



HAMBURG

MEDIA GUIDE

UEFA EURO 2024



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WELCOME TO HAMBURG

The metropolis at the Elbe, the gateway to the world and the pearl of the whole population of Hamburg. There's always something going on here – whether it's cultural, political, commercial or sporting. Because great things start in Hamburg. Dreams, families and careers start here – and so did the UEFA EURO 2024 in a spectacular manner.



The whole world was watching the Hanseatic city as the six groups of four were drawn at the Final Draw in Hamburg's Elbphilharmonie on 2 December 2023. In these groups, the 24 best teams in Europe will compete against each other in the summer of 2024. But the harbour metropolis has even more to offer: the city of Hamburg is looking forward to a total of five UEFA EURO 2024 matches in the Volksparkstadion. Four group matches and one quarter-final will be played there in front of 50,000 spectators on each occasion. The teams involved are the Netherlands, Türkiye, Croatia, Albania, Czechia, Poland and Georgia.

In addition to the Final Draw, the city of Hamburg is using the time before the EURO and the tournament itself as an opportunity to present itself as a cosmopolitan football metropolis to guests and football fans from

all over Europe. In this Media Guide, you will find the key information about the (football) city of Hamburg, together with exciting insights into its diverse football history – Hamburg's perfect assist for your coverage of UEFA EURO 2024.

Discover here why you shouldn't miss out on a trip to the Speicherstadt, where you can watch the games together with other fans, what makes a visit to the Fan Zone unique and why there is a gigantic bronze foot in the city. Discover Hamburg's success stories, on and off the pitch, which are renowned far beyond the city's borders.

We invite you to experience Hamburg in all its variety, and to be inspired by the stories of the city and its inhabitants. So you, too, can say: "Hamburg, great things start here."

GREAT THINGS START HERE!

Hamburg represents cosmopolitanism and football enthusiasm like almost no other city – and is therefore ideally suited to the role of host city for UEFA EURO 2024. During the tournament, Hamburg residents and visitors will cheer together in the Volksparkstadion and Fan Zone Hamburg.

Facts and figures about Hamburg

The Free and Hanseatic City of Hamburg is both a city and a federal state of the Federal Republic of Germany. With its 1.85 million inhabitants, Hamburg is the second-largest city in Germany after Berlin – and the centre of a metropolitan region of 5.4 million people.

With almost 1,300 millionaires, Hamburg is Germany's wealthiest city. As a port and trade metropolis, Hamburg is Germany's most international and cosmopolitan city – with nearly 100 consulates, the city is the second-largest consular centre in the world after New York. More than 35,000 trading companies make Hamburg Germany's leading foreign trade centre – goods worth EUR 120 billion are imported and exported via Hamburg. Every year, 8.3 million containers are imported and exported through the Port of Hamburg.

Hamburg is the greenest megacity in Europe – 17% of the city's area is green spaces and 8.2% of it is covered with water.



THE ELBPILHARMONIE

The draw for the groups took place in the Elbphilharmonie concert hall. The kick-off to UEFA EURO 2024!



THE VOLKSPARKSTADION

Five matches, each in front of 50,000 spectators – in addition to four group matches, a quarterfinal will also be played in Volksparkstadion.



THE HEILIGENGEISTFELD

The Heiligengeistfeld: in the centre of the St. Pauli district, up to 40,000 fans can cheer together here in the Fan Zone.



HAMBURG'S ELBPILHARMONIE – KICK-OFF FOR UEFA EURO 2024

With the Final Draw, the draw for the group stage of UEFA EURO 2024, the Elbphilharmonie marked the brilliant start of the tournament.

Opened in 2017, the concert hall is a centre of attraction for all Hamburg residents and guests from all over the world. The spectacular building, surrounded on three sides by water, combines two concert halls, a large music education area, restaurants, a hotel and the public Plaza, which offers visitors a unique panoramic view over the entire city. Artistic quality, variety and accessibility characterise the musical programme of Hamburg's cultural landmark. The Elbphilharmonie, built at the western tip of the modern Hafencity district and Europe's largest inner-city urban development project, in the direct neighbourhood of the UNESCO World Heritage Speicherstadt and Kontorhaus commercial district with the Chilehaus business centre, serves as a symbol of the city's past, present and future.

ARTISTIC DIVERSITY IN THE ELBPILHARMONIE

Diversity, top quality and the breaking-down of genre boundaries – this is what the Elbphilharmonie's artistic programme stands for. Unamplified music is at the centre of the programme: orchestral concerts, chamber music, piano and song recitals, choral works, concertante or semi-staged opera evenings, and sometimes also dance accompanied by live music or film screenings. In addition, the

Elbphilharmonie offers its audience an exquisite programme with the best of jazz, rock and pop, together with a hand-picked selection of music of all varieties from outside of Europe. With the Elbphilharmonie, Hamburg has become an important staging post on the touring schedules of top international soloists and orchestras – and exciting up-and-coming artists can also be discovered here. The heart of the Elbphilharmonie is its large concert hall. About 2,100 seats are arranged like vineyard terraces around a stage in the centre. No seat is further than 30 metres away from the conductor's podium.

INTERNATIONAL STARS: THE ELBPILHARMONIE AS A STAGE FOR MUSIC, CULTURE AND SPORT

With the Berlin Philharmonic Orchestra, the Royal Concertgebouw Orchestra, Yuja Wang and Sir Simon Rattle, the big names of the classical music world are once again guests in Hamburg this season. Other cultural areas also find a stage in the Elbphilharmonie: fashion designer Karl Lagerfeld, a native of Hamburg, even used the Great Hall as an XXL catwalk in 2017.

