



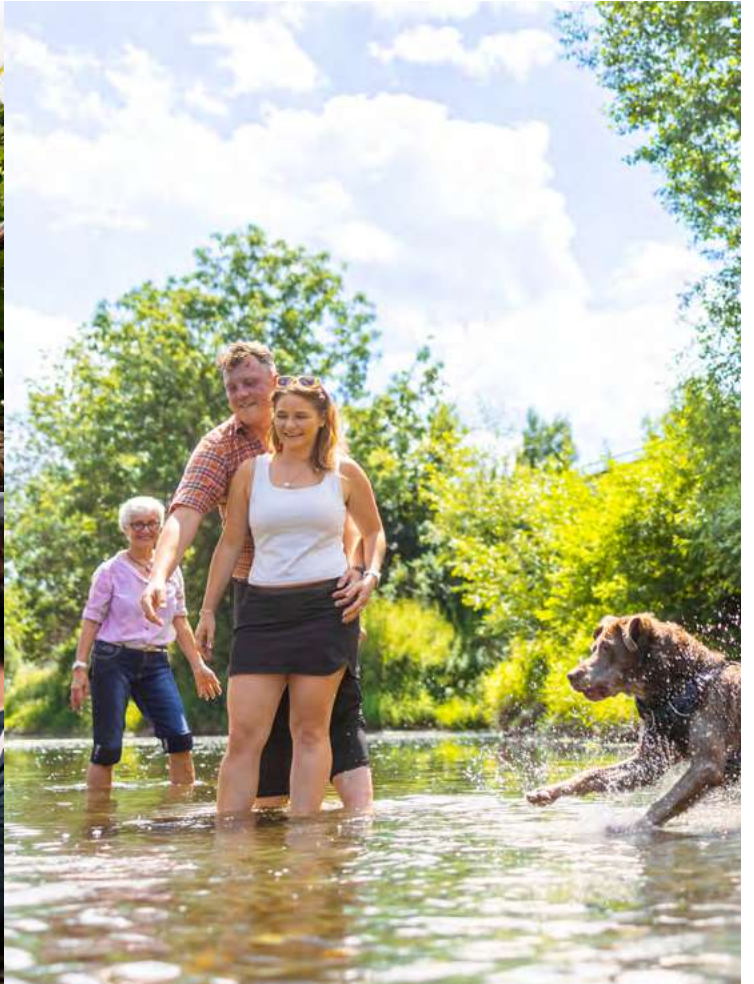
WEIMARER
LAND

WELCOME *World*

ORIGIN · SPIRIT · UNFOLDING

#meinweimarerland

www.weimarer-land.travel



#meinweimarerland

Wide horizons, harmoniously curved landscapes and the feeling of having arrived – with your head above the clouds, the invisible within your grasp and your feet firmly on the ground – welcome!



WELCOME TO WEIMARER LAND



Europe



Germany



Thuringia

ORIGIN. SPIRIT. UNFOLDING.

The Weimarer Land is located in the middle of the world, in the centre of Germany, almost exactly in the middle of Thuringia, surrounding the cultural city of Weimar. The state capital Erfurt and the City of Science, Jena, flank this ensemble. This privileged location attracts people who value rural life and the combination of cultural dynamism and intellectual wealth.

Welcome World – is aimed at our guests from afar, from other countries and cultures and tells about how curious people here are about the culture and thoughts of elsewhere. Welcome World also stands for openness and confidence in shaping a sustainable future and developing modern working and living spaces.

If you look closely, the Weimarer Land is, as people here say: “... a place of longing” that offers everything worth dreaming about; urban places, enchanting villages, warm hosts, cycling and hiking trails, where the land lays at the feet of anyone who enjoys travelling. Two springs, in two of Thuringia’s most important health resorts, Bad Sulza and Bad Berka, accommodate guests from all over the world and ensure that they stay healthy and happy.

The Weimarer Land is not just a place on the map. It is a source of inspiration with residents who know how to shape life.

#meinweimarerland

PEOPLE. HERE. AT HOME.

Weimarer Land, where the magic of the surroundings touches hearts and makes souls fly. Here, between the rolling hills and historic sites, many people find the muse to give free rein to their dreams and passions.



www.kaseee.de



Katrin Sergejew, the fashion designer

The talented fashion designer from Apolda, Katrin Sergejew, creates asymmetric and sustainable fashion that is recognised worldwide. She is passionate about customising fabrics using screen printing. Her training as a fashion designer in Schneeberg, Saxony, and her subsequent studies in Finland made Katrin Sergejew a professional. In 2007, at the age of 24, she founded her own label "kaseee" in Apolda. Since then, she has presented her collections every year on numerous catwalks in cities such as Paris, Zurich, Riga and Berlin.

Apolda offers Katrin enough space to produce her fashion. She appreciates working with local knitting companies that can quickly realise her designs. The town's expertise offers creative potential and supports her artistic vision.

Michael Dane, the green connoisseur

British landscape architect Michael Dane was the pioneer of the “Open Gardens” in Thuringia, which were imported from his native England. For 18 years now, nature lovers have had the opportunity once a year to enter private gardens that might otherwise be closed, to be inspired and, with a bit of luck, to meet Michael.

Michael Dane spent a long time travelling through faraway countries before he finally found his home on a farm in Nermsdorf in the Ilm Valley in the Weimarer Land. Since then, his creative influence has not only extended to the spa gardens and clinic in Bad Berka, but has also manifested itself in the squares, parks, fountains and gardens throughout Thuringia, including Jena, Gotha, Bad Sulza and Weimar. In many corners of these idyllic places, he leaves his unmistakable signature, which reveals a simple but profound truth: “Good gardeners are like artists – and the plants are their colours.”



www.dane-la.de



Andreas Schwarz, who hardens the steel

Andreas Schwarz, a man with a heart for the art of blacksmithing, fulfils his passion for the craft in the small village of Hetschburg on the Ilm. After training as a blacksmith, he travelled the world, including to Israel. Here he found a mentor who remains a good friend to this day. Since 1990, this small pump house has shone as a blacksmith's studio, a place of creativity and freedom. Here, Andreas transforms red-hot iron into art, passing on his love of the craft not only to his son Benedikt but also to blacksmithing enthusiasts from all over the world. During the weekends, the forge becomes a meeting place for the generations. This is where Andreas and Benedikt meet with curious eyes and nimble hands. They work and create together in workshops, demonstrate forging sessions and forge new contacts.

