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Press kit touristic partners for MV Travel Summit 2023

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Authentic Usedom - yesterday and today

The island of Usedom is an attractive destination for guests from abroad. This is confirmed by a survey carried out by the German National Tourist Board (GNTB). 25,000 users from more than 20 countries were asked to name the tourist destinations they consider particularly recommendable. For the first time, Usedom, along with Rügen and Sylt, was one of three German islands to be voted into [Germany's Top 100](#).

The island of Usedom is famous for its [spa architecture](#). In the imperial resorts of Ahlbeck - Heringsdorf - Bansin and the Baltic resort of Zinnowitz, piers and historic villas are reminders of the early days of bathing culture on the Baltic Sea. From the Wilhelminian period to the 1920s, wealthy owners built their magnificent summer residences on the Baltic Sea according to their taste, financial power and need for prestige. They made use of the rich treasure trove of stylistic elements from earlier epochs such as the Renaissance, Baroque, Classicism and Art Nouveau.

The [Kaiserbäder Adventure Trail](#), which was inaugurated in spring 2023, uses an app to bring the spa architecture to life. On 27 elegant display stelae, the new tour provides an exciting insight into the history of the seaside resorts of Ahlbeck, Heringsdorf and Bansin and presents the Who's Who of the illustrious Kaiserbäder guests. With great attention to detail and the know-how of the local historical society, each stele has become a little jewel made of oak wood. The special highlight of the novel tour is digital interaction, which makes the sights and interesting personalities even more vivid by means of selfies, picture gallery, interactive videos, 3D model or 360° panorama. The [Kaiserbäder Adventure Trail app](#) can be downloaded on the mobile phone in German, English and Polish via a QR code and/or so-called geo-fencing.

Away from the promenades in the seaside resorts, the island shows its original side. Usedom's scenic diversity offers endless opportunities to explore the island on foot, by bike, kayak or sailboat. In particular, the close-to-nature, regional and authentic offers make it possible to experience the original Usedom. The trademark [Usedom Pur](#) bundles these typical island experiences and gives the quality-conscious guest a reliable orientation guide in the abundance of offers. In addition to typical Usedom experiences and tours, the network also includes restaurants, natural manufactories and farm shops that offer seasonal and regional products and keep traditional recipes alive.

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Accommodation service of the island of Usedom
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Ihr Ansprechpartner

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SAVE THE YEAR 2024

In Greifswald.

www.caspardavid250.de/en

#casparwho

HIGHLIGHTS 2024



20 January Opening ceremony at St. Nicholas Cathedral and Christian Löffler live

7 April Ceremonially unveiling of the east window group designed by Ólafur Elíasson

April - December Special exhibition highlights at the Pomeranian State Museum, the Caspar David Friedrich Centre and the socio-cultural centre St.Spiritus

26 July World premiere of "The Sea of Ice", composed by Christian Jost and performed by star violinist Daniel Hope and more at St. Nicholas Cathedral

31 August Martin Kohlstedt live in the abbey ruins

05 September Birthday celebration "Cake for Caspar" at Marktplatz Greifswald

November Light Art Festival with the Light Art Collection Amsterdam

WE'LL SEE US
2024 in Greifswald

250 CASPAR
JAHRE DAVID
FRIEDRICH
2024 in Greifswald



Universitäts- und Hansestadt
Greifswald



Die Beauftragte der Bundesregierung
für Kultur und Medien



Press kit for the Pomeranian State Museum

14,000 years of the culture and history of Pomerania and a top-notch collection of paintings are exhibited here in an award-winning architectural ensemble that impressively combines Gothic, neo-classical, and contemporary architecture. Our series of special exhibitions enrich the programme. And a diverse array of events is aimed at different target groups. We look forward to your visit!

FACTS & FIGURES

1996	Establishment of the Pomeranian State Museum Foundation
2000	Opening of the Picture Gallery
2005	Opening of the Pomeranian State Museum

Institutional sponsors:	Federal Government Commissioner for Culture and the Media Ministry of Science, Culture, Federal and European Affairs of Mecklenburg-Western Pomerania University and Hanseatic City of Greifswald
Architect:	Sunder-Plassmann, Kappeln
Exhibition design:	Bertron Schwarz Frey, Berlin ART + COM, Berlin (Galerie der Romantik)
Visitor numbers:	Before the COVID-19 pandemic, some 40,000 people visited the Pomeranian State Museum each year.
Total holdings of the collections:	around 60,000 objects
Exhibition area:	around 3,000 square metres
Exhibition highlights:	Peterfitz Gold Ring, 500–600 AD. Croy Tapestry, 1554/1556, property of the University of Greifswald Lubin map of Pomerania, 1618, drawn by Eilhard Lubin (1565–1621) Vase of Eldena, 1837, KPM Berlin Caspar David Friedrich (1774–1840), Ruins of Eldena in the Giant Mountains, 1830/1834 Vincent van Gogh (1853–1890), A lane near Arles, 1888
Opening hours:	Summer (May to October), 10 am – 6 pm Winter (November to April), 10 am – 5 pm
Services:	Wheelchair accessible · Lockers · Free WLAN · Toilets and baby-changing facilities · Parking garage · Museum shop · Museum catering: Natürlich Büttners

