Be seduced
The new Herzog Anton Ulrich-Museum
Information for groups and tour operators
Re-opening of the Herzog Anton Ulrich-Museum

Autumn 2016 will see the grand re-opening of one of the oldest and most prestigious museums of Germany, the Herzog Anton Ulrich-Museum, after a seven year period of refurbishment.

The federal state of Lower Saxony invested almost 32 million Euro into the future of this time-honoured museum. The 19th century museum building was stripped of any fixtures that were added at later dates. Apart from a thorough renovation and refurbishment the building was also equipped with the most up-to-date equipment for modern exhibitions. The main focus of the new renovation is to show off the art in all its glory of course. To do this there are different presentation options; you will find minimalist but elegant installations as well as bold colour schemes in some of the exhibition rooms. As a result there is a lot on offer: 4000 pieces of art from 3000 years on 4000m² of exhibition space – this is art appreciation on the highest level.

The renovation wasn’t restricted to the exhibition space only. The reception area and even educational resources were updated as well. Visitors can benefit from a new visitor information system EyeVisit, lavish function rooms, a café with a view over the park and a museum shop.
The Herzog Anton Ulrich-Museum: A who is who of art history

The collection of the Herzog Anton Ulrich-Museum is one of the most prominent collections of the early modern period worldwide. The museum counts among the top 20 of the 700 art museums in Germany. This is of course due to its exquisite collection. The museum was founded in 1754. It has its name from Duke Anton Ulrich of Braunschweig-Lüneburg who bought the most important works of art of the collection.

Thanks to Duke Anton Ulrich and his successors the list of artists that are part of the collection of the museum is a veritable who is who of art history: Rubens, Rembrandt, Vermeer, Cranach, Dürer, Holbein, tom Ring, Giorgione, Palma il Vecchio, Rosso Fiorentino, Permoser, Goya, Beckmann and Picasso are just some of the notable artists to be found in Braunschweig. Whether it be paintings, graphic prints, sculptures, fine china and majolica, pompous furniture, coins and medals, enamel, finest lace or Japan work – you will find exhibits from ancient Egypt to modern times.
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The main features of the Herzog Anton Ulrich-Museum are

- its high quality
- its entertainment value
- and its timeliness

The works in the collection tell with powerful imagery of the eternal human struggles. Whether it be in ancient legends and myths, biblical scenes, historical facts, still lifes, or genre painting you will see the struggles between love and pain, empathy and envy, morality and amorality, power and impotence in moving works of art that touch on humanity's everlasting issues.

This is the basic idea of the museum's concept. The presentation is focused on subjects that have been at the forefront of the human experience since the times of antiquity. The big questions are what drive the entire exhibition. It might be family paintings and passions in the exhibition rooms of the galleries or brand politics and lifestyle as a leitmotif in applied arts – the central questions remain: Who are we? Where do we come from? Where do we go? What do we dream of? What motivates us?

You will find answers at the new Herzog Anton Ulrich-Museum from autumn 2016 in Braunschweig.

We will ...
... amuse you
... surprise you
... shock you

... fire up your imagination
... excite you
... inspire you

... enrich you
... beguile you
... astound you

... seduce you!
Welcome to Braunschweig!

Braunschweig’s museums and cultural institutions are renowned internationally. First and foremost is the Herzog Anton Ulrich-Museum, with works by Rembrandt, Rubens, Vermeer, Picasso and Dürer. The Braunschweigisches Landesmuseum has a distinguished collection of historical artefacts concerned with the history of Braunschweig and the surrounding area. The Staatliches Naturhistorisches Museum has one of the oldest collections concerning natural history in the world. The Städtisches Museum presents an exhibition of the town’s history as well as a collection of historical musical instruments and a large form collection. The Museum für Photographie regularly showcases exhibitions of international modern photography and the Kunstverein Braunschweig is a lively place of discussions on modern art.

