



New to Munich – Autumn/Winter 23 & Outlook on 2024

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Sightseeing news



The Deutsches Museum with 19 new permanent exhibitions

In July 2022, the first part of the new Deutsches Museum, the world's largest technology and science museum, has opened to the public. After seven years of intense work, the first renovation phase has been completed. The Deutsches Museum now houses 19 new permanent exhibitions on

20,000 square metres. The variety of topics ranges from atomic physics to robotics. The entire modernisation of the building is expected to be completed in 2028, in time for the 125th anniversary of the museum's founding. In 2023 the museum was awarded the state Sigel "Bavaria accessible for all" for its manifold activities in this context. They range from key models and guided tours in sign language to simple language explanations throughout the museum.

Contact: presse@deutsches-museum.de



Reopened: Bier- und Oktoberfest Museum (Beer and Oktoberfest Museum)

In the city's oldest town house (dating from 1340), the Bier- und Oktoberfest Museum (Beer and Oktoberfest Museum) is now conveying an important part of Munich's way of life in a more modern and visitor-friendly way. The renovation focused on fewer showcases and more experiences for all senses.

Now, video installations are used to tell visitors all about beer or to immerse them in the festival tent with music by the *Wiesnkapelle* and roaring party-goers. The tour ends with a freshly tapped Mass (1 litre beer in a mug) in the museum restaurant. Those who want to delve deeper can book a thematically related **city tour**, such as the beer and brewery tour, the tour of the Hofbräuhaus (beer hall) or the Oktoberfest tour during the Wiesn (Oktoberfest).

Contact Oktoberfest Museum: Lukas Bulka, bulka@bier-und-oktoberfestmuseum.de

Contact guided tours: tourismus.mediaservice@muenchen.de



500 years Bayerisches Staatsorchester (Bavarian State Orchestra)

The Bayerische Staatsorchester (Bavarian State Orchestra) is celebrating its 500th anniversary in 2023 with a diverse programme under the motto "Unplugged for 500 Years". In addition to established series such as the symphonic academy concerts or the chamber concerts in the Allerheiligen-Hofkirche (church), ex-music directors will be invited to conduct their

former orchestra. The orchestra members have chosen distinctive epochs and artistic personalities for the various chamber music formats to highlight significant chapters in the ensemble's history.

Contact: Michael Wuerges, michael.wuerges@staatsoper.de

New Virtual-Reality-Experience by TimeRide



In the new time-travel event "apud munichen – This is Munich!" by TimeRide Munich, visitors can embark on a journey through time with the Münchner Kindl (Munich Child), exploring Munich's history from its 12th-century inception to the present day. 360° virtual moving image scenes transport the guests right into the heart of the historical events, while a virtual balloon ride offers a bird's-eye view of Munich. This glimpse into the history closely



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intertwined with beer and the art of brewing is rounded off by a leisurely tasting of selected Munich beers. Tickets are available at <https://timeride.de/en/munich/timeridego>.
Contact: Julian Herbig, presse@timeride.de

New: Guided Tour of the Justizpalast (Palace of Justice)



The neo-baroque building with its striking iron and glass dome also boasts a magnificent interior. The central hall stretches over four floors with a total of almost 500 rooms and is frequently picked as a film set. Trained guides explain the court house's distinctive architecture and historical significance, spanning from the era of the Prince Regents to the Nazi justice system, including show trials against members of the Weiße Rose resistance group up to the latest

sensational court proceedings.

Bookings at <https://www.munich.travel/en/offers/booking/justizpalast-tour#/>
Contact for guided tours: tourismus.mediaservice@muenchen.de



Sir Simon Rattle in Munich from Autumn 2023

Sir Simon Rattle is one of the world's most popular conductors and will take up the position of head conductor of the Bavarian Radio Symphony Orchestra (BRSO) at the start of the **2023/24 concert season**. As a teenager, Simon Rattle had the opportunity to experience the Bavarian Radio Symphony Orchestra under the baton of Rafael Kubelik. For him, he says, this was a life-changing encounter. In addition to

the musical work, a focus is on the plans for the new concert hall in Werksviertel-Mitte district.

