

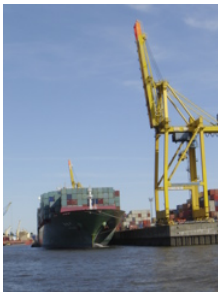
Hamburg, with a population of just under two million is the second-largest city in Germany, right behind Berlin. Its seaport is the largest in the nation and has dominated northern European trade for over four hundred years.

It is a media center and publishes half the newspapers and magazines in the country. It claims to have more millionaires per capita than any other city in Europe. And, it's the home of the fountain pen---which makes it easier for the millionaires to sign their checks.

In the year 831, Ludwig the Pious, son of Charlemagne, realized that a little village called Hamburg, at the meeting point of three important rivers, could become a source of great wealth. Not that he was short of cash or anything like that, but even then the rich liked getting richer. So he built a fortress, secured the harbor and began trading with his pals to the north.

THE PORT

In the 1100s Hamburg became a member of the Hanseatic League which was a big deal. The league was made up of about 200 cities that joined together and became exclusive trading partners. If you were going to do business in Northern Europe you had to deal with the Hanseatic League.



The Hanseatic League was so powerful that during the middle of the 1300s, the league declared war on Denmark because the Danish king wasn't following the league rules. The league won the war and installed their own king.

But by the end of the 1600s the growth of powerful empires like Russia, England and

Sweden put an end to the league. Hamburg, however, continued to grow and became the world's third-largest seaport after New York and London.

In 1938, Kurt Lehfeldt, a master pastry chef and amateur film maker produced a movie about the port area. At the time, over 75,000 people worked in the harbor which was the primary port for the importation of goods to northern Europe. It was also a center for worldwide liner service. Each day over 170 boats set out to sea with passengers heading for other European ports, as well as the Mediterranean, the United States, the Caribbean, South America and the Far East. Companies offered tours of the port and they still do.

THE FISCHMARKT

At the edge of the port is the Fischmarkt. Hamburg merchants have been in the fish business for hundreds of years and this market is still a primary source of supply---especially on Sunday mornings.



The market is an active site for the sale of fish but the stalls around the fish merchants sell hundreds of other things. At some stalls the goods are sold by auction---an auction with an unusual format. The auctioneer holds up a box and yells out a price, say 20 Euros. The person who buys the box gets everything in it. If no one buys the box the auctioneer keeps putting additional things into the box. You can hold out, but if you do someone else may make the buy. The more people in the crowd the more challenging the process.

The Fischmarkt also has an enclosed hall that's famous for its Sunday morning party---

live bands, big bars and food stalls.

But like all good parties, eventually it comes to an end, and depending on your viewpoint it is time to head off to bed, repent, or in some way attend to the needs of your soul.

ST. MICHAEL'S CHURCH

If attending to the needs of your soul is your objective, a visit to Hamburg's St. Michael's Church would be a step in the right direction. Around 1600 a plague ravaged the city. The death toll was so great that a new burial ground had to be set up outside the city walls. St. Michael's Church was built to accommodate the mourners.



DEAN ALEXANDER RÖDER
HEAD PASTOR
ST. MICHAEL'S CHURCH:

What we have downstairs in the under church is the largest Baroque-style crypt in Northern Europe. It's a basement with more than 400 graveyards, from the 18th and early 19th century. It is a piece of history which represents the democratic building of this city because you have mayors, you have people in mass graves who were members of burial societies as they were called. They paid in during their lives and then they were buried in the church.

People could go down into the crypt, mourn their deceased ones, and still be united with them when celebrating Mass upstairs.

The church is so important because it's a landmark of Hamburg. The spire of this church was the last thing the people who went out on the ocean could see and it was the first thing to see when they came back. And that's why it became so prominent in the city and so prominent with all the people, even people who do not belong to the church.

When this church burned down in 1906 it was completely destroyed. Only the tiny little pieces that could be carried out at that time were saved. Everything was destroyed and of course a discussion began among architects, how are we to rebuild this church? Well they decided that they wanted this St. Michael's back the way they had it. But they

changed things. Where the centerpiece of the altar painting depicted the Resurrection of Christ, they put in a little mosaic now depicting some mixture of style between Art Nouveau and Art Deco.



