
Green Citadel

FOUR SEASONS - SUMMER 15



The Elbschaukel swing with its panoramic view of the cityscape – a popular photo location

DID YOU KNOW?

Frank Sinatra's best-known hit "New York, New York" should actually be called "Magdeburg, Magdeburg", at least where Broadway is concerned. After all, Magdeburg is home to the original Broadway in the form of its main high street, the "Breiter Weg" (from the German "breit" meaning "broad" and "Weg" meaning "way"). The Breiter Weg was already one of the city's main traffic arteries and stunning boulevards back in the 13th century. Nevertheless, in 1607, Magdeburg traders found the area too expensive and instead chose to go to Hamburg before travelling on to New Amsterdam to try their luck. Given that they missed their home city, they decided to set up their shops in such a way that they looked like the ones that they had left behind. They gave their new street the name "Breedeweg". When New Amsterdam was captured by the British in 1664, it was renamed New York and the Breedeweg became the Broadway!

When the Sun Goes Down, Hasselbachplatz Wakes Up

Where night becomes day

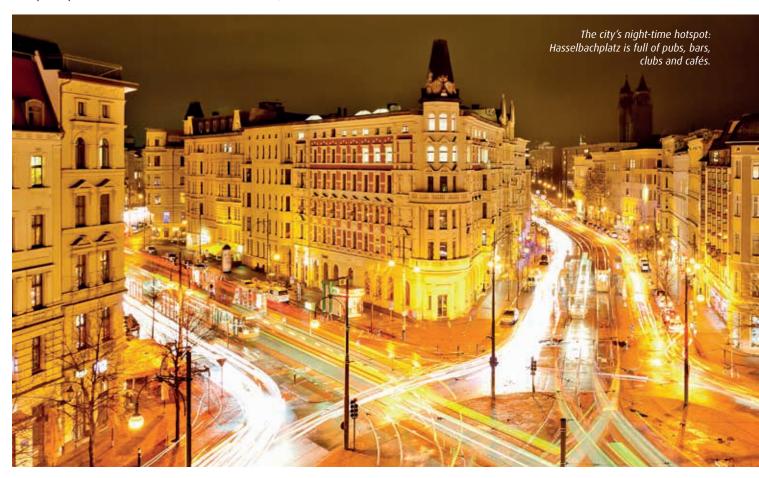
My boyfriend Christian gave me two tickets for an open-air rock musical on the Cathedral Square for my birthday. We took the train to Magdeburg, a city that I had never visited before. Two of Christian friends go to university there, so we arranged to meet up with them at the "Hasselbachplatz" square the day before the DomplatzOpenAir musical.

Watching the red sun go down behind the square's historic buildings from the "Gründerzeit" period was certainly a stunning experience. Hasselbachplatz, known as "Hassel" by the locals, is the ideal location for night owls. After starting off the evening with a delicious "Elbstrudel" pastry, we visited several different pubs and

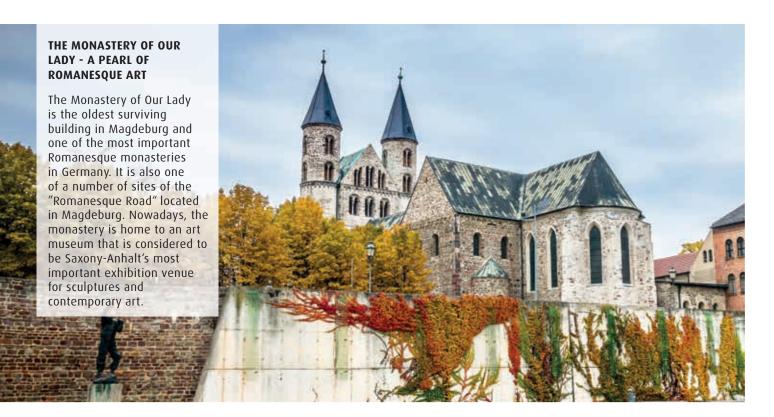
bars. Hassel is also home to a number of good clubs, so we decided to go dancing. Another breathtaking way to enjoy summer evenings in the metropolis by the river Elbe is to spend the entire time outside, for example at the "DomplatzOpenAir", where the atmosphere was amazing. After the musical, we sat on the 'beach' next to the Elbe and

sipped on cocktails. Next time we visit, we definitely want to go to the Elbauenpark. One of the highlights of the park is the "Seebühne" lake stage, which is apparently the most modern open-air stage in Central Germany.