Contact Choir and BRSO: Claudia Kreile, claudia.kreile@br.de



Looking Forward to the Bergson Kunstkraftwerk (art gallery)

At the end of 2023, the Bergson Kunstkraftwerk will open in a listed former heating plant in the west of Munich. Envisaged to be Germany's largest gallery for contemporary art in terms of space, it will have a variety of event venues and gastronomy, a live club and a state-of-the-art concert hall.

Contact: Maximilian Maier, presse@bergson.com

Contact: City of Munich, Department of Labour and Economic Development
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Outlook 2024



Mountaineering in the Big City: The Alpine Museum

The Alpine Museum on Praterinsel (island on Isar river) will reopen in spring 24 after a complete refurbishment. Here, you can explore the centuries-old techniques of climbing rocky peaks throughout history and the challenges involved. Moreover, the museum hosts annually changing special exhibitions that address current topics of alpinism, such as climate change. The picturesque museum garden alone,

located directly on the Isar River, is worth a visit. It will also be redesigned as part of the renovation. Contact: Tina Gauß, Tina.Gauss@alpenverein.de



State Archaeological Collection – March 24

The State Archaeological Collection is expected to reopen its doors in March 2024 after many years of renovation. It was founded back in 1885 and today comprises five departments: Prehistory, Roman Period, Middle Ages and Modern Times,

the Mediterranean Collection and Numismatics. In an engaging new presentation, the museum utilizes archaeological finds to depict the history of mankind, spanning from prehistory to the present day. Munich artist Frank Schmolke's comics play a pivotal role in contextualizing various historical epochs and contemporary events. An underground special exhibition rounds off the museum experience. Additionally, during the summer, visitors can look forward to relaxing at the rooftop bar, conveniently located near the Eisbachwelle (river wave).

Contact: Julia Landgrebe, presse@archaeologie.bayern



2x2 Highlights for Sports Enthusiasts in 2024:

January 2024: European Men's Handball Championship EHF EURO 2024

Munich is one of six locations for the European Handball Championship 2024. The venue is Olympiahalle (Olympic Hall). The European Handball Championships will start on 10 January 2024, with the preliminary round matches scheduled for 11 to 16 January. A total of twelve matches will take place in those 6 days in Munich with teams like the current three-time world champion Denmark, Portugal, Czech Republic, Greece, Hungary, Serbia, and Montenegro.

<https://heretoplay.com/en/>.

Contact: Deutscher Handballbund e.V., info@dhb.de

Mid-year 2024: European Football Championships (UEFA EURO 2024)

The opening match of Group A of the European Championship will take place in Munich on 14 June 2024. Munich will be the venue for five further matches: <https://www.uefa.com/euro2024/>

Contact: media@uefa.ch

Boarding the New Wave – O2 Surftown MUC at Munich Airport:



Surfers at the Eisbach (man-made river) in the English Garden are legendary and have shaped Munich's reputation as Germany's surfing capital. Currently, a new surfing opportunity is emerging in Munich: SURFTOWN® MUC is in the process of constructing a 20,000 square metre artificial surfing facility, set to become a European surfers' paradise for both professionals and beginners. The entire system of

the facility is designed to be CO₂-neutral, uses renewable energies and relies on a sustainable water management concept. The opening is currently planned for summer 2024.

Contact: Marina Euchenhofer, surftown@dot-communications.de



2024 Opening of SAP Gardens

SAP Garden, a state-of-the-art multifunctional sports arena, is under construction in Munich's Olympiapark (Olympic Park). It will serve as the new home for EHC Red Bull München and provide an additional venue for FC Bayern Basketball.



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Additionally, the Olympiapark will host various sports-related events, including e-sports. The multifunctional sports arena is anticipated to open its doors in 2024. Contact: Media & Brand Department of Red Bull Stadion München GmbH, media@sapgarden.com

Exhibition Highlights



Damien Hirst – Germany’s first in MUCA

Some of Damien Hirst’s most iconic works will be on display in a major survey exhibition at the Museum of Urban and Contemporary Art (MUCA) from 26 October 2023. Titled “The Weight of Things”, the exhibition will showcase more than 40 works spanning 40 years of the artist's career. It encompasses installations, sculptures, and paintings, including previously unseen pieces, along with some of Hirst's most iconic series like Natural History (Formaldehyde Sculptures), Spin Paintings, Medicine Cabinets, and more. The closing date of the exhibition has not been announced yet.