EXHIBITIONS

Geological History of Pomerania

Here you can experience the formation of the Pomeranian landscape from its geological profile, with layers of rock that are millions of years old, to specimens of fossilized amber and the effects of the Ice Age on the landscape.



Pomerania from the Stone Age to the Reformation

The intriguing individual exhibits here paint a multifaceted picture of Pomerania since the first hunters and gatherers roamed the area. The Peterfitz Ring, a 2 kg gold ring from the tumultuous era of the Migration Period, is an exceptionally exciting find. An impressive highlight is the unique 30-square-metre Croy Tapestry, a testimony to the high culture at the court of the Griffins, the ruling Pomeranian dynasty.

From Swedish times to the Prussian province of Pomerania

"Pomerania burnt to the ground!" – The Thirty Years' War was horrifically violent. After the war, Pomerania was divided for almost 200 years: One part was ruled by Sweden, another by Brandenburg. In 1815, Pomerania became a Prussian province. During this time, fishing villages became fashionable spas. The majestically decorated Vase of Eldena, which grateful students presented to the director of the State and Agricultural Academy in Eldena, will leave you with a profound impression.

Pomerania in the 20th century – From the First World War to the present day

In view of the wars, the multiple collapses of state structures, and the huge population displacements and migration, the 20th century marked perhaps the greatest caesura in the history of the region. Ultimately, the name Pomerania almost completely disappeared in the era of the German Democratic Republic. It is only in the last 30 years that the structures that had arisen over centuries began to play a stronger role again. Since 2007, when the borders fell as Poland joined the Schengen area, Germans and Poles now meet as equals.

This exhibition shows the many facets of these ruptures and continuities. In addition to informative exhibits, media stations offer more in-depth information. Interviews with contemporary witnesses open up biographical approaches and narrate the history of the region from different perspectives.

Visitors' Favourites of the painting collection

Where once the Grey Monks slept and dined, Caspar David Friedrich, Vincent van Gogh & Co. will still be there to welcome you, even during the construction work on the Galerie der Romantik. Caspar David Friedrich's paintings will sweep you off on an imaginative journey to the Ruins of Eldena in the Giant Mountains, or you can gaze with Karl Schmidt-Rottluff into a Pomeranian barn painted in glowing colours; alternatively, with the Norwegian Johan Christian Dahl, you can float down the moonlit Oder, drifting past the port city of Świnoujście (German: Swinemünde)... Surely your favourite painting is here – and looking forward to your visit!

Gardens

The ensemble of the museum's buildings is complemented by gardens. The Monastery Garden and the Boulder Garden invite you to linger there.

EVENTS

Public guided tours and art breaks are offered regularly. For an individual visit, the free audio guide is optionally available in German, English, and Polish. Groups can book guided tours in German or in foreign languages.

A broad range of the museum's educational programmes awaits school classes, kindergarten classes, and nursery school groups. Cross-border workshops, youth meetings, and conferences are organised by the Cultural Department for Pomerania and East Brandenburg.



Exhibition openings, lectures, discussion evenings, film screenings, concerts, family afternoons: a rich programme of events takes place in the glass-enclosed Museumsstraße. Highlights of the year include "A Day with Caspar David Friedrich" at the end of August and a regional Arts and Crafts Market on the first weekend of Advent.

DIGITAL MATERIAL

The Pomeranian State Museum can be found on various social media. Tickets and selected products from the Museum Shop can be purchased online. In addition, an extensive media library offers films, podcasts, audio pieces, animations, and picture stories. Discover interesting and entertaining facts about the culture, art, and history of Pomerania!