Annika and Christian, Thuringia



16 FOUR SEASONS - AUTUMN



Our Autumn Trip: Culture at Its Best During the Day ...

... and local delicacies in the evening

At this time of year, the metropolis by the river Elbe certainly warms your heart with its autumnal atmosphere, especially thanks to the yellow and orange colours of the leaves and the occasional breeze just like you would experience by the sea. Nevertheless, we're not only nature-lovers but also passionate museum-goers. We are very impressed by the Cultural History Museum in the City of Otto, where we spent a long time looking at the stone statue of the Magdeburg Horseman.

Does the statue really depict Emperor Otto I? It's hard to tell and there are certainly a large number of different opinions. After visiting the museum, we went on a guided tour of Magdeburg Cathedral. Exploring the city also means trying out the local cuisine. When reading the menu, we wondered what to expect from "Bötel mit Lehm und Stroh", but now we know more. It turns out that "Bötel" is the name that the locals use for a pickled ham hock, while "Lehm" refers to pea purée and "Stroh" stands for sauerkraut.

This hearty evening meal certainly satisfied our taste buds. We then went for a lovely walk through the city centre. The impressive thing about Magdeburg is that you don't have to travel far in order to explore its individual districts. It also boasts an excellent and extensive tram network. At one point, we decided to simply get on a tram and see where we ended up, which resulted in our own small tour of the city.

Lothar and Renate, from Baden-Württemberg, or as they call it, the "Ländle"

HOW TO MAKE:



	PEA PURÉE (("Lehm")
	300 g peas
	120 g onion
	45 g leek
	35 g celeriac
	180 g floury potatoes
	30 g butter
	300 ml light veal stock
	0.10 g white peppercorns
	0.30 g bay leaves
	2 g thyme
	3 g flat-leaf parsley
	Source: chefsculinarplus.de

Soak the peas in twice the amount of water. Peel and wash the vegetables. Cut the onion, leek, celeriac and potatoes into large chunks and sauté in the butter in a saucepan. Add the soaked peas. Pour in the veal stock and add the herbs and spices. Cover and leave to simmer until the peas are soft. Remove the bay leaves and sprigs of thyme. Drain the peas through a sieve and keep the cooking liquid. Set a few whole peas aside for garnishing. Use a blender to mash the rest of the peas whilst gradually pouring in the cooking liquid. Press the purée through a fine sieve and season to taste. The purée should have a creamy consistency.

FOUR SEASONS - WINTER 17



Magdeburg Christmas Market: the Perfect Festive Wonderland during Advent and Beyond

Magdeburg - a city with character and history

One might say that there's nothing that the people of Magdeburg love more than their Christmas market and this certainly rubs off on visitors. The great thing about the Magdeburg Christmas Market by the Old Town Hall is the fact that its festive lights, delicious aromas and exciting stalls and attractions simply go on and on, from the Monday before the first weekend of Advent right through to 30th December. As a family of four, we, the Heuwinkel family, decided to spend some of the Advent period in Magdeburg. We packed up the car and headed off, 'cruising' along the A2 motorway until we reached our destination. Before we adults warmed up our hands and our hearts with a mulled wine at the Christmas market

and our children visited the Father Christmas' hut, we went on a festive tour of the city. Our experiences over the next few days can only be described as a "Christmas market-hopping" adventure, from the Advent Market in the vaults of the Mark Fortress ('Festung Mark') to the Christmas market at the Green Citadel and then to the different Christmas markets in the individual city districts. After a while, we had to switch to non-alcoholic mulled wine! We didn't manage to see all of the markets either, but that didn't matter: we had a great time. We took one last look at the floodlit cathedral and all came to the same conclusion: we'll be back!