Press Contact: Jessica Büthe, Loews PR, jessica.buethe@loews.eu



Myths of Spain - Ignacio Zuloaga

From 15 September to 4 February, the Kunsthalle München (art gallery) is showing Germany’s first comprehensive exhibition on the Spanish painter Ignacio Zuloaga (1870-1945), featuring around 90 works. Spain evokes many images in us: from bullfighters to passionate flamenco dancers and, considering the artistic legacy of Diego Velázquez and Francisco de Goya, beggars, dwarfs, and witches are added, along with humble peasants, ascetics, and penitents set against vast, parched landscapes shimmering with heat. In a period marked by increasing industrialisation and Spain's growing assimilation to European modernity, Zuloaga's mission was to

preserve the "Spanish soul" through these representations, and he gained international acclaim for his efforts.

Press Contact: Agnes Trick, presse@kunsthalle-muc.de

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Venezia 500. The Gentle Revolution of Venetian Painting.



The exhibition in the Alte Pinakothek (art gallery) from 27 October 2023 to 4 February 2024 is dedicated to the ground-breaking innovations of Venetian painting during the Renaissance and brings together 15 masterpieces from the Munich collection with around 70 internationally loaned works. The focus is on portraits and landscapes. With an unprecedented intensity, the leading masters of the 1500s, such as Giovanni Bellini, Giorgione, Palma Vecchio, Lorenzo Lotto, Titian and Tintoretto, dealt with the essence of man and nature – and also with the relationship between the two.

Press Contact: Jette Elixmann, presse@pinakothek.de

Turner – Three Horizons



He astonished his contemporaries and pushed the boundaries of visual representation and is hailed today as a revolutionary innovator and pioneer of modernism and abstraction: Joseph Mallord William Turner. From 28 October 2023 to 10 March 2024, the Lenbachhaus art gallery, in collaboration with Tate, London, a network of four art galleries in the United Kingdom, will showcase approximately 40 paintings, along with 40 watercolours and sketches spanning all phases of the artist's

career. Early on, his works boldly distanced themselves from living nature and in their reduction to colour, light and atmosphere, challenged the depictive function of the image, earning him admiration from subsequent generations for his remarkable modernity.

Press Contact: Claudia Weber, presse-lenbachhaus@muenchen.de



Museum Brandhorst – New Art Makerspace

Since 2023, the new "Factory Werkstatt" at Museum Brandhorst offers free courses and open studio formats. Inspired by Andy Warhol's famous studio in New York, the Factory serves as a creative hub for children, young people, and adults alike. Aligned with the current exhibitions in the museum, the space hosts introductory and advanced artistic courses, allowing participants to experiment with a wide array of artistic techniques. In addition, free children's and family programmes are offered every Saturday and Sunday. For more details, visit: <https://www.museum-brandhorst.de/factory/>.

Press Contact: Anna Woll, anna.woll@museum-brandhorst.de

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Two Exciting Interim Use Projects

Unlocking the potential of inhospitable and abandoned spaces
– here are two examples of Munich’s latest creative conversions:

Fat Cat

The former quarters of the Gasteig cultural centre are experiencing a vibrant revival with Fat Cat: it brings back to life theatre performances, performance installations, a glimpse into open studios and rehearsal rooms, dancing in the black box, exhibitions, and a huge rooftop bar. Everything is possible here: whether it’s the midnight bazaar or music, dance, theatre, film, art for young and old and even the gastronomic experience is not neglected.

Contact: info@fatcat-muc.de, info@kulturdachgarten.de

Lovecraft



The former department stores at Karlsplatz are being transformed into a “Cultural Warehouse & Social Hub” under the name of “Lovecraft”. This space won’t host concerts and parties like Fat Cat (closing at 8 or 10 pm at the latest). Instead, it will welcome temporary museums, trade fairs and markets. Shop windows will serve as exhibition spaces, while there will be stores and coffee bars on the ground floor. In total, eight floors will be utilised for art exhibitions, sports activities, cultural programmes, retail, gastronomy, and various events. Sammlung Goetz (the Goetz collection) will inaugurate a temporary museum in

the approx. 2000 sqm basement, featuring a sprawling multimedia installation by the artist duo **Nathalie Djurber & Hans Berg. The Experiment**, from 9/9/2023 to 28/4/2024.