An old part of the church that was saved was the baptismal font. It's beautifully done out of marble and three little angels are carrying a marble shell in which the water is held. Two of them work very hard. The other one, that is not seen by the congregation, says well, if nobody sees me, why should I work? So it stands just pretending to work. And it's a wonderful, tiny, humorous piece of art here in the church.

St. Michael's is probably one of the most vivid churches we have in Germany. We have a wonderful 12 noontime short organ service every day of the year, where all three organs of the church are played from the smallest to the largest. We still have the largest organ in Hamburg with more than 6,666 pipes and five services every Sunday and lots of concerts.



STREET OF THE SHOPKEEPERS WIDOWS

Just down the road from St. Michael's Church is the last remaining example of a typical Hamburg street from the early 1600s. The buildings were put up by the shopkeeper's guild as retirement homes for the widows of men who had worked in the shops.

IMMORTAL IMAGES

Every society has some form of spoken language which is learned without systematic instructions---children "pick it up" at about the same time they start walking. Speech is part of our genetic program. Maybe that is one reason they say, "talk is cheap", but it's also invisible. You can hear it. You might even understand it. But you



Hamburg, Germany

can't see it.

Writing on the other hand is easy to see. It makes speech visible. It can also make it permanent. But writing is not just a record of words that have been spoken; writing is a distinct way of communicating and it has its own rules and unique powers.

Writing, however, is a recent development and must be taught to each generation. Writing has the extraordinary ability to preserve information through time and space.

The written word has always had an amazing impact. Messages that would have been received with distrust, totally disregarded or ridiculed if they had come by word of mouth, were taken as the gospel truth because they were written. From the beginning, the written word has always had a special strength.

The great break-through in the history of western writing came when the ancient Greeks invented the alphabet. It made it much easier to learn to read and write. And as more and more people developed these skills every aspect of western society changed. The pen became mightier than the sword.

Another advance, not on the scale of inventing the alphabet but never-the-less an important step, took place in 1906 when August Eberstein, an engineer, and Alfred Nehemias, a banker, traveled from Germany to the United States and England to get a good look at a new invention called the fountain-pen. Awesome! A pen that contained its own ink tank--freed from the ink pot, it was truly portable.

The pens they saw were interesting but from a technical view point, not very advanced. When they got back to Germany, they settled down and started re-engineering the fountain-pen. They set up a small factory, started producing fountain-pens and selling them to local stationary stores.

One of the stationers, Claus Johannes Vos, thought the new pens were a great invention and organized a joint venture with Eberstein and Nehemias.

Their first series of pens were black with a red cap and called "Rouge et Noir", the French words for red and black and the title of a famous French novel of the period by Stendhal. At the time,

anything French was fashionable.

The French name meant nothing to the average German customer and was more or less ignored---so much for their marketing plan. But the pen was technically superior and they advertised it as "the fountain-pen that does not make blots".

Then they changed the name of their pen to "Montblanc" which is the highest mountain in Europe. The mountain itself is in the French Alps but it has always had a slightly Swiss connotation. Even today, the Montblanc pen is often thought of as a French/Swiss product.

The pen was still black but the top was marked with a six-pointed white star. The imagery echoed the giant black mountain with its six white glacier valleys.

They also began marking their pens with the number 4,810 on the tip, which was the height of the mountain in meters.

The history of Montblanc is, to a great extent, the history of the luxury brand business in the 20th century. In 1919, it established its own advertising department which was headed by Grete Gross. She was a master at promoting a name and made Montblanc an internationally recognized and widely respected brand. She took a group of two seater automobiles, mounted



giant fountain-pens on the roof, formed them into cavalcades and set them off on the roads of Europe. She also put the Montblanc logo on early bi-planes and flew them from country to country.

Today, we take international brand marketing for granted. The "H" of Hermes, the polo pony of Ralph Lauren, the swoosh of Nike and the apple of Apple can be seen in every major city around the world. But Montblanc was at it a hundred years ago.

They did hit a slight bump in the road with the economic depression of the 1930s which made it difficult to sell anything that wasn't essential. Montblanc responded by giving their pens a



WHERE TO STAY

While in Hamburg I stayed at the Raffles Hotel Vier Jahreszeiten. The Raffles Hotel Vier Jahreszeiten was opened in 1897 and has been a Hamburg landmark ever since. In spite of its age it has been able to maintain its original elegance. In fact, it is in perfect shape. I'd like to look this good at a 100.

