

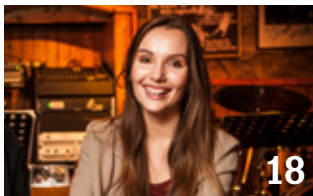
Reutlingen

The Magazine



Reutlingen
The lively city

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Welcome to Reutlingen!

“Do everything out of pleasure and out of love, and with originality.” – HAP Grieshaber

In his Swabian style, Reutlingen’s treasured artist summarises the cause taken up by the people of Reutlingen.

Take Mr Wendler, for example. The professor, graduate historian and graduate economist weaves his way tirelessly through the alleys to stay fit, as he says. And to familiarise visitors with the city’s history a little bit more.

When sauntering across the market and strolling through the shops, one meets unique people. Each one tells a different story. And all are united by a thirst for action.

There is just as much vitality during the Gönninger Tulpenblüte in spring. Over a thousand tulips fascinate people each year time and again – and not just the locals. Dr Margarete Walliser explains to you why that is the case.

It is no secret that the people of Reutlingen know how to party. They value the art and culture in their city. Genuine Reutlingen natives give you the best tips for going out.

Ingenuity and entrepreneurship. Carmen Bleile explains how a passion for memories became a business idea. With innovative companies and Reutlingen University, the city is a location for high-tech and internationality.

The area around Reutlingen is also charming. Opposites attract: urban flair with the Stuttgart Metropolitan Region in the north, pure nature with the Swabian Jura in the south. The city in the middle of the biosphere region isn’t called the Gateway to the Swabian Jura for no reason.

Let yourself be captivated by the eight sections of this magazine. You will meet a few Reutlingen “ambassadors”, all of whom act out of passion and give the city its diversity.

Enjoy!

Tanja Ulmer and the StaRT team

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The man with the magical glasses.

Walking through Reutlingen with Eugen Wendler, one discovers the city's history behind its walls and facades.





Reutlingen's Old Town with Tübinger Tor, the Marienkirche and the Achalm, the city's "local mountain".

Eugen Wendler has already had his jacket buttons scraped off in this alley. He wondered what such a breathtakingly narrow street was good for. “You would not have been able to come through here with a milk churn,” he says. “It can only have been an escape route.” In case there was another fire, like in 1726, when one almost destroyed the entire city. The alley is called Spreuerhofstraße and measures barely more than thirty centimetres at its narrowest point. It thus made it into Guinness Book of World Records.

Wendler has already had to go through here countless times. The group of women he leads today does not let him off so easily either. So he sucks his stomach in and scuttles sideways into the narrow lane. He holds a hand between the wall and his beige anorak, out of which a starched collar peeks. His coil of white hair is blown by the autumn wind.

The man has known the city since his birth, a home birth in a house on Ringelbachstraße 75 years ago. And actually much longer: he researched the city’s history and wrote a book about it with 140 chapters. He is a



Tummy in: At a width of 31 cm, Spreuerhofstraße is the narrowest street in the world.

graduate economist and historian. Professor Doctor Doctor Eugen Wendler. He was away for fifteen years, studying in Tübingen, Mannheim and Konstanz. Apart from that, he has always been in Reutlingen.

He adjusts his gold-framed glasses. After a tour of the city with him, one could think they possess magical powers – Wendler sees the city with other eyes. He recognises the history behind the buildings. In the upper part of Wilhelmstraße, where most visitor gazes



Refreshing: gastronomy in historic walls.



Hidden: sculptures on the Spitalhof and Tübinger Tor.



Contemporary witness: 600-year-old Gartentor with the Gartentorbrunnen.

„ He sees the history behind the buildings. “

focus on bakeries and attractively arranged display windows, he sees the rows of houses of the imperial city. Where others see only a house wall made of chunky blocks of stone, he sees the plight of the people of the city, who, after the major fire, could barely afford building material and therefore used the city wall as the outside of their houses. Wendler sees more. As do the ladies he leads through the city.

Wilhelmstraße, now a shopping mile, has always been the city's main axis. Here, Wendler fondly recalls a cobbler who lived opposite the Nikolaikirche and who, according to legend, brought bad luck over the city. When telling these anecdotes, he changes from High German to Swabian, which he finds more fitting for bawdy topics: the cobbler boozed a lot, swore just as much and also worked on Sundays. Debauchery won't go unpunished, the priest had threatened. Then, on 23rd September 1726, his maid had a rendezvous in the workshop. She knocked the candle over and it fell

through a gap into a heap of hay in the cellar. "Back then, the wind blew just as it does today," describes Wendler. The fire raged through the town burning ninety percent of the buildings.

"You would have been able to see the glow on Lake Constance". Legend? Truth? Or something in between. Wendler recalls his historical knowledge like an actor does his lines. "It's as if you are listening to an audio drama on cassette", says one of the participants.

