



# HAMBURG on Tour

*It's back! HAMBURG FESTIVAL returns for a second year - bringing Londoners a taste of Hamburg*



Last year's event brought a burst of music, tastes and culture from Hamburg to London and this year they look to build on the success, which saw a footfall of over 11,000. On Saturday 1 and Sunday 2 September, Hamburg on Tour (organised by the Hamburg Convention Bureau GmbH) will be back and bringing along with it a fabulous one-of-a-kind pop up event – [HAMBURG FESTIVAL](#). Shoreditch will once again showcase this lively and vibrant city through food, art and live music.

[Hamburg's Metropolitan Region](#) hosts over 100 lively festivals each year and with the opening of the iconic [Elbphilharmonie Hamburg](#) concert hall last year, the Hanseatic City is now more than ever a thriving music capital.

The free event has teamed up with a host of exciting Hamburg festivals including: [ELBJAZZ](#), [Wacken Open Air](#), [MS DOCKVILLE](#), [Hurricane Festival](#), and [Reeperbahn Festival](#), all bringing a selection of their bands to the London stage for two days of great live music. The festivals range in music styles from Rock and Jazz to Metal and Alternative – bringing a taste of all musical genres for Londoners to enjoy.

Other event partners include Stefanie Hempel with her famous [St. Pauli Beatles Tour](#) – taking visitors on a sing-a-long Beatles journey and Hamburg's [LÜTTE HÖÖG](#), a Hanseatic craft beer combining the traditional German beer taste with the modernity of Hamburg, creating a liquid business card for the city.

HAMBURG FESTIVAL will bring a taste of Hamburg to Londoners through its live music, eye-catching art installations and interactive programme of activities in-house and on the streets of London. Foodies can enjoy an array of coffees from [Speicherstadt Kaffeerösterei](#) in a tasting, indulge in chocolate samples with [Chocoversum](#), enjoy a beer tasting with Hamburg's LÜTTE HÖÖG, and engage with live cooking demonstrations from the [COOK UP](#) Culinary Gallery for the chance to experience the true taste of [Hamburg](#). The visitors can furthermore experience the spectacular Elbphilharmonie Hamburg via a large interactive module at the event.



# HAMBURG on Tour

## **How to visit the event:**

Address: The Boiler House, 152 Brick Lane (part of the Old Truman Brewery)

Opening hours: 10am – 11pm on Saturday 1 and 10am – 6pm Sunday 2 September

Web: <https://london.hamburgontour.com/en>

Twitter: [www.twitter.com/hamburgontour](http://www.twitter.com/hamburgontour) #hamburgontour

Facebook: [www.facebook.com/hamburgontour](http://www.facebook.com/hamburgontour) @hamburgontour

Instagram: [www.instagram.com/hamburgontour](http://www.instagram.com/hamburgontour) @hamburgontour

## **List of Hamburg on Tour Festival Partners:**

[ELBJAZZ](#) | [Elbphilharmonie Hamburg](#) | [Hurricane Festival](#) | [Millerntor Gallery](#) | [MS DOCKVILLE](#) | [Reeperbahn Festival](#) | [Wacken Open Air](#) |

## **List of Hamburg on Tour Event Partners:**

[ADAMEVA](#) | [BID Reeperbahn+](#) | [Chocoversum](#) | [COOK UP Culinary Gallery](#) | [FC St. Pauli](#) | [fritz-kola](#) | [Hamburg Ministry of Culture and Media](#) | [Hamburg State Opera](#) | [Kevin McElvaney](#) | [Lemonaid](#) | [LÜTTE HÖÖG](#) | [Hamburg Metropolitan Region](#) | [Hempel's Beatles-Tour](#) | [Speicherstadt Kaffeerösterei](#) | [German National Tourist Office](#)

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## **Notes to Editor**

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Press Service: <https://www.hamburgontour.com/en/impressum/#presse>

Royalty-free Hamburg pictures for editorial use: [https://marketing.hamburg.de/mediaserver\\_en.html](https://marketing.hamburg.de/mediaserver_en.html)

Hamburg on Tour 2017 video: [www.youtube.com/watch?v=tBuoGaY57No](https://www.youtube.com/watch?v=tBuoGaY57No)

2017 Hamburg on Tour Report: [www.hamburg-convention.com/epaper/hamburg-on-tour-london-2017/index.html](http://www.hamburg-convention.com/epaper/hamburg-on-tour-london-2017/index.html)

### **Hamburg travel information**

Information on Hamburg / offers for trips to Hamburg: [www.hamburg-travel.com](http://www.hamburg-travel.com)