Homepage	https://www.pommersches-landesmuseum.de/en
Media library	https://www.pommersches-landesmuseum.de/digitales
Audioguide	https://audioguide.pommersches-landesmuseum.de/en/entity/root.html
Ticket and Museum Shop	https://pommersches-landesmuseum.ticketfritz.de
Facebook	https://www.facebook.com/PommerschesLandesmuseum
Instagram	https://www.instagram.com/PommerschesLandesmuseum
YouTube	https://www.youtube.com/c/PommerschesLandesmuseum



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**Pommersches
Landesmuseum**



Press kit: Caspar David Friedrich

Caspar David Friedrich – Hometown Greifswald

The work of the Greifswald-born painter Caspar David Friedrich (1774–1840) has worldwide appeal. This internationally best-known and most famous son of Mecklenburg-Western Pomerania shaped the idea of German Romanticism like no other. In recent years, his oeuvre has experienced an unprecedented surge in popularity.

After the first years of his apprenticeship in Greifswald and his studies in Copenhagen, Caspar David Friedrich settled in Dresden. But the painter never forgot his beloved homeland. It was here that he experienced his artistic breakthrough during his first trip to the island of Rügen on the Baltic sea; and he returned to what was then Swedish Pomerania time and again – especially in periods of crisis. His work is inseparably linked to the distinctive towers of the brick churches, the megalithic grave mounds, and, last but not least, the chalk cliffs on the island of Rügen.

In 2024, the University and Hanseatic City of Greifswald will celebrate a major and significant anniversary: the 250th birthday of Caspar David Friedrich.

You will find more information at: <https://www.pommersches-landesmuseum.de/friedrich2024>
<https://caspardavid250.de>

The Painting Collection of the Pomeranian State Museum

This top-notch collection of Caspar David Friedrich's works at the Pomeranian State Museum, which holds six original paintings and an extensive graphic collection, both demands and encourages a ceaseless preoccupation with the theme of Romanticism. In recent years, thanks to the support of renowned foundations, the collection has been steadily supplemented with new works by Caspar David Friedrich and his companions, including Johan Christian Dahl and Carl Gustav Carus.

Currently, the "Visitors' Favourites" of our first-class collection are exhibited in the Convent House. Until our new Galerie der Romantik is completed, Caspar David Friedrich's paintings – among them, "Ruins of Eldena in the Giant Mountains," which he gave to his eldest brother Adolf, "Neubrandenburg," the town from which his parents came, and the "Rock Gorge in the Harz Mountains" – are presented there. In 2006, one of Caspar David Friedrich's rare interiors was acquired; here, one can see his wife Caroline in the picture of the "Woman ascending to the light" as well as in its counterpart, the "Woman descending with candle".

In 2007, the museum purchased a bundle of documents from Caspar David Friedrich's descendants that had remained in his family's possession. This includes an early portrait drawing, previously thought to have been lost, showing Caspar David Friedrich's eldest sister, Catharina Dorothea Sponholz. In 2017, a Hamburg couple donated the extremely valuable pencil drawing "Meadows near Greifswald" (1806) to the museum. In the anniversary year 2024, this rich collection of masterful drawings, etchings, and watercolours – including the watercolour "Greifswald Market Place" (1818) – will be exhibited together for the first time.

In addition to the works of Caspar David Friedrich, you will also be able to marvel at the paintings of his friends and companions. For example, visitors will encounter Philipp Otto Runge, who was born in Wolgast and who, like Caspar David Friedrich, did not at first appear destined to be a painter. Visitors will also be able to admire the work of the medical doctor and painter Carl Gustav Carus. And they'll run into Caspar David Friedrich's neighbour on the banks of the Elbe – the Norwegian Johan Christian Dahl.



Guided tour at the Pomeranian State Museum on Caspar David Friedrich

The Birth of Romanticism (duration 1 h)

Experience the originals of Caspar David Friedrich in his birthplace and meet his painter friends Runge, Carus, and Dahl. And at the end you will know why the Eldena Ruins are not in Greifswald but in the Giant Mountains ...

Booking: Korinna Friedrichs, phone: +49 (0) 3834 83 12 22, email: friedrichs@pommersches-landesmuseum.de

The Caspar David Friedrich Centre

The Caspar David Friedrich Centre at Lange Straße 57, which opened in 2004 in the historic soap factory and expanded in 2011 to include the entire former residence and business premises of the Friedrich family, commemorates the great painter and greatest son of the city of Greifswald. The Caspar David Friedrich Centre is a museum, documentation, and research centre. Caspar David Friedrich was born here on 5 September 1774.

You can inspect his father's old soap factory, examine the family cabinet with the family tree, the Rügen Room, and the Eldena Room, which contain famous motifs from the artist's work, and tour the Caspar David Friedrich Gallery. The intermittent exhibitions of contemporary art at the Caspar David Friedrich Gallery bear witness to the enduring fascination and impact of his oeuvre and the historical Romanticism he has come to personify.

The Caspar David Friedrich Combi-Ticket

Combine your visit to these two places with just one ticket.

