Braunschweig The LionCity

best choice

LIVING AND WORKING IN BRAUNSCHWEIG

ART AND CULTURE
A thousand years old
and still full of surprises

ECONOMY AND SCIENCE
Research location

ENJOY AND CELEBRATE
A city which pulses with life

MARIAN/MERIAN

best choice

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BEST CHOICE

INNOVATIVE CITY – THE BEST PREREQUISITES

With interesting employers and a diverse mix of industrial sectors, Braunschweig is one of the most attractive business and science locations in Germany. In addition to professional self-fulfilment at an international level, the Lion City, as a family-friendly city with a high leisure and recreational value, also offers you the best prerequisites for a successful work-life balance.

Welcome to Braunschweig!

DETAILED INFORMATION CONCERNING BRAUNSCHWEIG, ITS ADVANTAGES AND THE INITIATIVE „BEST CHOICE" CAN BE FOUND ONLINE www.braunschweig.de/bestchoice

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BRAUNSCHWEIG

AWARENESS OF LIFE

DEAR READERS,

What springs to mind, when you think of Braunschweig? Northern Germany; Lower Saxony, to be exact? Henry the Lion? Maybe the Hanseatic city? Eintracht Braunschweig? And Volkswagen? All of them are applicable, but they are far from being everything that you should know about Braunschweig. When I came to Braunschweig from Southern Germany more than 10 years ago, the Lion City with its friendly residents rapidly won my heart. Life is wonderful here; we have everything that a beautiful city and an attractive recreational region should offer. Everything can be reached within short distances, it is not extravagant, just authentic, and therefore with a superb quality of life.

Every year, thousands of people are attracted to Braunschweig; our city is growing: career-starters, job-changers, students, entrepreneurs. And most of them stay here. I frequently hear the following sentence from them: "For me, Braunschweig was love at second sight." Many are surprised by Braunschweig, from the high quality of life here. They enjoy the fact that everything can be reached quickly and that they can often walk to places or go by bicycle.

With its multitude of internationally-active companies and renowned research facilities, the Lion City distinguishes itself through its internationality and spirit of discovery. Numerous institutions offer opportunities for career development - almost regardless of your professional field of work, there is a wide range of employment opportunities. Here you can optimally combine your job with an active family life; there are comprehensive childcare facilities, attractive residential areas and diverse leisure and cultural activities on offer. Something new is created here every day – both in science and in the cultural and creative scenes. In addition to classic theatres and museums, numerous small studios, creative cafés and unusual locations invite you to enjoy a cultural experience. Your heart beats more for sport? No problem! In Braunschweig, top-level sport can be experienced – from football through basketball and American football to tennis, horse-riding and dancing – and there are numerous clubs in which you too can become active.

© Sascha Gramann

Give it a try! I warmly invite you to discover Braunschweig!

Stroll through the city centre, linger in the lively squares and enjoy the exuberant but also tranquil life in Braunschweig. After that, go to one of the parks around the city centre, which are surrounded by the Oker like an island. Close to the bustling city centre, yet in a completely different world. And in the evening? How about a visit to a restaurant or bar? Whether in chic ambience, above the roofs of the city, or with your feet in the sand – it is entirely up to you.

All these aspects make Braunschweig the best choice, and not only from the Braunschweigers' point of view. The best choice for merging professional and private. The best choice for you. The author Till Raether also realised that Braunschweig leaves nothing to be desired; in the MERIAN Braunschweig, published in 2016, he wrote about his visit to the city. We have printed his text, which explains why Braunschweig is the „perfect Plan B", in this brochure from page 5 onwards. Allow yourself to be inspired by it!

I hope that you will stop by sometime and discover our beautiful Braunschweig for yourself!

Gerold Leppa
Managing Director
Braunschweig Stadtmarketing GmbH

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THE PERFECT PLAN B

By Till Raether

Till Raether is a writer, grew up in Berlin, went to journalism school in Munich, studied in New Orleans and has now been living in Hamburg for almost 20 years. His whole life long, Raether believed that he belonged in the city. For the Braunschweig edition of the travel magazine MERIAN, he visited the Löwenstadt (Lion City) and noticed that the town had everything he needed. We republish his article here with the kind permission of MERIAN magazine.

There are travel destinations that change your life. India is often quoted in this regard. For its contrasts, its beauty, its spirituality. Or Florence, for the astounding number and variety of cultural gems. New York for its energy and because, if you can make it there, you can make it anywhere (reference Frank Sinatra).

The name Braunschweig comes up less often in this context. Which is a mistake. Because Braunschweig forces you to question yourself. Braunschweig will turn you inside out. For example, when you stand on the viewing platform of the Braunschweiger Schloss or rather, of the palace rebuilt in 2007. Behind it there is a large shopping centre called the "Schloss-Arkaden" (Palace Arcades). Looking to the east, you first see car park levels 3 and 4, but if you let your gaze move beyond them, there is the gentle, green and hilly landscape of the Prinzenpark, there are the domes of the Herzog Anton Ulrich Museum, gleaming with promise, the State Theatre, a water tower rich with architectural decoration in the Gründerzeit style in which the little windows reflect the evening sun in bright red, and further to the south, behind the Wolters brewery, a panorama sweeping up across the Harz mountains crowned by the Brocken. Directly above you stands Braunschweig's patron goddess Brunonia on her war chariot with four horses. Braunschweig has several records you never knew existed until you came to Braunschweig. The first football match ever on German soil, the most accurate optical single-ion clock in the world, the oldest surviving double grave for a married couple on German soil, the biggest church cemetery in Germany. And this here is Europe's largest Quadriga with just one driver figure. In other words, you are standing under horse testicles the size of medicine balls, looking out across Braunschweig and asking yourself: could I live here?

If you come from a town yourself, every journey to another town is like trying on another life. You wander aimlessly through London or Rome, call it strolling and ask yourself: could there be a place for me here? Would I be someone different in the erudite surroundings of Boston or on the Ramblas of Barcelona? I consider myself to be a city person, but that said, since I went to Braunschweig I have been asking myself if perhaps those of us who have decided on a life which is often overly expensive, often cramped, often stressful in a city of millions, if perhaps we

are not trying to convince ourselves when we say: I'm just a city person. Braunschweig asks in a very skilful, off-hand way: are you crazy, you so-called city people? Although, Braunschweig asks the question differently. Braunschweig is not considered a welcoming city, and the people of Braunschweig have the reputation of being cantankerous. But it simply isn't true. Stand on a street corner in Braunschweig with a paper town plan in your hand and you will see how nice the Braunschweigers are. They come from everywhere to show you the way to go in their town. This is why Braunschweig poses existential questions more nicely. More skilfully. Braunschweig asks: what do you actually need? The Oker whispers this question as it gently flows by the Südsee lake, as you sit there on the terrace of the delightful little bar at the Braunschweig sailing club; the trees rustle it in the park at Schloss Richmond, the palace built around 250 years ago for a homesick English princess; and more than anything you hear it late in the evening whispered in the steps on the cobblestones in the Magni quarter when you have a Mumme-Braten pork roast in your belly and the next warm cone of light advertising beer in your sights. What do you actually need?

A little while ago I read in the property section of a major daily newspaper that office rents in so-called B-towns were increasing. I had never heard that term before, it caught my attention because Braunschweig was given as an example of a "B-town". In real estate jargon, a B-town is a larger town (Braunschweig has a quarter of a million inhabitants) which is not one of the "Top 7 locations", i.e. Berlin, Hamburg, Munich, Cologne, Stuttgart, Frankfurt and Düsseldorf. I actually think that B-town is a nice word; it sounds a bit like B-movie, unpretentious, easily accessible, easy-going, entertaining, but also like the classic vinyl record, single or LP, with an A and a B side – the one complements the other. I have always lived in A-towns, and A-towns always ask: what do you want? They make you loud offers that you are able to reject ever more easily as you get older. What do you want? To work more, to party more, more of everything, you hear yourself saying. But you can also turn the record over, and then comes the question: what do you actually need?

Culture, of course, is always a measure for what a town can offer you. I go to the theatre two or three times a year, so I need a theatre. One. Not a dozen. One theatre with five branches of the performing arts plus an international

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theatre festival every two years, as they have here; I don't actually need any more and if I'm honest, this is more than enough. As a tourist, in every town I need an area that inspires me to imagine that I lived there. In Braunschweig this wouldn't be the fine half-timbered Riddagshausen houses but the long streets of the Östliche Ringgebiet (East Ring), lined with lime trees and Gründerzeit buildings and dotted with classic corner shops. Oh, and if I had one more wish, then I would need a record shop where you could browse '80s vinyl at ten in the evening with a beer in your hand – because the shop is also a cafe and bar – and they've got "From Langley Park to Memphis" by Prefab Sprout for 13 euros, and actually they want close but the waitress says, "Yes, don't worry about it, I'm just too nice." Thank you, "Riptide" on the western edge of the Altstadt (Old Town).

