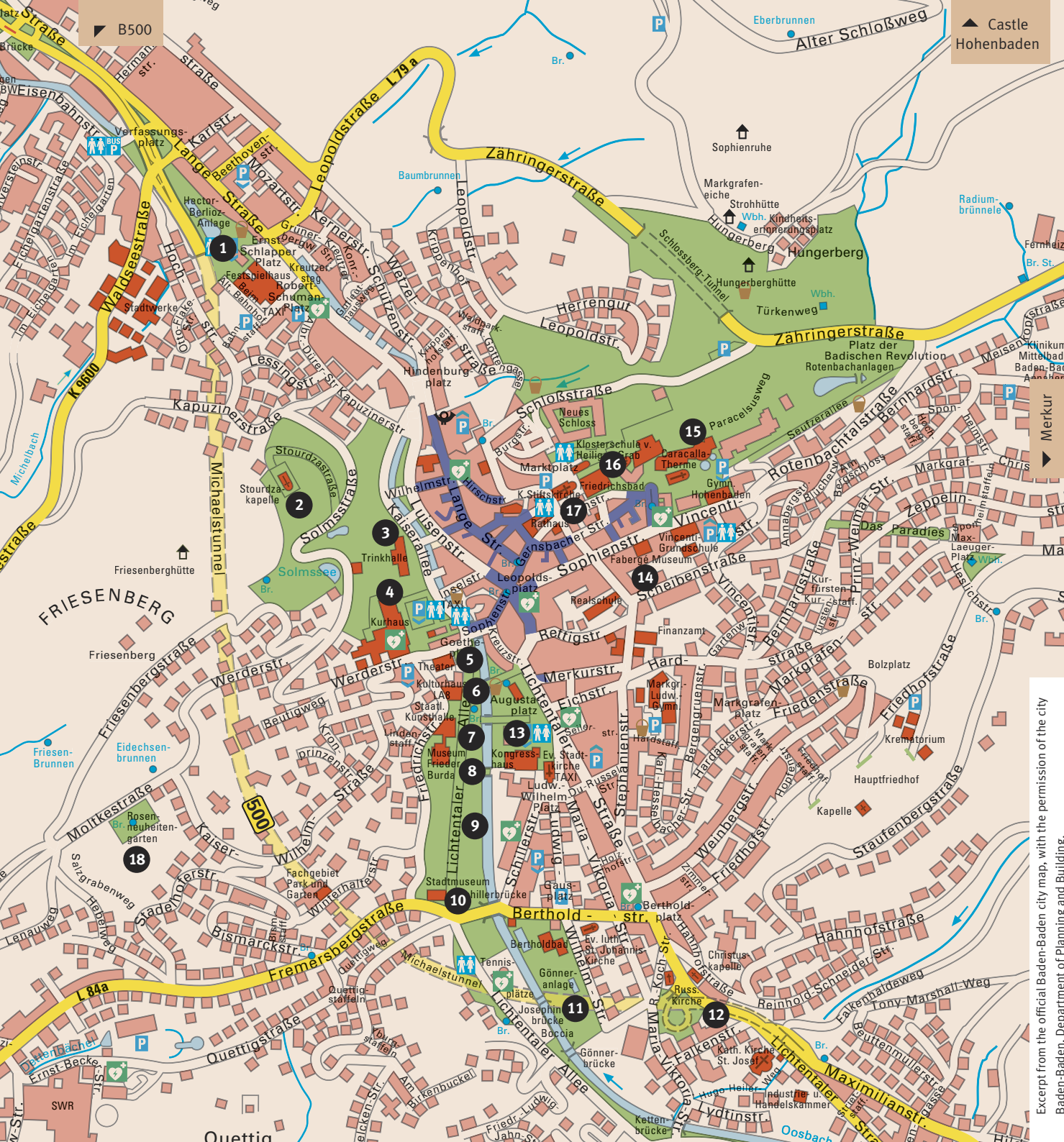


How do you say »lifestyle« in German?