The works of art that are created in this creative environment are like stories that preserve bygone times and yet come across as modern and surprising. An oversized ant at the entrance welcomes visitors and invites them to immerse themselves in the world of blacksmithing.



www.kunstschmiede-schwarz.de



www.weimann-brass.de



Alexander Weimann, “customised suits” made from the finest sheet metal

With the desire to become a musician, Alexander Weimann began his apprenticeship as a metal wind instrument maker in the renowned Leipzig workshop Syhre. After completing his master’s degree in 1984, he studied to become a restorer of old historical wind instruments. After his years of travelling in Switzerland and his return to Thuringia, his dream of building his own instruments came true.

Turning a piece of sheet metal into a customised instrument requires the union of musician and instrument. Each piece is unique and customised to the musician. The trademark by which Weimann instruments can be recognised is the red screw that binds the water key to the metal.

This high standard makes the hearts of national and international clients beat faster. His instruments can be found not only in Thuringian orchestras but also in ensembles such as the opera houses in Hamburg and Frankfurt, the Munich Philharmonic Orchestra, the Nuremberg Symphony Orchestra and global orchestras such as the Paris Opera, the Chicago and Toronto Symphony Orchestras and the Bangkok Symphony Orchestra. Even musicians from the opera “La Fenice” in Venice appreciate this quality.

BE OUR GUEST!

The Weimarer Land – an overview

804 km² = 310 square miles

over **150** ways to explore and enjoy the Weimar Land in a unique way

81.947 inhabitants in the Weimarer Land

65.090 inhabitants in Weimar (2019)

5 tennis clubs **19** carnival clubs

16 riding stables over **600** horses

1 Riding hotel **2** Riding holiday pensions

over **400** marriages a year

compared to only **120** divorces per year

property prices range from **1,100 to 1,600 euros per m²**

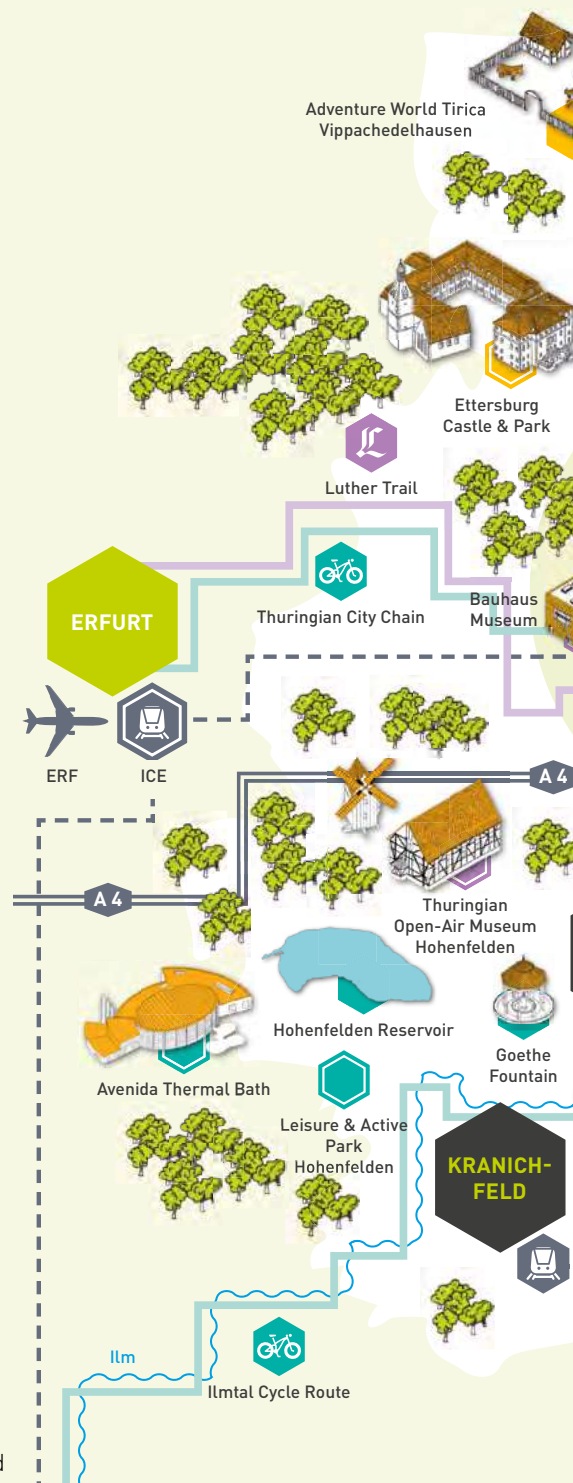
rental prices range from **6.00 to 8.30 euros per m² cold rent**