© Lukas Spoerl/MERIAN

The older I get, I'll admit it, the more perhaps I also need a town that gives me the feeling that it is waiting for me, just a little bit. I am completely irrelevant to my A-town. Braunschweig on the other hand is more considerate, more open, friendlier, and you notice it particularly if, as I did during my last visit in the summer, you come during the working week. Then, Braunschweig occasionally feels as if the scenery and extras were being arranged especially for you, like in "The Truman Show", not in a weird way but in a totally charming way not at all typical of Lower Saxony. On weekdays between 9 am and 3 pm, for example, you can visit the tower of the Rathaus (Town Hall), but this is not a touristy or even officious event as is often the case elsewhere with town halls and their towers; rather it is friendly, almost private. You let the porter know that you're there and he lets you in personally, even if you're the only one, as I was on that Monday morning. So there you are, marvelling at the wealth of church towers in the city and perhaps thinking cheerfully, "Such beautiful weather, and - I too am here." Which, by the way, is a quote from the late work of Braunschweig writer Wilhelm Raabe, whose "Schwarze Galeere" (Black Galley) brought tears of boredom to my eyes as I read it in its yellow student edition at school. But now, on another morning, I am enjoying the cheerful, concentrated mood in the small Raabe Museum with its workroom, near the Stadthalle. Once again I am the only visitor. As I am at the Riddagshausen Abbey church where the sexton comes especially to turn off the lights for me on this Tuesday morning. "Without the spotlights, you'll see much better how beautifully the light falls through the windows." And in none of these places have I announced myself as a journalist or made it obvious that I am one. I'm just somebody about whom Braunschweig is happy that he is here. I didn't know that I needed that, but I do. I could get used to this.

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It's the same at the cathedral. There are public tours and when I get there in the afternoon and ask where the tour is due to start, the master of the Cathedral Tour Guides' Guild says, "Just there, where you're standing. The two of us are the tour." It has to be said that since my first class trip to the foothills of the Harz Mountains in the 1980s, the high points of which were town trails in Goslar, Hildesheim, Clausthal-Zellerfeld and indeed Braunschweig, I have had a certain aversion to church and cathedral tours: too much holiness, too many technical terms. I swallow. But in the next hour and a half I realise what else I need in a town. History is one thing, but Braunschweig has stories and those, I need. In the cathedral lie Henry the Lion, Duke of Saxony and Bavaria, and his wife Mathilde. The cathedral guide, Herr Engelke, tells me how keen the Nazis were to turn Henry into an Aryan symbol because in the Late Middle Ages he drove forward the colonisation of as yet unexploited areas east of the Elbe, and because he was a power politician determined to grab ever more rights and lands from other noble families for himself. They built the abominable crypt here under the church floor for him, but when they opened his sarcophagus and that of his wife, they saw that Henry the Lion was significantly smaller than his wife and must have been decidedly

black-haired, whereupon they "shut the lid again" and lost all interest in him. No idea whether or not it's true but: a good story.

And, as I said, there's the story about the palace: torn down in 1960 due to its ruinous state, rebuilt in 2007 with an attached shopping centre, in each case following lengthy conflicts and very brief council decisions. To start with, I wonder about this strange conjunction of old town and museum park, but after a few days I think I understand. It is perhaps something like pragmatism and laissez-faire turned into architecture. Without the shopping centre we'll never cover the costs, so if we get the palace with spaces for the town administration, museum, archive and library plus a nice air-conditioned shopping mall, well then, why ever not? Something like this could only ever be done by a city which is self-assured enough not to have to take its centuries of history as a ducal residence too seriously. Which is self-assured enough to spend eight years renovating the HAUM, short for Herzog Anton Ulrich Museum, a museum which is famous throughout the country and beyond. Because the city is now able to generate its understanding of itself and its self-confidence from other things. For example, from the fact of being needed. While you sit outside in front of the bar "Zu den 4 Linden" in the East Ring district of the town with your glass of Grauburgunder, circle the town in a kayak on the Oker or listen to someone practising the organ in the St. Aegidien church, it may become clear to you: I don't need anything else, just exactly this.

This text was first published in the September 2016 Braunschweig issue of the travelmagazine MERIAN. The magazine is available at the Touristinfo, Kleine Burg 14 and in German-language station and retail bookshops, by mail order in Germany, Austria and Switzerland for €8.95.

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THE FEEL-GOOD FACTOR

Dimensions: north-south 19.1 km, east-west 15.7 km. For a big city with around 250,000 inhabit-ants, the largest city between Berlin and Hanover and epicentre of a worldwide-renowned research region, Braunschweig would appear surprisingly small at first glance. Those who live here are aware of the advantage: quality of life, which is today more in demand than ever before.

You could call it a natural disposition: The Oker: formerly a part of the city's fortifications, flows in a ring around the historic city centre. Adjoining this are the ring districts, which in turn are encircled by a ring road that serves as the city's transport lifeline.

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It is easy to find your way around and to quickly reach your destination – whether it's the kindergarten, school, university, workplace, sport, the supermarket, the park or simply pleasure. Braunschweig's residents often therefore choose to forgo motorised transport and to walk or cycle instead – a trend which is actively supported by the city's traffic management. The aim is to reach a new level of mobility which flexibly com-bines all modes of transport.

"For many parents in Braunschweig, it is simply natural to take their children to school or kindergarten in the morning by bicycle and then cycle on to work."

Braunschweig also takes into account the changes in the traditional family structure and the demand for compatibility between family and career. Many companies are addressing this through in-house kindergartens and flexible working times. The number of all-day schools and integrated comprehensive schools is growing constantly. In addition to traditional kindergarten and school types, Braunschweig also boasts bilingual child care centres and international schools, independent schools and a Waldorf school.

As regards living space, Braunschweig offers a range of possibilities: from the flat in the city, through the modernised apartment with balcony in the beautiful old buildings which are close to the city centre in the nonetheless quiet and green ring districts and – with a little luck – directly at the Oker with a private landing stage or views across one of the extensive parks, to your own house on the outskirts of the city. If the apartment has no garden, you have a good chance of renting an allotment garden with a small house from one of the gardening organisations close to the city.

If you prefer it more rural, you can find a finished property or a plot of land on which to build your own home in one of the many small suburbs on the green outskirts of the city. The council is constantly developing housing areas. By the year 2020, 5,000 new homes are to be built. And the trend of moving back to the city, the new urban life, is also being supported by the city planners: the best example is the federal pilot project of St. Leonhards Garten, an urban district with modern architecture in which the terraced town house stands in perfect harmony alongside the multi-storey urban villa, providing a role model from the principle of short distances through to the energy-saving concept.

Even though the regional housing market can, by definition, not be completely independent of the nationwide trend towards housing in the city, the high purchasing power index makes the living and housing situation considerably easier here due to the still relatively inexpensive property prices.

In the case of urban development, the citizens' participation is expressly desired. The project "Denk Deine Stadt" (Think your town) enables everyone to participate in a wide-ranging discussion process and to contribute ideas on the future of the city. As a comprehensive plan, the concept should bundle the social, economic, ecological, demographic and cultural goals of urban development and is intended as a guide for planning and projects with municipal significance for Braunschweig.

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SHORT DISTANCES TO FAMILY HAPPINESS

People stepping off the train in Braunschweig are greeted first of all by a colourful diversity of pragmatic post-war architecture. But only a few streets away, it becomes clear that the Lion City has so much more to offer. What did Tanja Schneider-Diehl think, when she moved to Braunschweig from the Rhine-Main area? In addition to a number of historic alleys and numerous pretty cafés, something much more important: a healthy balance between an interesting job, her family, and time for herself.

© Concept & Design

„Braunschweig is a beauty – at second sight."

New job, new city - and then a new home as well. It has been 17 years since Tanja Schneider-Diehl and her family broke camp in the Rhine-Main area. A few months earlier, her husband had received a job confirmation in Braunschweig. He then moved to Braunschweig in the summer without his family, to see if he liked it here. The decision for Tanja Schneider-Diehl and their first son to follow him was not made immediately. "It was not love at first sight, as we stood at the railway station here", she admits. But then she simply hopped on the bus and rode around a little. She then discovered the beautiful sides to Braunschweig - and the idea of a new home.

Since then, a lot has changed: in the Lion City a number of pretty cafés and little shops have been added. And in Tanja Schneider-Diehl's life an interesting challenging job, two more sons and a few very good friends. She no longer uses the bus - she travels purely by bicycle.

Every morning, she takes her youngest son to kindergarten by bicycle and 30 minutes later, she is at her desk- in the middle of the city. "Braunschweig is the city of short distances - I agree 100% with that. Everything is close at hand. Finding kindergartens, nurseries and schools was never a problem. The choice is vast, directly on your doorstep. Which is great for your work-life balance", enthuses Schneider-Diehl.

The range of leisure facilities is also vast: on free days, she likes to go to the zoo with the two little ones or to one of the playgrounds in the vicinity. The playing field for the oldest son was for a long time, of course, a different one: either the handball court or the Eintracht stadium. His favourite colours still are - naturally - blue and yellow. In the evening, friends like to stop by - in the family's beautiful garden. Or they meet in the city centre. "I feel really comfortable in the area around the Kohlmarkt. And in Magniviertel, of course. Also the re-opened Herzog Anton Ulrich Museum fascinates me a lot."

Nothing falls by the wayside: not family life, not the job, not time with friends. "Braunschweig is the beauty at second sight", says Schneider-Diehl. "We feel at home here; our children never want to leave." This happiness is what Tanja Schneider-Diehl anticipated on her first bus ride through the streets of the Lion City 17 years ago.

THE HBK IS ONE OF THE FIVE BIGGEST UNIVERSITIES OF ART IN EUROPE.