Contact Sammlung Goetz: Cornelia Gockel, presse@sammlung-goetz.de

Contact Lovecraft: hello@lovecraft-munich.com



New Restaurants and Culinary Tips:

KOMU – New Fine Dining Restaurant

Christoph Kunz has realised a dream with KOMU, located in Hackenstrasse, right in the city centre. As head chef at Alois in Munich, he has earned prestigious accolades, including two Michelin stars and 18 points in the Guide Gault&Millau. Since August, his very own restaurant KOMU has become the new abode for his culinary expertise: www.christophkunz.de
Contact: hello@komu-restaurant.de



Gasthaus Waltz –

Upscale Austrian Cuisine in Glockenback District

The young Gasthaus Waltz combines Austrian classics with a top-tier wine list and the quaint charm of a traditional Munich inn. The owners Stefan Grabler and Markus Hirschler are sommeliers themselves and previously ran the Grapes wine bar in the Cortina Hotel for many years. This friendly inn’s concept stands for quality, a sense of home, origin and sustainability.
Contact: info@waltz-gasthaus.de



Schreiberei – Dual Concept of Fine Dining & Brasserie

On the first floor in Munich’s oldest town house, the Schreiberei, the team around Michelin starred chef Tohru Nakamura celebrates a fine dining spectacle with Japanese precision. On the ground floor, in the brasserie, the focus is on an architecturally and culinary open concept under the direction of host Marc Uebelherr. Here, food sharing is the norm – a cosmopolitan spirit that blends French cuisine with Italian flair and Spanish zest. The focus is on sustainability and ingredients sourced from the region. During summer, the charming inner courtyard with a fountain also becomes a popular spot.
Contact: kontakt@schreiberei-muc.de



Mural Farmhouse – The Taste of Home

The Mural Farmhouse at the new WunderLocke Hotel in the Obersending district is committed to using only locally sourced, seasonal products and ingredients preserved through traditional methods like fermentation. The heart of this innovative concept, conceived by restaurateurs Moritz Meyn and Wolfgang Hingerl is the use of herbs and vegetables grown in the more than 600-square-metre rooftop garden. Since summer 23, an additional 400-square-metre rooftop terrace is open to guests – serving as an extension of the Mural Farmhouse's two ground-floor restaurants: The team, led by chef Rico Birndt, caters for the 20-seat fine dining area, which offers a gourmet menu (awarded a Michelin star and a green Michelin star), as well as a 70-seat à la carte restaurant (also awarded a

green Michelin star).

Contact: Maria Pinzger, mp@pi-creative.de



The Young and Wild on Viktualienmarkt (food market)

At Viktualienmarkt, culinary enthusiasts can indulge in a wide array of delights, from traditional Bavarian to exotic delicacies. In addition to third-generation family businesses, the market is also home to new, young faces, like 31-year-old master confectioner Lea Zapf, who opened her market patisserie in the middle of the corona pandemic. Her "Luftikus" cream puffs are a speciality. Max and Moritz, both industrial engineers, kindled their passion for South African wines during their travels and have now secured a contract for a hip, young wine bar on the market. Mete Gür and Sarah Lange offer organic

reinterpretations of vegetarian Turkish cuisine. The Munich-based coffee roaster "Man versus Machine" supplies beans for the Turkish mocha, complemented by simit and pide, exclusively baked by Julius Brantner in Munich. Among the newcomers, whose offer is right on trend is the Kraut & Müller stand. Here, Susanne Müller from Upper Palatinate offers fermented and pickled vegetables, as well as preserved fruit. München Tourismus organises regular tasting tours on Viktualienmarkt. Contact – Lea Zapf: lea@leazapf.de; Contact Max und Moritz: shoana@the-winestore.com, Contact Mete Gür and Sarah Lange: wein@guermet.de; Contact Susanne Müller: kontakt@krautundmueller.de; Press contact tasting tours: tourismus.mediaservice@muenchen.de



Probably the Most Stylish Bakeries in Town – Organic Baker Julius Brantner



In 2022, Julius Brantner introduced two new bakeries to Munich, one in Schwabing at 24 Nordendstrasse and one in the Old Town at 1 Kreuzstrasse. Even before, at his former location in Türkenstrasse, he was celebrated like a pop star. A key factor to his success: the dough is freshly prepared and baked on site, while customers can witness the bakers at work. Julius Brantner continues the family's baking tradition, now representing the third generation. He gets his flour from Drax-Mühle, a mill located about fifty kilometres east of Munich. Monika Drax is one of the few female millers in Germany. A must-try at the bakery is the rye bread with fermented apple pieces.