Wendler moves quickly between each stop. He wants to show a lot of Reutlingen and also deviates from the plan from time to time. As he passes the community college made of grey cubes and glass, he adds: "This part of the old city could have been home to Germany's oldest residential quarter – even older than Esslingen." But in former times the city didn't treasure its historic structure enough. Wendler is known for his critical remarks. But today, he emphasises, the city does a lot to preserve traditional architecture. The city invested



The centre: The Maximilian-Brunnen between Marktplatz and Wilhelmstraße is a popular meeting place for wanderers, friends, and families.



Landmark: from the 70-metre-high tower at the Marienkirche, you can get a view over the city centre and enjoy gazing into the distance.

1.3 million Euros in the house opposite the adult education centre, where a journalists' school is located.

On the market place, traders fold away their red and white striped awnings. A road sweeper brushes together the remains of the market day. Cabbage leaves, a tatty paper bag, an apple that turned out to be too small. Daily commodities have been sold here for 834 years already. All of these things used to be manufactured by guilds, for example: bread, meat, shoes, clothing. Reutlingen got the market rights from Barbarossa in 1180, Wendler says, sticking a "probably" on the end. As a scientist, he is very particular

” We are on the northern border of the Roman Empire. “

about sources. He is now standing in the light of the midday sun, the group closely crowds around him so that the autumn wind and the road sweeper don't detract from his stories.

"We are on the northern border of the Roman Empire", he explains. When guiding, the past becomes the present for him. It started with Rutilo, the Alemannian. He and his entourage moved to the south from what is now known as Sweden. "And he liked the Echaz valley so much that he settled here". The ending "-ingen" stands for "little hamlet". Reutlingen – once Rutilo's little hamlet.



Trade history: Eugen Wendler by the Zunftbrunnen

On the market place, someone tugs at Wendler's sleeve. The Imam of Reutlingen wants to introduce himself. He has heard of Wendler, the busy Reutlinger. Wendler muses over a particular project, a "garden of religions" in the city. The story of Reutlingen continues to write itself, every day, every year. Architects and demographers write it as well, along with migrants – and Wendler.

There are still many stops to go on his tour: the infirmary with the large archway, the abbey courtyard behind the Heimatmuseum, the Zunftbrunnen, and the Marienkirche. Along the way, Wendler sometimes stops. Just because. "Let's stop here quickly", he says, and directs his gaze towards a street, Jos-Weiß-Straße, where a piece of the city wall made from reddish stone is incorporated into a house wall. The former armoury and a small tower loom behind it. "Here, you get an impression of what the inner ring of the city fortifications used to look like," he adds. Walls metres thick used to surround old Reutlingen. Wendler opens up the city to his visitors like a book. With him, you can freeze a moment between then and now. And come to know Reutlingen better. Just when you think you know the city. Wendler knows it better.



Reutlingen's Heimatmuseum: culture and history of the city within a medieval framework.

MORE

SIGHTS AND HISTORY

GUIDED TOURS

Eugen Wendler is one of the several tour guides with which you can explore Reutlingen. Various guided tours are available, for example, the free 90-minute tour. Themed tours and individual tours can also be booked for several people.

REUTLINGEN'S HEIMATMUSEUM

In a permanent exhibition in the building of the former Königsbronner Hof, the historical museum displays city culture from the 13th to the 20th century – from the cellar to the attic. Additionally, there are always special exhibitions in the Heimatmuseum. In the walled garden, there are sculptures made of stone, architectural fragments, tombs and other stone relics from the city's 7 centuries of history.

ACHALM

Outside of the city lies the Achalm, Reutlingen's 707m-high "local mountain". Built in the 11th century, Count Egino's castle once sat on its peak. Apart from the castle tower, which is well preserved and accessible, all there is left to see today are the remains of the proud castle walls. The view from the tower over Reutlingen, the surrounding area and the Swabian Jura is worth the steep climb on foot.

MARIENKIRCHE

During a siege by enemy troops, the citizens are said to have vowed to erect a church for the Virgin Mary if the army withdrew from Reutlingen's gates. This in fact came to pass, and the enemy also left behind a battering ram. The length of the nave was to correspond to the measurements of "Reutlingen's ram". The Marienkirche is open to visitors and you can climb the 70m-high steeple using the wooden and stone steps.

www.tourismus-reutlingen.com/leisure-culture/sights

Sugar-sweet and award-winning.

**In the centre of Reutlingen, you will find:
Independent businesses in which the bosses still take time for
their customers. A stroll through the city.**


The day begins with his specialty: “they are sugar-sweet, that’s what everyone says”, explains Karl-Heinz Bayer, filling a box with golden yellow carrots. The first customers are standing right in front of his stall, so “Karle”, as the strong, 62-year-old with the blue eyes is called by his fellow marketers, quickly stacks the bundles of radishes neatly on top of each other and straightens up a bright pumpkin. He cultivated them all himself and harvested them the day before.

It is eight in the morning and marketers at Reutlingen’s weekly market are serving the first customers. Every Tuesday, Saturday and also Thursdays during the summer, they offer their goods in the heart of the city. Many things that are sold here have been grown in the region, like the vegetables sold by Karl-Heinz Bayer, whose father and grandfather were also gardeners. “The people don’t just come because the goods are so fresh”, Bayer recognises. “They also love chatting, and the familiar interactions with each other.”

