

We put together a list of **ten good reasons for a trip to Munich** for you which will help you selling the idea of a trip to this beautiful city to your clients.

Very pleasant, opulent and dynamic, Munich cultivates well-being with nonchalance, between tradition and modernity.

Here are ten good reasons to enjoy Munich - the great city of art and history, where people surf in summer and go cross-country skiing in winter.

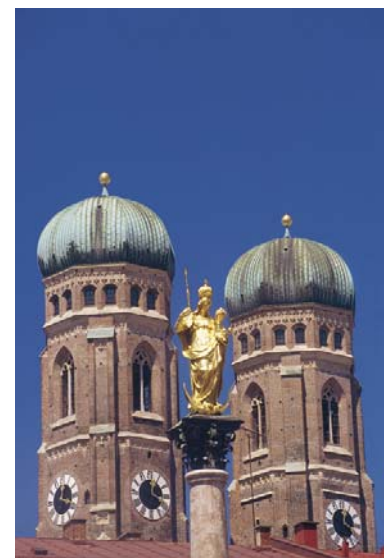
The beer festival commemorates the wedding of **Ludwig I of Bavaria** and **Therese von Sachsen-Hildburghausen** in 1810. Nowadays, the opening ceremony is an absolute must: the brewers' flower-covered floats, drawn by horses dressed in all their finery, parade through Munich amid a procession in traditional Bavarian costume. You could say that there is not ONE but several beer festivals, each catering to a different section of the public. At this world-famous event you can enjoy the fairground attractions, and afterwards sample one of the specialities (chicken grilled on the spit, for example) available in the giant beer halls erected for the occasion - each Bavarian brewer has an immense "permanent" chalet, replacing the tents of yesteryear. On Fridays and Saturday evenings, heavy drinkers come to slake an unquenchable thirst to the sound of Bavarian brass bands. There is overindulgence, certainly. But the atmosphere always remains friendly and fundamentally peaceful. The organisation is meticulous, leaving nothing to chance, while the police and Red Cross keep an eye open for trouble.

1. Oktoberfest
 (from September 22
 to October 7, 2007).



2. Munich, a catholic and... Italian city!

Munich is a very beautiful city. With almost 50% of it destroyed during the war, it is the first German city to have been rebuilt exactly as it was before. Capital of a fundamentally catholic land, where the question of separation of Church and State does not even arise, this "big village" sometimes has an air of the Vatican about it. The bell towers of the countless churches punctuate the horizon everywhere. Humanist and friend to artists, Ludwig I of Bavaria was mad about Rome and Florence. The façade of the **Residenz** was inspired by the Pitti Palace and the **Commanders' Hall** is the spitting image of the Loggia dei Lanzi in Florence, while the **Theatiner Church** celebrates the triumph of Italian Baroque. The passion of the people of Munich for Italy continues today with food, thanks to star-rated restaurants which celebrate Italian cuisine.



Munich is an inexhaustible reservoir of masterpieces! From Wilhelm IV to Ludwig I of Bavaria, all the Bavarian princes were passionate about art. In the early 20th century Munich gave birth to a crucial artistic movement, which opened the way to abstract art – *Der Blaue Reiter* (The Blue Rider). From Rogier Van der Weyden to Hans Memling, from Dürer to Mathias Grünewald, from Veronese to Titian, from Rubens to Rembrandt, from Kandinsky to Paul Klee, the whole history of painting will pass before your very eyes. Concentrate on the main places, namely the three art galleries (*Pinakothek*), the **Villa Lenbach** (for Kandinsky, Paul Klee and Franz Marc) and the **Haus der Kunst**. The latter houses classic modern art and temporary exhibitions.

3. Art



Munich boasts three symphony orchestras. The **Philharmonic Orchestra of Munich**, directed by Christian Thielemann, performs at the **Gasteig**, a vast modernist auditorium built in 1985. The **Bavarian Radio Symphony Orchestra** is under the musical direction of Mariss Jansons, while Peter Jonas has just passed his baton to Kent Nagano to direct the **Bavarian National Opera**, based in the **National Theatre**. The Munich Opera is a veritable repertory theatre, where you can see a different repertory every night - or almost. Born and bred in the city, the composer **Richard Strauss** was the son of a horn player with the Bavarian Court Opera. A fountain pays tribute to him on the **Karlstor**.

4. Music



The German people love Nature. The **English Garden** with its lake, vast immaculate lawns and waterways is shining proof of this. Laid out in the late 18th century by architect F.L. von Sckell, this park can be enjoyed on foot or by bicycle, or better still by taking a nap in the shade of a tree. The English Garden extends right to the heart of the city, joining up with the **Hofgarten**, the garden of the Residenz. Everywhere, beautiful young things, male and female, come to bask in the sunshine here, as if they were on a beach. The English Garden also contains several **Biergärten**, which are very busy in summer.

5. The Englischer Garten



6. Surfing

A surf spot in Munich? It's no joke! The **Eisbach**, one of the rivers that flows through the English Garden, forms a roller at the level of **Prinzregentenstrasse**. Dressed in wetsuits, a succession of surfers tackles, one after the other, a single formidable wave. A very popular attraction.



7. Cars

In Munich, cars are a sight in themselves: no insignificant model (or almost) disfigures the roads of Munich. The most beautiful models from BMW or Audi, many of them cabriolets (like the marvellous BMW 650 i or Audi RS4) can be endlessly enjoyed like real works of art. Munich and the automobile: a veritable love story. Indeed BMW has its headquarters in the capital of Bavaria; the shape of the building, imitating the 4 cylinders of an engine, is one of the emblems of the city. The manufacturer is currently completing a new museum, set to open in 2007. As for Audi, its headquarters are in Ingolstadt, just one hour from Munich.



8. Gärtnerplatz

This is Munich's (small) trendy gay district, named after a square where the theatre of the same name stands, built in 1872 and rebuilt exactly as it was in 1948. Its peaceful streets, lined in places with vaguely Jugendstil stuccoed buildings, are worth wandering through for their restaurants, boutiques selling clothes and jewellery, and a smattering of record shops.



9. Amalienburg

This is the name of the hunting lodge of Nymphenburg Castle, a mini Versailles that was once the summer residence of the princes of Bavaria. Very sober on the outside, the Amalienburg hunting lodge embodies the quintessence of south German Rococo in its interior. Using silver stucco and large mirrors which fragment the space to infinity, Frenchman François Cuvilliers created an illusionistic madness that delights the senses.



10. **"Pater
Noster" lift in
Blumenstrasse
28b**

Extremely unusual, never listed in any guide, here is a lift that is one of a kind: several doorless cages that you jump into move constantly without stopping, at slow speed. When you reach the top floor of this administrative building, these cages shift over to descend via the adjacent shaft. It is a modern-day antique of which scarcely any examples remain. Dare you make a discreet foray into this private building to have a go?



I hope we could help you with the above and I am looking forward to hearing from you in the near future with requests for beautiful Munich.