



# HAMBURG on Tour

*Discover why the city of Hamburg was named the  
world's best night out at  
London's HAMBURG FESTIVAL*



Shoreditch will see the return of the free pop-up event [HAMBURG FESTIVAL](#) this September, where the Hanseatic city of Hamburg will bring a taste of its electric city and thriving music scene to London. Here are some of the things that music fans, foodies and culture enthusiasts can enjoy at the festival on Saturday 1 and Sunday 2 September.

### **Feel the Rhythm of Hamburg**

Hamburg has a well-known musical history with iconic names frequenting its clubs and venues over the years including The Beatles. The Metropolitan Region of Hamburg comes alive each year with over 100 lively festivals. At HAMBURG FESTIVAL, visitors will be treated to two days of live music from bands doing the HAMBURG FESTIVAL circuit including: [ELBJAZZ](#), [Hurricane Festival](#), [MOLOTOW Club](#), [MS DOCKVILLE](#), [Reeperbahn Festival](#), and [Wacken Open Air](#).

Stefanie Hempel will be bringing her ukulele and her famous [St. Pauli Beatles Tour](#), taking visitors on a sing-a-long Beatles journey through their history and musical education in Hamburg. A city where they found their sound and their haircuts, and also played more than anywhere else.

### **Get a Taste of Hamburg**

Around every corner of the venue, visitors will be able to get a taste of Hamburg with carefully chosen event partners from the city's food scene. There will be a range of tastings from [Chocoversum](#), Hamburg's popular chocolatier, Hamburg's latest locally brewed craft beer [LÜTTE HÖÖG](#) and also [Speicherstadt Kaffeerösterei](#), who are bringing an array of coffees to try with them.

Those wanting to learn how to make typical Hamburg food at home can participate with the live cooking demonstrations from the [COOK UP Culinary Gallery](#). Get a sneak peak of Hamburg's delicious and varied cuisine [here](#).

### **Explore the hidden depths of the city**

Event attendees will be able to pre-plan their visit to the Hanseatic city by exploring some of the event partner booths providing more information on key attractions not to be missed.



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The newest addition to the Hamburg skyline, the [Elbphilharmonie](#), will appear via a large-scale replica, with VR headsets allowing visitors to experience the iconic concert hall. Visitors will also be able to hop on a tandem bike complete with VR and cycle through the [Hamburg Metropolitan Region](#) taking in all of the sights.

Football fans will be able to chat to [FC St. Pauli](#) representatives and find out how this football team became one of the biggest and most successful brands in Hamburg, before treating themselves to some of the merchandise.

### **How to visit the event:**

Address: The Boiler House, 152 Brick Lane (part of the Old Truman Brewery)

Opening hours: 10am – 11pm on Saturday 1 and 10am – 6pm Sunday 2 September

Web: <https://london.hamburgontour.com/en>

Twitter: [www.twitter.com/hamburgontour](http://www.twitter.com/hamburgontour) #hamburgontour

Facebook: [www.facebook.com/hamburgontour](http://www.facebook.com/hamburgontour) @hamburgontour

Instagram: [www.instagram.com/hamburgontour](http://www.instagram.com/hamburgontour) @hamburgontour

YouTube: <https://www.youtube.com/channel/UCWEWj9UJl8pgB3P9nu3fvBw>

### **List of Hamburg on Tour Festival Partners:**

[ELBJAZZ](#) | [Elbphilharmonie Hamburg](#) | [Hurricane Festival](#) | [Millerntor Gallery](#) | [MS DOCKVILLE](#) | [Reeperbahn Festival](#) | [Wacken Open Air](#)

### **List of Hamburg on Tour Event Partners:**

[Active City](#) | [ADAMEVA](#) | [BID Reeperbahn+](#) | [Chocoversum](#) | [COOK UP Culinary Gallery](#) | [FC St. Pauli](#) | [fritz-kola](#) | [German National Tourist Office](#) | [Hamburg Metropolitan Region](#) | [Hamburg Ministry of Culture and Media](#) | [Hamburg State Opera](#) | [Hempel's Beatles-Tour](#) | [Hiphop Academy Hamburg](#) | [Kevin McElvaney](#) | [Lemonaid](#) & [ChariTea](#) | [LÜTTE HÖÖG](#) | [MOLOTOW Club](#) | [Speicherstadt Kaffeerösterei](#) | [Viva con Agua](#) | [Westin Hamburg](#)

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Royalty-free Hamburg pictures for editorial use: [https://marketing.hamburg.de/mediaserver\\_en.html](https://marketing.hamburg.de/mediaserver_en.html)

Hamburg on Tour 2017 video: [www.youtube.com/watch?v=tBuoGaY57No](http://www.youtube.com/watch?v=tBuoGaY57No)

2017 Hamburg on Tour Report: [www.hamburg-convention.com/epaper/hamburg-on-tour-london-2017/index.html](http://www.hamburg-convention.com/epaper/hamburg-on-tour-london-2017/index.html)

#### **Hamburg travel information**

Information on Hamburg / offers for trips to Hamburg: [www.hamburg-travel.com](http://www.hamburg-travel.com)