Family Heuwinkel from Braunschweig

DID YOU KNOW?

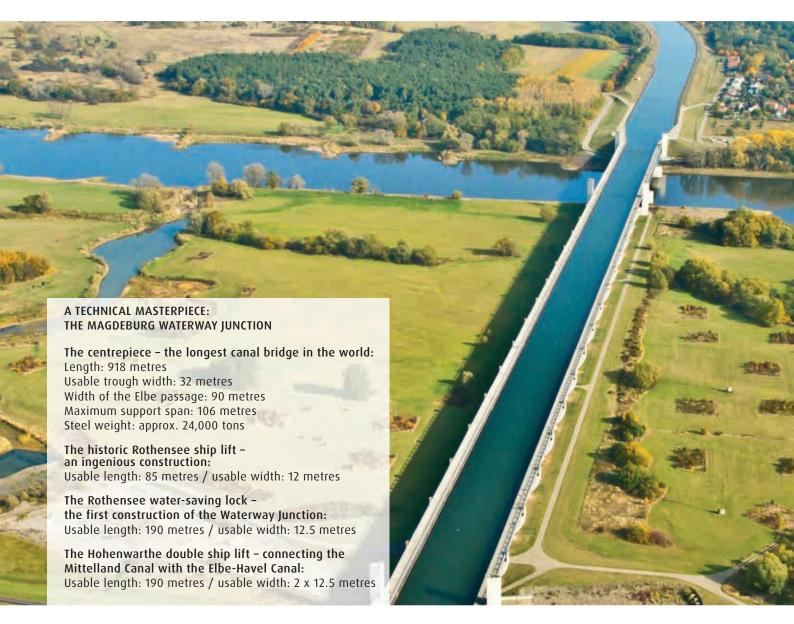
Everybody knows the red-leaved plant best known as the poinsettia. Only a few of them, however, are aware that the man who discovered the poinsettia actually came from Magdeburg. After emigrating to America with his family in 1902, the teacher and plant expert Albert Ecke († 1919) settled in the suburbs of Los Angeles. When exploring the local surroundings, he discovered the wild plant, which can grow up to heights of several metres, together with his son Paul. This signalled the start of a success story focusing on the cultivation and sale of poinsettia plants.



"And when the sun comes up over Magdeburg and its bright city lights shine up above, I know this is my home and I'm definitely sure that this is the city that we love."

(Translation of a verse of the Summer Anthem 2015 of the KinderKulturTage children's cultural festival; composed by: Jesko Döring)

18 BLUE GOLD - THE RIVER ELBE





Stunning landscapes along the Elbe Cycle Route

A RIDE ALONG THE ELBE CYCLE ROUTE

Voted Germany's most popular long-distance cycle path for the 11th time in the German Cycling Federation (ADFC) survey in 2015

Length: approx. 1220 kilometres

Start and end regions: from the North Sea to the Czech Giant Mountains

Crossing two countries: Germany and the Czech Republic

Crossing several German states: Schleswig-Holstein, Hamburg, Lower Saxony, Mecklenburg-West Pomerania, Saxony-Anhalt, Brandenburg and Saxony

Examples of the cities/towns along the route: Cuxhaven, Hamburg, Havelberg, Magdeburg, Dessau-Roßlau, Lutherstadt Wittenberg and Dresden BLUE GOLD - THE RIVER ELBE 19



Blue Gold

The river Elbe as a bringer of prosperity and a haven of the Hanseatic city

Despite the fact that it is not directly connected to the sea, Magdeburg was and, indeed, still is a Hanseatic city thanks to its blue artery, the river Elbe. The Elbe flows through the city over a distance of around 21 kilometres and is not only a symbol of prosperity but also a haven for local residents and visitors alike.