Schools in the Weimarer Land

23 primary schools **12** regular schools **3** high schools

2 technical schools **3** vocational schools

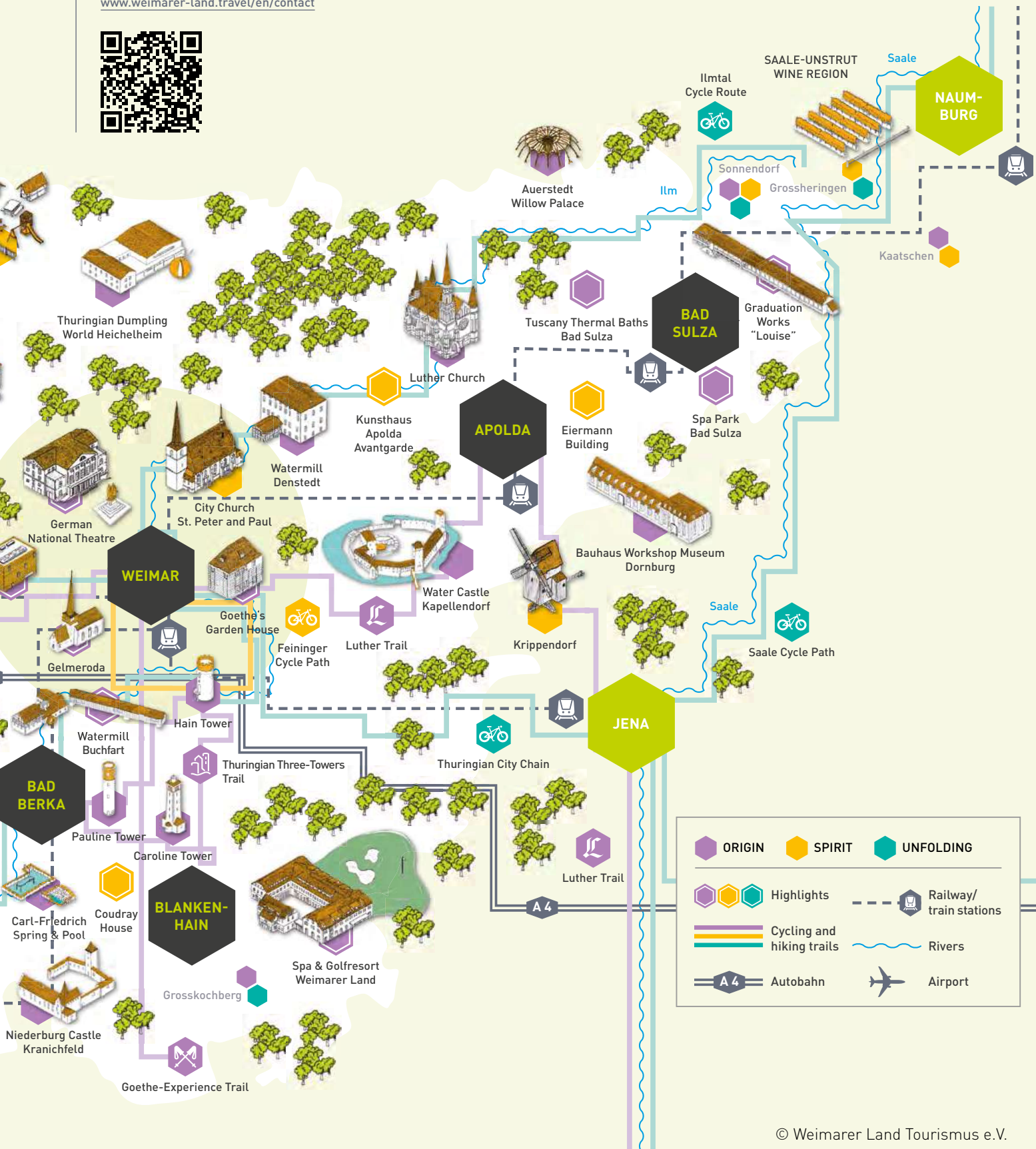
Source: Thüringer Landesamt für Statistik – status 2023, Landratsamt Weimarer Land



NEED HELP PLANNING YOUR TRIP?

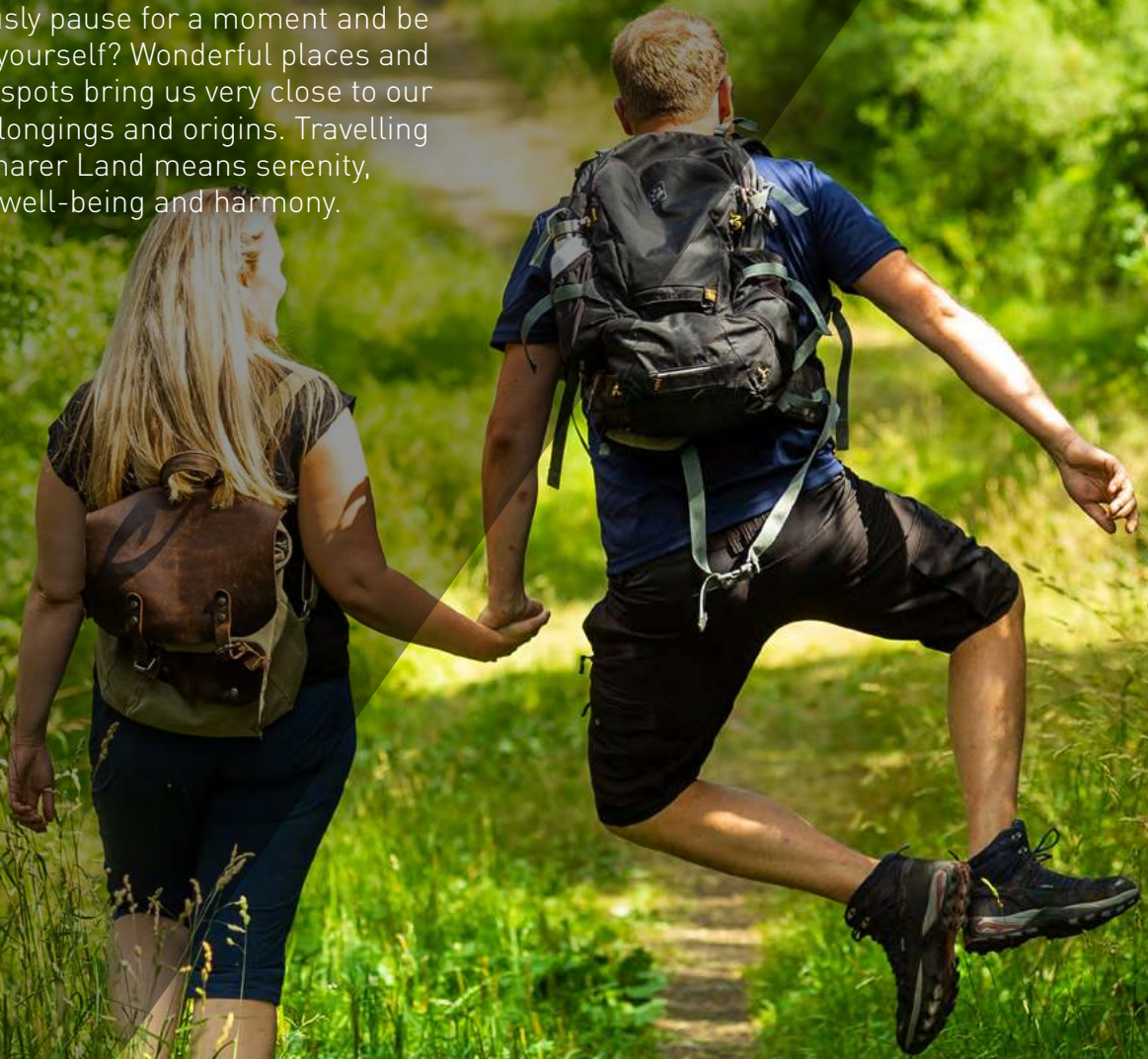
We are pleased to continue helping you! On our website you will find all the important contact details you need to reach us. Whether in person on site, by phone or by e-mail – you will be very welcome! Just visit us online.

www.weimarer-land.travel/en/contact



#journeytojoin

Water, air and love – what more do you need to consciously pause for a moment and be mindful of yourself? Wonderful places and energising spots bring us very close to our innermost longings and origins. Travelling in the Weimarer Land means serenity, relaxation, well-being and harmony.