More information:

www.elbphilharmonie.de/en/

Two programme tips for the summer

26/04–02/06

Hamburg International Music Festival

Programme highlights to close the season: the great Hamburg orchestras and star guests explore the theme of "War and Peace".

21/08–04/09

Elbphilharmonie Summer

Vibrant mix of musical treats: the best orchestras with renowned conductors and soloists, rousing jazz and exciting world music.

THE BIGGEST EURO DRAW OF ALL TIME

Kick-off for UEFA EURO 2024: Hamburg staged the group draw in the harbour as an impressive container installation.

THE HAMBURG HARBOUR AS A SPECTACULAR SETTING

Not far from Hamburg's Elbphilharmonie, the Hanseatic city offered another spectacle for the UEFA EURO 2024 group draw on 2 December 2023: 25 containers, 12 70-tonne reach stackers, 70 port employees and a unique result. A 12-metre-high container structure made the Final Draw of UEFA EURO 2024 an impressive experience for the whole of Europe. With containers in the design of the flags of the participating countries, the draw was recreated in a spectacular way simultaneously with the event in the Elbphilharmonie.

THE PRELUDE TO A UNIQUE FOOTBALL SUMMER

American football and football enthusiast, coach and TV expert Patrick Esume is the official host city ambassador for Hamburg. He is looking forward with great anticipation to the EURO in Germany and especially to his home city as host.

"We are looking forward to welcoming fans from different countries to Hamburg and experiencing an unforgettable tournament together – characterised by goosebump moments, friendship and solidarity, in the truest sense 'United by Football'. Hamburg is a sport-loving and hospitable city. Cosmopolitanism, internationality, a commitment to diversity and a passion for sport are all very important here. The enthusiasm for and anticipation of this event can be felt everywhere. Because great things start here in Hamburg!"



And because Hamburg and football belong together just as much as Hamburg and shipping containers, perhaps the Hanseatic city will once again be stacking high and colourful during EURO ... Stay tuned!



THE VOLKSPARKSTADION

The Volksparkstadion (Volkspark Stadium) in Hamburg's Bahrenfeld district is the home stadium of the Hamburger SV. The stadium seats up to 57,000 people for league matches, and 50,000 spectators will be admitted for EURO matches.

In addition, more spaces for wheelchair users were installed for the tournament. A total of 130 spaces have now been provided instead of the previous 75. The HSV has decided not to leave this as a temporary measure. The wheelchair spaces will remain, which means the club will permanently forgo several seats.

THE HOME TURF OF THE HAMBURGER SV, AND THE VENUE FOR UEFA EURO 2024

In addition to HSV's home matches, the Volksparkstadion regularly hosts international football matches. The stadium was the venue for the 1974 and 2006 World Cups and the 1988 European Championship, and teams that are assigned Hamburg as their venue can be optimistic about winning the title. Hamburg is the only stadium in Germany where the subsequent title holder has always played. Famous matches at the Volksparkstadion include the German derby between East and West in 1974 and the Europa League finale in 2010.

Matches in the Volksparkstadion during UEFA EURO 2024

Group matches

16/06, 3 p.m. Poland – Netherlands
19/06, 3 p.m. Croatia – Albania
22/06, 3 p.m. Georgia – Czechia
26/06, 9 p.m. Czechia – Türkiye

Quarterfinal

05/07, 9 p.m. W41 – W42



As the Czech national team will be playing two preliminary round matches in the Volksparkstadion, the team will be staying at the Steigenberger Hotel Treudenberg in the Hanseatic city – and training in neighbouring Norderstedt.

FROM FOOTBALL LEGENDS TO INTERNATIONAL MUSIC STARS

The Volksparkstadion also includes the HSV Museum, where the history of this traditional club is brought to life. Daily stadium tours offer a look behind the scenes, and in the Die Raute fan bistro, you can enjoy delicious meals while looking out onto the stadium pitch. But the Volksparkstadion is not only home to football. The German Athletics Championships have already been held here four times. Concerts are also regularly performed at the venue. Beyoncé, Metallica and Paul McCartney, among others, have thrilled visitors with their world-famous songs.

More Information:

www.hsv.de/en/



FOOTBALL BARS IN HAMBURG

Even if you can't get hold of a seat in the stadium or Fan Zone, you don't have to miss out on cheering together in Hamburg: countless football bars invite you to share the game's excitement with other fans.

10 FAMOUS FOOTBALL BARS IN HAMBURG

- Aalhaus**, Eggerstedtstraße 39, 22765 Hamburg
Not only will football matches be screened here, but the winners of the international Aalhaus pub quiz will also be determined.
- Bodega**, Weidenallee 45, 20357 Hamburg
Guests can pass the time with darts and table football here or try their luck at bingo and pub quizzes.
- Capri-Stube**, Von-Essen-Straße 62, 22081 Hamburg
Barmbek's oldest pub has been inviting guests to a cosy get-together for many years.
- Der Fasan**, Eichenstraße 10, 20259 Hamburg
One of Hamburg's oldest student bars, which delights with its traditional rustic charm.
- Froggys**, Eimsbütteler Chaussee 29, 20259 Hamburg
This pub entices with Irish specialities, darts and table football.
- Jolly Roger**, Budapester Straße 44, 20359 Hamburg
The FC St. Pauli fan pub is located right next to the Millerntor and invites you to cheer on the footballers together.
- Knust**, Neuer Kamp 30, 20257 Hamburg
A former slaughterhouse that has been transformed into a popular nightclub where live concerts are regularly held.
- Otzentreff**, Otzenstraße 4, 22767 Hamburg
This small smoking pub has enjoyed great popularity for 13 years.
- Schramme 10**, Schrammsweg 10, 20249 Hamburg
In the heart of Eppendorf, this bar has welcomed guests for over 40 years.
- UnabsteigBAR**, Volksparkstraße 81, 22525 Hamburg
The HSV pub is located directly at the Stellingen S-Bahn station and is a meeting point for all HSV fans.