The stages of the “Lion City”, as Braunschweig is known, have a lot to offer as well. Theatre in Braunschweig can mean anything from classical to boulevard theatre, from puppet shows to dance and somewhat experimental productions as well as musicals and amateur dramatics. The Staatstheater is a traditional large theatre, offering productions in five categories: musical theatre, drama, dance, young theatre and symphonic orchestra. The Staatstheater Braunschweig presented the début performances of “Emilia Galotti” by Gotthold Ephraim Lessing in 1772 and Johann Wolfgang Goethe’s “Faust – the first part of the tragedy” in 1829.
The world in upheaval
Reformation 1517-1617

7 May until 19 November 2017
Braunschweigisches Landesmuseum
in cooperation with Ev.-luth. Landeskirchen
in Braunschweig and Hannover

Globalisation, media revolution, climate change – are these new issues of the 21st century? Not at all. Martin Luther complained about the “fast times” in the 16th century. The times were changing. The invention of the printing press sped up the distribution of news and ideas just as Twitter, Facebook and Co. are doing today. The discovery of America changed the established view of the world. Copernicus was trying to shake up the firmament and Martin Luther started a world wide reformation movement.

The largest special exhibition project in Northern Germany shows the way the Protestant Reformation differed from previous attempts to reform the Catholic Church. This movement succeeded where others hadn’t. It led to the formation of a new religious denomination. But why? Why now and not before? When and how can an idea change the world?

One exhibition – three locations:
Apart from the main exhibition at the Braunschweigisches Landesmuseum with 1000m² of exhibition space another two locations are part of “Reformation”. For one the historical monastery St. Aegidien. This building is significant for the beginning of the Reformation movement in Braunschweig. The Benedictine monk Gottschalk Kruse, having returned from Wittenberg, spread the word about the new religious notions and managed to inspire not only his fellow monks but also the general population of Braunschweig. Of course this led to major problems with the Catholic rulers at the time.

The third location of “Reformation” is the church of St. Ulrici-Brüdern. Here, Johannes Bugenhagen, who was sent by Luther, grappled with the Braun-schweiger Rat, a kind of parliament at the time. He tried to convince them to implement the ideas of reformation, as they had already decided. The result of these discussions was the Braunschweiger Kirchenordnung, a model that was to be the prime example for the Protestant Reformation in Northern Europe.

The exhibition is under the auspices of the Prime Minister of Lower Saxony, Stephan Weil.

Further information:
www.landesmuseum-braunschweig.de

You can book a guided tour (duration: 90 minutes): from 70 € plus discounted entry fee per person
Registration and advice: +49 (0) 531 1215 2671

Opening hours:
10 - 5 pm, closed Mondays

Entrance fees:
9 €, discounted 7 €
children 4 € (6 - 16, under 6s free)
Ideas for your trip

1| Getting to know the museums of Braunschweig
   The topical guided tour “Braunschweiger Museen” lets you explore the diverse museum culture of Braunschweig. Herzog Anton-Ulrich Museum, Naturhistorisches Museum, Städtisches Museum, Schlossmuseum, Museum für Photographie and Braunschweigisches Landesmuseum are waiting to be discovered.

2| Braunschweig cathedral St Blasii
   Heinrich der Löwe (Henry the Lion) was responsible for the building of the cathedral in 1173. Amongst the most important medieval works of art are the Marienaltar (Altar of the Virgin Mary), the seven-branched candelabrum, the crucifix of Master Imervard, the impressive ceiling frescoes and the shell limestone tomb of Henry the Lion and his wife Mathilde.

3| Raft ride on the river Oker
   Relax during a leisurely raft ride on the river Oker. You can enjoy the view of lavish villas and dreamy gardens and parks. A reading, a guided city tour or some culinary delicacies complete this ride.

4| Sightseeing tour on board an old-timer bus
   Explore the city. On board an old-timer bus or a historical tram or a your own coach you will learn everything about the eventful history and the events of today of the “Lion City”.