In Reutlingen, there are many marketers and tradesmen with the same mentality as Karl-Heinz Bayer. Merchants or craftsmen who stand by their products and services. Who foster good relationships with their customers. Tradesmen, who consider themselves not only salesmen, but also advisors. A tradition, which in many places is fading into oblivion in this time of bargain bins and online stores. But this is not the case for many of Reutlingen’s businesses.



Fresh is in: nobody passes up healthy organic groceries from the region.



Old-timer, young produces: Karl-Heinz Bayer has been supplying his customers with his self-cultivated fresh fruit and vegetables at Reutlingen's weekly market for many years.

” The people also love chatting, and the familiar interactions with each other. “

Karl-Heinz Bayer,
Gardener at Reutlingen's weekly market

Take Silke Brucklacher, for example. The 46-year-old wears a low-cut, red woolen jumper and finds the “right cups for apples, melons and pumpkins”. Standing in her shop window, she is a few minutes’ walk from the market place. But this isn’t about fruit or vegetables – Brucklacher is the owner of “Wörner Dessous”, a small shop with a tiled stove in the corner. From small to large: in a dozen display draws, there are hundreds of bras. And, of course, Brucklacher and her colleagues are helping to choose or possibly alter the lingerie, so that they really go together. “If the bra fits, you will stand upright”, says Brucklacher, who even developed the sports bra “Mela Meloni” with her team, which can only be bought in her shop. She doesn’t sell anything on the internet, Brucklacher adds: “because you can’t be sure which is the right size”. A service, which her customers appreciate.

” From cups for apples and melons to Springerle and Kaffeeschäumle. “

Shall we take a short break in our stroll? Opposite “Wörner Dessous”, Café Sommer invites you over. Looking at the cake counter, it’s going to be a difficult choice. “Try the special torte with crushed meringue”, says Andreas Sommer. The 56-year-old confectioner with the grey moustache wears a white chef coat. He is already leading the place into its third generation – and bakes proven recipes by his father and grandfather to this day. They are called “Springerle” (anise cookies), “Nussfülle” (nut-filled pastries), and “Kaffeeschäumle” (coffee meringues) and are in a worn-out recipe book which Sommer has on display in a vitrine in his café. And even though so many things in the café are different today than they were when his grandfather ran it: “the recipes have not been adjusted one bit”, adds Andreas Sommer. It’s worth it: Sommer’s Black Forest Gateau, for example, has been elected the best in the whole of Germany several times.



Stroll around and enjoy: there is a diverse range of shops, stores and cafés in the centre of Reutlingen – here, no wish goes unfulfilled.



The cup maker: Silke Brucklacher is the owner of the specialist shop "Wörner Dessous" and is most familiar with the clothes women wear underneath.



Crumbly Mutscheln: the city's traditional raised pastry



Back to the future: whether it's Mutschel or award-winning Black Forest Gateau – for baking, Andreas Sommer swears by his grandpa's recipes.



Open your eyes and your watches: watchmaker Martin Thom and his colleagues know how to make watches tick again.



Wine queen: a huge selection of vintage wines, as well as "Swabian whisky" and international specialities are available from Monika Dilger-Ott at "Vinum".

„ Jewellery, clock faces and time to taste and enjoy. “

Back to the shopping mile. To do more than window shop at Depperich jewelers, you will need to ring the bell. The door opens with a soft swish into a modern sales room. Diamonds, pearls and luxury watches glitter in the displays and a gentle, friendly voice welcomes you. It is 52-year-old Martin Thom, magnifier in hand. He advises each customer at length and in depth. His actual workplace is the watch workshop, which is accessed through a mirrored door – there is a touch of the spy film here. A costly wristwatch lies on his workbench and the cogs in the movement sparkle in the bright light. Thom's expert fingers will get this watch working again, as they have so many before. This includes many precious heirlooms. "Clocks are emotions", explains Thom. "Consider for a moment the times when you look at a clock. When children are born, for example. You never forget it." A piece of life,

held within the glimpse of a clock face.

Before we finish the tour, a trip to "Vinum". Shall we get a Württemberg wine for this evening? Or delicacies from France, Spain or Italy? Monika Dilger-Ott walks around the heavy cash desk, greets you fondly and advises you quickly and competently. Shortly after, you have the appropriate bottle of wine or a fine delicacy in your hand. If you have time, she will give you a sample of wine or provide you with gift ideas. "A Swabian whisky, perhaps? Vineyard peach liqueur?" asks the 52-year-old. A basket of delicacies is quickly filled – and can still be completed with something sweet: if needed, Monika Dilger-Ott simply sends her customers next door to "Café Arabica", which smells of freshly roasted coffee and chocolate. And so, the stroll through Reutlingen ends where it began: with a sugar-sweet speciality.