LIVE MOMENTS

In the here and now, where time dances and the senses awaken to their origins

It is the green hills and vast fields that create the feeling of having arrived.

It is the encounters with the locals, who proudly show off their homeland and give you the assurance that you are welcome.

These are the moments of wonder when you explore the impressive palaces and castles that characterise the Weimarer Land and feel transported back to times long past.

The Weimarer Land is not just about visiting places, but about living moments. Moments of peace, joy, inspiration and adventure.

Culture DIVERSITY

Exhilarating encounters for all the senses

The Weimarer Land invites you to celebrate all year round. A survey at the fruit market in Tiefengruben revealed that visitors feel particularly comfortable there and will definitely come back. Even the crowds are easily forgiven, as the rousing music and the exuberant atmosphere make this village festival a true Weimarer Land experience. The Mussel Festival at the Hohenfelden reservoir or the Thuringian Wine Festival in Bad Sulza are more majestically. But also in the artist's studios the creativity will thrive, self-realization is encouraged, and the roots of happiness are founded. So why not join in and experience it yourself?

READY TO DISCOVER?

Start planning your excursion now with our online experience finder at

www.weimarer-land.travel/en/adventure



FESTIVAL CULTURE

Festive culture connects people through joy, music and tradition. In festive moments, we celebrate life, create memories and strengthen communities. It is the magic of celebrations and places that makes us feel how valuable it is to be together and share moments of happiness.



Weimar Onion Market Apolda Onion Market

The culinary journey by the lake
Mussel Festival Hohenfelden Reservoir

Traditional wine festival and experience
Thuringia Wine Festival, Bad Sulza

Niederburg Castle Kranichfeld
Sternklang festival





CRAFT CULTURE

Craft culture is at home in Weimarer Land. It stands for the essence of skill, dedication and tradition. In the hands of skilful craftsmen, true masterpieces are created that help shape places, accommodation and much more. This makes our public places and spaces unmistakable.



studio keramos by Susanne Worschec
Ceramics Atelier in Apolda

"Wood is our passion."
Naturburschen Tonndorf

Light paper sculptures Philine Görnandt
Atelier at Kulturfabrik Apolda

Jewelry art with Mandy Rasch
Berlstedt, near Ettersberg



MUSIC CULTURE

Weimarer Land has a variety of soundscapes, from the resonant organ melodies in churches to the classical pieces echoing through former horse stables, and the modern rhythms in water-filled concert halls, creating a harmonious celebration of sound that touches hearts and revitalises the senses.

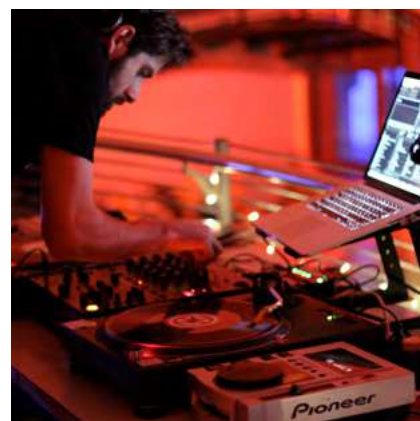


Dancing under willow trees
Auerworld Festival Auerstedt

Thuringia dance and rose festival
Niederburg Castle Kranichfeld

Tango on Theaterplatz
"Sommer in Weimar"

Liquid Sound Club
Tuscany Thermal Baths Bad Sulza



Unfolding **SPACE**

Adventure trips with the whole kit and caboodle

A holiday in the countryside is a breeding ground for creativity and allows you to experience a deep sense of joy in completely original things. Amazing adventures await you here if you can get involved, be mindful and discover what lies right in front of you – nature, people and the fun of movement and community. Take a look around and let yourself be inspired, and by the way, families are particularly welcome. It is important that both, children and adults, can relax and that young people can enjoy their freedom. We open up experiential spaces that bring you into contact with the authentic outdoors and allow you to experience being a part of it yourself.

READY TO DISCOVER?

Start planning your excursion now with our online experience finder at

www.weimarer-land.travel/en/adventure



ACTIVE FUN

How about a house by the lake, friends who get along and a few carefree days? For those who love the water, the Ilm, the Hohenfelden reservoir or our natural outdoor pools offer space for water sports activities such as canoeing, stand-up paddling or a refreshing dip on a hot summer's day.



Camping in the heart of nature
Campsites at the Hohenfelden reservoir, in Oettern & near Ettersberg

850 m track length, twelve banked turns, one jump and a 280° curved roundabout
Summer Toboggan Run Eckartsberga

Pure driving experience in harmony with historical technology
Tractor Fun in Riechheim





AVENTURE TOURS

What could be more invigorating than throwing yourself into an adventure, experiencing the unexpected and lying on the grass at the end, out of breath, smiling and looking up at the sky? Off to the climbing forest, the maze or simply to the Hohenfelden reservoir!



Sporting fun in the great outdoors
Leisure & Active Park Hohenfelden

Exploring relationships
Goethe-Experience Trail

Losing and finding yourself again
Eckartsberga Maze

Paradise for horse lovers
Fiala Horse Farm



CREATIVE & LEARNING EXPEDITIONEN

Experience a horseback riding adventure, whether you're a beginner or an experienced rider. Get inspired to explore the world on horseback and take part in creative and insightful workshops at the Hohenfelden open-air museum.



View into the beehive
Beekeeping in Immenhonig Apolda

Jewellery made from natural materials
East Art Gallery Bad Berka

Past comes alive in Thuringia
Thuringian Open-Air Museum Hohenfelden

City tour in a panoramic convertible bus
Belvedere Express Weimar



PowerPATHWAYS

In the Weimarer Land, luminaries like Goethe and Feininger once fueled their imagination on inspiring walks or bike rides. Then as now, the Weimarer Land invites you to explore the region on your own. The deep connection with nature, vibrant culture, and warm hospitality characterize this green oasis in Thuringia. Our perfectly developed long-distance cycle paths offer supra-regional connections to important cycling routes, such as those through the Thuringian Forest or along the vineyards of the Saale-Unstrut region. Two true gems of the Weimarer Land are the Ilm Valley Cycle Route and the Goethe-Experience Trail. Other themed cycle tours, such as the Feininger Cycle Route or the Thuringian Chain of Towns, lead to the highlights of the region's culture and architecture.

FIND ACCOMMODATION?