Of course, a proper diet is one of the keys to staying in good shape. And part of that process is to eat as many different foods as possible---variety is essential. And in order to make that task easier for you the hotel has five different restaurants: The Haerling, The Grill, Doc Cheng's, Café Condi, and The Terrace.

The hotel's most unique offering, however, is a class on etiquette for children between 6 and 13. They use a play environment to teach good manners and proper behavior.

They also have an advanced class for 14 to 18 year olds where they learn the proper way to introduce people and welcome guests to a gathering. In addition, the class covers manners and dress codes.



RAFFLES HOTEL VIER JAHRESZEITEN

NEUER JUNGFERNSTIEG 9-14
D-20354 HAMBURG, GERMANY
T: 011 49 (0)40 34 94 0
WWW.RAFFLES-HVJ.DE



"lifelong guarantee" and making the public more aware of their meticulous craftsmanship.

In 1992, they began producing an annual limited edition pen that honors a famous patron of the arts or an author. They also produce annual limited editions that honor outstanding authors.

The great years were 1997, '98 and '99. Not because the pens were any greater. It's just that those were the years when the limited edition pens honored Peter the Great, Alexander the Great, Frederick the Great and Catherine the Great. Many historians give Peter, Al and Fred credit for being pretty good but almost everyone agrees that Catherine was really great.

Over the years Montblanc pens have become cult objects that show up at various events. Like when President



Kennedy and Chancellor Adenauer of Germany were about to sign the golden book of the city of Cologne in commemoration of their meeting. The Chancellor reached into his pocket and discovered that he had forgotten his pen. President Kennedy handed his pen to Adenauer and suggested that he keep it as a memento of the occasion.

The ultimate example of the pen being mightier than the sword was when Roger Moore's, James Bond, used his Montblanc to eliminate the bad guy in *Octopussy*.

These days, we are in the age of the computer and the handwritten word is no longer the primary method for communicating information with speed and accuracy---that role belongs to the internet. But because the internet is so impersonal and lifeless, the handwritten word has taken on an even greater significance.

A handwritten letter is warm, direct and intimate. It tells us about the person behind the message and expresses their desire to be in direct contact with us. It is an expression of the soul.

Hamburg, Germany

STAYING IN SHAPE

The Raffles Hotel Vier Jahreszeiten has five different restaurants. The Haerling is their gourmet room---a Michelin one-star offering classic French dishes with a Mediterranean accent.

The Grill has a roaring 20s, Art Deco feel. Its menu lets you choose a grilled specialty from the list of meat, fish and poultry. Then you decide which sauce and side dishes you would like from a separate list.

The hotel has an Asian restaurant called Doc Cheng's. Cheng was born in Penang in 1882, spent the first part of his life as a playboy, then as a doctor. The restaurant is a tribute to his memory and his belief in the restorative powers of good food and drink.



During Doc's playboy days, he traveled to Italy where he discovered his passion for pasta. When he got to Singapore he prepared a dish of wok-fried Italian noodles with shrimp, egg, lemongrass and mushrooms – east meets west.

Attached to Doc Cheng's is the Indochine Bar with over 35 different beers and a selection of sake based cocktails. Doc's favorite drink was a Singapore Sling.

Breakfasts are served in the Café Condi which is decorated in a style called Biedermeier, which was in fashion throughout Germany during the first half of the 1800s. Biedermeier was a character in a play who became a symbol for responsible middle class behavior. The design elements are drawn from classical Greek and Roman architecture. The woods are usually light in color and the attention to detail is meticulous. Herr Biedermeier would have loved this place.

The Terrace offers light snacks, drinks and a great view of the lake. There was a great German philosopher, Goethe, who once said, "Have dessert first. Life is uncertain."



BIRTH PLACE OF THE BEAT

During the early 60s, the music scene in Hamburg produced a new form of music that became known as "The Hamburg Sound", a sound that was made famous by the Beatles as well as Little Richard, Jerry Lee Lewis, Bo Diddley and the Everly Brothers. While I was in Hamburg the city's museum of history put on an exhibition honoring that period.