Contact: Guilia Kipp, giulia@julius-brantner.de

Giorgia Trattoria – Italian Cuisine in a Flower Power Ambience



The Giorgia Trattoria in Haidhausen welcomes you with a slightly kitschy good-mood mix of pop-coloured floral wallpaper, a marble bar counter, mirrored ceiling and disco restrooms. The seasonally changing menu features traditional dishes from all corners of Italy, including truffle pasta, burrata pizza or carbonara from the pecorino loaf. It is also a treat for dog lovers, at least in terms of design: Oversized dog heads stare from the back of the XXL menus and the wine glasses

are emblazoned with the image of the late Munich fashion tsar Rudolph Moshammer with his Yorkshire terrier lady Daisy. Behind Giorgia Trattoria stands the Big Mamma Group, known for their funky gastronomic concepts. Giorgia Trattoria is the group's first restaurant in Germany.

Press Contact: White Communications, Romeo Tavian, tavian@white.de



New hotels

JW Marriott at Karlsplatz (square) – planned to open in 2024

In the centre of Munich – Karlsplatz 25 – an architecturally spectacular new building, the **JW Marriott**, is taking shape according to the plans of the Spanish architectural firm Nieto Sobejano. The luxury hotel will have 108 rooms and suites. Included in the concept are a rooftop restaurant and bar with a spectacular view over Munich.

Rosewood Hotel



On 29 September, Germany's first **Rosewood Hotel** will open its doors in Munich. This will be the seventh hotel of the US luxury hotel group in Europe. Cutting-edge designs set the tone behind the historic neo-baroque and rococo façade of Kardinal-Faulhaber-Strasse 1 and the adjacent Palais Neuhaus-Preysing. Here, on over 20,000 square meters, the hotel offers a total of 73 rooms and 59 suites. A special feature is the open-concept design with a spa, restaurant and bar, which will be accessible to

the public through separate entrances from the outside.

Contact: Agence Melchior, Laure Munch, laure@agencemelchior.com



Munich Marriott Hotel City West – Opening in early September

Just in time for the Wiesn (Oktoberfest), the new **Munich Marriott Hotel City West** has opened in Munich's Westend district. It comprises 398 rooms, 12 suites, 20 twin rooms, a 2,400 square metre event space distributed across 20 flexible rooms, along with a 1,000 square metre ballroom. A notable highlight is the rooftop terrace that offers panoramic vistas

stretching all the way to the Alps, if you have a clear view. The gastronomic offer includes, among other things, an Italian restaurant with vineria, which will also be accessible from the outside.

Contact: yannick.vanhuissteden@marriotthotels.com



Scandic München Macherei



The Scandic München Macherei presents a young hotel experience in the heart of Munich's new eastern quarter Macherei. Inspired by former brickworks in Berg am Laim, the hotel boasts an appealing clinker brick façade. On its nine floors, guests can choose from 234 rooms, all designed in a Scandinavian minimalist style. Originating from Sweden, the hotel group attaches particular importance to sustainability:

For example, 100 per cent of the electricity is sourced from renewable energies using organic waste from the food waste facility, while reusable packaging is used for their lunch take-aways.

Contact: Stromberger PR, Sonja Becker, scandic@strombergerpr.de

Cocoon Sendlinger Tor



The Cocoon Hotel Sendlinger Tor has just been renovated and extended by a new building. It boasts a very central location between the hip Glockenbachviertel (district) and the old town, as well as a trendy, young design, featuring distinctive elements, such as hanging chairs. The hotel offers 101 rooms, as well as rental bikes to explore the city. Guests who want to contribute to resource conservation can book the Green Rate (from 2 nights) and opt out of daily room cleaning.

In return, they receive a 10% discount on the daily rate, a 5 Euro voucher for the hotel bar per night and a bar of fair-trade chocolate.

Contact: Bettina Heinz, pr@cocoon-hotels.de



Second Ruby Hotel opening in Munich: Ruby Rosi

Located directly at the central station, Ruby Rosi has 101 rooms, a public roof terrace and a 24/7 bar open to everyone. This bar is also used as a venue for readings and events with local artists. The hotel was inspired by a Munich original: Bally Prell. The folk music singer is known for songs like "Schönheitskönigin von Schneizlreuth" and "Isarmärchen".