The main focuses of the relationship between the river Elbe and the city of Magdeburg are its role as a Hanseatic city, the world of navigation and the Elbe Cycle Route. Magdeburg's period of prosperity as a centre of trade began directly by the Elbe in the form of a marketplace by the river's "Domfelsen" rock formation. When it joined the Hanseatic League in 1295, Magdeburg established itself as a successful metropolis with a flourishing grain trade. In the 19th century, the city's outstanding importance as a central transit point for goods going to and from Magdeburg resulted in the rapid growth of river navigation on the Elbe. Steamers delivered raw materials to the factories located close to the banks of the river before travelling back with the manufacturers' finished goods on board.

Maadebura's stunning Elbe landscape also helped the city to transform into a haven of leisure, recreation and relaxation located directly along the Elbe Cycle Route. The Elbe Cycle Route, which covers a total distance of around 1220 kilometres, stretches from the North Sea right down into the Czech Giant Mountains. In 2015. it was selected as the most popular long-distance cycle path in Germany for the 11th time in a row. As it extends from the City of Otto in the direction of the town of Cuxhaven, the route leads cyclists past the Magdeburg Waterway Junction, where the Mittelland Canal crosses the river Elbe on the longest canal bridge in the world. The Waterway Junction can also be visited on a boat trip run by the "Weiße Flotte Magdeburg" (White Fleet of Magdeburg).



Walking on water: the Elbe Balcony makes it possible.

DID YOU KNOW?

The so-called IBA Trail, which focuses on the topic of "Living by and with the River Elbe", enables visitors to discover Magdeburg in a very special way. IBA stands for the "International Building" Exhibition on Urban Redevelopment in Saxonv-Anhalt 2010". which inspired the capital city of Saxony-Anhalt to integrate the Elbe into the city centre as a cultural area and living environment and to make it more accessible. This new approach has resulted in a large number of developments. A new attractive district that is an ideal location for afternoon strolls has been created along the Elbe Promenade, a stretch of land situated in close proximity to Magdeburg Cathedral and covering a length of over 4 kilometres. The spherical Time Counter statue on the Promenade shows the time in the European cities with the longest rivers, while the glass Elbe Balcony provides a stunning view over the river Elbe and the "Hubbrücke" lift bridge. www.iba-2010-magdeburg.de

20 WE'RE UP THERE WITH THE BEST

We're Up There with the Best ...

... Magdeburg's handball, swimming, athletics, canoeing and football success

The SC Magdeburg (SCM) sports club boasts the only handball team from the new German Länder that has been able to establish itself in the top German handball league on a long-term basis. As the German Handball Champion in 2001, the winner of the Handball Champions League in 2002 and the three-time winner of the EHF Cup, SC Magdeburg clearly proves that Magdeburg is one of the top cities in the German handball world.

SCM has been running a successful federal training centre and Olympic base also for other disciplines for a number of decades. Alongside handball, Magdeburg has additionally made a name for itself as a venue for major sports events, with boxing, American football and water polo all attracting a multitude of fans in the

city. Magdeburg's passion for football is closely connected to its home team, 1. FC Magdeburg, which boasts a long history full of tradition.

The year 2015 not only represents the 50th anniversary of 1. FC Magdeburg, which plays in the German third division. but is also one of the most eventful years in the history of the club after its successful promotion from the regional division. Magdeburg Football Club is defined by its deep-rooted tradition of success. Back in the era of the German Democratic Republic, the footballers from the city by the river Elbe won three championship titles and seven cup titles and were the only club in East Germany to win the European Cup Winners' Cup. Nowadays, 1. FC Magdeburg thrives on the support of its fans from

the city, the region and all over Germany, who flood into the MDCC Arena to cheer on their team in their football matches, in which emotions always run high.