A THOUSAND YEARS OLD AND STILL FULL OF SURPRISES

When it comes to art and culture, the Lion City has so much to offer that the search for entertainment will quickly find something suitable.

Braunschweig's theatre scene is welcomingly diverse - and suitable for all age groups. Starting with theatre for children through the LOT Theatre - central venue for independent theatre in Lower Saxony - with its independent performances, as well as "Das Kult", the smallest theatre in Braunschweig, to the tradition-steeped State Theatre. This stands conspicuously at the end of Steinweg, and in front of it the "Cimiotti Fountain", a work of art by the renowned Braunschweig sculptor Emil Cimiotti - as an ensemble, they form one of the highlights of the urban city landscape. The history of the five-sector edifice dates back over 300 years. "New since 1690" is its advertising slogan - and rightly so. What do Lessing's "Emilia Galotti" and Goethe's "Faust I" have in common? It can't have been the time period, but it was the location for their first-ever performances. These indeed took place in Braunschweig, in the then "Ducal Court Theatre". This past is today more alive than ever before: the performances on offer range from opera and dance through drama to youth theatre; in addition, the State Theatre is also host to diverse international festivals such as "Theaterformen" and "Fast Forward".

> "I think it is a good idea to advise guests coming to Braunschweig to first form an opinion of the city when they are standing on the Burgplatz."
>
> Tobias Henkel, Director of the foundation Braunschweigischer Kulturbesitz (Braunschweig Cultural Heritage)

What would a state theatre be without a state orchestra? For Braunschweigers an unnecessary question, as their theatre has in the Braunschweig State Orchestra one of the oldest symphony orchestras in the world. Its series of ten symphony concerts attracts more than 40,000 visitors into the historic halls every year. And then there is also the "Soli Deo Gloria -Braunschweig Festival" in the Lion City. This counts as one of the most important festivals for baroque and classical music in Germany and has already had the honour of staging performances from such stars as the Chinese pianist Lang Lang and the Amsterdam Baroque Orchestra.

In the summer months, there are also openair theatre performances in Braunschweig. In the style of the old amphitheatres, the "Burgplatz Open Air" takes place in the historic surroundings of the Burgplatz (Castle Square) and offers an opera and musical experience in the middle of the city centre, framed by the historical-architectural core of Braunschweig. The former collegiate church St. Blasii, today the Evangelical-Lutheran cathedral, and the Dankwarderode Castle offer an atmospheric framework for the event. A small excursion to the cathedral: "When Henry the Lion visited Istanbul and saw the Hagia Sophia, he wanted to have a befitting burial place built back home. That was, you could say, the foundation stone for the Braunschweig cathedral - the burial place of Henry and his wife", explains Thomas Baumgarten. He is city guide in Braunschweig - with heart and soul.

Right here, also on the Burgplatz, stands "the" symbol of Braunschweig - the Braunschweig lion. "Not the real one - that is kept well-preserved in the castle", reveals Baumgarten. Its historical value is too high, as it was, upon its completion around 1166, the first monumental free-standing sculpture north of the Alps. Braunschweig's landmark, which can now be seen on the Burgplatz, is a replica which is in no way whatsoever inferior to the magnificent original. "That was cast back then in bronze and was given a coating with accentuations in pure gold." Another reason for keeping it safe within the walls of the castle.

Founded on documentary evidence

… is the history of Braunschweig from 1031 onwards. This year saw the issuing of the notification of consecration for the Church of St. Magni through the Halberstadt Bishop Branthago. This oldest document in the Braunschweig city archive also contains the first written record of the city name: "Brunesguik", which means something along the lines of "Bruno's trading place". The name is derived from Bruno, Count of Braunschweig from the clan of the Brunonids, who had even then already recognised the potential of the location.

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Civil counterpart to the ducal castle district of the cathedral and Dankwarderode Castle is the Altstadtmarkt (Old Town Square). This ensemble of urban development, with the Martini Church and the Altstadtrathaus (Old Town Hall) opposite, created in the 12th century and supplemented by the Altes Zollhaus (Old Customs House) in 1643 and the Gewandhaus (Cloth Hall) with its Renaissance gable from 1590/91, is a jewel from the past. It testifies to the wealth of the city in the Hanseatic period. Braunschweig was then one of the members of the Hanseatic League - due to its convenient location at the intersection of major trade routes. Braunschweig was therefore able to quickly develop into a significant stockyard, trans-shipment point and central trading centre. In the second half of the 13th and the beginning of the 14th century, diverse trade relations with the Hanseatic cities of the German North Sea and Baltic coasts as well as with England, Flanders, Brabant, Russia, Gotland, Riga and Hungary are verifiable. The Altstadtmarkt was the main market and exhibition place, as well as being the venue for fairs and executions, equestrian events, homages and processions. Even today, trading is still conducted here - every Wednesday and Saturday at the traditional weekly market, where the Braunschweigers can buy fresh fruits and vegetables, meats and sausages, eggs, cheese and bread directly from the producers from the surrounding areas.

As a former residence city, Braunschweig also maintains a significant museum culture. As one of the oldest art museums in Europe, the Herzog Anton Ulrich Museum has a gallery with more than 1,400 works by Old Masters such as Rembrandt, Rubens and Vermeer. In 2016, the impressive neo-Renaissance building in Museumstraße was re-opened following extensive restoration and with an exhibition area of 4,000 square meters.

A significant cultural history collection of Braunschweig bourgeoisie can be found in the Municipal Museum in the main building on Löwenwall and also in the Altstadtrathaus. There you can learn more about the history of the tradition-steeped Hanseatic city.

> "Braunschweig has a long cultural history - through all the different eras. Nevertheless, we are not a musty city - on the contrary. Such a quality of life and dynamic are rarely found in Germany."
>
> Thomas Baumgarten

A lot of art and culture in classical style - so is that it? On the contrary. Braunschweig's creative core is growing and with it the entire scene of culture enthusiasts. Resulting from this are blogs such as "Kulturblog38" and "Kult-Tour-BS". Their aim: to bring the scene together and to draw attention to the many cult locations which Braunschweig has to offer. Discover urban art - in urban situations.

This is also the self-declared goal of the "Stadtfinder". They invite you to take part in "power walks": tours through the city during which art, culture, design and music are presented at numerous locations. The circle of interested parties is growing, the conversation is relaxed and on an equal footing.

Not only the HBK, the only University of Art in the state of Lower Saxony, ensures an active art scene: the Braunschweiger Kunstverein (art society), for example, is one of the most prestigious in Germany. With its four annual exhibitions, it offers in particular young artistic standpoints and curation projects an important testing ground.

Jazzkantine, Such A Surge, Oomph!, Bosse … music has also long been connected with Braunschweig and its creators remain in contact with the city. The music on offer is widely spread across all genres and each form has its own place to go. "The" place for events in Braunschweig does not exist. Precisely because the city is not overly large, the locations are spread across the entire area and invite you to discover them. One of these venues is the Nexus: a self-governing cultural centre in the south of the city which, as political discussion centre, offers the infrastructure for culturally and politically-active groups, but also attracts followers of the rock, punk and electro scenes. Particularly electronic music is developing constantly in Braunschweig with a range of offers which is larger than average for a city of this size. The club culture plays a considerable role in Braunschweig's nightlife and is centred around the so-called "cult quarter" of Friedrich-Wilhelm Straße, Südstraße, Gieselerwall and Kalenwall. Come out of the club, have a drink in the bar next door and then go straight to the place opposite to dance to hard rock, trash pop or soul - numerous locations ensure that night owls will find exactly what their hearts desire.

Art and culture enthusiasts will find in Braunschweig a city which has a lot to offer them - from Old Masters to young talents.

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THOMAS BAUMGARTEN is city guide in Braunschweig, even though he "only" came here in 1974. For several years now, he has been guiding interested guests and Braunschweigers of all age groups through "his" Braunschweig - in German and in English. It is important to him that people understand the history of this lively and culturally-influenced city and thus can experience their daily lives perhaps somewhat more consciously.

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STATE THEATRE OF BRAUNSCHWEIG

HERZOG ANTON ULRICH-MUSEUM
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WILHELM RAABE LITERATUR PREIS

With 30,000 euros in prize money, the Wilhelm Raabe Literature Prize is one of the most important literary awards in German-speaking countries. The prize, which is awarded annually by the co-operation partners Deutschlandfunk (a German radio station) and the City of Braunschweig, is the result of an unprecedented co-operation between a public service broadcaster and a municipality.

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BRAUNSCHWEIG

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BRAUNSCHWEIG

INNOVATIVE, CREATIV, NETWORKED

A comparable concentration of internationally-renowned research institutions is rarely to be found. It is no surprise that this creative and knowledge-rich environment provides innovations with the best chances.

This is particularly impressive at the Research Airport, where successful knowledge networking has elevated Braunschweig to a European centre of mobility research. More than 40 companies are working exemplarily together within the innovation network at the airport.

Braunschweig has a future.

Quelle: DLR (CC-BY 3.0)

RESEARCH LOCATION
A TRADITION OF INNOVATION

BRAUNSCHWEIG IS THE EPICENTRE OF A WORLDWIDE-RECOGNISED RESEARCH REGION.