The public spaces harmoniously blend the elegance of aristocratic castle aesthetics with the rustic charm of village life: Luxurious materials alongside



vintage furniture complement half-timbered and medieval workshop flair. Press Contact: Kristin Lingner, kristin.lingner@ruby-hotels.com



The group's second European hotel, the WunderLocke, opened in the summer of 2022 in the Sendling district. It offers 360 studio apartments, a co-working space, meeting and event rooms, a workout studio and a small, heated outdoor swimming pool. The Mural's catering team oversees the hotel's four restaurants and bars. Highlights include the urban rooftop farm, where some of the vegetables and herbs are grown for the Mural Farmhouse restaurant, as well as the cocktail bar boasting panoramic views of the Bavarian Alps.

Press Contact WunderLocke & Schwan Locke: Thomas Nenning, Thomas.Nenning@edyngroup.com

Moma1890 Boutique Hotel



The family-run design hotel Stadt Rosenheim has been renovated and reopened under the name Moma1890 Boutique Hotel. It is located right on Orleansplatz (square), nestled in the charming district of Haidhausen. Each of the 51 rooms is unique and creatively integrates accessories, colours and materials. This is a treat for all those who like vibrant wallpaper. One charming detail: Instead of minibars in the rooms, there is a

lounge on the first floor. All non-alcoholic drinks and snacks are free for hotel guests there. Contact: Jaqueline Wenger, jwenger@moma1890.com

Four New Hotels and a Hostel in the Werksviertel (area)



Nestled among bars, restaurants, concept stores and offices, four new hotels and a hostel welcome guests to the Werksviertel (area). The latest addition is Wombat's City Hostel Munich Werksviertel. It is located on the lower floors of a former potato silo, Werk4 in Werksviertel-Mitte district. In the same building, on floors 9 to 24, you'll find the 4-star Adina Apartment Hotel Munich. With its height of 86 metres, the Adina is currently the tallest hotel in the city. You

can even watch sheep and chickens from some of the 234 studios and apartments, because right next to the hotel is the Stadttalm (city pasture), a nature project on the roof of Werk 3.



A special detail: room numbers with pictograms indicate what the view awaits guests through the floor-to-ceiling windows inside the room. In the direct vicinity is the gambino Hotel Werksviertel with 303 rooms and the best view of the Umadum ferris wheel. A conscious decision was made not to have a restaurant here, to encourage visitors to use all the services in the area and thus become part of the Werksviertel community - at least for a while. The Moxy lifestyle hotel opened in autumn 2019. It identifies itself as a young, innovative boutique hotel with reasonable prices. The design concept was inspired by Zündapp, a company that produced motorbikes in the



Werksviertel district for decades. Next door, the Residence Inn, featuring 75 studios, caters primarily to longer-term guests. The more spacious rooms offer a retreat from the hustle and bustle of the city and feature wardrobes and kitchenettes with dishwashers, as well as a clean design and soothing colours.

Press Contact – Wombat’s: Saskia Nora Steinleitner, nora.s@wombats.eu, Press Contact Adina, Julia Fernandez-Pola, jfernandez-pola@adina.eu, Press Contact gambino,

Michaela Rosien, m.rosien@michaelarosien-pr.de, Press Contact Moxy and Residence Inn, Ferdinand Hartmann, ferdinand.hartmann@sv-group.com

Story Ideas:



Munich – a Cosmopolitan City with a Green Heart

Munich offers a green side that caters to residents and visitors alike: At times, it can be very innovative, as seen with the vegan Weißwurst (sausages) by the Munich start-up Greenforce, or the rooftop football pitch of Bellevue di Monaco, a residential and cultural centre for refugees and non-refugees in the heart of Munich. Other times, it is traditional, like with its Kronfleischküche (innards cuisine) , (e.g., from Schneiders Brauhaus), utilising every part from the animal – long before the nose-to-tail trend became popular. Then again, it boasts hidden gems, such as the sustainable fashion studio “Khala Design”

at Atelierpark of Bahnwärter Thiel, or the vegan Bavarian inn Bhodi tucked away in the Westend-Viertel district. Sometimes, Munich presents itself striking as with the barrier-free experiences at



the world-famous Deutsches Museum, or through themed city tours, such as the eco-social guided tour by Stattreisen e.v.. More tips for a sustainable visit to Munich are available here.