The Combi-Ticket is valid for one visit to the Caspar David Friedrich Centre and the Pomeranian State Museum on the day of purchase. And it's available for 10.00 euros (reduced rate 6.50 euros) at both exhibition venues.



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**Pommersches
Landesmuseum**



Caspar David Friedrich 2024

The Anniversary in the Pomeranian State Museum

He is the most important artist of German Romanticism and continues to inspire to this day: Caspar David Friedrich. Born in Greifswald in 1774, the free spirit and visionary will celebrate his 250th birthday in 2024. On the occasion of this noteworthy anniversary, the Pomeranian State Museum is dedicating a varied programme to him from March to December 2024. Three consecutive special exhibitions will bring together the museum's extensive collection with prestigious loans from national and international museums - and thus offer the opportunity to delve into paintings and drawings by the exceptional artist for almost the entire anniversary year. A particular highlight is the iconic masterpiece "Chalk Cliffs on Rügen", which for the first time ever will be on display in Mecklenburg-Western Pomerania. In addition to encountering the originals, visitors can expect a walk through the entire museum from March 2024 with interactive stages and so dip into Friedrich's life, work and epoch in an innovative way.

Caspar David Friedrich. Lifelines

A Walk in Drawings & Paintings

Special exhibition 28.04. – 04.08.2024

With six paintings, more than 60 drawings and prints as well as numerous archival documents and letters, the Pomeranian State Museum owns one of the most considerable collections of original materials from Caspar David Friedrich's life and work worldwide. The special exhibition "Lifelines" presents the museum's extensive portfolio almost in its entirety for the first time and brings them into dialogue with precious items such as the entry in the baptism register from 1774 and additional loans as honored "birthday guests" in order to trace Friedrich's path from his first attempts at drawing to his late work.

Caspar David Friedrich. Places of Longing

Chalk Cliffs on Rügen & Greifswald Harbour

Special exhibition 18.08. – 06.10.2024

The anniversary exhibition around Caspar David Friedrich's birthday on September 5th features a real star guest: the main work "Chalk Cliffs on Rügen". The world-famous painting, now at home in Winterthur, Switzerland, will be on display for seven weeks and for the first time ever presented in Friedrich's home region and at the Pomeranian State Museum – a long-awaited encounter of painting and landscape after more than 200 years! Combined with other masterpieces such as the "Greifswald Harbour" and "Eldena Ruin in the Giant Mountains", the exhibition casts a light upon the artist's "places of longing" in Swedish Pomerania and beyond. An additional homage to Friedrich will extend the display. The photographer Volkmar Herre brings back the alluring view on the "Chalk Cliffs" through the camera obscura.

Caspar David Friedrich. Hometown

Meadows near Greifswald

Special exhibition 16.10.2024 – 05.01.2025

Caspar David Friedrich remained closely connected to Greifswald, the place of his birth, childhood and youth, throughout his life. One of the most impressive testimonies to this is the painting "Meadows near Greifswald", which belongs to the Kunsthalle in Hamburg. In 2024 the Pomeranian State Museum will bring the painting back to the Baltic Sea and place it at the centre of the special exhibition, which will illuminate Friedrich's connection to his hometown and conclude the anniversary year. The presentation is complemented by preparatory drawings, views of the city by his contemporaries and a room installation which explores Friedrich's meadow landscape.

250 Steps towards Caspar David Friedrich

Romantic Trail & Workshop

Interactive stages

March – December 2024

Inspired by Friedrich's hikes, the Pomeranian State Museum invites visitors to set out on their own "art journey on foot" from March 2024 onwards. Past several interactive stations that encourage creative engagement with Caspar David Friedrich and his period, a specially created route leads from the forecourt through the museum to the original artworks. Along the way, an installation of the legendary "blue flower", a treadmill for own walks and a time box concerning the year 1818 can be found. In addition a cabinet exhibition with digital collages by the artist Hiroyuki Masuyama will create a link to the present and place Friedrich's wanderings in contemporary contexts, starting July 2024.

More information:

<https://www.pommersches-landesmuseum.de/en/friedrich2024>



The exhibitions and accompanying formats in the Pomeranian State Museum are embedded in a wide-ranging cultural and scientific anniversary programme of the University and Hanseatic City of Greifswald and many participating institutions.

In addition to the exhibitions and festivities in Greifswald, Friedrich will be honoured in 2024 with special shows at the Hamburger Kunsthalle, the Alte Nationalgalerie Berlin and the Staatliche Kunstsammlungen Dresden, to some of which the Pomeranian State Museum will contribute loans. This will be followed in 2025 by a major retrospective at the Metropolitan Museum of Art in New York.



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