



MEDIA INFORMATION



THE ELBPHILHARMONIE AND HAMBURG: TWO ENTITIES WHOSE OPPOSITES ATTRACT

In the flow of the Elbe and surrounded on three sides by water, the Elbphilharmonie Hamburg is a centre of attraction for all who live in Hamburg as well as for visitors from all over the world. The spectacular landmark houses three concert halls, a large music education area, a range of places to eat and drink, a hotel and the publicly accessible Plaza, which offers visitors an unparalleled panoramic view over the whole city. With its unique architecture, the Elbphilharmonie epitomises Hamburg – a maritime city rich in contrasts that is built on tradition and modernity, and continues to successfully reshape its future by drawing on courage, creativity, innovation and cosmopolitanism.

Hamburg – a love letter to contrasts

Traditional harbour launches sail past hip beach clubs. The Elbe's noble outskirts lie only a few kilometres from bustling, trendy neighbourhoods. Hamburg is a vibrant city and, as such, offers a wide range of opportunities for shopping and going out, as well as a wealth of recreation areas and parks that make the port city, with its population of over a million, one of the greenest in Europe. Grand villas sporting sophistication and flair are situated around the Alster, a tributary of the Elbe that passes through the city to urban rowing and sailing areas. The Elbe is an interesting contrast to this: as the economic artery of the city, it uses its industrial charm and lure of the big, wide world to weave its spell. This major European river connects Hamburg, via the North Sea, to the world's oceans, and it formerly established the city's fame and prosperity through trade and shipbuilding. Like the Elbe, the suspenseful contrasts also extend beyond the borders of the city: here, the Hamburg metropolitan region stretches out in all its diversity from the North Sea to the Baltic Sea, from the flat marshes to the hilly Lüneburg Heath, to the quiet Wendland region.

New landmark and mirror of the soul of the city: the Elbphilharmonie Hamburg

Just like Hamburg itself, the Elbphilharmonie, the landmark of the city, is marked by contrast. The spectacular concert hall unites perfection and accessibility, world music and world-class musicians, classical and experimental, musical scores and pop music. The Elbphilharmonie is open to all residents of Hamburg – and to visitors from all over the world. People rediscover music here, at an utterly unique venue. The Elbphilharmonie was built directly on the banks of the Elbe, between the city and the port, over which it towers majestically. The architecture, which harmoniously unites old and new, is an aesthetic experience of the first order: the plinth of

the Elbphilharmonie, a brick warehouse from the 1960s in which cocoa, tea and tobacco were stored right up until the 1990s, is surmounted by the conspicuous, shimmering glass structure that rises above it and which was designed by the Herzog & de Meuron firm of architects. The historical and the modern form a thrilling synthesis. The same goes for the area surrounding the concert hall: the Speicherstadt warehouse district, along with the Kontorhaus district with the Chilehaus, was designated a UNESCO World Heritage site in 2015, and its red-brick warehouses, which have remained virtually unchanged since they were built at the end of the 19th century, meet Hamburg's modern HafenCity, the largest inner-city urban development project in Europe, at the top of which the Elbphilharmonie was built. This reflects an aspect that recurs throughout the city: contrasts collide to create an exceptional atmosphere.

Brahms, Beatles, Blumfeld: the musical metropolis of Hamburg

There is a long tradition of classical music in Hamburg. The Oper am Gänsemarkt was opened in 1678 – as the first civic theatre in Germany. With the “Composers’ Quarter near the famous major church of St Michael – known locally as “Michel” – committed citizens and associations have created a place to honour composers who were born or worked here – including C. P. E. Bach, Johannes Brahms, Gustav Mahler and the baroque composer Georg Philipp Telemann, whose work was responsible for influencing and shaping the musical world at the beginning of the 18th century.

Anyone thinking of Hamburg as a city of music will not only be thinking of classical music, however. The Beatles, for instance, began their career right here in the city: from August 1960 until December 1962, the mop-tops played in different clubs around the Reeperbahn, and in doing so established Hamburg's legendary live music scene. Young newcomer bands from all over the world still appear in the same clubs today, especially during the annual Reeperbahn Festival. Europe's largest club festival offers stages for the stars of tomorrow at over 70 venues.

Hamburg has always produced large numbers of musicians: Udo Lindenberg has lived and worked in the city since 1968. The renowned Hamburg School, too, with bands and musicians such as Beginner, Jan Delay and Blumfeld, shows how Hamburg is influencing the music scene in Germany.

Art and culture: at home in Hamburg

Music is only one part of Hamburg's extensive artistic and cultural scene, which is not just diverse, but always on the move as well. Numerous theatres; the Kunsthalle art gallery, shining in its new splendour since 2016; the Hamburg John Neumeier Ballet and the Deichtorhallen centre for contemporary art and photography are just some examples of the broad cultural spectrum on offer. Five music stages in total make Hamburg the third-largest musical location in the world, after New York and London. The youth culture scene has also gained a fixed place on Hamburg's calendar with events such as the MS Dockville Festival, or the International Summer Festival at the Kampnagel centre, complete with dance, performance, music and visual art.

Whether classical or rock, festival or musical – in Hamburg, culture and music are always at home and epitomise the diversity of the whole city. With the Elbphilharmonie, Hamburg has a new centre and a shining landmark within which culture is accessible to all.