TRADITIONAL RETAIL IN REUTLINGEN

OSIANDER BOOKSHOP

Osiander – the name means good advice. The bookshop empire was founded almost 420 years ago by a university professor from Tübingen. By his own account, Osiander is currently running his largest bookshop in Baden-Württemberg with the Reutlingen branch. Incidentally, the store, which is where the economist Friedrich List was born, does not just sell literature about economics, but sells everything from classics to fairytales. Particularly popular: regional crime novels. And if browsing makes you hungry: Restaurant Friedrich's on the first floor of the List building serves traditional food. There is always some kind of food that will complement Swabian novels like "Spätzleblues".

HAUX HOME TEXTILES

The family business Haux Wohntextilien (Haux home textiles) was formed in 1853 when Reutlingen's textile industry was flourishing. Owner Fritz Haux presents his customers with a true home environment. The bed is made, the pillows are draped, and a scented candle creates a cosy atmosphere. This "concept store" with its high-quality range of brands places great value on peace and pleasure. As a specialist in grills and accessories, Haux supports the slow food movement with grill seminars for apprentices and experts.

SCHNEIDER SHOES

The traditional business Schuh Schneider (Schneider shoes) has been around since 1864. Already in its fifth generation, Bettina Schipp, born Schneider, runs the business today. She proudly promises quality advice. The needs of her customers are met individually. A children's play corner ensures relaxed shopping. This master shoemaker's orthopaedic made-to-measure shoes have made a name for themselves far across Reutlingen.

www.tourismus-reutlingen.com/shopping/storefinder

The basis of all life.



*Guardian of blossoming landscapes:
Dr Margarete Walliser, chairwoman of the society
of Gönninger Tulpenblüte e.V.*

This spectacle melts the hearts of all amateur gardeners: in spring, up to 40,000 tulips blossom in Gönningen, Reutlingen's most southern district. Dr Margarete Walliser, chairwoman of the "Gönninger Tulpenblüte" (Gönningen's tulip bloom) society, knows why this is. As a historian and an employee of the State Office for the Preservation of Historical Monuments, she knows a lot about tradition.

Mrs Walliser, why do people from Gönningen love tulips so much?

The tulip used to be a big commodity among Gönningen's seed traders. The flower was favoured by the aristocracy in the 17th century and became a bestseller. The money that traders, among others, made with tulip bulbs turned rural Gönningen into a civil municipality. French was already being taught at secondary schools here in the mid 19th century – a sign of the area's cosmopolitan attitude.

But the tulips were fading into obscurity. Why did this happen?

When I was a child, the tulip bloom was still cherished. In spring, we came here from Reutlingen with the whole family to admire the tulips. There are red tulips on the pictures I painted as a child! As time went on, tulips became run-of-the-mill flowers and were available everywhere at low cost. There were less and less seed traders in Gönningen, and the tradition faded..

So, whose idea was it ten years ago to give the tulip blossoms a new lease of life?

It was dedicated citizens who became occupied by the history. They asked me whether I, as a historian, wanted to join the society. Today, I am the chairwoman, we have around 130 members. The only seed trader still active in Gönningen, Samen-Fetzer, also gives our society and the Gönninger Tulpenblüte event a lot of support. Tulips represent the history of seed trade, we want to remember that. And in a way, seed trade is the basis of all life, isn't it?

Is that the reason why even the cemetery is gleaming in every colour in the spring?

The tulip has always been a symbol of life, but at the same time a sign of prosperity. That is why rich seed traders planted them on the family grave. That was the start of the Gönninger Tulpenblüte.

Today, our colourful cemetery symbolises the unity of life and death for me. When the tulips bloom here, many visitors, young, old, entire families show up. They enjoy the flowers, there is a really special atmosphere.

Each year, thousands of visitors come to the Gönninger Tulpenblüte. What can they do there?

A visit during the blooming period from mid April is always worthwhile. There is an artists' market throughout the area and a festival in the tulip field, where you get to see more than 400 varieties. One of the highlights is the service on the first tulip Sunday. We also have the only seed trade museum in the world! It contains an authentic recreation of an old seed trading parlour, where it is demonstrated how the seeds were preserved, measured out with spoons and packaged. All the photos show the proud seed traders in fine clothing. You can really project yourself into that era.

Mrs Walliser, do you have a favourite kind of tulip?

The red triumph tulip. Its calyx is quite closed and I like it because it's so simple. But the choice can be difficult when the tulips bloom here. Here, we have the fringed parrot tulips or the elegant lily tulips. You rarely see so many shapes and colours.



Unique around the world: in the seed trade museum you experience the history of Gönningen's traditional business



Commemorate in colour: tulips at Gönningen cemetery



Eclectic: the artists' market during the tulip bloom



JAZZclub in der Mitte

Eva Winter from Lichtenstein:

” My parents are musicians and took me with them to concerts and to the jazz club when I was a child. Today, I love going to the jam sessions. Cosy, crooked, candles on the tables: I have always liked this cellar. “

Recommended by experts.

