

PRESS RELEASE

Mannheim, January 2024

MANNHEIM – THE METROPOLIS WITH MANY FACES

Mannheim is as diverse as the multiplicity of names with which people try to describe it. City of squares with its water tower and Art Nouveau complex. University City with a magnificent baroque palace, whose Elector Karl Theodor is being celebrated this year with the 300th anniversary of his birth. Commercial city with one of the most important inland ports in Europe. City of inventors and cradle of mobility. UNESCO City of Music with its Pop Academy, Academy of Music and Mozart connections. Grand stage with Germany's oldest municipal theatre. Ice hockey city, home to the eight-time German champions. City of founders with brains, heart and huge potential.

Since its foundation, people from very different backgrounds have shaped Mannheim. Several centuries ago, citizens from various European countries and cultures were already beginning to gather in Mannheim. Here, they found the opportunity to pursue their personal goals and shape a common future. Mannheim has always remained true to this open and international atmosphere. As a city with many faces, it has long been a magnet for people who value authenticity and pragmatism. The various influences and lifestyles create a productive, multi-faceted fabric in Mannheim that generates dynamism, excitement and surprise.

CITY OF FOUNDERS AND INNOVATORS

Mannheim has always been a city of change and new beginnings, a place where courageous doers have been able to realise their ideas. Today, the city is home to people from over 170 nations. The bicycle, car and tractor were all invented here, making Mannheim the cradle of modern mobility. Numerous research institutes, young creative start-ups and leading global players represent the strong economic power of the region. The city's central location in the heart of Europe, its international atmosphere, well-developed public funding and a thriving training and further education landscape have had a lasting influence and make Mannheim highly attractive to talented young people and entrepreneurs. Mannheim is a powerhouse of innovation, creativity and entrepreneurial culture. A versatile start-up ecosystem offers optimum framework conditions. With eight industry-specific start-up centres and more than 300 start-ups, Mannheim is Baden-Wuerttemberg's largest and fastest growing start-up location.

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CITY OF CULTURE AND FESTIVALS

Art and culture are the driving force of change. As a place of inventors and founders, this concept fits Mannheim perfectly. After all, where entrepreneurial boundaries are redefined, art needs a suitable framework too. With the unique Pop Academy and an innovative music industry, the city has received the accolade “**UNESCO City of Music**” in 2014 – one of the few cities in the world to bear this prestigious title. Mannheim loves and lives for and by culture(s). Whether you are a theatre lover or techno fan, art connoisseur or film buff, jazz devotee or explorer – Mannheim’s cultural scene is exceptionally diverse, international and offers top quality events for every taste. Enjoy Jazz, the International Film Festival, Time Warp, Maifeld Derby: Mannheim is a true festival and music city. World-famous stars are regular guests here and attract people to Mannheim from all over Europe. With the Kunsthalle Mannheim and the Reiss-Engelhorn Museums, Mannheim is creating important platforms for ground-breaking and moving art. This is how the term “**Neue Sachlichkeit**” (**New Objectivity**) was defined at the Kunsthalle Mannheim, which is celebrating its **centenary** this year. A wide variety of cabaret stages and backyard theatres complete Mannheim's stage world. A picture gallery of a special kind is offered by the project Stadt.Wand.Kunst: international street artists paint so-called murals on facades – more than 40 works of art adorn buildings throughout the city. The SAP Arena, the largest event hall in Baden-Württemberg, offers sports and entertainment fans plenty of space for fantastic experiences. And the m:con Congress Center Rosengarten is not only the venue for top-class congresses and conferences; it is also the venue of choice for international music stars in the heart of the city.

CITY OF SHOPPING AND EXPERIENCES

As a shopping and experience city, Mannheim is one of the hotspots in southern Germany and has an excellent infrastructure with over 600,000 m² of retail space. The city’s cultural diversity and newly developed districts also create space for special experiences. Mannheim is a hot destination for both business travellers (e.g. congress participants) and shopping enthusiasts. Anyone coming to Mannheim will be surprised by the urban charm they find, nestled between two rivers. One of the most innovative, diverse and modern shopping destinations in Germany has emerged around the “Planken” (the main shopping street) in the heart of the city’s squares. With around 2,000 shops and 220,000 m² of retail space, Mannheim’s city centre is one of the top 10 shopping locations in

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Germany (currently 10th in the COMFORT City Ranking 2020). Vibrant city districts are just waiting to be discovered, as are the parks and natural areas nearby. As a cultural centre, shopping metropolis and nightlife hotspot, Mannheim offers a wide range of activities in a compact space. Several Michelin-starred restaurants, some of them surrounded by trendy shopping concepts, as well as international cafés and bistros, invite you to linger and enjoy.

CITY OF GREEN SPACES AND RIVERS

Mannheim is a green metropolis with two rivers flowing through its heart – a real oasis for citizens, guests and tourists alike. The many Rhine meadows, extensive parks and riverside promenades make for a real holiday feeling. In Mannheim, you can walk from the city centre through wooded areas to the beach. Leisure activities are easy to access, which enhances the quality of life and makes a special impression on cultural life. The city on the Rhine plain, between the Palatinate and Odenwald forests, combines an urban atmosphere and leisure activities with opportunities for retreat and recreation. Almost a third of the city consists of nature, protected areas and almost untouched natural surroundings. The Luisenpark and the 22-hectare Herzogenriedpark are green oases in the heart of the city. Covering an area almost as large as the entire city centre, the former FRANKLIN and TAYLOR military barracks are being developed into two new districts that point the way to the future in terms of ecology and urban development. This is unique for an inner-city area.

About Stadtmarketing Mannheim GmbH

Stadtmarketing Mannheim GmbH was founded in 2001 with the aim of further strengthening Mannheim's competitiveness in a challenging environment, enhancing the attractiveness of its image both internally and externally, and promoting the many strengths of the city's rich and vibrant profile. 49 per cent of the shares in the company are held by the city with the remaining 51 per cent currently divided between 21 Mannheim companies and institutions. You can find further information at <https://www.visit-mannheim.de/en>.

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About Mannheim as a city break destination

Mannheim is the exciting city of experiences at the heart of the Rhine-Neckar metropolitan region. There's always something going on here. Pure zest for life, enjoyment, a multicultural flair and a jam-packed event calendar await travellers

An excellent infrastructure with long-distance transport connections, some 9,000 hotel beds, trendy scene districts and Michelin star-awarded cuisine, event locations, a congress centre and more than 2,000 retail businesses make Mannheim a top destination for short breaks, a longer holiday or business trips.

Tourismus Stadt Mannheim GmbH is responsible for marketing the city as a tourist destination and develops offers and experience packages for guests and tour operators. It supports visitors to Mannheim with a full range of services, from arranging city tours to sales of boat trips, books, souvenirs and vouchers as well as recommending hotel accommodations.

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