Overview of all 10 football bars

FAN ZONE HAMBURG

On 14 June, the Fan Zone Hamburg opens on the Heiligengeistfeld. In the heart of Hamburg, the area will be the home of UEFA EURO 2024 in northern Germany, with free admission until 14 July.

While five EURO matches will be played in the Volksparkstadion, a festival atmosphere will be created on the centrally located Heiligengeistfeld on every match day of the tournament. This is where fans of all teams meet and celebrate together.

FAN ZONE FOR UP TO 10,000 VISITORS ON 22 MATCH DAYS

In addition to a stage programme and broadcast screens, the Fan Zone area offers highlights such as a Ferris wheel, a beach club, a fan pavilion and an activity area – a perfect feel-good place for families, the international Hamburg football community and fans of the nations playing in Hamburg. In addition, the integrated football arena, with a focus on organised football tournaments and popular sports, offers space for 1,200 spectators. True to the UEFA EURO 2024 motto “United by Football”, the arena will host inclusion, homeless and queer tournaments as well as matches between school classes.

Worth knowing: all areas of the Fan Zone Hamburg are free of charge on EURO match days. On non-match days, selected events can take place in the Fan Zone, such as concerts, for which tickets must be bought.

PUBLIC VIEWING ON 15 MATCH DAYS

In addition to the Fan Zone area, football fans can look forward to a large public screening area. The area offers space for up to 40,000 spectators in a real stadium atmosphere. The 100-square-metre screen will show all Germany matches, the matches played in Hamburg as well as those of the final round. There is also a VIP area with a grandstand, a two-storey container facility and a perfect view of the screen.



GREEN FAN ZONE

UEFA EURO 2024 has set itself the goal of becoming the most sustainable major football tournament in Europe to date. The aim of the Fan Zone Hamburg and its local partners is therefore to be as climate-neutral and waste-free as possible. A comprehensive reusable system, waste separation for both visitors and operators and a bicycle cloakroom are just three components of a comprehensive sustainability concept. Social aspects such as inclusion through accessibility and multilingualism also play an important role. An awareness concept will ensure that everyone feels welcome and safe in the Fan Zone and knows where to find support should this not be the case.



IN THE VERY CENTRE: DISCOVER HAMBURG FROM THE FAN ZONE

Perfectly connected to the St. Pauli underground station, but also in the immediate vicinity of other stops, the Heiligengeistfeld next to the FC St. Pauli stadium is the perfect location for the Fan Zone. From Heiligengeistfeld, you can reach Hamburg’s most beautiful and famous sights such as the Reeperbahn, the Landungsbrücken, the Elbphilharmonie or the Sternschanze within a few minutes on foot, by bike or by public transport. If you come with your own bike, you can leave it in a guarded parking space. If you don’t have your own bike, you can hire a StadtRAD, Hamburg’s flexible bike-sharing system, via an app.

HOST CITY HAMBURG MEDIA CENTRE

The Host City Hamburg Media Centre is part of the Fan Zone. It is centrally located and complements the media centre in the Volksparkstadion, offering a nice atmosphere and a comprehensive media service for Hamburg.

The most important information at a glance:

- Contact point for international, national and local media and influencers
- Well-equipped workstations, lounge area, catering, high-speed LAN/WLAN (fibre optic)
- Media service: Hamburg highlights and stories, support and tips for journalists, influencers and TV crews (incl. filming permits), interview arrangements, media programmes (e.g. Elbphilharmonie, port, culture, music), tickets and vouchers, content and footage
- Access to the Fan Zone Hamburg with public screening

Access via UEFA credentials

or accreditation:

mediacentre@marketing.hamburg.de

More information:

www.hamburg-tourism.com/fan-zone



UEFA EURO 2024 CULTURE PROGRAMME

Kick-off and curtains up: a varied cultural programme is taking place in Hamburg around the EURO. Exciting projects combine football and culture in the Hanseatic city.

Dance, performance, music and opera – thanks to funding from Stiftung Fußball & Kultur EURO 2024 gGmbH, numerous projects can be realised.

FC ST. PAULI PRESENTS: THE GAME WITH MATTHEW HERBERT

The project The GAME represents an artistic approach between the dramaturgy of a football match and the creative process of a musical composition. The well-known electro-music artist Matthew Herbert will create the basis for a composition for two ensembles, electro and classical, which will be performed live during the match between FC St. Pauli and VfL Osnabrück on 12 May. A conductor will be the only participant watching the football match on a monitor. The two ensembles will each take on the role of one of the football teams and will be conducted according to the events of the football match.

KAMPNAGEL HAMBURG, FC ST. PAULI AND JUSTE DEBOUT

JUSTE DEBOUT is the most important hip-hop dance competition in the world. The French organiser is coming together in a unique collaboration with Kampnagel and FC St. Pauli to stage the grand finale in the Sporthalle Hamburg shortly before UEFA EURO 2024, in which more than 140 of the

world's best dancers will compete against each other. In the days leading up to the grand finale, the crème de la crème of the urban scene will exchange ideas in various formats. Participation, team spirit, diversity, cohesion and representation – dance has a lot in common with football.