Research has always been at home in Braunschweig. The TU Braunschweig is the oldest technical university and one of the oldest institutions of higher education in Germany. Carl Friedrich Gauß, the famous mathematician, physicist and astronomer and son of this city, studied at the original training school for public officials, the Collegium-Carolinum, at the end of the 18th century. Today, Braunschweig is one of the leading research regions in Europe.

In order to link knowledge, to sustainably promote innovations and to strengthen the leading position of Braunschweig as a science region, a total of 27 universities, federal research institutes, Helmholtz institutes, Fraunhofer institutes, research institutes from the Leibniz Association, museums, libraries, the Klinikum Braunschweig and other organisations with internationally highly-respected research joined forces in 2004 to form the ForschungRegion Braunschweig e. V. (Research Region Braunschweig). Success was not long in coming: in 2007, Braunschweigwon the title "Stadt der Wissenschaft" (City of Science) and has the highest proportion of employees in research and development in Germany (Source: Eurostat 2013). In terms of expenditure in this field, measured against the gross domestic product, Braunschweig and the region occupy a leading position in Europe. With a variety of internationally-renowned research institutions, the region Braunschweig has a very high science-based innovation potential. Mutual networking and close co-operation with the economy create synergies for new value chains, products and productions.

Just how effectively the combination of research, science and companies functions here becomes clear at Research Airport Braunschweig, one of the most innovative economic and scientific clusters in Europe. With its intermodal portfolio, Europe's leading centre of excellence for mobility issues is developing here - in the automotive, aeronautic, rail transport, certification and electromobility sectors.

The special characteristic here lies in the internationally-unique facilities with research aircraft, wind tunnels, simulators, test benches and even satellite tracking systems, which are all concentrated at one location together with the airport infrastructure. The network is complemented by the presence of the Luftfahrt-Bundesamt (Federal Aviation Office) and the Bundesstelle für Flugunfalluntersuchung (Federal Bureau of Aircraft Accident Investigation). Also included are around 40 small and medium-sized enterprises from the fields of aeronautics and astronautics and transport technology.

With the application platform Intelligent Mobility (AIM), the streets of Braunschweig have become a research laboratory: How can traffic jams be avoided? How can an efficient usage of the roads be ensured? These and other mobility issues are being examined under real-life conditions by the German Aerospace Center (DLR) in partnership with the State of Lower Saxony, the City of Braunschweig and other participants from the fields of science and economics - on test routes and research junctions in the Lion City.

In terms of the overall economy and the country, companies in Lower Saxony lie below the federal average and have potential for catching up as regards digitalisation. Lower Saxony's companies in the field of information and communication technology (ICT) are thereby growing dynamically - and faster than other industries. This was determined by the Institut der deutschen Wirtschaft (Cologne Institute for Economic Research) in a study published in October 2016. It is entitled "Niedersachsen digital" and was commissioned by the employers' association Niedersachsenmetall. With a share of 5.8%, Braunschweig is the top performer in Lower Saxony.

IN TERMS OF GROSS DOMESTIC PRODUCT, BRAUNSCHWEIG IS ONE OF THE LEADING REGIONS IN THE WHOLE OF EUROPE AS REGARDS SPENDING ON RESEARCH AND DEVELOPMENT.

HIGH-TECH FROM THE MIKROWAVE

For Jan-Philipp Mai, Braunschweig was precisely the right choice for the location of his start-up. Everybody said it wouldn't work - he just went ahead and did it. With support from the city's business development department.

Braunschweig is not only home to many renowned companies and global players; start-ups will also find excellent prerequisites for the development and implementation of their ideas. The best example: JPM Silicon, a young high-tech company in Braunschweig which develops pioneering process solutions for the silicon and solar-silicon industries. Silicon is used in computer chips, in the chemical industry and in automotive manufacture, as well as in solar systems for the production of electricity and heat through solar energy. JPM Silicon can produce this sought-after commodity more energy-efficiently, more environmentally-friendly and more cost-effectively than has ever before been possible - by means of a microwave, which founder and Managing Director Jan-Philipp Mai developed himself.

Silicon from the microwave … not the most obvious solution. Whilst still at school, Jan-Philipp Mai was already playing with the idea. That must have been around the year 2000; at that time, hardly anybody was talking about renewable energies. During a project week, he began to experiment: "Set fire to it and run away quickly" was a popular method. That won't work, the self-appointed experts told him again and again. Of course, they hadn't tried it themselves, because … well, it wouldn't work anyway. "But luckily I was still impartial back then."

This impartiality led Jan-Philipp Mai to establish contact with industrial companies whilst still at school. How could his microwave idea work industrially, he wanted to know? In the neighbouring town of Peine, he found a company which manufactured microwave systems for industrial production - but not for silicon production. They found his idea exciting: "If you want to study in that direction, take a look at Braunschweig; at the TU, you'll be in good hands. And we are not far away in Peine." He took a look at Braunschweig and he has remained here. "Once you are here, you just have to love this city." He has now been here for eight years.

After completing his studies, didn't he want to go somewhere else? Sure, he had good job offers. For example, in Freiberg, Saxony, at that time the Eldorado of the booming solar industry. But would his work just land in a drawer somewhere? "Starting my own business was never actually my goal. But I really wanted to continue working on my project. So why not try to do it alone - what could go wrong?"

> "With our technology for the more economical extraction of high-quality silicon, we are making a contribution towards a rethink regarding energy generation."

Without the TU Braunschweig with its network, he says today, it would not have been possible. There is, for example, the transfer office, which introduces new inventions with patent exploitation or spin-off companies into the market. "This also exists in other places, but here the arrangement is very Braunschweig-specific, in particular the incubator, where students with an idea or a start-up can receive a free workplace for one year. It's a wonderful thing and I used it, of course. Then a logical process simply ran its course; from the incubator into the institute with a perfect research environment: workshop, laboratory, exchange with colleagues and, in addition to everything else, the necessary start-up funding through the city's entrepreneur funds - there is no better way to start."

The business development department of Braunschweig Zukunft GmbH also helped: on the one hand, with premises in the Technology Park, where start-ups find a ready-made infrastructure for the first few years after their "incubation period" at the TU, and on the other hand, through advice for young companies. That was all relatively unbureaucratic, emphasizes Mai. Maybe due to the fact that he had something to show: an almost world-wide patent for his method and a clear vision for the future of his company. "When the first solar cell has been made from our material, our technology will be ripe for other fields of application. We are committed to a sustained expansion, which is not dependent on shortterm marketing strategies."

Apropos marketing: Is there still a market for the niche product silicon in solar systems? "Everywhere in the sunny regions of the world, solar systems are predestined for environmentally- friendly energy production. But as long as cheap oil is still there, nobody would come up with the idea of switching to a more expensive form of technology. Only when solar technology can compete on price can a rethink take place. With our technology for the more economical production of high-quality silicon, we are making a contribution towards this. And

JPM founder and Managing Director Jan-Philipp Mai.

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It does not look like a microwave, but in principle it is nothing more than that: silicon production in laboratory tests at JPM in Braunschweig.

© Concept & Design

that's where I see the future of JPM Silicon." The same principle is also being applied in parallel by the ten-member team to other projects. "Coal from sugar" is one of them. Sounds exciting, but the young entrepreneurs are not revealing too much: "We are having talks with Europe's second-largest sugar producer; it has its head office in Braunschweig. Our region is very attractive; not only for small companies but also for medium and large enterprises. This sometimes gets a little lost in the shadow cast by Volkswagen."

After eight years in the city, would Jan-Philipp Mai say: Braunschweig, my best choice - professionally and personally? "I'm from a small town. If you then go to Hamburg or Berlin, you are usually very euphoric at the beginning, but that is swiftly put into perspective: a very different cost of living, everything is more complicated - especially official business. Due to its size, Braunschweig as a location is interesting but not too complicated. You do not feel overwhelmed by the city, but at the same time, there are so many things you can do, whether in the city or the surrounding area."

> "Due to its size, Braunschweig as a location is interesting but not too complicated."

He did once have an apartment in Berlin and commuted for a while between Braunschweig and Berlin. Although that was exciting, Braunschweig was a better place to live in the long-term. "In terms of family planning, too," he adds with a wink.

HOT STUFF

The initials of Jan-Philipp Mai, plus the English word silicon - that's the company name: JPM Silicon. Easy to memorise, and awakens subliminal associations with the American high-tech centre, Silicon Valley. JPM develops, builds and markets microwave ovens with which silicon can be extracted. This works, in principle, like a household microwave, except that here significantly higher temperatures must be attained - the extraction of silicon from quartz and coal occurs in a blast furnace process at 1500 to 2000 °C.

"CAREER IS A WONDERFUL THING, BUT IT DOESN'T KEEP YOU WARM ON A COLD NIGHT."

The meaning of this one-liner, which is attributed to the often-lonely Marilyn Monroe, certainly passes through the minds of many who accept a job in a strange city - even if not quite so pointedly. Braunschweig is said to have a special way of swiftly making newcomers feel at home, whether singles or couples.

This has not only emotional reasons, although the flair of the city centre, the lively cultural scene and the many recreational opportunities certainly play a major role. Life must be brought back into balance as quickly as possible after a move and in the case of couples, neither of them must have to sacrifice career opportunities.

Networking of science with economics and society: the House of Science.