Discover numerous accommodation options in the Weimarer Land at

www.weimarer-land.travel/en/booking



For pure pedallers: the Ilmtal Cycle Route

123 km | 9 hours | 5 stages | www.ilmtal-radweg.de

FROM THE RENNSTEIG THROUGH THE WEIMARER LAND TO THE SAALE

The Ilmtal-Cycle Route is one of the most popular cycle routes in Germany. The German Cyclists' Federation (ADFC) has awarded four stars to this cycle route in Thuringia several times for its quality. From a cycle tourism perspective, this means that – apart from the picturesque landscape – you are also spoilt with the best quality in terms of navigability, signposting, route guidance, safety and service.



Für Perspective changers: the Goethe-Experience Trail

29 km | 7.75 hours | 3 stages | www.goethe-erlebnisweg.de

DISCOVERING HOW WE RELATE TO OURSELVES AND TO OTHERS

Love, friendship and connection are topics that move us all. Together with its twelve interactive stations, the Goethe-Experience Trail offers a wonderful opportunity for a very personal reflection on relationships. From now on, walkers can not only follow the long-gone story, but also focus on themselves and their relationships with other people. Twelve interactive stations invite you to explore different facets of the topic of love and relationships. From the art of communication to the importance of self-love – every visitor can gain new insights and broaden their perspective along the way.



LODGING DIVERSITY

In the Weimarer Land, you can experience your dream countryside vacation, whether you prefer a simple close-to-nature getaway, a luxurious retreat, a fairytale-like romantic adventure, a cultural cosmopolitan experience, an active and sporty vacation, or a deeply relaxing one.



Sleeping at unique places
Old Water Tower Grossheringen

Holiday homes by the reservoir
Campsite in Hohenfelden

Sleep and dream in a herbal bed
Herb Hotel "Zur Klostergrotte" Nohra

Minimalist holiday home of the future
Green Tiny House

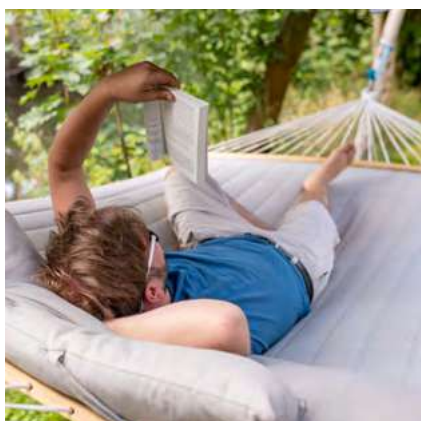


Five-star superior
Weimarer Land Spa & Golf Resort

Floating cabins or historic country hotel
Eberstedt Oil Mill

Certified Bed + Bike sports accommodations
Gutshof Großheringen

Holiday accommodation for families
Henriettenhof Weimarer Land, München



Vital KICK & FLOW

It is an ingenious way to harmonise body and mind while breathing in the beautiful nature of our region. The air in our health resorts of Bad Berka and Bad Sulza is award-winning and is appreciated by guests and residents alike.

Whether it's outdoor yoga, trail running through the green forests or stand-up paddling on the reservoir – here you can really burn off energy and recharge your batteries at the same time. The combination of exercise, fresh air and the caring hosts of the Weimarer Land is simply unbeatable. So grab your sports gear, come along and experience your own personal "Vital Kick and Flow". It will inspire you!

DO SOMETHING GOOD FOR YOURSELF?

Refresh your mind and soul in our spa towns.

www.weimarer-land.travel/en/wellness-and-spa



200 years of healing expertise: Bad Berka

WATER – AIR – GOETHE'S SPIRIT

Surrounded by wooded hills, Bad Berka nestles in the romantic Ilm river valley in Weimarer Land, just 12 kilometres from the European city of culture Weimar and 20 kilometres from Thuringia's state capital Erfurt. Bad Berka combines medical expertise with the flair of a charming small town. The exclusive location, a mild, stimulating climate and the health-giving waters of the Goethe Fountain have been attracting spa guests and holidaymakers to the town's spa gardens for 200 years. The acute and rehabilitation clinics provide the highest level of medical care for their patients from all over the world.

Salt, brine and wine combined: Bad Sulza

IN THE CENTRE OF THE SAALE-UNSTRUT WINE-GROWING REGION

The spa and wine town of Bad Sulza, situated on the banks of the Ilm in the Weimar, Jena and Naumburg triangle, has its own special charm. The river valleys of the Ilm and Saale flow through gentle hills and offer a marvellous unobstructed view of sunny wine terraces. The healing springs in the spa gardens are a guarantee for the health and well-being of the people who spend their spa holidays here. To understand the interrelationships that have developed between culture, nature, and the people of the region over the past two centuries, you should plan an exploration on the themed hiking trail "Sole und Salz" (Brine and Salt). After all, the brine springs of Bad Sulza are the origin of its designation as a brine health resort.

HEALTHY OFFERS

- Kneipp facilities
- VitalParcours in the Spa Park
- Health resorts
- Outdoor pools

HEALTHY OFFERS

- Graduation Works "Louise"
- Tuscany Thermal Baths
- Spa Park with drinking hall
- Themed hiking trails



REFRESH IN AQUAWELLNESS

Taste the healing power of the brine water from the Goethe Fountain in Bad Berka. Relax during a wellness weekend at the Avenida Therme in Hohenfelden or the Toskana Therme in Bad Sulza. Immerse yourself and refresh body and soul.



Bathing and swimming

Lake Beach at Hohenfelden Reservoir

Fishing on the Ilm near Bad Sulza

Fishing Club Bad Sulza

Stand-Up-Paddling

Leisure & Active Park Hohenfelden

Time out with friends and family

Holiday Homes Hohenfelden



RELOAD IN SPA QUALITY

Have you heard of the concept of salutogenesis? It's about staying healthy and activating the body's own resources. Our recipe for you: clear water, free time, and tuning into the sound of your body – these are the basics for balance and resilience.



Liquid Sound®

Tuscany Thermal Baths Bad Sulza

Kneipp and drinking cures

Spa Park Bad Berka

Adventure slides and sauna world

Avenida Thermal Bath Hohenfelden

Finnish sauna culture

Pelto Bath Sohnstedt



#inspiretoimpact

The beauty of being – in the Weimarer Land, life is lived with passion, in an atmosphere of openness and hospitality. It is a place where you feel welcome and where every day offers a new opportunity to enjoy life to the full.