It not only deals with the music but also the social background of the period and how the new music reflected and influenced the changes that took place in fashion, consumer behavior and politics.



**ULF KRÜGER
CURATOR**

The Hamburg Sound was basically a mixture of skiffle, a very simple British music style, and rock 'n roll.

Hamburg is a big seaport, and many, many people came in from abroad looking for amusement. Sailors, of course, because they stayed longer in those days. Three or four days, and not just two or three hours to unload the containers.

So club owners were looking for cheap bands. And they found them in England. So the Beatles being an amateur band then, came to Hamburg, and here they learned



WHERE TO EAT



**ZU DEN ALTEN
KRAMERAMTSSTUBEN AM MICHEL
KRAYENKAMP 10
20459 HAMBURG, GERMANY
T: 011 49 (0)40 36 58 00**



their craftsmanship and became professionals.

When the Beatles came to Hamburg, they started in a little club called Viendra. They were transplanted into another bigger club, the Kaiserkeller. We have the original doors of the Kaiserkeller.

From the Kaiserkeller the Beatles went to another club, a bigger club, The Star-Club where they became a real success. The Star-Club had Little Richard, Jerry Lee Lewis, Fats Domino. They had everybody. Even Ray Charles, who was really big then.

We've got a collection of Astrid Kirchherr photos, world famous shots of the Beatles in the very early days and of Stuart Sutcliffe the fifth Beatle who used to play the bass guitar in the beginning. He stayed in Hamburg with Astrid and unfortunately died here in Hamburg, just a couple of days before the Beatles started their stint at The Star-Club.



The Beatles were just the tip of the iceberg. There were lots and lots and lots of bands, mainly coming from Liverpool, London and a couple of upcoming German bands as well. They all created "The Hamburg Sound" together.

Another of Hamburg's interesting museums is the Museum of Arts & Crafts.

Like most major museums in Europe and North America, Hamburg's museum of applied arts was founded in the second half of the 1800s. The driving force behind its establishment was a young lawyer named Justus Brinkmann. Brinkmann believed that putting together a collection of the finest craftwork would give other craftsmen and women a set of examples



which would help them improve their own work and at the same time improve the taste level of the general public. If you want to hear what "The Hamburg Sound" was like 500 years ago, this is the place.

TO LEARN MORE...

GERMAN NATIONAL TOURIST BOARD

WWW.D-Z-T.COM

HAMBURG TOURISM

WWW.HAMBURG-TOURISM.DE

FISCHMARKT HALL

WWW.FISCHAUKTIONSHALLE.COM

HAUPTKIRCHE ST. MICHAELIS

ST. MICHAEL'S CHURCH

ENGLISCHE PLANKE 1A

20459 HAMBURG

T: 011 49 (0)40 3 76 78 111

WWW.ST-MICHAELIS.DE

HIGH FLYER BALLOON

DEICHTORSTRASSE 1 – 2

20095 HAMBURG, GERMANY

TICKETS, T: 011 49 (0)40 30 08 69 69

WWW.HIGHFLYER-HAMBURG.DE

MONTBLANC INTERNATIONAL

WWW.MONTBLANC.DE

MUSEUM FÜR HAMBURGISCHE GESCHICHTE

HAMBURG MUSEUM

STIFTUNG ÖFFENTLICHEN RECHTS

HOLSTENWALL 24

20355 HAMBURG, GERMANY

T: 011 49 (0)40 428 132 23 80

WWW.HAMBURGMUSEUM.DE

MUSEUM FÜR KUNST UND GEWERBE HAMBURG

MUSEUM OF ARTS & CRAFTS, HAMBURG

STEINTORPLATZ

D-20099 HAMBURG, GERMANY

T: 011 49 (0)40 428 134 27 32

WWW.MKG-HAMBURG.DE

THE PORT OF HAMBURG

WWW.MAINPORT-HAMBURG.DE

ULRIKE SCHRÖDER

TOUR GUIDE, ULLIE SCHRÖDER OFFERS PRIVATE AND

CORPORATE CLIENTS GUIDED TOURS AND LECTURES IN

HAMBURG AND SURROUNDING AREAS.

WWW.ULRIKE-SCHROEDER.COM