© BSM/Fabian Coe

It therefore helps that Braunschweig is one of the most dynamic regions in Germany and has distinguished itself as a significant innovation, growth and research region. Here, companies can find qualified employees and employees can find interesting workplaces.

This is made possible by an economy characterised by medium-sized businesses, public administrations and a strong service-provider sector, in which the financial health sectors play an important role. With many research institutions and global companies, such as Volkswagen and Siemens, Braunschweig is a leading location in science and research. The National Metrology Institute of Germany (PTB), with its atomic clock, provides not only this country with precisely the right time, and the Helmholtz Centre for Infection Research develops new strategies in the fight against disease.

At the Research Airport, a special "cluster" has been created, to which the Automotive Research Centre Lower Saxony, the Aeronautics Research Centre Lower Saxony and the German Aerospace Center belong. Together with the industry, they carry out research into safer and more economic mobility on land, in the air and even in space.

Braunschweig's technical university Carolo Wilhelmina is one of the oldest in Germany. Furthermore, Braunschweig provides the location for the only University of Art in Lower Saxony and therefore offers an ideal environment for companies in the cultural and creative sector. With so much "grey matter", it is no wonder that knowledge transfer and start-up promotion enjoy special attention from the city's business development department.

It is certainly a plus point for the city that it is able to offer young people the full range of school forms - including an international school. The city on the Oker is therefore an attractive city with a high quality of life for families.

A study conducted by the Leipzig University of Applied Sciences certified the attraction of the city. It counts Braunschweig as one of the 30 German swarm towns, which have a strong suction effect on young people. They come here, because they can meet their peers here. Not least for that reason, the population has been increasing for twelve years. Between 2000 and 2015 alone, the population increased by about 10,000. And with 2,474 new-born Braunschweigers in 2016, the highest number of babies were born since the previous birth peak (around 2,700) in 1991.

This is equally noticeable in the renovation and extension of kindergartens and schools, as well as in the expansion of the urban railway network or housing construction: by 2020, planning rights for 5,000 new homes will be granted. In the northern ring area, with around 1,750 homes the largest residential building project in the city for decades, construction is already forging ahead.

In the case of urban development, the citizens' participation is expressly desired. The project "Denk Deine Stadt" (Think your town) enables everyone to participate in a wide-ranging discussion process and to contribute ideas on the future of the city. As a comprehensive plan, the concept should bundle the social, economic, ecological, demographic and cultural goals of urban development and is intended as a guide for planning and projects with municipal significance for Braunschweig.

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Braunschweig has numerous jobs in research and science to offer. The photo shows Kai Lippe from the Institute for Particle Technology at the TU, who is investigating the process parameters in the cultivation of micro-organisms in a bioreactor.

ENVIRONMENTAL PROTECTION WITH FORESIGHT

When the scientists at the Leichtweiß Institute of the TU Braunschweig develop water and environmental technologies for the sustainable improvement of environmental and living conditions on the South-Vietnamese coast, they calculate in time periods of several thousand years - innovation of a sustainable nature, Made in Braunschweig.

"Before we apply our technologies and management tools, we need to know what longterm effects they are going to have. For this, the anthropogenic influences, the natural climate variability and the future climate changes must be taken into account. With our computer models, we can simulate this up to 10,000 years in advance." Prof. Dr.-Ing. Günter Meon is Director of the Department of Hydrology, Water Management and Water Protection at the Leichtweiß Institute for Hydraulic Engineering at the TU Braunschweig. One extensive research project is called CLIENT Vietnam - Joint project Environmental and Water Protection Technologies of Coastal Zones in Vietnam (EWATEC-COAST).

The aim of the development, provision and application of water and environmental technologies as well as service tools in the form of a management system is to sustainably improve the environmental and living conditions in the coastal zone of South Vietnam. EWATEC-COAST is a joint project with partner institutes from several German universities and independent engineering offices under the management of the Leichtweiß Institute from the TU Braunschweig. A typical example of how, in the science region Braunschweig, high-technology core competencies are effectively networked and the necessary technology transfer between industry and research is accelerated.

The resulting diverse, challenging research and application landscape offers attractive fields of activity for both professionals and managers, says Prof. Dr.-Ing. Günter Meon: "It is absolutely possible to change from one institute to another, if interesting new career opportunities arise - in my area, at least."

For the region, Meon predicts an even greater interaction of the partners from science and economics, even beyond the existing networks of the TU and the co-operation with Volkswagen. The Braunschweig Zukunft GmbH and the House of Science intensify the networking of participants from science and economics and thereby stoke up the heat in the innovative climate.

Braunschweig uses its potential as a city of science and focuses on the consistent use of the innovation potential for the development of the economic structure and the labour market.

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Prof. Dr.-Ing. Günter Meon

The challenge of a university professorship and the good reputation of the Leichtweiß Institute led Günter Meon to Braunschweig. At that time, he felt "neutral" towards the city. Today it is his home, not least because he met his second wife here. The only thing he misses is the Baden cuisine from his home area.

© Walter Bergmoser

LET'S NETWORK TOGETHER

CO-OPERATION BEYOND PROFESSIONAL BOUNDAIRES

Nobody carries out research for themselves. Successful science thrives on discourse and the formation of effective networks. Co-operation is the name of the game; working mutually to be more effective and more successful is the goal. In the Braunschweig region, the sign of the times has been recognised.

Lightweight series-production cars with low fuel consumption, drugs against infectious diseases, measurement technology for nanotechnology, strategies for the networked city of the future or ideas for the energy supply of tomorrow: in order to cope with challenging, relevant research topics and tasks such as these, the universities in our region, led by the TU, are working closely together with the internationally-renowned research institutions and companies in Braunschweig.

Current networking projects for a strong location are the Automotive Research Centre Lower Saxony (NFF), one of the leading interdisciplinary centres for automotive and transport research in Europe, and the Braunschweig Integrated Centre for Systems Biology (BRICS), a co-operation between the Technical University of Braunschweig and the Helmholtz Centre for Infection Research. Here, biologists, mathematicians, computer scientists and engineers want to mutually create a more efficient basis for fundamental biomedical research for the future.

"The biologist is at home in his biological systems, but he needs someone who is familiar with modelling", explains Dr. Ida Retter, Managing Director of the BRICS. "The research centre consists of various working groups, which process different research topics - however, they all have systems biology as the principal focus."

Systems biology is an interdisciplinary field of biology which deals with the prediction of the properties of a system; for example, the characteristics of a living cell. At the BRICS, systems biology is applied to questions concerning the fields of infection and biotechnology. In particular, this addresses the investigation of bacterial infections, the development of anti-infective agents and sustainable biotechnological production processes.

The widely ramified network of research and development in the region enables strong synergies and promotes progress. The biologist can therefore quickly find physicists, mathematicians and engineers here who will help him to plan his experiments much more effectively. And that is essential for the work in systems biology. It is absolutely interdisciplinary and data capture is as complex as it is complicated. It is therefore fitting that the research centres of the TU are interdisciplinary. "The aim is to bring together scientists from different research topics", explains Retter. An example is the 6.4-million-euro project CDiff, in which a network of microbiologists from Northern Germany is investigating the foundations for new diagnostics and therapies for the dangerous hospital germ *Clostridium difficile*.

The TU Braunschweig has concluded co-operation contracts with nearly all the thematically-appropriate external research institutions and is therefore able to offer young scientists the best-conceivable conditions for their work. This ensures that Braunschweig will remain attractive in the future for professionals who are looking for their ideal research and working environment.

The aforementioned synergies are not restricted in their diversity to thematic research work: "We profit from each other at the experimental level, too. I can, for example, use large-scale equipment from other research centres, devices which I don't have in my laboratory - and vice versa", adds Dr. Retter.

Co-operation instead of competition - in Braunschweig, this has long since ceased to be just hypothetical theory.

IN 1993, DVB-T TELEVISION WAS INVENTED AT THE TU BRAUNSCHWEIG.

MOBILITY OF THE FUTURE

BRAUNSCHWEIG IS DRIVING AHEAD

March 27th, 2014: For the first time in the whole of Germany, a purely electric-powered bus with quick-charging via induction went into passenger service - here in Braunschweig. Where else should it take place, seeing as the inductive charging technology used in this case was essentially developed at the TU Braunschweig. Not for the first time had the city thus demonstrated that it is also a pioneer in the field of mobility: In 1904, the Braunschweig truck and bus manufacturer Büssing presented the first omnibus for twelve people, which was exported in the same year to London.

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In 2012, the project "Elektromobilität mittels induktiver Ladung" (Electromobility through inductive charging), in short emil, was launched, which was implemented in close co-operation between research, regional and international partner companies under the patronage of the Federal Ministry of Transport, Building and Urban Affairs.

The special thing about emil: the electric bus, with 200 kilowatts per inductive fast-charge, can be loaded without contact and within seconds. This happens in the short pauses between two scheduled trips or at certain bus stops. Whilst emil tanks electricity, the passengers get on and off the bus - and don't notice a thing.

emil was the first of its kind in Germany. Through its use in normal scheduled operation, important conclusions concerning the practicality of alternative and innovative propulsion and energy recoveries could be drawn, which in turn can be applied to research and industry.