LIVE LIFE

A pulsating creation, where every second blossoms into a kaleidoscope of inspiration, tradition, and vision

In rural regions like the Weimarer Land, challenges such as sustainable economic activity, nature conservation, and the continuous development of livable communities are prevalent. Success in addressing these challenges requires an atmosphere that fosters innovation and welcomes input from intelligent individuals. In the Weimarer Land, preserving cultural heritage is not about maintaining the status quo, but rather harnessing its energy as a catalyst for innovation. This approach, rooted in the wisdom of past great minds, encourages us to embrace change and explore new possibilities.

City and country are inseparable in the Weimarer Land, evident in the region's fine regional cuisines and cultural landmarks. From architecture to art and business, the Weimarer Land offers world-class developments because progress, for us, means recognizing potential and nurturing it with curiosity and prudence.



CREATIVE *Fusion*: GOETHE, FEININGER, COUDRAY & CO.

The progressive heritage and its enduring inspirational power in the Weimarer Land

From the glory days of Goethe to the revolutionary era of Bauhaus Weimar, numerous outstanding artists and thinkers have left their mark on this region. The poetic works of Johann Wolfgang von Goethe and the avant-garde designs of the Bauhaus movement had a decisive influence on the cultural and intellectual life of this region. Names such as Schiller, Anna Amalia, Maria Pavlovna, Kandinsky, Feininger, Gropius and Sophie Taeuber-Arp are among those who have had a lasting impact on the region's art scene with their ideas and innovations. Their works and ideas form the foundation for the rich cultural landscape of the Weimarer Land, inspire the ideas of the people who live and work here and continue to fascinate our visitors from all over the world to this day.





WEIMARER LAND IS GOETHE'S LAND

Johann Wolfgang von Goethe | 1749–1832 | Dichter und Politiker

Goethe found a home in Weimar and a source of endless inspiration in Weimarer Land during his wanderings through the Ilm valley, often on his way to visit Charlotte von Stein in Grosskochberg. Their deep connection and intellectual exchanges inspired Goethe to write some of his most important works of poetry and influence the perception of the landscapes to this day.

YOUR ENCOUNTERS WITH GOETHE:

- **Goethe National Museum with Residential House** | Frauenplan 1, 99423 Weimar
- **Goethes Garden house** | An der Ilm 1, 99425 Weimar
- **Goethe-Experience Trail** | → page 16

FROM THE BIG APPLE STRAIGHT TO WEIMARER LAND – COSMOPOLITAN AND BAUHAUS MASTER LYONEL FEININGER

Lyonel Charles Adrian Feininger | 1871–1956 | Painter and graphic artist

Feininger shaped the Bauhaus movement in Germany and also left a significant artistic legacy in New York City. Inspired by the picturesque villages, light-flooded forests, and dynamic architecture of the Weimarer Land, his world-famous motifs have been arised. His influence transcends geographical borders and generations, leaving a lasting legacy for artists worldwide.

YOUR ENCOUNTERS WITH FEININGER:

- **Feininger-Church** | Petersgasse 33, 99428 Gelmeroda
- **Feininger-Cycle Route** | 30 km, round tour with Bauhaus Museum Weimar and Feininger Tower Mellingen



THE CLASSIC FACE OF THE WEIMARER LAND: SYMÉTRIE À LA COUDRAY

Clemens Wenzeslaus Coudray | 1775–1845 | Architect

Clemens Coudray, not only a famous classicist architect, but also a close friend of Goethe, left his distinctive legacy as the designer of the spa town of Bad Berka. Through his work, he significantly shaped the cityscape of Weimar and is considered the inspirer of the strolling culture of the Kneipp spa town. The Coudray-House tells his story in an interactive exhibition.

YOUR ENCOUNTER WITH COUDRAY:

- **Coudray-House** | Parkstrasse 16, 99438 Bad Berka

Future LABORATORY

Sustainable living, working and holidays

In a world where sustainability has become a philosophy of life, our focus is on making conscious decisions not only for the present but also with an eye toward the future. That's why in the Weimarer Land, we're addressing the question: How can we live, work, and vacation sustainably without sacrificing comfort or enjoyment? We support our partners with innovative ideas and forward-thinking projects that inspire and demonstrate that a sustainable lifestyle is not only good for the environment but also for our personal well-being. By combining ecological projects that promote energy efficiency and indoor health or supporting companies that integrate social responsibility and environmental protection into their business models, we contribute to ensuring that the Weimarer Land remains a desirable place for future generations to live.

GREENSIGN INITIATIVE SUSTAINABLE TOURISM

TOSKANA THERME IN BAD SULZA IS AN ECOLOGICAL PIONEER

Toskana Therme Bad Sulza is the first spa in Germany to be GreenSign SPA certified. A sustainability concept is implemented and practised in almost all spa areas. Regenerative heat and power generation, water conservation using low-flow shower heads and aerators and recyclable materials in to-go sales to reduce waste all benefit the environment.



Toskana Therme supports sports clubs and schools in a variety of ways. It promotes biodiversity, which is why it has its own herb garden and sponsors flower strips in the region. Paired with the Liquid Sound concept – bathing in colours and sounds – the beauty of and awareness for nature can be experienced anew through the element of water.

With the GreenSign sustainability certification, the GreenSign Institute offers a comprehensive, practical testing system that gives hoteliers, SPAs and companies the opportunity to position themselves sustainably and continue to develop.





THE HOHENFELDEN RESERVOIR AS AN ENERGY STORAGE FACILITY

EFFECTS OF CLIMATE CHANGE ON THE HOHENFELDEN RESERVOIR

The progressive warming of the water jeopardises the fish population and the entire biodynamics of all lakes. In addition, increased evaporation is causing water loss. A lighthouse project has been developed to strengthen the climate resilience of the Hohenfelden reservoir: Lake thermal energy (Seethermie) involving the Avenida thermal baths.

But what is lake thermal energy? Lake thermal energy can be explained by the principle of a large heat exchanger – heat is extracted from the lake. This process alone already has a positive effect on the lake, but it is also used to generate heat for the Avenida thermal baths within a closed cycle, i.e. no water is extracted, but it flows back into the lake in a continuously cooler state. The list of benefits for the environment is long: sustainable heat supply, savings on fossil fuels, preservation of biodynamics, reduction in temperatures and compensation for evaporation, less algae formation...

The Avenida-Therme company, along with TEAG Solar, Bauhaus University Weimar, and Jena GEOS Ingenieurbüro GmbH are indispensable partners for the Hohenfelden reservoir adventure region. The project is crucial for preserving the lake's quality, water, and animal habitat.