Whether it's sports or feasts, theatre or pop concerts: Reutlingen has a lot to offer. But where do Reutlingers actually spend their free time? We've asked around a little.

Theater Reutlingen Die Tonne

Klaus Fahrion:

"My wife and I like to go to 'die Tonne', the theatre in the medieval vault. We like the musical plays the best – and the familiar atmosphere. During the interval, you always find someone you can chat to about the play. It's amazing what a committed director can achieve in such a small place!"



Achalm. Restaurant

Klaus Wild with Jürgen Schumacher:

"From up here in the evening you can get a fantastic look at Reutlingen by night – the sea of lights really looks like it's a metropolis. The cuisine in the Achalm is upscale but also down-to-earth. The manager comes to the tables to see if everyone is satisfied. As Swabians, we obviously recommend the roast joint!"



Dolce Bar & Restaurant

Erika Messmer and Julia Nagy:

“You can have breakfast and lunch in the ‘Dolce’ – and in the evening the restaurant is also highly recommendable. We often come on Thursday, which is cocktail day – with the best ‘Coconut Kiss’ of all time! Some nights, the restaurant turns into a club. And all the music is quite random, from rock to black. The ‘Dolce’ is basically an all-rounder.”

DAV Kletterzentrum Reutlingen

Anke Bierhoff with Mia Sophie:

“I did a climbing course here three years ago, since then I’ve been coming once a week. Sometimes I come here in the afternoon with the kids as well. It’s great for them! They use their courage and learn how to control their bodies.”



Stadthalle Reutlingen

Dr. Wolfgang Topf:

“The acoustics in the Stadthalle are tremendous. The architecture is plain, formal, functional, even timeless, if you will. This hall is particularly important to the Württemberg philharmonic orchestra. My wife and I have been attending the orchestra’s concerts for 25 years. The way it sounds here now – fantastic!”

Vis-À-Vis

Joachim Dreisbach:

“I’ve been familiar with the pub since my school years – so for 31 years! I like sitting at the bar the most, it’s just the most comfortable place. There is good conversation and regional beers. And we laugh a lot. I just feel at home at ‘Vis-À-Vis.’”



Kulturzentrum franz.k

Christine Loeffler:

“Every city should have a franz.K. The atmosphere is chilled, the crowd is young. The artists who make an appearance are not yet commercially successful. You often hear something new which isn’t on its way down the beaten track. I like that. Here, I have my finger on the pulse of the time.”

Städtisches Kunstmuseum Spendhaus Reutlingen

Charlotte Braun:

“The Spendhaus with the largest woodcut collection in Germany has opened my eyes to this form of art print. The museum’s focus lies on works by the famous HAP Grieshaber, but there is still a lot more to discover. The exhibits move me – emotionally and intellectually. The museum is an institution in Reutlingen.”



Straßencafé am Markt

Sabine Feigler with her daughter Dorothee Schach:

“My daughter and I always arrange to meet at the fountain in the marketplace. We like to sit here at the café and observe the people – the diversity. You meet friends, have a good natter. For us, the marketplace is the heart of the city!”

For more tips on gastronomy, go to:
www.tourismus-reutlingen.com/accommodation-gastronomy/gastronomy

Success in a bag.



Nothing is impossible: whether it's a shoulder bag in the shape of a hula hoop or in the style of a candy cone for a prominent entrance – Carmen Bleile's design ideas seem to be infinite.

Carmen Bleile frequently travels to Barcelona to visit her family. She is half Spanish, and after studying business in Düsseldorf, she found a new home in Reutlingen. For more than ten years, she has been working here as a project manager at a translation agency. She feels at ease in a big city. Whenever she is on her frequent travels, she wants to take something that is familiar to her, something near and dear to her. So she came up with the idea of stitching together a bag made out of a shift dress, for a long time her favourite thing in the wardrobe, and a blouse. The vibrant pink and orange immediately draws attention at the airport. She is quickly approached. Where did you get that unusual bag from? Carmen Bleile feels flattered. She hadn't thought it possible that her private affairs of the heart would also be capable of fascinating others.

Inspired by positive reactions, she decides to turn her passion into a profession and finds her first private business. The business concept: to create unique bags from textile mementos like blouses, babygrows and wedding dresses. She knows it is called "upcycling" in technical jargon, recycling things that seem to have lost their use. She likes the idea of contributing to sustainable development. Then it all happened very quickly. She is attending a founder workshop at the Reutlingen chamber of commerce, is compiling a business plan and is getting founder's coaching from the KfW (reconstruction loan corporation). Thanks to Reutlingen's promotion of the economy, she has also been noticed by television.