Thanks to emil, E-mobility is made accessible to everybody. Gerold Leppa, Managing Director of Braunschweig Zukunft GmbH, business development, summarises: "emil is an excellent showcase project for Braunschweig, because it confirms Braunschweig's key competences in the field of E-mobility. With the Germany-wide first electric bus, which is inductively-charged, Braunschweig serves as a true figurehead for other towns."

BRAUNSCHWEIG RECEIVES A NUMBER OF QUICK-CHARGING STATIONS TO PROMOTE E-MOBILITY.

CREATIVE LOCATION

CREATIVITY IS CONTAGIOUS

© HBK / Hauke Burghart

Braunschweig, the Lion City with the impressive history, the city of science and economics - that much is known. But Braunschweig is also a creative location; in this city, an above-average number of people live and work in the creative scene.

© Jonas Karnagel

„Creative minds are an important success factor for our city. Not just with what they generate, but above all as pioneers for new techniques and trends. And don't forget: creativity is contagious," says Jonas Karnagel, Senior President of the CreativeRegion. And Braunschweig has creative minds. Alone through the HBK, which has been here since 1963.

With more than 1,000 students, it is the second-largest university of art in Germany and enjoys an excellent reputation throughout Europe.Its creative output from the three networkedfields of art, design and sciences characterises Braunschweig just as much as the spirit which has long emanated from the artistic works of the TU architects or the long tradition of the State Theatre.

The cultural and creative industries form the third-largest economic sector in Germany. With 11,000 employees, Braunschweig counts among the major conurbations of the branch: here mingle architects and authors, designers and actors, journalists, musicians and programmers. Support is provided by the work of the "KreativRegion e.V." towards improvement of working conditions and the networking of the creative individuals. In Braunschweig, the distances are short and there are many creative networks, both personal and organised as associations. "The KreativRegion connects the existing networks with one another and integrates creative minds who are not yet networked," says Karnagel. At the same time, the "KreativRegion e.V." provides classic image work: "We offer platforms through which the creative potential can be exhibited. After all, Braunschweig has a lot to offer." In Braunschweig's creative kitchen, the dishes are sizzling - and this visibly inspires the cultural life.

"We are a tradition-steeped city, but we also have a large creative community that wants to help shape the city," says Karnagel. One example: "11hoch11", an event at changing venues, where creative people each give an eleven-minute talk on a sector-specific topic. When listening to the talks, it quickly becomes clear that the creative minds are passionate about the cause. Cross-sector projects - with other economic branches and with representatives from the City - are also being developed and presented to the public. The creative minds are helping to shape Braunschweig.

"And don't forget: Creativity is contagious!"

IN 1963, EINTRACHT WAS ONE OF THE FOUNDING MEMBERS OF THE FUSSBALL-BUNDESLIGA (GERMAN PROFESSIONAL FOOTBALL LEAGUE).

TOP-LEVEL SPORT MEETS POPULAR SPORT

Braunschweig has quite a bit to offer its sporty inhabitants. Top-level football, first-class American football and basketball, equestrian sports, tennis, dancing and water sports are all practised here.

Archiv Kurt Hoffmeister/Jean Baptiste Feilner

© BSM/Daniel Molik

Braunschweig is a sporty town: many of the citizens are active in their chosen sports, are committed members of associations and identify with the successful top-level teams. In total, Braunschweig is home to around 20 teams representing the colours of the town in the federal leagues of 15 different sports.

The Lion City is even more strongly connected with football than many might think at first glance: at the Martino-Katharineum – by far the oldest school in Braunschweig, with over 600 years of history, and one of the most tradition-steeped schools in the whole country – teacher Konrad Koch was the first to introduce

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NO, NOT BLUE AND YELLOW: THE OFFICIAL COLOURS OF THE CITY ARE WHITE AND RED. AS SEEN ON THE CITY FLAG.

© BSM/Daniel Möller

organised football to Germany in 1874. Whilst in the beginning the ball was still being played using hands and feet and was very similar to British rugby, Konrad Koch, who was born in Braunschweig in 1846, wrote down the first book of rules in the German language in 1875. The game was intended as a useful addition to the gymnastics class for use as an everyday teaching tool, imparting ethical values such as discipline and team spirit but also offering the male pupils an opportunity to be physically active out of doors in the winter. How popular the sport became is shown not only by the many clubs founded in other towns but also by the offside rule formulated by Koch, which still applies today.

Football therefore has a long tradition in the city – and it is being continued with "Eintracht", the Braunschweiger Turn- und Sportverein Eintracht von 1895 e. V., or BTSV for short. Attend one of their matches and, even as a non-fan, you will experience that goosebumps feeling which fans in Braunschweig are so addicted to. The junior players' centre ensures that new young players will always be available on the pitch, with teams from U12 to U19.

So looking at Braunschweig from the outside, it is football which shines the brightest as a sport, followed by American football and basketball. But what is the situation when it comes to the sporting activities of the Braunschweigers themselves, and most importantly: what opportunities are there to practice their favourite sports?

Judging by the figures: very good. A total of around 60,000 people are currently active in sports in over 230 Braunschweig clubs and associations. The spectrum ranges from aikido, archery, climbing and equestrian sports through sailing and scuba-diving to Zumba, from pure leisure to high-performance sports with competition at national and international level. A shining example of this is the Braunschweiger Tanz-Sport-Club (BTSC, dance sport club), which became German Champion in 2016

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© BSM/Hans Friedrich, Mellowpark

and which already has a total of ten world championship titles under its belt for standard formations at the dance world championship. Can the team do it again in 2017? In November, the Formation Standard World Championship will take place in Braunschweig.

Besides Eintracht Braunschweig games, the Löwen Braunschweig basketball team and the Braunschweig Lions American football players, the Lion City also offers other popular high-level sporting events, as evidenced by the ATP tennis tournament each year, offering a week of top-class tennis, and the "LöwenClassics" equestrian tournament, with showjumping and dressage at the highest level.

Lovers of water sports have a wealth of options on the Oker river flowing through the middle of the town and on the Südsee lake. Possibilities abound for a wide range of interests, be it stand-up paddling, kayaking or a pedalo or canoe tour through the historic heart of the town, marvelling at the sumptuous villas or enchanted gardens. You can even go sailing or drive a motorboat on the Südsee. Get up, up and away in the town by glider. Several clubs also offer light aircraft and more for lovers of air sports. As well as the "Rollo" skate park in the Prinzenpark, skaters and BMX riders also have a fantastic place to work on their tricks and performance, even in winter, at the „Walhalla" skate hall. The citizens of Braunschweig have over twenty fitness studios in all price categories where they can really work up a sweat. For those who prefer to be at one with nature when it comes to sport, the parks and expansive landscapes of the Riddagshausen nature reserve offer plenty of varied opportunities for jogging, cycling, Nordic walking or simply for relaxing and feeling good.

Be it on land, on the water or in the air, active or passive – sports fans will find a diverse sporting landscape in Braunschweig.

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A CITY WHICH PULSES WITH LIFE

© BSM/Sandra Wille

"Braunschweig has short distances and a positive togetherness. Everyone knows everyone else and in the evenings you always meet people who you know - it simply has a family atmosphere."

This is how Tim Lemke summarises "his scene", short and sweet. The Braunschweig scene is in no way inferior to those of other cities; on the contrary. Oliver Strauss and Tim Lemke play a large part in that. Their "Strauß and Lemke Group" has to date opened nine clubs and bars in Braunschweig, which have been enthusiastically accepted by the Braunschweigers for years. How did it come to this successful team?

"Tim was at that time already managing the "Schwanensee" and I was often a guest there. I felt it was lacking electro music, though. Tim's events ran well back then; mine, too. Then we decided to join forces and start something together", explains Strauß. He is the organizational part of the team, which could not be more different. Olli, the informal business man with high-tech equipment on the desk - next to him Tim, with his rugged manner, his relaxed style and a "indestructible 'phone", which our children only know from pictures or from stories. As a man of action, he takes on the operative part of the work. "Olli does all this office stuff. I prefer to be there where there's a fire", Lemke makes it clear. "Olli is definitely the initiator of the two of us. Without him, we would not be where we are now."

It seems to be precisely this mix of idiosyncrasies which has made the team so successful over the years.

However, Braunschweig has also played its part in contributing to the success: "It has a very comfortable size. You don't need to advertise so much in order to become well-known - things get around by word of mouth. In the past, we knew each person who came to us personally", adds Lemke. "For me, everything runs smoothly here and it's exactly right - just the way it is", adds Strauß.

OKERCABANA

© Frank Skalik

A club and bar scene which offers something for everyone. From soul and rock through house to hip hop - from fine wines to Moscow Mule.

That is what makes the Braunschweig scene stand out. On the "Mile" from Gieseler via Kalenwall and Südstraße (altogether, the "cult quarter"), with its concentration of diverse clubs and bars, the nightlife in Braunschweig vibrates and, with its approximately twenty clubs and bars, offers party animals the feeling of "coming home" each time. "Many have known the Mile since they were sixteen. Although, as they get older, they might not be here every weekend, they all still come back now and again", says Lemke, speaking from experience gained over the past few years.

Even those who have exceeded the age of thirty don't need to worry about the audience being too young. "This is often made up of all age groups thrown in together. Mainly, I would say, between eighteen and thirty, but often older", says Strauß. "In our clubs it is really well-mixed." And for those who prefer to just go for a drink, the Mile and other trendy districts in Braunschweig offer a good selection of bars - with (live) music or of the quiet format.