27/05 to 01/06

Finals: 01/06, Sporthalle Hamburg



VIVA CON AGUA ARTS: 11 WALLS

The whole world is watching Germany during UEFA EURO 2024 – the Hamburg-based initiative Viva con Agua is using the 11 Walls | 11 Goals project as an opportunity to draw attention to current social issues. Eleven artists are designing eleven walls in eleven German cities. The design on each wall represents a specific social goal that aims to make our world a better place. The project runs from 1 March to 2 June and includes eleven large-scale murals in the ten host cities. The grand finale will take place at the Millerntor Gallery on 30 May.

31/05 to 02/06, Millerntor-Stadion
FC St. Pauli, www.11walls.org

A FOOTBALL OPERA IN THE OPERNLOFT

Where do emotions run as high as in football? In the opera, of course! This is where people love, argue and sing. The first football opera by the Hamburg Opernloft is not only about love for the team sport, but also about what happens to love within the sport. In a unique fusion of fan chants, football songs and heart-rending opera arias, the high-calibre ensemble brings an exciting piece full of energy, passion and drama to the stage.

Premiere on 31/05, Opernloft Hamburg in the old ferry terminal Altona

www.opernloft.de

FURTHER PROJECTS

30/05 (premiere)

Ahilan Ratnamohan: A FOOTBALL BALLET Klapping – a mixture of football moves and urban dance culture at Kampnagel.

31/05

Hools of Fashion by Migrantpolitans: production of EURO merchandise for diverse, non-binary teams, "Fashion intervention" at Millerntor Gallery and during the Live Art Festival at Kampnagel from 05/06 to 15/06.

28/05 to 02/06

Hamburg Dance Week: Hamburg's festivals from the local scene with jams and workshops by famous dancers.

07/06 to 09/06

GET A KICK OUT OF IT! Three cultural projects for UEFA EURO 2024. At Altonale, STAMP presents special cultural and site-specific formats that enable a direct, shared experience in public spaces:

1. **DREAM UP:**
24 artistic goal stagings
2. **BOUNCE THE BALL:**
A hip-hop production with projections
3. **YOU'LL NEVER WALK ALONE:**
An extraordinary night parade

Fundus Theatre: FC FUNDUS – theatre must be like football: at away games in Hamburg schools, the theatre team talks about their love of football and why they were no longer allowed or wanted to play at some point.

Mosaic FC, Anas Aboura, curator in Migrantpolitans at Kampnagel: interviews on YouTube with activists, community insiders, fans and football representatives about football culture, racism and inclusion.

Football Supporters Europe e.V.: as part of the Fan.Tastic Finals 2024 project, an innovative and digitally accessible exhibition on female national team fan culture in Europe is planned.



More information:
www.hamburg.de/kulturstadt/uefaeuro2024/

SIGHTSEEING: EXPERIENCE LIFE IN HAMBURG

Hamburg is a city with many facets and numerous sightseeing attractions – discover the most beautiful corners of the Hanseatic city.

SPEICHERSTADT

The Speicherstadt (literally: City of Warehouses) is probably the best-known symbol of the maritime history of the Hanseatic city of Hamburg. Together with the Kontorhaus district, including the Chile House, it has been a UNESCO World Heritage Site since 2015 and is now one of the city's most beautiful sightseeing attractions. Visitors to Hamburg can expect an idyllic setting that is scarcely to be found in any other world port: Wilhelmine Brick Gothic architecture from the *Gründerzeit* (Age of the Founders), bizarre gables and turrets, the reflections of which can be seen in the canals.

A TOUR AROUND THE HARBOUR

Approximately 8,700 ocean-going ships from all over the world call at Europe's third-largest port every year. From the Hamburg cruise terminal and the historic Speicherstadt and the St. Pauli piers to the modern container harbour, it smells of freedom and distant lands. On a boat tour or when visiting one of the legendary museum ships, visitors can experience first-hand why Hamburg is known as the "Gateway to the World".



ALTONA FISH MARKET

Every Sunday morning since 1703, pretty much everything that isn't nailed down has been traded at Hamburg's most traditional market. Legendary and a must for all visitors to Hamburg: almost everything can be found in the shadow of the 100-year-old Fish Auction Hall. At the Altona Fish Market, bargain-hunters meet people in the party mood who come here in the early hours of the morning after a long night on the Reeperbahn to enjoy live music, a last Astra beer or a fish sandwich.

ST. PAULI

St. Pauli, Hamburg's most famous district, is a meeting place for music lovers, football fans and gourmands. This is where Hamburg's heart beats. On the city's coast, the Elbe and the harbour, you can sit on bollards and gaze at ships or simply let the wild wind blow around your nose. Just a few metres away, in the heart of the St. Pauli district, you can experience the world-famous Reeperbahn. It is here in Europe's epicentre for entertainment, parties and live music that the Beatles laid the foundation for their career.



MICHEL

Hamburg has many great churches - but only one "Michel": on its platform at a height of 106 metres, it offers a fabulous (and airy) view over Hamburg, the harbour and the surrounding area. "Michel" is the nickname

of St. Michael's Church, one of Hamburg's main churches and one of Germany's most beautiful baroque churches. After an eventful history - built three times between 1647 and 1912 and completely destroyed twice - the main church of St. Michael's in Hamburg is still one of the most impressive buildings in the Hanseatic city today.

ALTER ELBTUNNEL (THE OLD ELBE TUNNEL)

When the St. Pauli Elbe Tunnel, also affectionately known as the "Old Elbe Tunnel", was opened in 1911, it was a technical sensation. Today, it is a nostalgic and well-maintained piece of Hamburg's history - and has already celebrated its 100th anniversary. The Old Elbe Tunnel leads through two tiled tubes, each with a diameter of 6 metres and a length of 426.5 metres, under the Elbe to Steinwerder, where it emerges into daylight again and offers magnificent views of the city.



