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Currywurst (curried sausage) is as much a part of Berlin as Brandenburger Tor. Traditional and unconventional at the same time, it is the culinary emblem of Germany's capital city. No German national dish inspires as many stories, preferences and celebrity connoisseurs as this one does. Deutsches Currywurst Museum in Berlin is dedicated to the curried sausage, its friends and fans, the legends and stories coming along with it: in a unique exhibition designed as a special event in itself. For the fifth consecutive excellent Museum (New York One Show Award, Art Directors Club Germany, ADC of Europe, German Designer Club, if communication design award), interactive and multimedia exhibits entice visitors to play and explore. The "Children's Trail" offers an additional level of information and entertainment. A sample (served in the museum's very own way, as "Currywurst in the Cup") is included in the price of admission. This enables visitors to "take in" the theme of the exhibition, in the truest sense of the word.

It was four years ago that the idea for Deutsches Currywurst Museum was first conceived. Berlin fan Martin Löwer (also curator und initiator) was the one who structured the investments for the museum. This entrepreneur managed the project – from the idea to the detailed concept, the management, the construction and the personnel. In cooperation with the creative and implementation partners Atelier Markgraph GmbH, Frankfurt, and Kubix GmbH, Berlin, the project team made its mark with colours, shapes, scenography and lighting – up to the very smallest exhibits. This exhibition is much more a place for experience than it is a typical museum.

At a walk-in snack stand, visitors switch perspective and have the opportunity to take a peek behind the scenes. Stand-up bistro tables featuring "ketchup-bottle audio stations" provide for authentic snack-bar atmosphere. The immense growth in snack-stand culture (particularly in Berlin), is indicated by the "Berlinscope", a 3-D map of snack stands throughout the capital. Here, the focus is on famous curried-sausage stands – which offer a very special glimpse into Germany's capital city. "On a map of the world, globalization manifests itself in a truly different way: when the visitor presses a certain button, the local curried-sausage stand greets him in the language

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Deutsches Currywurst Museum® Berlin



of the corresponding country“, as museum director Birgit Breloh relates. In the spices chamber, visitors can reveal the secret of curry powder. Drawer elements show the origin and processing of the individual ingredients in curry blends. From various "scent stations", the various whiffs of numerous exotic spices rise to the visitors' noses. In the simulated exploratory kitchen designed by Herta Heuwer, one can get a feeling for the attitudes towards life prevalent in the late 1940s – and for the invention of "Chillup" (chili-ketchup sauce). The "Eco-Cube" sensitises visitors to the various aspects of ecological responsibility associated with the consumption of curried sausage. On revolving discs, the visitor finds out interesting facts – from the invention of the cardboard dish to the life-cycle analysis of fresh-fibre cardboard. In addition, the evolution and significance of Fast Food and Convenience Foods are addressed in the exhibition. Surprising facts are presented vividly on the time line: for instance, the even 5,000 years ago, there was such a thing as "take-away food". Focused on the present day, four refrigerators, each filled with vastly different foods, demonstrate consumer typology in a unique fashion.

Whoever needs a break from the numerous and diverse impressions can find a cosy place to relax on the "Sausage Sofa" – and can then treat themselves to the humorous film "Best of the Wurst“. This documentary directed by the U.S. native Grace Lee provides a key to the city of Berlin and its residents. A wall installation with integrated monitors illustrates the significance of the curried sausage on TV. Another attraction is the Museum Shop (which features nearly 70 unusual items: from the classic souvenir to trendy items and curious – to the comical accessory and one's custom curry blend). For any taste, a fitting souvenir of this museum visit can be found.

The renowned Berlin-based sausage manufacturer Mischau and the original tomato sauce from Curry 36 (among others) stand for the quality of the Currywurst offerings. The responsibility for all things culinary was entrusted to Dirk Biedermann, an avowed Berliner and former "fellow traveller" with the chef Thomas Kammeier from the restaurant Hugos at the InterContinental Berlin (who has earned Michelin stars).

A visit to the museum is possible from 10:00 to 22:00 – last admission is at 20:00. For interested visitors who seek to trace the origin of the curried sausage in even greater detail on their individual tour, there are Audioguides available in German, English, Spanish, French and Russian language versions with additional information on the exhibition. Admission charges range from 7 to 11 EUR. For children under the age of

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6, admission is free of charge. Deutsches Currywurst Museum also regularly offers reduced admission for various special events which are then announced on the museum's Website. The exhibition areas are at ground level – and therefore accessible without barriers. Skilled contact persons assist in the planning of individualised guided tours as special events, give information on offerings for groups and companies.

Companies, institutions and other organisations have already developed a taste for such a unique special event – and invite their guests more and more often to this "adventure exhibition" in the context of special functions for customers and employees (as well as press functions, presentations, work talks and receptions). The interactive exhibits within the exhibition space are part of the special-event concept and can be used by the guests. "At the Deutsches Currywurst Museum, special events are lent a special accent with the unique mix of the museum's theme, the spatial staging and the enjoyment of Currywurst. We present the latter in an unconventional fashion in the context of special-event caterings – as, for instance, 'Flying Currywurst in the Cup'. This combination and the appeal to all senses create an unusual special-event experience which becomes very memorable“, as Veronika Schütt, the manager of the Commercial Division at the Deutsches Currywurst Museum Berlin, emphasises. Here, customers may certainly expect professional event management with individual accents – from the organisation via the skilled implementation, all the way up to the creation of the individual touch for the particular principal.

For current information refer to: www.currywurstmuseum.com.

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