The two men prefer the quiet now, too. "Despite all the parties and the fun that goes along with them - these days we are also happy if we can enjoy a quiet evening at home", admits Lemke. And with their success, they have both more than earned it. Nevertheless, you can often meet them personally on a nightly tour through their clubs and bars - and then you feel it again, this homely character, that makes Braunschweig so special.

© BSM/Sandra Wille

© BSM/Daniel Müller

Summer - let your mind wander; get away from everyday life and into a completely different atmosphere. In Braunschweig it's possible. And without detours.

Firstly, there is the Okercabana, Braunschweig's first beach bar, in beautiful green surroundings directly on the Oker. Here you can start or end a relaxing boat trip with friends or family. More than 4,000 square metres of space invite you to sink your feet into the cool white sand, to enjoy refreshments in a hammock or to burn off energy during a game of volleyball. In the evening, the Okercabana is taken over by the live acts, the DJs and all those who simply want to relax to a musical holiday backdrop.

At the end of the working day, enjoy some cocktails - above the roofs of the city and with your feet in the sand. Or would you prefer a barbecue on the Oker?

"Sky and sand" is available for all visitors to the "Soldekk". This is located in the city centre, Parkhaus Deck 5 (multi-storey car park, level 5) on top of Braunschweig. Perfect for the lunch break or after work, with an impressive view across the city. A refreshing drink and delicious food are within reach, the sunset is in view, lounge music is playing in the background and your feet are in the sand - holiday feeling, in the middle of the city.

Summer! Get out to the movies!

It is warm outside, people sit on anything they can carry: blankets, cushions, folding chairs. Pleasures for the palate are waiting in your backpack and beside a couple of candles and torches, the big screen is the only light illuminating the darkness of the garden of the art association "Kunstverein Braunschweig".
The "Sommerkino" (Summer Cinema) in Braunschweig is the work of students of Media Studies at the HBK and shows classic films in a unique atmosphere.

© BSM/Daniel Müller

ACCORDING TO THE COMFORT-CITY-RANKING 2015 FROM COMFORT MANAGEMENT SERVICES GMBH, BRAUNSCHWEIG OCCUPIES NINTH PLACE IN THE BEST SHOPPING CITIES IN GERMANY.

A STROLL THROUGH THE HEART OF THE CITY

Not only directly into the parks or quickly to work - shopping enthusiasts will also find within short distances a diverse range of shops: small, unique stores stand next to major labels, modern arcades next to rustic half-timbered houses - Braunschweig turns shopping into a multifaceted trip.
Which leads directly through the heart of the city. Starting at the Schloss-Arkaden with its approximately 150 stores, followed by a stroll along the Bohlweg boulevard, then over the Damm and into the city centre, Braunschweig can be experienced from its lively and vibrant side. The range of things waiting to be discovered is not restricted solely to a great diversity of shopping opportunities: it also includes a whole series of beautiful places - from the Schlossplatz, with its spacious flair, to the Kohlmarkt, which is surrounded by town houses with beautiful façades. Cafés invite you to simply sit back and watch the hustle and bustle of the surroundings. Björn Nattermüller, Divisional Head of Braunschweig Stadtmarketing GmbH, is familiar with the specialities of the Braunschweig city centre: "In the cosy cafés, bars and restaurants of the many popular squares and charming courtyards, you can enjoy coffee, ice cream or a delicious lunch in the open air. Visitors greatly appreciate the high quality of hospitality here."

And those in need of a break from the city centre turbulence can visit one of the nearby parks, such as the Theatre Park, and enjoy the peace of nature on the banks of the Oker, in the centre of the city.

In the Magni Quarter, one of the oldest quarters of the city, shopping enjoyment is available in a historical atmosphere. From the streets filled with half-timbered houses around the idyllic square of the Magni church, you can visit the numerous little individual shops, such as the "raum23", a specialist shop for handmade headwear, or "tantehip", the shop for unusual furnishing accessories. Furthermore, in the Magni Quarter there are many bars, pubs and restaurants here, such as the "KuhAcht", which specialises in the sale of cheese, wine and selected spices. All in all, a kind of little town in itself. Close to the city and yet so completely different.

The shopping experience in Braunschweig is completed through the extensive city services: a network of feeding and changing rooms, lockers and children's play areas makes the shopping trip a relaxing experience for the whole family. Björn Nattermüller knows: "Children are particularly delighted by the game trail, which runs through the city centre. Coloured motives set into the ground show the way to different playground items. In the meantime, parents can take a little break on the nearby benches." If the weather decides to change, there are 43 locations in the city at which umbrellas can be collected and returned. Or you can keep them - it's entirely up to you.

MAGNI QUARTER
© BSM/Daniel Möller

The most beautiful squares in the city centre regularly provide the setting for constantly-changing events. Beach volleyball tournaments, wine markets, international music and culture and much more guarantee great entertainment. Furthermore, the Braunschweigers use the farmers' and weekly markets which are held in the city centre to go shopping for regional products.

Towards the end of the year, Braunschweig's Christmas market around the Dom attracts vast numbers of visitors. It is one of the largest and most beautiful in Northern Germany. When, on the opening day, the lights of the lovingly-designed stands are turned on punctually at 18:00, a contemplative atmosphere is created which can be experienced until the end of December. You have to be there to appreciate how it really feels.

The special charm of the city lies in the interaction between pulsating life and peaceful natural setting. One of the many parks and the Oker are always within reach and offer space for a relaxing break - whatever you happen to be doing.

KOHLMARKT
© BSM/Daniel Möller

LA CUPOLA

© BSM/Daniel Möller

MOMENTS OF HAPPINESS À LA CARTE

Love finds its way to the heart through the stomach – even the love of a city. In the Lion City, friends of culinary delights are not neglected: from fast food at "Brunswick Burgers" to Michelin Guide in the "Alten Haus", from vegetarian to vegan as in the "Riptide" and "Brodocz", from the Italian way of life in "La Vigna" to the premium steakhouse "Ox" – or experience enjoyment above the rooftops of the city in "La Cupola". Just as varied as the choice of food is the range of fine drinks. Whether Moscow Mule or a cold Wolters beer – the enjoyment is always rounded-off by a very special ingredient: the unique ambience of Braunschweig's bars and pubs. For those who enjoy culinary variety and trying new things, Braunschweig is hotly recommended!

LA VIGNA

© BSM/Daniel Möller

RIPTIDE

© BSM/Daniel Möller

HOLIDAYS IN BRAUNSCHWEIG

What do the Braunschweigers do in summer? Sure, they go on holiday. Like most Germans. But the holiday is short and the summer is (hopefully) long. "Fortunately", you could say, because for the rest of the time, Braunschweig offers more than enough entertainment with holiday feeling - in parks, beach clubs and on the Oker.

"Out into the countryside" - that's what the Braunschweigers like to do most in summer. No wonder, as the numerous large parks here are just around the corner for most people, or at least in the vicinity. The Prince Albrecht Park, in short "Prinzenpark", in the east of the city, is particularly popular amongst young people. Here you can get together for a barbecue and to play music, frisbee or football or to skate on the roller-skating rink with its half-pipe. Those who prefer to walk will enjoy the tranquillity of the 3.5km-long circular trail. For those with no fear of heights, hot air balloons can be rented which ascend from here for rides over Braunschweig - with a pilot, of course. Even higher? At the Aero Club Braunschweig, you can take a parachute jump from an altitude of 3,000 metres, accompanied by a tandem master - not every holiday can offer that!

On the southern outskirts of the city is the Bürgerpark, one of the oldest parks in the city and meeting point in summer for sports enthusiasts, families and picnic fans. A little further south in the park is the Okercabana. At the club's own boating jetty, canoes and pedal-boats can be rented for a pleasant tour on the Oker. The Westpark is also worth a visit, resembling as it does a giant Easter basket, with works of art from the HBK scattered everywhere, just waiting to be discovered. Exactly where these exhibits are… will not be revealed here, of course! Only the names of the sculptures are known: "The picture frame", "The stool", "The information pillars" and "The couple". Whilst searching and finding, you can experience the park in its full glory: in an area covering 240 hectares, there are wildflower meadows, several ponds, small sections of forest and three viewing platforms, which enable an overview of the park and a large section of the city.

In the south of Braunschweig is the Südsee (South Lake) - where else could it be located?! It is around 20 hectares in size and is located in the district Melverode. In keeping with the role model set by its Caribbean sister, it also has a sandy beach. There is a harbour for recreational sailors and the resident sailing club, which uses these waters in summer for regattas. The circular trail around the lake is suitable for cycling, whilst several small jetties on the banks invite you to dip your feet into the water and drink a glass of wine. Virtually next door is the Kennel-Bad natural pool with 17,000 square metres of surface area - surrounded by a park. Beach feeling is also included here. Classical swimming baths can, of course, also be found in Braunschweig, such as the Stadtbad, situated directly on the edge of the city centre, or the "Wasserwelt" (Waterworld) in the north of the city.

All these things make summer in Braunschweig a real pleasure.