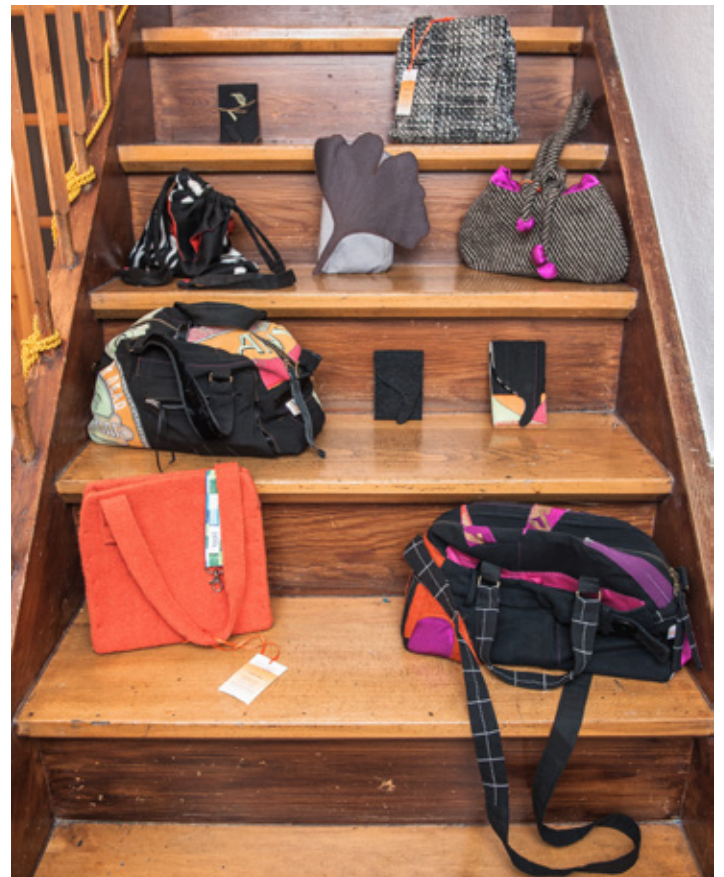


taschen taolili (taolili bags): Carmen Bleile designs and produces unique-item bags for her customers – with a Spanish temperament.

On RTL's lunchtime show she is presenting her first works of art. Even "British Vogue" recommends some exclusive models from her collection.

With elaborate needlework – she taught herself to sew when she was 12 years old – cases, handbags and travel bags are made – small and large masterpieces. Every unique item has its own personal history, namely that of the customer. So it is only logical that her products receive the first names of their owners. By now she has unravelled, whipstitched and jazzed up so many textiles. Carmen Bleile gushes about the moving moments in which she delivers the finished versions. She takes the emotions with her.

It shows that her idea is a success, orders stream into the house. The most prominent bag-wearer is Micaela Schäfer, who beamed at Berlin Fashion Week with a unique item in the form of a candy cone. Then suddenly, the tide turns. Carmen Bleile is diagnosed with an eye disease. Several operations ensue. Business comes to a standstill. But the young entrepreneur doesn't lose heart. The treatments are successful. Today, she is already musing about new creations and sees a positive future. She is in the process of negotiating with an international fashion label that is particularly interested in her cases. She still has a lot planned.



Steps to success: the bags made by hand from used materials of all kinds have a unique design and are enjoying increasing popularity.



International creative workshop: young people from 90 different countries study at Reutlingen University.

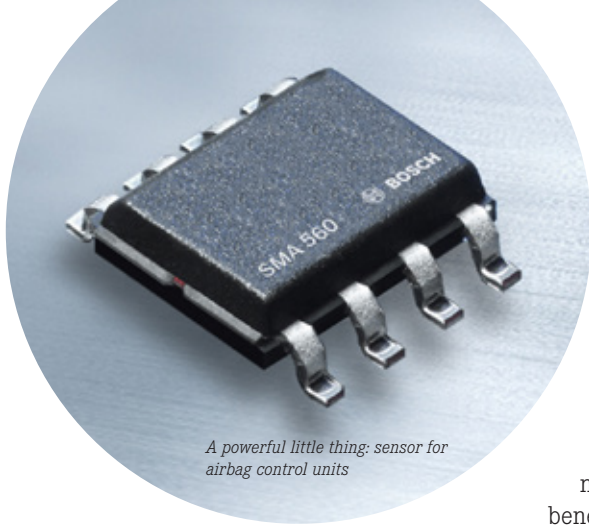
From Reutlingen to the whole world.

Reutlingen used to be known for its textile industry. The industrial revolution sparked the first spinning factories. The knitting machine manufacturer Stoll began its success story in Riedlingen, before the headquarters were moved to Reutlingen and revolutionised the textile machine market in a very short amount of time. Just one example of Swabia's ingenuity. Several hundred patents and inventions turned the company into one of the leading suppliers of flat-bed knitting machines. Alongside the focus on 'fashion', there is an increasing interest in technical textiles.

Reutlingen University is also rooted in the textile industry: in the mid-19th century, it was founded as a weaving school. Even then, the accredited technical college

for spinning, weaving and knitting was established on an international level. Today, the university science department has around 5,800 students. There are five faculties, not just Textile & Design and Technology, but also Applied Chemistry, Computer Science and the ESB Business School.