Enjoyment ATELIER

Hospitality, local sourcing and culinary culture

Village tranquillity and top international gastronomy form an impressive symbiosis in Weimarer Land. On the menus of our restaurants, you'll find regional delicacies paired with the creation of culinary stories and traditional recipes. The rural inclination towards experimentation and enjoyment, coupled with the necessary respect for nature and its offerings, entices you on a journey of indulgence. All the providers presented here have one thing in common: They know the history of their food and products. They promote traditional food craftsmanship and preserve the regional diversity of flavours. And, incidentally, they keep the culture of eating and drinking alive. It's a culture that visitors can experience and take home, perhaps to share later with good friends.

FANCY TRYING IT OUT?

Discover a culinary journey through the Weimarer Land at

www.weimarer-land.travel/en/enjoyment



Wine enjoyment in the
"Toskana des Ostens"
Thuringian Winery Bad Sulza

Thuringian local beer with tradition
Apolda Club Brewery

Orchards and farm shop
Bad Berka Cider Mill in Tiefengruben

Freshly caught from the fishery
Hohenfelden Reservoir / Stedten Mill





CREATORS OF THE WEIMARER LAND MEALTIME

It's all in the mix: The Weimarer Land surprises not only with an unexpected cultural and natural landscape, but also with a unique culinary scene that is waiting to be discovered.



Hosts of the extra class

Museumscafé & Restaurant "Reinhardt's im Schloss", Auerstedt

Thuringian cuisine, traditional & modern

Restaurant "Charl's" in the Henriettenhof Weimarer Land

Exquisite Michelin-starred dining

Restaurant Masters at the Spa & Golfresort Weimarer Land



Vegetarian and game dishes

GastRaum Heinrich, Tannroda Castle

Vegetarian-vegan and organic quality

Sonnenhof Hohenfelden

Grandmother's Ukrainian recipes

Restaurant "Kasatschok" Nauendorf

Homemade lemonade, waffles & stews

Lemonade pavilion in the Thuringian Open-Air Museum Hohenfelden



Thuringian sheet cake and love for cakes

Café Zeit in Bad Berka

Traditional family-owned business in its

Country Hotel "Zur Tanne" Ballstedt

Kissed by the pan

Gasthaus Nagel in Bad Berka

Modern interpretation of home cooking

"Schlossblick" Restaurant in Apolda

#diversitytodiscover

As the saying goes, "opposites attract", creating a unique dynamic that ignites our passion and revitalises our senses. The magic of life lies hidden in this abundance of contrasts, inspiring us to discover the beauty in the unknown and to be inspired by the diversity of life.



LIVE CONTRASTS

Legacy, aesthetics and innovation in the passionate dance of opposites

In a world full of contrasts, the true substance of life reveals itself. "Live Contrasts" is more than just a motto, it's an invitation to embark on a journey into the opposites that converge in the Weimarer Land. Here, legacy, aesthetics, and innovation unite, emerging from the fertile coexistence of city and countryside, influencing the economy, art, tourism, and atmosphere of the Weimarer Land.

With Weimar, Jena, and Erfurt, the Weimarer Land forms an impulse region where the origins of Romanesque and Classical architecture lie, alongside industrialization and modernity, evident in our towns and buildings, and continuing in the traditions and customs of our culture. Unadulterated and beautiful, it harbours a longing that seems to be fulfilled in the picturesque landscapes, the quaint villages, and the artistic architecture. Through the dense juxtaposition of forests, river landscapes, vast fields, and vineyards, this region radiates an aesthetic that touches the soul. Yet, it is a centre for innovation and creativity. The pulse of progress is palpable, where the Bauhaus has its roots and the ideas of Walter Gropius and his students changed the world. The innovative energy fosters an openness that welcomes artists, thinkers, and visionaries from around the world.



WORLD CULTURAL HERITAGE SITES OF WEIMAR *meet...*

The treasures of the world at every step – from Classical Weimar to Modernity

Over 16 masterpieces of human creativity characterise Weimar's unique and extraordinary World Heritage culture. It is rare to find the heritage of mankind so diverse and compact as here within walking distance.

Welcome to the world of World Heritage Sites, where every stone breathes history and the future reveals its infinite possibilities. From Goethe's residence to the impressive park on the Ilm and the birthplaces of the Bauhaus – substance of the creativity of bygone eras can be felt here. A stroll through the alleyways where Schiller and Nietzsche, Gropius and Kandisky once strolled brings the magic of classicism and modernity to life. Weimar is passionate history that points to the future. Welcome to a journey through time!





...with

KUNSTHAUS APOLDA AVANTGARDE



**Urban rural lifestyle paired
with cosmopolitan diversity
and pulsating creativity**

The Weimarer Land – a landscape brimming with inspiration, where synapses practically ignite fireworks. Today, international and regional artists still gather at the Kunsthau Apolda Avantgarde for inspirational exchanges.

The Kunsthau Apolda Avantgarde is not just an art space – it's a source of inspiration for those who appreciate the unconventional. What makes it special – right in the heart of Apolda, amidst the countryside, you find the highest level of professionalism combined with art-historical expertise that leaves you in awe. The courageous and inspiring exhibition projects such as Pablo Picasso, Rembrandt, Andy Warhol, Camille Claudelle or Friedensreich Hundertwasser, captivate visitors time and again. The impressive ceiling heights of the villa, dating back to 1872, and the gentle creaking of the stairs lend the ambiance a magical charm, attracting visitors from near and far.

BAUHAUS TRADITION *meets..*

**Minimalism advocates
the reduction of excess**

Bauhaus Museum Weimar, cradle by Peter Keler, 1922
Photo: Alexander Burzik, © Klassik Stiftung Weimar