More ideas for the warm season can be found on the following pages and at: www.braunschweig.de/english

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Summer-HOTspots

Map: © Stadt Braunschweig, Abteilung Geoinformation, 2014

ACTIVITIES

1 Floßstationen (Raft stations)

2 Freibad Bürgerpark (Outdoor-swimming baths Bürgerpark)

3 Wasserwelt ("Wasserwelt" swimming complex)

4 Minigolf am Kennelbad (Mini-golf at the "Kennelbad")

5 Freibad Waggum (Outdoor-swimming baths Waggum)

6 Golfplatz (Golf course)

7 Sportbad Heidberg (Sports pool Heidberg)

8 "Arche Noah" (Noah's Ark Zoo Braunschweig)

9 Disc Golf Parcours Westpark (Disc golf course Westpark)

10 Paintball-Court (Paintball court at the Aloah Sport Club)

11 Raffteichbad (Raffteich outdoor swimming baths)

12 Bewegungsparcours im Mehrgenerationenpark (Activities course in the Multi-Generation Park)

13 Eintracht-Stadion (Eintracht stadium)

14 Indoor-Minigolf-Center (Indoor mini-golf centre)

OPEN-AIR TIPS

1 Klassik im Park (Classic in the Park)

2 Sommerkino (Summer Cinema)

3 Braunschweig International

4 Raffteich Open Air

5 ATP-Tennisturnier und TU-Sommerfest (TU Summer Festival)

PARKS AND LAKES

1 Ölpersee (Ölper Lake)

2 Inselwall

3 Theaterpark (Theatre Park)

4 Museumpark (Museum Park)

5 Löwenwall

6 Bürgerpark

7 Kennel-Bad-See (Kennelbad Lake)

8 Schloß Richmond-Park (Richmond Palace Park)

9 Südsee

10 Heidbergpark mit Heidbergsee (Heidberg Park with Heidberg Lake)

11 Stadtpark

12 Prinz-Albrecht-Park or "Prinzenpark" (Prince Albrecht Park or "Prinzenpark")

13 Kreuzteiche in Riddagshausen (Kreuz Lakes in Riddagshausen)

14 Naturschutzgebiet Riddagshausen (Nature Reserve Riddagshausen)

15 Botanischer Garten (Botanical Gardens)

GOING OUT AND CELEBRATING

1 Handelsweg

2 Soldekk

3 Okercabana

4 Kohlmarkt

KULTVIERTEL (CULT QUARTER)
www.kultviertel.de

Please also visit:
braunschweig.de/broschueren

or our Touristinfo:
Kleine Burg 14
38100 Braunschweig
Tel. +49 (0)5 31 4 70 20 40

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The map provides only a brief overview. Detailed information and tips can be found at: **www.braunschweig.de**.

The geographical location of Braunschweig is characterised by the River Oker as well as the Harz National Park to the south and the Heide to the north - this makes Braunschweig a region with diverse opportunities for recreation, for sporting activities and for recuperation amidst nature.

For water-sports enthusiasts, the fun begins right on your doorstep: from several stations on the Oker, which flows in a ring around the city centre, you can undertake paddleboat, rowing boat and raft trips through the metropolitan area. Guided tours, inflatable dinghy or raft trips with barbecue are also on offer - and very much in "teambuilding" trend: the raft-construction adventure with reconnaissance trip followed by a barbecue at the beach club "Okercabana". Starting from the Oker, canoeists can escape from the hectic daily routine and discover the small and large rivers in Northern and Central Germany in unspoilt natural surroundings with their kayaks and canoes. Even longer journeys are possible on the Mittelland Canal, which provides motorboat skippers from the yacht harbour of the Braunschweiger Motorbootclub access to waterways throughout Europe - from Scandinavia to the Mediterranean, from the Netherlands to the Mecklenburg Lake District or to the Havelland.

MOUNTAINBIKEN IN THE HARZ NATIONAL PARK

HARZ NATIONAL PARK

BRAUNSCHWEIG AND THE REGION

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© Walter Schmitz/MERAN

TO THE SOUTH, THE HARZ

Even more action is offered by the Oker at the point of its source: in the Harz region, with its many reservoirs, dams and lakes. White-water rafting, canoe slalom, diving and new fun-sports such as riverbugging are all possible here. But the Harz has even more to offer: as the highest mountain range in Lower Saxony, it is from spring to autumn a paradise for paragliders, mountain bikers, mountain climbers and summer to-bogganists. The high-rope course is here as enticing as the survival tour, Nordic walking or classic hiking. And when the first snow lies on the ground, the Harz becomes a winter sports destination. Alpine skiing, cross-country skiing, snowboarding, winter hiking and tobogganing - winter sports fans definitely get their money's worth. Included in every season: an experience of nature in the Harz National Park with its forests, moors and running waters as well as a rich biodiversity of flora and fauna.

And the highlight of the Harz? Its highest peak, of course: the Brocken, with a height of 1,141 metres. What was, during the division of Germany from 1961 to 1989, a restricted zone, is now a huge attraction for hiking and nature-lovers and is situated in the heart of the Harz National Park. How can you get up there? Adventurously by prairie wagon from Schierke, or romantically with the Brockenbahn, which belongs to the Harzer Schmalspurbahnen (Harz Narrow Gauge Railway). The greatest experience is certainly provided by the hike to the summit, something which once inspired Goethe himself. Each year on 1st May, the Walpurgis Night takes place. All hell breaks loose (proverbially) in the Harz on the last night of April, when the witches meet with thousands of people from all over Germany to celebrate the Walpurgis Night.

EVEN MORE TIPS FOR THE REGION

WOLFENBÜTTEL
For four centuries the residence of the Guelph Dukes of Braunschweig and Lüneburg.

- RESIDENZSCHLOSS (DUCAL PALACE)
  The second-largest existing palace in Lower Saxony, landmark of Wolfenbüttel.
- HERZOG AUGUST BIBLIOTHEK (DUKE AUGUST LIBRARY)
  In the 17th century, the "Bibliotheca Augusta" was considered to be the largest library north of the Alps.
- LESSINGHAUS
  Here wrote Gotthold Ephraim Lessing "Nathan the Wise". Today a museum to his life and work, part of the Duke August Library.

SCHÖNINGEN
The oldest city in the Braunschweiger Land and known as the "City of Spears".

- PALÄON
  Research and experience centre "Schöninger Speere" (Schöningen Spears). A trip back into the early Stone Age at one of the most important archaeological excavation sites in the world.

WOLFSBURG

Headquarters of the Volkswagen AG.

- PHAENO
  One of the largest science centres in Germany.
- AUTOSTADT
  A journey into the world of mobility
- ALLERPARK
  The only six-masted waterskiing facilities in Europe, the largest skateboard-funbox in Europe.
- PLANETARIUM WOLFSBURG
  Largest planetarium in Lower Saxony.
- VOLKSWAGEN ARENA
  Football stadium of the Bundesliga (national league) team VfL Wolfsburg.

TO THE NORTH, THE SÜDHEIDE

From the Brocken back to Braunschweig and then about 25 kilometres further onwards to the north is the beginning of the Heide; to be precise, the Südheide in the Lüneburger Heide. This holiday region attracts visitors with its unique heathlands, a fascinating wealth of animal species and wonderful excursion and exploration destinations such as the Mühlen-Freilichtmuseum (Open-Air Mill Museum) in Gifhorn or the Otter Centre in Hankensbüttel. Everything here can be comfortably reached by bicycle. The route leads through the colourful heathlands, past natural river landscapes and far away from any roads. Apart from cycling, you can also go canoeing, horseriding, waterskiing and gliding or enjoy breathtaking views from high up in a hot air balloon. In addition to a thrilling ride in an off-roader, quad or buggy in the Offroad Park, you can also take an excursion in a horse-drawn carriage or prairie wagon as a romantic alternative. Whatever you decide to do and whatever time of year you visit the Heide, the heath landscape offers a diverse nature experience the whole year round: forests, marshes, lakes, rivers and, of course, the heathlands, all waiting to be discovered and enjoyed. A highlight: the "Heideblüte" (heather bloom) in late summer, when the many millions of Erica flowers illuminate the entire region in an intensive shade of violet.

NATURE RESERVE RIDDAGSHAUSEN

Back in Braunschweig: The district Riddagshausen in the east of the city was developed around 900 years ago by Cistercian monks. This has left its mark even to this day - old thatched manor houses, lovingly-restored half-timbered houses and the "Klosterkirche", the monastery church. In its garden, you can take a break among herbs, fruits and vegetables, and experience the history of the Order in the Cistercian museum. Riddagshausen is a nature reserve and Europareservat (European nature reserve) and with its numerous - and partly rare - animal and plant species invites guests to take a walk in a beautiful landscape. In addition, there are regular nature tours on offer - as hikes and, in summer, also by bicycle. They are specially tailored to the group of participants and are suitable for all ages. So that Mother Nature can blossom here according to her own rules, Riddagshausen has something which is normally only seen in National Parks: nature reserve protection supervisors, the so-called "Rangers", who are out and about here every day and watch over compliance with the rules for the protection of the flora and fauna.

ELM-LAPPWALD NATURAL PARK

© BSM / Gerald Grote

ELM

The "ridge of hills near Braunschweig" with three letters, as often seen in crossword puzzles, is located in the Elm-Lappwald natural park - in the youngest Geopark in Germany. Around 250 kilometres of hiking and cycling trails can be found here, in the largest connected area of beech forest in Germany.

KLOSTERKIRCHE RIDDAGSHAUSEN

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Lukas Spori/MERIAN