JUNGFERNSTIEG AND ALSTER

For many Hamburg residents and visitors, it is the heart of the city centre: the Jungfernstieg promenade - a diverse connection between the Inner Alster Lake, surrounding shops and sightseeing attractions. Here you can enjoy being right on the waterfront between the Inner Alster, with the iconic Alster fountain, and the Outer Alster. The Jungfernstieg is the ideal starting point for shopping in the neighbouring department stores such as the famous and traditional Alsterhaus. Just a few minutes' walk away, visitors can admire the Town Hall, one of the city's most beautiful buildings.



MINIATUR WUNDERLAND

Here, visitors can admire the biggest model railway in the world: 1,166 trains with over 10,000 carriages, plus 16,491 metres of track, 289,410 figures, 145,000 trees, 10,330 cars, 4,669 buildings and bridges, and 47 aeroplanes in the air. Realistic, fully computer-controlled train operations and even day and night are simulated in this impressive and superlatively modelled landscape. The tiny counterparts of the containers in national flags also travelled through the model world on trains.



ST. PAULI BUNKER

Hard to miss from the Fan Zone on Heiligengeistfeld: a grey concrete colossus towers out of the Heiligengeistfeld, right in the heart of St. Pauli. Following extensive construction work, what is probably Hamburg's most spectacular construction and urban development project will offer a number of highlights from June 2024: a public roof garden that is probably unique in the whole of Europe, a fantastic panoramic view over the city and a planted "mountain path" that winds upwards around the outside of the bunker. In addition to a memorial for the victims of the Second World War, rooms for neighbourhood culture, exhibition spaces and a hall for sporting and cultural events are being created in and on top of the old anti-aircraft bunker. New hotel and catering facilities will also open here in June: in addition to the REVERB by Hard Rock Hotel with 134 rooms and suites, there are also hospitality highlights such as the Constant Grind, a coffee shop with panoramic views, the Karo & Paul, a three-storey bar with live music, the restaurant La Sala and the Green Beanie on the roof garden with a changing culinary offer.



ALSTERHAUS & NEUER WALL

Neuer Wall, located between Bleichenfleet and Alsterfleet, is Hamburg's exclusive shopping hotspot. The mix of tradition and modernity makes this part of Hamburg an unrivalled experience for visitors and locals alike. International flagship stores are combined with Hamburg institutions. Visitors can expect pure luxury in high-end shops for accessories, designer furniture and fashion. The historic Alsterhaus can also be found here. The counterpart to the KaDeWe in Berlin attracts visitors with delicacies and exclusive products on 24,000 square metres.

HAMBURG IN SUMMER AND AUTUMN

Hamburg's summer and autumn offer a variety of cultural, entertaining and culinary highlights. The following pages offer you an overview.

5 DIGITAL CULTURE AND ENTERTAINMENT OPTIONS IN HAMBURG

- **Planetarium Hamburg:** The planetarium offers unique audiovisual impressions and explanations of the fascinating connections between our earth and the cosmos - a 360° experience for all your senses.
- **Yullbe:** Visitors are shrunk into the centre of Miniatur Wunderland with the help of VR equipment.
- **Museum of Illusions Hamburg:** Holograms, optical illusions and immersive spaces that challenge the senses and amaze the mind - an interactive exhibition for all ages.
- **Tutanchamun:** The immersive exhibition experience allows visitors to immerse themselves in the world of pharaoh, open until 20 June.
- **Digital Art Museum:** Europe's largest and first digital museum in Hafencity Hamburg opens in 2025.

5 CULTURE EXHIBITIONS IN HAMBURG

- **I.M POSSIBLE Anything goes!:** The Museum für Kunst und Gewerbe Hamburg presents European and Japanese designer fashion, until 6 July 2025.
- **The Myth of Spain. Ignacio Zuloaga (1870- 1945):** The Bucerius Kunst Forum is celebrating the great rediscovery of an artist and his paintings depicting the identity of Spain, until 26 May in Hamburg.
- **The Ephemeral Lake:** Inspired by Caspar David Friedrich, the Hamburger Kunsthalle presents immersive art, until 27 October in Hamburg.
- **Ready to Party!:** Roman and Greek festivities take centre stage at the Museum für Kunst und Gewerbe Hamburg, until 25 August in Hamburg.
- **Jakob Lena Knebl und Ashley Hans Scheirl Passage:** A cooperation between the Deichtorhallen and the Palais de Tokyo, Paris, from 27 April to 16 September.



5 EVENTS IN HAMBURG

- **Open Mouth Hamburg Food Festival:** the food festival enters its second round, from 12 to 16 September
- **Hamburger Pride Week and CSD Parade:** Hamburg celebrates Pride Week from 27 July to 4 August
- **Hafengeburtstag Hamburg:** from 9 to 12 May, the Port of Hamburg celebrates its 835th birthday with the largest port festival in the world
- **Sommerdom:** the folk festival with tradition, from 26 July to 25 August
- **12th Millerntor Gallery:** the international art, music and culture festival, from 31 May to 2 June



5 NEW CULINARY HIGHLIGHTS IN HAMBURG

- **Blattgold:** the vegetarian restaurant that uses regional and seasonal products
- **Koer:** casual fine dining and drinking
- **Cardamom:** traditional dishes and flavours of Indian cuisine with a modern twist
- **La Sala – in St. Pauli Bunker:** Hamburg's new large living room with a show kitchen
- **Le Big TamTam:** the new food court in the Hanse-Viertel shopping centre

