

Boom: Industrial Culture is the key element of Saxony's presentation at the ITB 2019

"Industrial Culture in Saxony" – that is the title of Saxony's presentation at the ITB Berlin from 6 to 10 March 2019. The title is inspired by the year of industrial culture that the free state of Saxony will be celebrating in 2020 with the 4th Saxon regional exhibition on the anniversary of 500 years of industrial history.

Thus, the stand in hall 11.2 will transform into a 900 sq m factory building with saw-tooth roof, brick façade, large window and gate, steel constructions and machines. The booming times of industrialisation when Saxony was Germany's no 1 in silver ore mining and coal mining as well as in the production of machines and tools will come alive once more. The presentation of original exhibits, including a steam engine, a printing machine and typewriter, a hand loom, an electronically controlled turning lathe, a "hunt" (handcart) from the mine and the model of a DKW engine with hand-crank operation, is sure to amaze the visitors.

Saxony's cultural presentation at the world's biggest tourism fair matches the theme as well: On the trade visitor day, the "Dresden Stahlquartett" (steel quartet) will perform on custom-made iron string instruments creating the most beautiful sounds. On the public days on the weekend, Peter Till and his "Universal Dresdner Druckluftorchester" (pressurised air orchestra) will fire up the audience with his home-made machine Bam Bam – The Mechanical Sequenzer, on which he creates the sound of drums, synths and other instruments. To top it off, visitors can participate in a quiz and get a shot at winning great prizes like gift certificates for leisure activities and trips to Saxony. Another goody is a 20% trade fair discount for the booking of a multi-day holiday package for hiking or city trips during the ITB and until 18 March 2019.

The theme of industrial culture is also part of the new high-quality brochure "Architekturlandschaft Sachsen" (architectural landscape of Saxony) that will be presented to an international audience for the first time at the ITB. It provides an unprecedented overview of one millennium of extraordinary building culture, thus serving as travelling companion on a journey through the condensed Saxon architectural history. With more than 50 tourist attractions like museums and production sites that have remained active until today, the catalogue and the tourist map "Route der Industriekultur in Sachsen" (Route of Industrial Culture in Saxony) paint a vivid picture of Saxony's eventful industrial history. Current catalogues for city and culture trips, active, family and health holidays as well as accessible travelling, a sales guide and booking catalogue supplement the comprising information material by the TMGS.

Overall more than 50 Saxon tourism partners make an appearance at the "Saxon factory building" in hall 11.2 in cooperation with TMGS.

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