Places of interest

1. **Festival Hall Baden-Baden** Inauguration in 1998. Europe's second largest opera and concert hall.
2. **Stourdza Kapelle** Romanian Orthodox Church.
3. **Trinkhalle** Covered walkway with Corinthian pillars and 14 frescoes built 1839-42. The frescoes' scenes portray the myths of the Black Forest and with that show the tourist attractions in the region.
4. **Kurhaus** The city's splendid focal point with numerous events. It accommodates Germany's most beautiful casino.
5. **Theater** Built between 1860 and 1862 in the style of the Paris Opera (late baroque).
6. **Museum LA8** The Museum devotes its activities to the close interaction between art and technology in the 19th century.
7. **Staatliche Kunsthalle** The State Art Gallery displays changing exhibitions on an international level.
8. **Museum Frieder Burda** Classical Modernism and contemporary art.
9. **Lichtentaler Allee** Over 350 years old, 3 km long splendid parks and gardens.
10. **Stadtmuseum** The city museum displays the 2000-year-old history of Baden-Baden.
11. **Gönnernanlage** Art Nouveau rose garden with a fountain and sculptures since 1952.
12. **Russische Kirche** The Russian Church was built 1880-82 in Byzantine style.
13. **Kongresshaus** Congress center with modern glass architecture in the middle of the city and the "Lichtentaler Allee".
14. **Fabergé Museum** Portrays the life's work of Carl Fabergé.
15. **Caracalla Thermo** Spacious spa- and sauna landscape with almost 1.000 square metres of water.
16. **Friedrichsbad** Roman-Irish bath in a historical setting. Underneath the building the over 2.000 year-old Roman bath ruins can be visited.
17. **Stiftskirche** Late gothic style crucifix dated from 1467.
18. **Rosenneuheitengarten** The Rose Society Garden hosts an annual international competition for new rose varieties.



DID YOU KNOW...

That with 85.5 square kilometres of forested area making up 61 percent of the town, Baden-Baden has the largest municipal forest in Germany.

Excerpt from the official Baden-Baden city map, with the permission of the city Baden-Baden, Department of Planning and Building.



BADEN-BADEN
The good-good life.



Casino (in the Kurhaus)



Racecourse Baden-Baden/Iffezheim



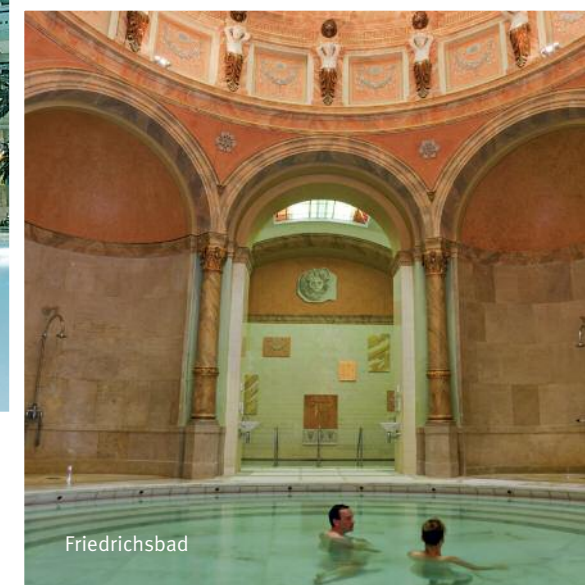
800,000

litres of thermal water are discharged daily in Baden-Baden, extracting roughly 2,400 kg of minerals in the process.

FASCINATING FIGURES



Caracalla Therme



Friedrichsbad

Excitement

Always a winner: a visit to Casino Baden-Baden.

Casino Baden-Baden is much more than a place where you're bound to meet your destiny – it's quite simply the most stunningly beautiful location to try your hand at sophisticated games. It's also the most exclusive stage for fashion events, readings and cabaret evenings. Last but certainly not least, it's the place where the night shimmers and shines: in the extravagant Club Bernstein, in The Grill restaurant and, of course, at the gaming tables. Roulette, blackjack and poker



Merkur (Foto: Gleitschirmverein Baden e.V.)



Wine region Baden-Baden Rebland



The thermal baths.

A soap and brush massage in the traditional Friedrichsbad? Incomparably soothing. A rainy day in the Caracalla Spa's extensive sauna landscape? Wonderfully relaxing. Both spas are not only impressive from an architectural point of view, they also offer high quality wellness and beauty treatments and are supplied with water that cannot be praised often enough thanks to its primary constituents of sodium, chloride, fluoride, lithium, silicic acid and boron.

wait you – in Germany’s most renowned and venerable casino.

Get your pulse racing. Ever since its establishment in 1858, there’s only been one central question on everyone’s mind at Baden-Baden’s Iffezheim racecourse: who’s the fastest? And each time the question arises, it’s an occasion for enormous collective tension. Don’t miss out on this electrifying group experience!



Just how extraordinary it is to stroll through Baden-Baden on a balmy evening, still feeling intoxicated by the music you’ve just heard... that’s something you’ll have to discover for yourself.



Children’s music world “Toccarion”



Theater

The region

The fragrant air of the Black Forest, the tropical clouds of steam from the numerous thousand-year-old thermal springs, the bittersweet aromas of the wine presses and – mingling with all that – the scents wafting out of the countless restaurant kitchens. There’s no doubt that Baden-Baden whets the appetite. Baden-Baden is a mecca for gourmets and – let’s not forget – wine connoisseurs. What’s known simply as “surrounding countryside” elsewhere, is the revered “Rebland” or wine country here. Lichtentaler Allee’s nickname is “the Promenade”, but it’s much more than that: it takes you past the grand hotels and museums, revealing to you the splendour of Baden-Baden’s palaces and villas – in a sense, it’s also the city’s largest park.