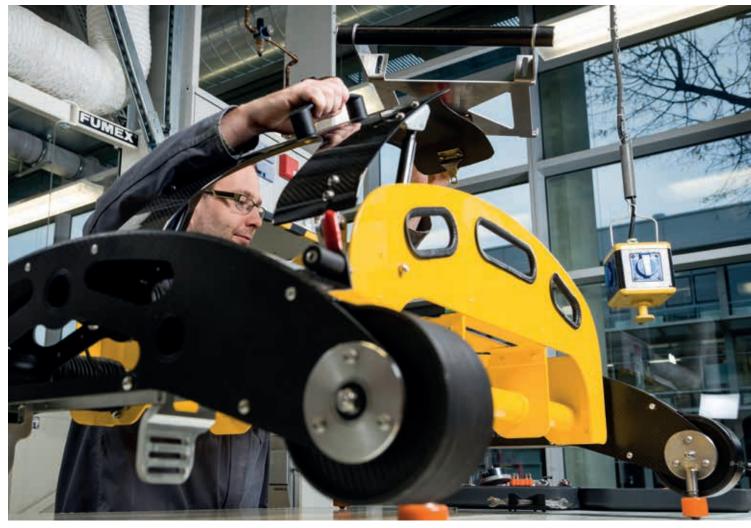
Word-class: the SCM is the first German Champions League winner

DID YOU KNOW

Magdeburg is not only excellent at attracting attention when it comes to classic sports, but also more unusual disciplines. The best example of this is the city's successful breakdancing crew "Da Rookies", which has already brought a number of world and European championship titles in this discipline back to the City of Otto.



It is not only the players of 1. FC Magdeburg who put their heart and soul into their matches. The passion and enthusiasm of the club's fans fill the stadium with euphoria week after week.



The future technology of lightweight construction: a component of the degree course in Mechanical Engineering at Magdeburg-Stendal University of Applied Sciences

An Ideal Connection

Between research, science and business

More than 18,000 students at Magdeburg's university and university of applied sciences and institutes such as the Fraunhofer IFF, Helmholtz Centre, Leibniz Institute and Max Planck Institute are all at home in the "city of science and research". A multitude of research projects are conducted in the close-knit network between the city's scientific and research institutions and its companies.

Anyone who wants to make their entrepreneurial dreams a reality in the capital city of the German Land of Saxony-Anhalt can make the most of Magdeburg's profitable cross-sectoral networks,

qualified professionals and well-developed industrial sites, optimal transport connections, competent contacts and creative environment.

Magdeburg also boasts optimal conference and congress facilities, with attractive programmes ranging from flexibly designed event centres through to professionally equipped conference and congress hotels and right through to extraordinary special locations. As your service partner, Magdeburg Conference Office is happy to provide you with on-site support and assistance for the professional organisation of your next event.



Magdeburg is also home to a number of extraordinary conference venues.

A BUSINESS LOCATION CHARACTERISED BY STRONG BRANDS

Mechanical and plant engineering

Logistics industry

Environmental technology and recycling management

Health management

Cultural and creative Industry

22 FASCINATING FACTS ABOUT MAGDEBURG

The "smartest tower in the world"

Everyone knows the Leaning Tower of Pisa because no other tower in the world stands at such an anale. The Millennium Tower in the Elbauenpark is also one of a kind because it not only also stands at an unusual angle but is additionally the world's largest glued timber construction. The tower is home to an exhibition on the history of mankind, from the Egyptians right through to space travel.

FASCINATING FACTS AND AMAZING TRIVIA

Tokio Hotel is a German band from the Magdeburg area With a total of four number-one singles in Germany and Rustria and record sales of over 7 million records Cas of 2014), Tokio Hotel is one of the most commercially successful bands to come out of the German-speaking world in recent years. The record company Universal Music has been marketing the band throughout most of Europe since 2007 and also in North and South America since 2008. At the beginning of October 2009, Tokio Hotel released

The water of Magdeburg - the highest quality of drinking water in Germany

Magdeburg's drinking water, which comes from the "Colbitz Letzlinger Heide" region, is ideal for household use due to its low salt content. It gets its refreshing taste from its natural ingredients. The people of Magdeburg can be rightfully proud of their drinking water, which is among the best in Europe.