5 NEWLY OPENED HOTELS IN HAMBURG

- **REVERB by Hardrock:** Germany's first Hardrock Hotel on the St. Pauli Bunker
- **Novotel Hamburg Central Station:** in the heart of Hamburg, in the immediate vicinity of Hamburg's main railway station
- **The Cloud One Hamburg-Kontorhaus:** sleep like on clouds, in the heart of Hamburg
- **Gasthaus Villa Viva:** a hotel that builds wells, in the historic Münzviertel district
- **Leonardo NYX Hotel Hamburg in Hammerbrook:** the eighth NYX Hotel in Hamburg, not far from the main railway station

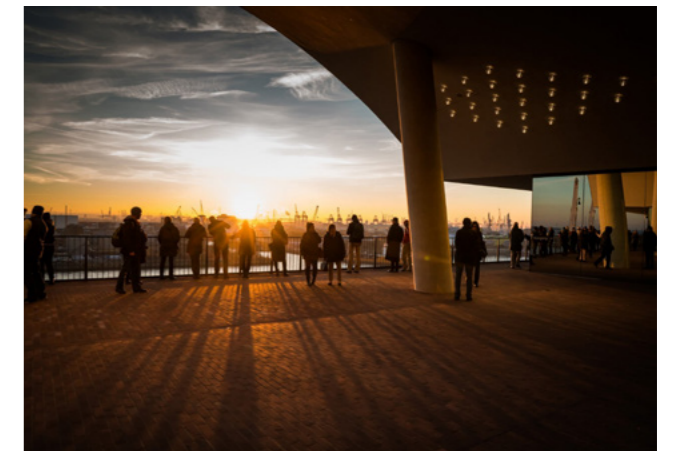
5 BARS FOR A NIGHT OUT IN HAMBURG

- **Ba Nomu:** Asian-inspired bar art in the centre of Hamburg
- **Standard Aperitivo Bar:** in the St. Pauli district, small dishes are served with drinks
- **Karo & Paul – in St. Pauli Bunker on three levels:** 01 – Drink & Dance, 02 – Drink & Snack, 03 – Drink & Socialise
- **Skyline Bar 20up:** marvel at the skyline over a drink at a height of 90 metres
- **The Local:** casual fine drinking in the Altona district



5 BREATHTAKING VIEWS OVER HAMBURG

- **Bunker St. Pauli:** in the midst of greenery, visitors can let their gaze wander over Hamburg from a lofty height
- **Rooftop terrace Cloud One:** with a wonderful view of the Speicherstadt
- **The Michel:** a tried-and-tested classic that rewards you with a fantastic panoramic view after a few steps
- **Elbphilharmonie Plaza:** a view of the harbour or the city? Both are possible on Hamburg's largest balcony
- **Stintfang Youth Hostel:** for the best view of the Landungsbrücken



HAMBURG: CITY OF MUSIC AND CULTURE

Music and culture bring the Hanseatic city to life. Let yourself be enchanted by art, music, theatre and musicals – there is guaranteed to be something for everyone.

TOP 5 MUSIC FESTIVALS

- **Reeperbahn Festival:** four-day club festival on the Reeperbahn, from 18 to 21 September
- **Elbjazz:** international jazz festival in the Port of Hamburg, from 7 to 8 June
- **Dockville:** music and arts festival in Hamburg's Wilhelmsburg district, from 16 to 18 August
- **Wacken Open Air:** an iconic festival for more than 30 years for metal fans in the metropolitan region Hamburg, from 31 July to 3 August
- **Hurricane Festival:** one of Germany's biggest festivals, between Hamburg and Bremen, from 21 to 23 June



TOP 5 MUSIC CLUBS FOR GOING OUT

- **Indra Musikclub:** where the Beatles' career began
- **Uebel & Gefährlich:** music club in St. Pauli Bunker
- **Golden Pudel Club:** alternative scene club directly at the Elbe
- **Mojo:** groovy jazz, funk and soul club, partly below the Reeperbahn
- **Molotow:** indie rock club with live music on multiple levels

TOP 5 MUSICALS AND THEATRES

- **Stage Theatre in the port – Disney's Lion King:** a classic, with music by Sir Elton John and original African rhythms
- **Stage Theatre Neue Flora – Disney's Hercules:** the heroic musical celebrated its world premiere in Hamburg on 24 March
- **Mehr! Theatre – Harry Potter and the Cursed Child:** how the magical story continues ...
- **Deutsches Schauspielhaus Hamburg:** Germany's largest theatre, in Hamburg's St. Georg district, with 1,200 seats
- **Thalia Theatre:** one of Hamburg's three state theatres, with a changing programme



5 MUSEUMS IN HAMBURG

- **Bucerius Kunst Forum:** changing exhibitions, from antiquity to the present day
 - **Deichtorhallen Hamburg:** museum for contemporary art and photography
 - **Hamburger Kunsthalle:** one of the most significant and famous art museums in Germany
 - **Kunstverein in Hamburg:** the programme features young, international artistic positions
 - **Museum für Kunst und Gewerbe Hamburg:** includes collections from various periods of European, Islamic and Far Eastern culture
- More information:**
kunstmeile-hamburg.de/en/galleries.html

SPORTS CITY HAMBURG

Whether on foot, by bike or in a canoe – Hamburg and the surrounding area can also be easily explored in a sporting way. And if you prefer to cheer on others being active, there are plenty of opportunities to do so this summer.