The university teaches highly qualified junior employees about industry and economy. Most notably, the ESB Business School is one of Germany's leading international educational institutions and has one of the biggest business faculties in Germany. With top positions in many university rankings, like those in Spiegel, ZEIT or Handelsblatt, the educational workshop is very popular among students from Germany and other countries. The



A powerful little thing: sensor for airbag control units

places at the university are coveted, and mean that you are sure to gain a foothold at a prestigious and often international company following your studies. An export hit to the whole world. Efficient, medium-sized firms and global, large-scale businesses from the entire region benefit from this.

An example of good cooperation between companies and educational providers is the Robert Bosch centre for power electronics, where students can study “Power & Microelectronics”, “Mechatronics with a Focus on Microelectronics” and “Electrical Engineering and Information Technology”. The close collaboration between Bosch and Reutlingen University and the University of Stuttgart enables industry-related education. The students are optimally prepared for the challenges of developing future technologies. There are exciting fields of work in the development of sensors used in cars.

Bosch Sensortec produces these MEMS sensors in a state-of-the-art chip plant with a test centre, in which 600 million has been invested. Up to 3 million MEMS sensors leave the modern chip plant in Reutlingen each day and are used around the whole world. The micromechanical sensors are the sensory organs of mobile devices even today. They “feel” and detect the position and the turns. They navigate cars, match smart phone displays to hand movements, regulate pacemakers and measure the pulse. Bosch is the world’s leading company in this technology. And Reutlingen is and will continue to be a place with a sense for innovations.



Swabian efficiency: micromechanical components are created in sterile clean rooms

TRADITION AND HIGHTECH

- One of the most impressive business stories began in 1752. Georg David Bantlin ran a leather goods business at Nikolaiplatz in Reutlingen. 123 years later, his great-grandson founded the company Bantlin beside the Echaz river, which still exists in a similar form today. Saddlery goods were produced in the tannery. After the war, they specialised in processing leather which was already tanned, such as drive belts, conveyor belts and transportation belts. To this day, all of their products are produced in Reutlingen by hand and sold around the world.
- Ernst Wagner, who had already begun manufacturing manual chain link fencing machines in Pfullingen in 1893, also thought that Reutlingen was a good hotbed for innovative technology. In 1909, Wagner acquired the current headquarters in Reutlingen and in 1914 eventually founded the company Wafios with his partners. 100 years later, the company is one of the global players in the development and manufacture of high-tech special machines for wires and tubes with state-of-the-art drive and control technology.
- The most renowned start-up is Retina Implant AG. Founded in Reutlingen in 2003, the company has a leading position in the development of a retinal implant. With their help, blind people suffering from certain types of retinal illnesses will get back some of their sight. The implants are inserted under the retina. They enable people who were completely blind to find their bearings and to identify objects, for example. A glimmer of hope for around 130,000 blind people in Germany alone. And a successful concept with foresight from the Reutlingen region.

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Between the Swabian Jura and the Neckar.



Reutlingen's surroundings have a lot to offer for nature lovers and city dwellers: in the south, the Swabian Jura with the biosphere region and fairytale castles, in the north, the region of Stuttgart with Broadway musicals and car museums.

A passion for vehicles

In the land of inventors, the car is part of our identity. The huge inventors Ferdinand Porsche and Gottlieb Daimler produced their world-renowned cars in Stuttgart and are both immortalised in their own museums. In the mighty Mercedes-Benz museum made of concrete and glass, the round tour begins under the roof with Berta Benz, who was the first person to take a long-distance car drive in 1888. On a spiral path, visitors reach the present day: you pass old-timers and luxury cars, juggernauts like the "Millipede" and race cars like the legendary Silver Arrow. The Porsche museum stands on white stilts and appears to hover over everything. But inside they get down to business: looking at the race cars like the original Porsche from 1939 up to the Carrera GT with a maximum of 330km/h, you feel like you can still smell the hot rubber on the asphalt.



Fascination on four wheels: a visit to the Porsche and Mercedes-Benz museum is worthwhile – for the spectacular interior and exterior designs alone.

To Broadway, Please!

The most notable crowd pullers are the musicals in the Apollo and Palladium Theatre (SI-Centrum), two of Germany's largest and most elaborate musical stages. The repertoire currently includes the international hits "Chicago" and "Tarzan". Whoever sits in the red seats feels as though they are at the centre of New York's Broadway world of entertainment.



Double Broadway: two large musicals are now showing at the SI-Centrum in Stuttgart.

Sleeping Beauty's Castle

Schloss Lichtenstein is located on a steep rocky cliff: with its stepped rooftops and slender tower, it looks as though it has been chiselled out of the craggy rock face. Like a scene from a book of fairytales. It's no coincidence that the 2009 film *Sleeping Beauty* was filmed here. While it looks medieval, it is barely 200 years old: Count Wilhelm von Württemberg had the castle built in a historical style in the mid-19th century. The fine interior is also impressive – high heels and hiking boots are prohibited in the castle because of the elegant but delicate wooden flooring. A tour through the opulently panelled halls with the Count's paintings and suits of armour is reminiscent of times past.