Magdeburg is Germany's most dynamic city

When it comes to the city that has ultimately achieved the most commendable development, Magdeburg is right at the top of the list. Magdeburg has made the strongest progress of all cities in Germany and therefore came in first place in the progress ranking for the years 2006 to 2011. In this light, the city has profited from a much lower unemployment rate and an increase of residents able to pay income tax of 42 percent. Magdeburg has focused on its skills and abilities in the field of mechanical engineering and, as a top location for neuroscience, on a close connection between the worlds of business and science. In the ranking, an extremely high number of companies additionally praised the business-friendly approach of Magdeburg's administrative authorities.

HOW MAGDEBURG IS CELEBRATING THE REFORMATION ANNIVERSARY **IN 2017 - TWO TIPS**

its third studio album, "Humanoid", which was the band's first

album to be released simultaneously worldwide.

Tip 1: "Against the Emperor and the Pope" - an exhibition on the 500th anniversary of the Reformation

Faith, power, justice and no compromises. In the era of battles of belief, Magdeburg put all of its effort into supporting the advocates of the Reformation and in doing so, took a stand against the Emperor and the Pope. This decision resulted in terrible consequences, as is shown by the "Against the Emperor and the Pope - Magdeburg and the Reformation" exhibition, which will be held at Magdeburg **Cultural History Museum** between 3rd September 2017 and 28th January 2018.

Tip 2: "Kirchentage auf dem Weg" - The German Protestant Church Assembly has never experienced anything like it before

In 2017, the ,'normal' German Protestant Church Assembly or Deutscher Evangelischer Kirchentag in Berlin and Wittenberg will not be the only event held by the Protestant Church between 25th and 28th May. In Central Germany, the "Kirchentage auf dem Weg" (Travelling Church Assemblies) will also take place at the same time. This event will involve six different gatherings in the eight German cities of Magdeburg, Leipzig, Erfurt, Jena/Weimar, Dessau-Roßlau and Halle/Eisleben. All of these locations will act as cultural, spiritual and tourist stops on the journey towards the joint celebratory church service in Wittenberg on 28th May 2017. In the days leading up to the celebratory service, namely from 25th to 27th May 2017, Magdeburg will offer an exciting programme featuring a variety of events and activities such as ecumenical Ascension Day services, cultural events, an open-air programme, concerts and

tourist highlights.

A virtual approach to reality: the Fraunhofer Institute

The Fraunhofer Institute for Factory Operation and Automation (IFF) in Magdeburg represents top-quality science and research. The institute is responsible for the coordination of virtual research in Germany. The construction of its Virtual **Development and Training** Centre (VDTC) in the city's former commercial port helped it to develop into one of the largest Fraunhofer Institutes in Germany

The first German engine-powered flight took place in Magdeburg

The aviation pioneer Hans Grade was the Director of his very own engine factory in Magdeburg between 1905 in 1909. During this time, he made a number of flying attempts on the "Cracauer Anger" floodplain. On 28th October 1908, he successfully took off on the first German engine-powered flight in an aircraft that he had constructed himself and flew a distance of approximately 100 metres at an altitude of 8 metres.

The German proverb "First come, first served" originates from Magdeburg

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The well-known proverb "Wer zuerst kommt, mahlt zuerst!" (First come, first served), which is still in use today, was first used in the "Sachsenspiegel" law book compiled by the medieval administrator Eike of Repgow.

The first institute of the **Max Planck Society to** focus on topics in the field of engineering science is based in Magdeburg

The Max Planck Institute for Dynamics of Complex Technical Systems in Magdeburg, which was founded in 1996, is the first institute of the Max Planck Society to focus on topics in the field of engineering science. It plays an important role in bridging the gap between basic research in the field of engineering science and industrial application.



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* August Wilhelm Francke, Mayor of Magdeburg 1817 - 1848



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