HAMBURG BY BIKE

The quickest way to get to know Hamburg is by bike. Many places worth seeing can only be reached quickly and easily by bike, especially thanks to the huge number of cycle paths and cycle routes. The most popular tour leads along the Elbe from Blankenese to the city centre – with beaches, container giants and plenty of restaurants along the way. The Old Elbe Tunnel is an absolute insider tip: take the historic lift and bike through the tunnel to the other side of the harbour, where a fantastic view of the Hamburg skyline awaits.



TOP 5 BICYCLE TIPS

- The best **photo spots** for cycling
- Don't want to cycle alone? The perfect alternative: with a **cycling guide** to Hamburg's most beautiful places
- The best **destinations** for a bike tour
- All **information** for exploring Hamburg on two tyres
- No bike? No problem: with **StadtRAD**, the many service stations and **bike routes**, Hamburg can easily be explored on two tyres

Hamburg Active City

The Hamburg Senate has set itself the goal of promoting sport in Hamburg in a comprehensive, long-term and sustainable way. Through its efforts to enable Hamburg residents to lead an active, health-conscious lifestyle, Hamburg is one of only six cities in the world to be recognised as a "Global Active City". Hamburg is a city where sport, exercise and activity are increasingly part of people's everyday lives. A city that takes sport seriously and values it. That's why Active City Hamburg ensures sport has the best starting conditions to develop its strengths – in its own interest, but even more so in the interest of the people who live in Active City Hamburg.

More information:

www.hamburg-activecity.de/en



TOP 5 SPORTS ACTIVITIES

- **Ice rink and roller-skating rink:** The park Planten un Blomen is home to Germany's largest open-air ice rink – from spring to autumn it serves as a roller-skating and skateboarding rink for young and old alike
- **Pedalling and rowing:** When the weather is good, Hamburg residents and visitors are drawn to the water: various providers around the Alster offer SUP, pedal boat and canoe hire



- **Outdoor swimming:** In the Stadtparksee natural pool, you can soak up the sun and swim large lengths – the pool measures 124 by 107 metres
- **Funtastic minigolf:** Movement is also possible in less favourable weather – mini-golf meets adventure trip and mysterious underwater world in the Schwarzlichtviertel
- **Bouldering in the Bunker:** Climb new heights at urban apes in the St. Pauli Bunker, with a wall area of 800 square metres

TOP 5 SPORTS EVENTS TO CHEER ALONG

- **Hella Hamburg Half Marathon:** The route starts in the heart of St. Pauli, runs along the Elbe, through the city centre and around the Außenalster, on 30 June
- **World Triathlon in Hamburg:** The course starts at Jungfernstieg and ends at Rathausmarkt, with swimming in the Alster, from 13 to 14 July
- **American Football in Hamburg:** The Hamburg Sea Devils inspire with American football, on 14 July for a second time with a game in the Volksparkstadion
- **Hamburg European Open:** The 118th edition of one of the most traditional tournaments on the ATP calendar, from 13 to 21 July
- **Cyclassics:** Germany's biggest cycling event with an exciting supporting programme, on 8 September



FOOTBALL IN HAMBURG

Football has a long tradition in Hamburg. Of more than 400 clubs in Hamburg and the surrounding area, HSV and FC St. Pauli are undoubtedly the best known. Both clubs also enjoy great international popularity.

Anyone who talks about football in Hamburg, can't avoid the two big traditional clubs. Even if you're not interested in football, you'll know immediately when a game is about to take place when you stroll through the city. The proudly-worn fan scarves in blue or brown cannot be overlooked.

HAMBURG'S PROUD DIAMOND: THE HSV

HSV was formed in 1919 through the merger of three clubs and is one of the football clubs with the richest tradition in Germany. The club's history of gaining six championship titles and three cup victories is outshone by winning the European Cup of Champions in 1983. The club's home matches are played in the Volksparkstadion. HSV's 1st men's team was one of the founding members of the Bundesliga (German Football League) and was represented in the Bundesliga for almost 55 years. Then, in 2018, something happened that many fans had thought impossible: HSV was relegated from the Bundesliga. It has played in the 2nd Bundesliga since the 2018/19 season.



COLOURFUL, ALTERNATIVE AND ROCK 'N' ROLL: FC ST. PAULI

FC St. Pauli also plays in the 2nd Bundesliga. The club has existed since 1910, and its home ground is Millerntor Stadium. Its history is characterised by ups and downs, but one thing has never changed: FC St. Pauli has always been more than just a football club and, like the neighbourhood after which it is named, is colourful, diverse and political. Club and fans form one big family that clearly opposes homophobia, racism and sexism. St. Pauli was the first club in Germany to ban racist and sexist remarks in its stadium regulations.



WOMEN'S FOOTBALL IN HAMBURG

HSV's 1st women's team has also played in the 2nd Bundesliga since the 2023/24 season, after becoming champions of the Regional League Nord in the previous season. The 1st women's team of FC St. Pauli also plays in this league. The two clubs met in the 2023/24 DFB Women's Cup and set a record attendance for women's football in the Hanseatic city: 19,710 spectators watched the match at Millerntor Stadium.

WELL-KNOWN FOOTBALLERS ASSOCIATED WITH HAMBURG:

Uwe Seeler is inextricably linked with HSV, for whom he played throughout his entire career. He played in the 1958, 1962, 1966 and 1970 World Cups. His foot has been immortalised as an oversized bronze sculpture at the Volksparkstadion.

Kim Kulig played for HSV from 2008 to 2011. In September 2009, she won the European Women's Championship with the national team.

Manfred Kaltz, Horst Hrubesch and Felix Magath were the supporting pillars on the way to the Football Olympus. Exactly 40 years ago, they celebrated the greatest success in the club's history with HSV by winning the European Cup in Athens. The trio were crowned European champions back in 1980.