Lichtentaler Allee

The Sound of Baden-Baden.

Johannes Brahms, Anastacia and the Berlin Philharmonic – Baden-Baden’s music scene hits a lot of different notes. The SWR3 New Pop Festival brings the city to a boil every year, and young festival visitors discover Baden-Baden as a place that boasts a long tradition of bringing music lovers together. Germany’s largest concert hall, the construction of the Festival Hall Baden-Baden was a much-anticipated event – and thanks to its widely celebrated acoustics, the building has more than exceeded expectations.



Festival Hall Baden-Baden

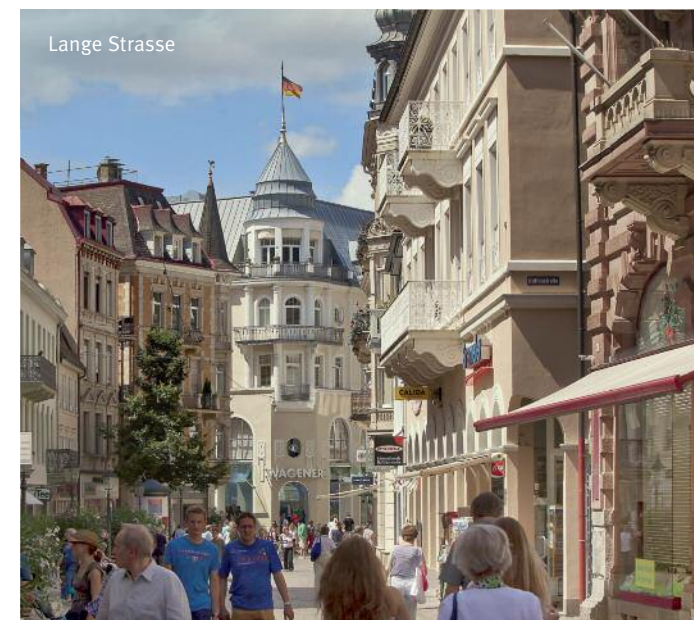


FASCINATING FIGURES

Baden-Baden has over **1,000** protected historic buildings and garden monuments. The entire historic city centre, built on an area of 134 hectares, is a conservation area.

Downtown with flair

Nature, art and architecture interact with each other here in a way you won’t experience anywhere else. Its Mediterranean atmosphere, the shimmering light, the close proximity of all the important sites... ah, but Baden-Baden wasn’t just built for pedestrians: you can also float over the city in a hot air balloon, cruise along the picturesque Black Forest roads on your e-bike or sit “all day at small tables under the trees”, as the Russian poet Gogol did. Regardless of your preferred mode of transport, Baden-Baden ensures that you arrive – back at your own centre.



Lange Strasse

DID YOU KNOW...

The Austrian Empress Elisabeth visited Baden-Baden in 1883 for several weeks with an entourage of 36 people. She even went so far as to bring her own cow with her, to ensure she always had fresh milk.

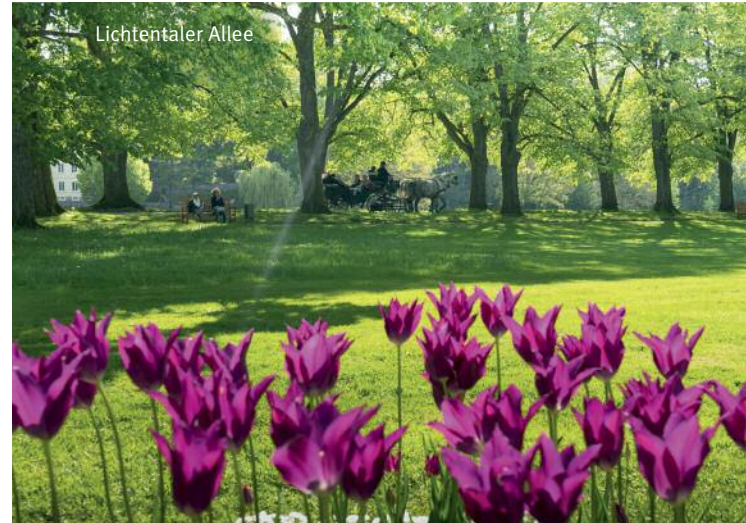


Kurhaus Colonnades



Casino

“The good-good life”



Lichtentaler Allee

A city of **short** distances.