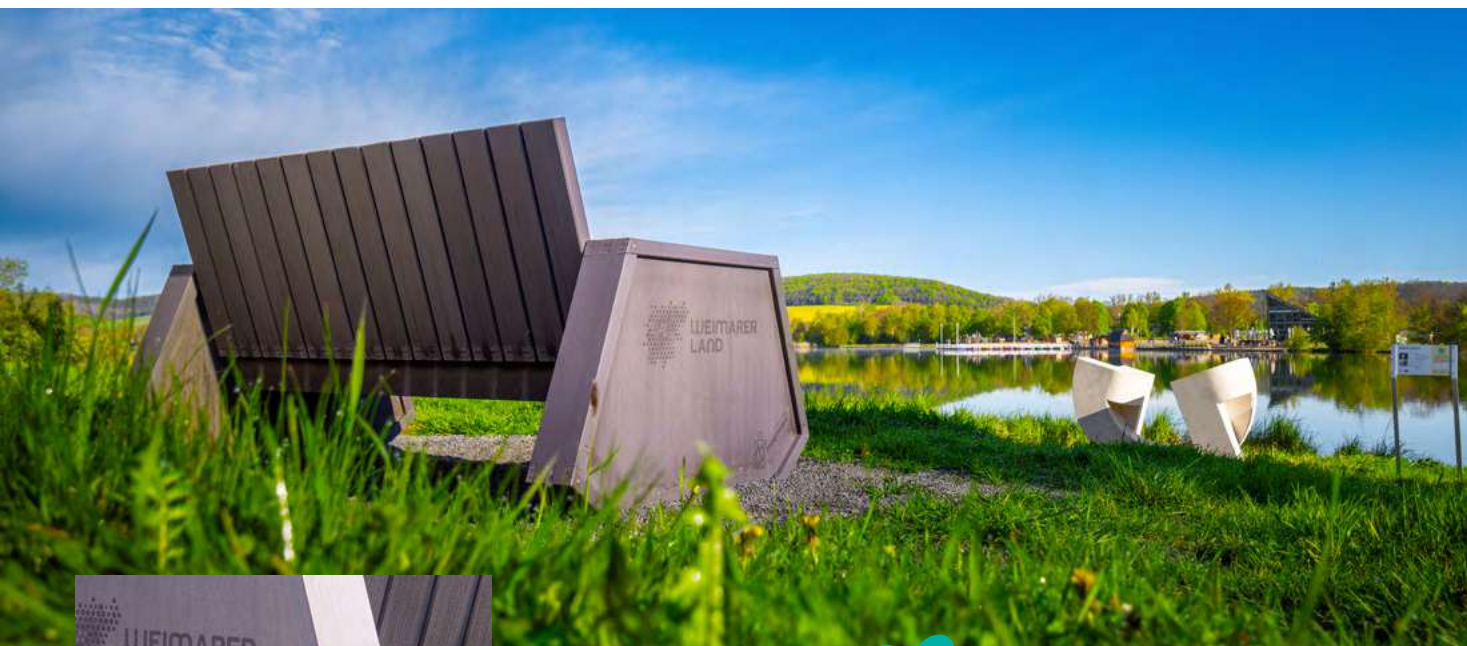


The Bauhaus Museum Weimar showcases the world's oldest Bauhaus collection. As a place of open encounter and discussion, it recalls the early phase of the most significant design and art school of the 20th century, linking its history with questions about shaping life in the future.

The Bauhaus Museum welcomes visitors with minimalist chic and a self-confident aura. Its clear lines and spacious forecourt provide the space to think beyond what is presented here. The exhibition presents the most important Bauhaus collection in the country – a legacy founded by Walter Gropius himself. The Klassik Stiftung Weimar now houses 13,000 objects and documents, including the famous Wagenfeld lamp, Marcel Breuer's slatted chair and Marianne Brandt's teapot. From Paul Klee to László Moholy-Nagy, the exhibition reveals important design history from the 18th to the 20th century.



Exterior: Bauhaus Museum Weimar,
Photo: Thomas Müller, © Klassik Stiftung Weimar



...with THE NEW EUROPEAN BAUHAUS

Sustainable site furniture according to the principles of the circular economy

The brand-defining site furniture combines beauty with sustainable circular design, enhancing the tourist quality in the Weimar region according to all principles of the New European Bauhaus. At the New European Festival 2024, we presented the concept and initiated an international exchange to spread this innovation.

WANT TO KNOW MORE ABOUT THE PROJECT?

Further information
can be found at:

[www.weimarer-land.travel/zukunft/
markenpraegende-gelaendemoeblierung](http://www.weimarer-land.travel/zukunft/markenpraegende-gelaendemoeblierung)



(Article in german)

The vision to create tranquil oases in the idyllic Weimar region has become a mission. There's more to these unique benches than meets the eye. They're not only meant to be aesthetically pleasing and functional but also embrace the environment by repurposing "waste" and cleverly utilising resources. This revolutionary project is based on a simple construction technique that creates a long-term CO₂ depot. Thanks to their durability, the furniture not only provides comfort but also a sustainable future, as they are 100% recyclable and allow for transition into further product life cycles without any loss of quality. The site furnishing is not just a focal point in the landscape but also a commitment to climate protection.

THE CITY OF SCIENCES JENA *meets...*

Innovative way of life – one of the most diverse cities in Thuringia



Groundbreaking research, renowned educational institutions and a lively cultural scene make the city of Jena an inspiring place to live for researchers, students and creative people from all over the world.

Jena, the pulsating source of innovation and discovery, and one of the most successful cities in eastern Germany! Cutting-edge research and creative minds work here on advancing the world. Friedrich Schiller University, Ernst Abbe University of Applied Sciences, as well as top-notch research institutes and high-tech pioneers form a magical center for global talent. The picturesque Muschelkalk cliffs, the Saale River on one side, and the city with its famous university, research centers, and youthful bustle on the other, have persuaded many a person who has moved away to return. Here, a change of perspective is as easy as a stroll in the green paradise along the Saale or a view above the clouds along the Saale horizon.



...with **THE EUROPEAN DESIGN AWARD APOLDA**

The place to be for creative minds,
craftsmanship between design and art



A touch of glamour descends upon the city of Apolda every July when the Fashion Night fills the streets with style and elegance. This dazzling event is part of the prestigious “Apolda European Design Award” which celebrates emerging designers from the fashion industry every three years.

The award builds upon over 400 years of knitting and textile industry in Apolda, evolving into a milestone in the world of fashion design. It serves as a launching pad for talented emerging artists from across Europe. During the Fashion Night, tradition and innovation merge into a masterpiece. In a breathtaking fashion show, the young designers unveil their textile final projects, which were implemented in regional knitting companies, transforming the marketplace into a magnificent open-air runway. A sense of inspiration and admiration fills the air as the visionary masterpieces unfold before the eyes of the enthralled audience.

COME TO THE WEIMARER LAND!

A WORLD DESTINATION FOR CULTURE ENTHUSIASTS,
ACTIVE HOLIDAYMAKERS, CULINARY LOVERS, CREATIVE MINDS, EXPLORERS,
AND ALL THOSE WHO WANT TO HARMONISE LIFE AND WORK.

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#meinweimarerland

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