Rafael van der Vaart played for HSV twice. The 2010 World Cup runner-up played here from 2005 to 2008 and 2012 to 2015.



Son Heung-Min joined HSV in 2008 and even played in the youth teams, and he remained in the Hanseatic city for five years. The current captain of Tottenham Hotspur became the first Asian player to be top scorer in the Premier League in 2022.

Walter Frosch became famous during his time at FC St. Pauli mainly because of his numerous yellow cards, especially in the 1976/77 2nd Bundesliga season. He was one of the main reasons why the DFB introduced an automatic ban after four and now five penalty cards.

FOOTBALL IN HAMBURG

Hamburg as a football location has a full and exciting history. Welcome to a fascinating chapter full of stories through which the pulse of Hamburg as a football location can be felt!

WHEN GAMING, FOOTBALL AND DIGITAL MARKETING GO HEAD-TO-HEAD IN HAMBURG

The German social media star Trymacs has inspired people with his streams for a long time. He has over 2 million subscribers on YouTube, and as many as 3 million and more people follow him on Twitch. Football has been his companion since his youth.

He decided to set up his own team, for which he joined up with the sports club SC Victoria Hamburg. His team, SSV Hardstuck, has existed since 2022. Trymacs himself and his friends and fellow streamers play there.

SSV Hardstuck's home matches attract an average of 800 spectators, and the videos collect around half a million clicks on YouTube each time.

The OMR Festival in Hamburg also shows how well the link between the online and offline worlds works. Every year, tens of thousands of people from the digital marketing and technology sectors come together there.

Two days are fully dedicated to digital topics, networking, and news from the world of marketing. This year's festival also focused on exciting topics from the world of sport, such as creative marketing in football.

Digitalisation is also an important topic for Hamburg outside of the OMR Festival. With the platform startup city hamburg, the city supports start-ups with information on all aspects of founding a company (e.g. funding and financing options) and networking opportunities.

FOOTBALL AS A BRIDGE: SHAKHTAR DONETSK FINDS A TEMPORARY HOME IN HAMBURG'S VOLKSPARKSTADION

The eastern Ukrainian football club Shakhtar Donetsk has no longer been able to play in its own stadium since 2014 due to the war situation. The 14-time Ukrainian champions are playing their international matches, such as their Champions League home games, at the Volksparkstadion in the 2023/24 season.

And with success: they defeated FC Barcelona 1:0 in November. This situation shows the special bond between Hamburg and the Ukraine.

The Hanseatic city and the Ukrainian capital Kyiv are linked by the Pact for Solidarity and Future. In this pact, they have agreed to support each other in crisis situations and to work together on the development of their cities. Due to the present ongoing war situation, Hamburg is currently focusing on supporting Kyiv.

In addition, Kyiv's mayor Dr Vitali Klitschko has special ties to the city of Hamburg. He and his brother Wladimir moved from their home city of Kyiv to Hamburg in the mid-1990s and began their world careers as professional boxers from here. Moreover, the city of Hamburg, in cooperation with #WeAreAllUkrainians, the Hamburg Chamber of Commerce and Hanseatic Help e.V., has provided aid to the Ukrainian capital for over a year. Relief supplies, financial donations and knowledge transfer are helping to rebuild the Ukraine. This year, a care centre is to be set up in Kyiv for children who have lost their parents, had to flee or were displaced.

Further information on the Pact for Solidarity and Future can be found at www.kyiv.hamburg.de



A DIFFERENT PERSPECTIVE: FROM BUNDESLIGA TITLES TO INTERNATIONAL TOURNAMENTS AND A UNIQUE EXHIBITION IN THE SPEICHERSTADT

The Hamburg club FC St. Pauli is also very successful in blind football. The mixed team has existed since 2006 and has played in the German Blind Football League without interruption since the league was founded in 2008. They won the title in 2017, 2021 and 2022.

The player Serdal Çelebi is also the first blind footballer to score the Goal of the Month of the ARD Sportschau. In addition to the Bundesliga team, FC St. Pauli has also had a women's team since 2022, which has already successfully participated in international tournaments. Hamburg has hosted the international Masters under the leadership of FC St. Pauli Blind Football since 2008 under the motto Keep your mind wide open. Top teams from all over the world meet there and make the sport accessible to everyone.

Anyone who wants to discover more about how blind people perceive the world outside of football will find what they are looking for in Hamburg's Speicherstadt. In the permanent exhibition "Dialogue in the Dark", visitors can learn more about everyday life with blindness. Visitors are led by blind guides in complete darkness and experience a walk in the park or a visit to a café from a completely new perspective.



FROM GOAL SCORERS TO FIGHTING FOR WATER: HOW A FOOTBALL TRAINING CAMP MARKED THE BIRTH OF VIVA CON AGUA

Just what a training camp has to do with access to drinking water is shown by the story of Viva con Agua. In January 2005, the first team of FC St. Pauli travelled to Cuba for a training camp. Among them was midfielder Benjamin Adrion. Motivated by his impressions from the trip, he wanted to become socially involved in Cuba.

The lack of water supply in particular caught his attention. This is how today's non-profit organisation Viva con Agua, based in St. Pauli, was founded. It campaigns for safe access to clean drinking water and basic sanitation.

FC St. Pauli has been closely associated with Viva con Agua since the organisation was founded: the football club has made parts of its Millerntor Stadium available for the Millerntor Gallery social art and culture festival, which has taken place since 2011. There are also large Viva con Agua deposit bins at FC St. Pauli's home matches, into which spectators can donate their returnable deposit cups.



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