Pop in Munich



Freddie Mercury loved the nightlife on the Isar (river). Giorgio Moroder developed the legendary disco sound here and Nirvana staged their last concert in Munich. If you want to experience Munich on the tracks of pop today, you have several options: join a guided Freddie Mercury tour (private tours in English upon request), explore music history with Herbi Hauke, the director of the (currently closed) Rock Museum on a tour of the Olympiapark (Olympic Park) or the Schwabing district (private tours in English upon request) visit the exhibition "Nachts. Clubkultur in München" ("At night. Club Culture in Munich") (until 7/1/24) at the Stadtmuseum (city museum), dance the night away at Blitz-Club, home to one of the best sound systems in the country, buy electric guitars at MJ Guitars, the shop owned by the Scorpions' guitarist, or enjoy local DJ performances while sipping a drink at the Goldene Bar in Haus der Kunst (art gallery). More nightlife tips are available here.



Local Love – Lovable Contrasts

It's a well-known fact that the most fascinating treasures are the ones you discover yourself. And Munich's districts are the ideal hunting grounds. Although not far apart, each is a world on its own.

The Schlachthofviertel (slaughter house district) is particularly popular at the moment, as everything is a bit more unpretentious than elsewhere. Here, traditional butcher's shops exist alongside hip bars like the Alte Utting, craft beer brewers and new cultural hubs, for example the recently opened Volkstheater.



The Werksviertel-Mitte aspires to shape a neighbourhood of the future and is well on its way. In 2023, it received the Deutscher Städtebaupreis (German Urban Development Award) for its forward-thinking planning and urban development culture. The area covers 40 hectares in total.

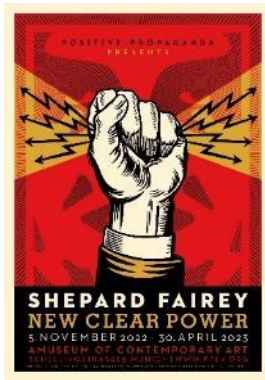
Werksviertel-Mitte, which is around ten hectares in size, has a particularly large number of things to experience. Visitors are greeted by a piled-up pop-up city made of converted shipping containers. The new urban quarter owes its distinctive aura to the repurposing of numerous former



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industrial buildings of the food manufacturing company Pfanni. The disused production lines of WERK3 now house loft offices, artists' studios, bars and clubs, as well as restaurants and shops. Only a few metres away, in WERK4, the 30-metre-high silos where potato flakes used to be stored, have been converted into a climbing and bouldering hall.

Contact Werksviertel-Mitte: Nicole Becker, nicole.becker@urkern.de



Street Art and Urban Art in Munich

The German graffiti scene pioneered in Munich. In the years 1985 to 1988, graffiti experienced such a boom in Munich that sprayers came from all over the world to get at least one chance to spray in this city. Today, there are three museums/galleries dedicated to this topic: The Museum for Urban and Contemporary Art (MUCA) presents top-class artists. The interim use project KUNSTLABOR 2 offers space for experimentation. Two of the six floors are being transformed into a walk-in work of art by more than 100 artists. Among them are famous names like Loomit and rapper Samy Deluxe, but also newcomers like Pepe. The latest addition is the quaint and fine Amuseum of

Contemporary Art.

Contact MUCA, Kunstlabor 2: Jessica Bütke, Loews PR, jessica.buethe@loews.eu

Contact Amuseum: Martina Simkin, ms@a-museum.org

Images are available on our online image bank: <https://mediaserver.muenchen.travel>

Background

München Tourismus is the city's central tourist organisation and is part of the City of Munich's Department of Labour and Economic Development. München Tourismus works with its business partners in the private sector and the tourist organisation München TIM e.V to develop marketing and PR campaigns and tourism products in a bid to establish Munich as a destination on the international travel market. Tourismskommission München (the Munich Tourism Commission), a joint committee that includes representatives from the city council and the local tourist industry, sets out the strategic focus in achieving this aim. München Tourismus acts as a centre of expertise, knowledge and innovation within Munich's tourism industry; as a link to regional and supra-regional tourist organisations (TOM, BayTM, DZT, MC and many more); and as a professional, neutral advisor to the tourist industry.

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