



Hall of Fame for an internationally popular item of German food culture **German Currywurst Museum opening**

Berlin. Desperately anticipated by fans of the most popular snack in all of Germany, the German Currywurst Museum will soon open the doors to its premises near Checkpoint Charlie. The multi-media museum project will be implemented on a space of 1.100 square metres. Its initiator, Berlin fan and curator Martin Löwer expects the opening of this new attraction in the city to take place on Saturday, 15 August this year.

"It's going to happen soon. I'm unbelievably pleased that this fantastic museum will open its doors this summer", says Birgit Breloh, the museum's designated director. Already since 2006, the project has been at the ready, observed with a lot of interest all over the world. The only matter that could not be resolved finally for a long time was that of its location, due to various constructional regulations. Starting this summer, the German Currywurst Museum will welcome locals and visitors to Berlin under the address Schützenstraße 70. The multi-media monument to Germany's traditional snack creation is under construction in direct proximity to Checkpoint Charlie. The representative exhibition covers an area of 1.100 square metres including catering and shop.

Experience-oriented exhibit concept and a place of worship

The German Currywurst Museum promises its visitors exciting scenes and a glimpse of history – combined with information about recipes, ingredients and origin. The stage is set for the most diverse aspects of the popular Currywurst, of which around 800 million portions are consumed in Germany every year. As an urban snack with a cult following, the "curried fried sausage" has many friends and fans who have a word to say about it in the exhibition's photo and audio documents. The Currywurst's relation to Berlin, Germany and the world are a further topic, as well as its origin and tradition in close connection to the particular situation in Berlin at the end of the 1940s. Information all around the composition and level of finesse of its individual ingredients, a collection of curiosities, and the Currywurst in TV and movies com-



plete the exhibit. Children can discover facts which have been specially adapted for them. "At the Museum, we wish to present contexts in a lively manner", Birgit Breloh, age 39, explains. Thus she outlines the museum concept developed by E. I. Edutainment International GmbH of Berlin as principal and operator, with support from Atelier Markgraph of Frankfurt. Three-dimensional installations and classic exhibits are intended to playfully arouse enthusiasm for the internationally known item of German food culture. Media installations create an interactive environment to activate all senses and carry visitors away to the world of Currywurst. The concept has been realised by Kubix GmbH of Berlin.

On 1.100 square metres of space, the exhibition, the shop and the Currywurst snack lounge are under construction. Up to 200 persons can visit the exhibition simultaneously, with opening hours from 10 am to 10 pm. Admission fees will range between EUR 7.- and EUR 10.-, with free admission for children below age 6. Competent museum contacts will provide support for planning special event tours, information on offers for groups and companies, and up-to-date details concerning forthcoming events. Further, the event area represents an extraordinary venue for business events, incentives or presentations. Curator Martin Löwer has managed to convince star chefs Thomas Kammeier and Kolja Kleeberg to create a range of sauces exclusively for the German Currywurst Museum.

A staff of 24 are to take care that the 350,000 visitors expected each year feel well looked after. The exhibition is funded privately with a sum of EUR 5 million.

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