5| A night at the theatre
   You can enjoy a number of interesting premières and productions at the Staatstheater Braunschweig. In the summer months, every year, there is an open-air production at the historical Burgplatz in the centre of town. Here you can see operas, musicals or classical theatre. Let yourself be enchanted.

6| So many events
   There is always something going on in Braunschweig: concerts, musicals and shows, as well as sporting events, flea markets and international music mean that you will always be entertained.

7| Discover the region
   The area around Braunschweig has a lot to offer as well. You will find impressive evidence of Stone Age Man like the Schöninger Speere. You can also visit the Lessing-City, Wolfenbüttel where you can wander in the shadows of the Baroque and the Enlightenment. Wolfsburg offers you plenty of room for experimentation in the futuristic science centre “phaeno” and there is room to explore the subject of mobility at the “Autostadt”. Enjoy!

8| Braunschweig Christmas market
   (starts on the Wednesday after Eternity Sunday and lasts until 29 December every year)
   A trip to the unforgettable Christmas market in Braunschweig. You will be surrounded by history as you enjoy the offerings of the festive period near the cathedral and the neo-gothic town-hall. A singularly charming atmosphere.

Further information
www.braunschweig.de/gruppenreise-museen

Program suggestion

- 2 nights incl. breakfast in a 3 star hotel
- reception by tour guide and city tour on board own coach
- snack lunch at the hotel
- guided tour “Braunschweiger Museen”
- entry fee and guided tour at Herzog Anton Ulrich-Museum
- descriptive literature
- 21st person free

Additional service options

- event tour of Herzog Anton Ulrich-Museum
- tickets for a production of Staatstheater Braunschweig
- guided tour with emphasis on architecture
- visit to modern art museum with guided tour
- Mediterranean ride on the river Oker
- topical guided tour: Between Lessing and Partyng – a walk through Braunschweig’s newest trend quarter

135 € per person in one double room / extra for single room 11 € per night (valid from 10 persons upwards)
The Braunschweig Stadtmarketing GmbH (city marketing) is here to help you with planning your program for a visit in Braunschweig. We have the following services on offer: texts and pictures for your leaflets, support with program planning and further information.

If you wish, a program can be planned for a one day tour. We also can suggest program options according to your wishes.

Your contact for trips to Braunschweig and information about the city
Braunschweig Stadtmarketing GmbH
Schild 4, 38100 Braunschweig
phone +49 (0) 531 470 20 48
fax +49 (0) 531 470 44 48
reiseangebote@braunschweig.de
www.braunschweig.de/tourismus
### Facts and figures for your visit

#### Entrance fees

<table>
<thead>
<tr>
<th>Category</th>
<th>Price</th>
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<tr>
<td>Adults</td>
<td>9 €</td>
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<tr>
<td>Discounted</td>
<td>7 €</td>
</tr>
<tr>
<td>Children 6 - 18 (under 6s go free)</td>
<td>2 €</td>
</tr>
<tr>
<td>Family ticket 1 (1 adult + 3 children)</td>
<td>11 €</td>
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<tr>
<td>Family ticket 2 (2 adults + 3 children)</td>
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#### Pre-booked guided tours

<table>
<thead>
<tr>
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<tbody>
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<tr>
<td>90 minute tour</td>
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<tr>
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<tr>
<td>Foreign language 60 minutes</td>
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</tr>
<tr>
<td>Foreign language 90 minutes</td>
<td>90 €</td>
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#### Opening times (planned)

- **Tue - Sun 11 am - 6 pm**, closed Mondays
- Groups and schools by arrangement

#### Contact

- **Herzog Anton Ulrich-Museum**
- **Kunstmuseum des Landes Niedersachsen**
- **Museumstr. 1, 38100 Braunschweig**
- **phone**: +49 (0) 531 1225 0
- **buchung.haum@3landesmuseen.de**
- **www.3landesmuseen.de**

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