Everything in Baden-Baden is within easy reach – on foot, by bike and sometimes even by carriage. Of course, you could go by car, but you’ll often find it unnecessary. After all, isn’t it much more pleasant to stroll in a park after a lunch, than to merely stretch your legs in a hotel car park?



Trinkhalle © Klaus Schultes

“THE BELLE ÉPOQUE MEETS THE AGE OF

INSTAGRAM” is the headline the New York Times recently used to describe Baden-Baden – and it’s certainly true that today the city’s rich history blends seamlessly with a highly contemporary lifestyle. Baden-Baden is revitalising itself and attracting increasing numbers of international visitors. What makes this small but impressively cosmopolitan city so appealing? First and foremost: it’s always had a strong appeal. Baden-Baden was established over 2,000 years ago as a place for people to relax and reconnect with themselves. Water, light, earth and air are the city’s precious resources. Extraordinary hot springs, spas and nature, hotels of unparalleled quality – and the lure of the casino. Over the centuries, Baden-Baden has evolved into an enchanting destination, offering a spectacularly diverse range of opportunities for both relaxation and excitement.

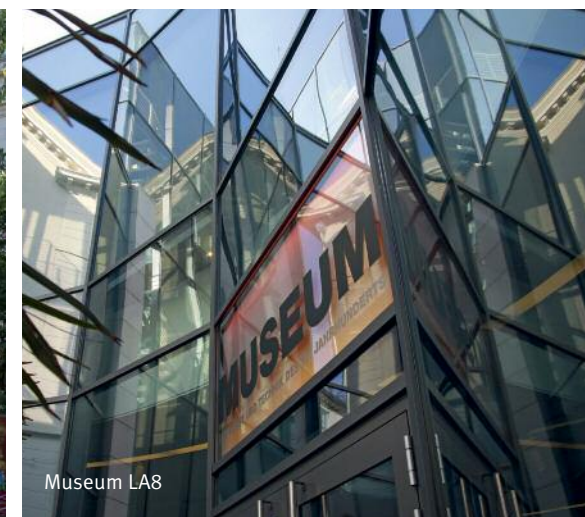
The city’s 19th century heydays has left a lasting mark, but while a grand past can sometimes overshadow a place’s present, this certainly isn’t the case here. You won’t find yourself strolling reverently amongst preserved relics of the past and monuments of yesteryear: **BADEN-BADEN IS VIBRANTLY ALIVE.** The city was built to sustain and enrich life, and that tradition continues today. Life is about change – being open, embracing new influences and inviting new people into the city: inspired people, who bring with them talent, ideas, art and a fresh outlook.

THE PULSE OF THE CONTEMPORARY CAN BE FELT EVERYWHERE IN BADEN-BADEN:

its Museum Mile exhibits up-and-coming artists alongside the works of both old and contemporary masters; the SWR3 New Pop Festival brings international stars to the city; the Festspielhaus hosts the world’s leading orchestras; new and renowned hotels, restaurants and shops set new standards of excellence for the region – and far beyond. Visitors travel here from Berlin and New York to spend lively nights in the bars and clubs. You’ll even find a pop-up gallery in a shoemaker’s atelier. Baden-Baden has always had an air of cultured sophistication, but nowadays it offers a lifestyle that can genuinely be described as cuttingedge. In its fresh incarnation, the city has something to offer people of all ages and interests. Whether they drive into town in a classic car, jet in from halfway around the world or drift down via paraglider from the peak of the local Merkur Mountain. What do these diverse visitors have in common? They all appreciate the good things in life – and they’ve found them in Baden-Baden.



Museum Frieder Burda and Staatliche Kunsthalle



Museum LA8



Kurhaus



Don’t just be an observer – be part of the action.

Baden-Baden offers many treasures, strewn about the city. Lichtentaler Allee winds through charming parkland to the city’s major art locations, allowing you to imitate a 19th century flâneur: “strolling slowly and with no particular goal”. Alternatively, you can plunge into the art world with all your senses – and even get actively involved: Museum Frieder Burda’s children’s art workshop lets kids explore the full spectrum of visual art while unleashing their own creativity. Works by renowned international artists hang in the galleries: Picasso, Gerhard Richter, Neo Rauch – to name just a few. The Staatliche Kunsthalle Baden-Baden next door has no permanent collection, enabling it to respond flexibly to the latest trends.

But don’t worry: there’s more to Baden-Baden than strolling – there are thousands of other ways to have fun out in nature, in and around the city, with hiking or jogging shoes, climbing equipment, bicycles (racing, mountain, electric or touring), hot-air balloons, paragliders... or simply with your travelling companion.

BADEN & BADEN
KUR & TOURISMUS GMBH

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