Like a fairytale: Schloss Lichtenstein towers high above the Echaz valley.

A Kingdom for a Horse

The rambling landscape of the Jura is a paradise for equestrians. For horses, anyway. They graze in huge paddocks and run like wild animals over the hilly meadows in Gomadingen-Marbach: there, in the middle of the UNESCO biosphere area of the Swabian Jura, stands the oldest national stud farm in Germany, the main and state stud farm in Marbach. Horses have been bred there since the 16th century, and also at the behest of King Wilhelm I von Baden-Württemberg in the 19th century. Today, the main and state stud farm holds over 400 horses. They are highly coveted: Baden-Württemberg's police force rides on the Marbach breeds. Arabic Sheikhs pay a lot of money for thoroughbred Arabian horses from the Jura. Tickets to the famous stallion parade, the eventing competitions and the horse auctions are highly coveted, demand is high.



Creating stallions: thoroughbred horses at the main and state stud farm in Marbach.

Hidden Beauty

The Bärenhöhle (bear's cave) didn't get its name by chance: when it was discovered a good 60 years ago, bear skeletons were found here. Those who wander through the cave, which is around 250m long, can marvel at stalactites that are as big as a man and have been growing from the ceiling and floor for millennia – only about one finger's breadth in 80 years. Where the wet rock face is illuminated, they glow in a soft yellow. Where it is dark, your hair stands on end as if you are suddenly standing in front of a bear's skeleton.



Amazing underground: a visit to the Bärenhöhle is both exciting and educational.

Town and country the best of both worlds!

“First!” calls Max as he jumps up the stairs to the top. The iron stairs inside the tower rumble and clatter – then it is quiet. As grandpa Hans climbs the last step on the highest lookout of the Achalm, his grandson stands red-cheeked on the stone railings. He excitedly points into the distance: “look, grandpa, there’s the Marienkirche we saw yesterday. And back there, the castle on the mountain, whose is that?” Smiling, the old man strokes the boy’s hair. “That is Lichtenstein Castle. Count Wilhelm Albert von Urach owns it now. But let me just catch my breath first, boy.” They both stand side by side for a few minutes, enjoying the view in silence. Then Max tugs at his grandpa’s sleeve. “If I was a knight, grandpa, I would build my castle here, too. Look how far you can see from up here!”

A Big City in the Biosphere Region

With a brisk walk, it is barely an hour from the city centre to the 707m-high Achalm and its lookout tower, which offers a superb panorama over Reutlingen, the foothills of the Jura and the surrounding area. Here on Reutlingen’s local mountain, the few remains of the medieval castle of Achalm can be found, the former domicile of a noble family. With a glint in his eye, Max listens to his grandpa tell the story of the Count of Achalm and the castle’s downfall. “Today, along with the rock faces we walked past a while ago, we still remember the keep at Achalm castle,” explains grandpa. “And a real king, namely King Wilhelm I von Württem-

berg, had it built as a lookout tower on the foundation walls of the old tower.”

After Max has taken a long look in all four cardinal directions and has even discovered the Stuttgart television tower, he points to two white towers at the south-eastern Albtrauf (precipice): “and what is that, grandpa?” He smiles: “Well, what does it look like, my boy?” Max doesn’t think about it for very long: “I think it looks like a reaaaally long pair of trousers!” Grandpa chuckles: “Exactly. And that’s why the Schönberg tower is also called ‘Pfullinger Onderhos’ (Pfullinger underpants). Let’s see, we might have time to visit them tomorrow.”



Then he takes Max by the hand: “Come along, we’re going to go down now so that we can get to the meeting point before grandma and Leonie!” Max doesn’t need to be told twice, and hops back down the iron stairs with a rumble.

Art for Kids

While Max and his grandpa have taken in a piece of Reutlingen’s history, Leonie and her grandma are returning from a jovial shopping trip through the old town and a visit to an art exhibition in the Städtisches Kunstmuseum Spendhaus Reutlingen.



Child’s play: the print workshop at the Städtisches Kunstmuseum Spendhaus.

Many works by Reutlingen's famous woodcutters Wilhelm Laage and HAP Grieshaber are exhibited there. Both artists have done a lot to establish woodcutting as a modern art form. Leonie viewed the exhibition with her grandma like a good girl, but she finds the print workshop in the cellar of the Spendhaus a lot more exciting. Kids can be creative themselves here and can become little print artists. She desperately wants to tell her brother about it. "Come on, grandma", she exclaims, pulling at the old lady's hand, "or we're going to be late to meet them!"

Enjoying Swabian Food

The family eventually find each other in Reutlingen's market hall. As both kids start to tell their stories at the same time, grandpa quickly puts both hands in the air. "Stop it, stop it, you two. You must be hungry from walking. Let's first have a think about what we want to eat. Then we will quickly sit down and you can get going with your stories before it goes any further." Grandma Hilde smiles. She deliberately chose this meeting point. In Reutlingen's market hall, you are not only able to stock up on fine regional specialities to take home, but hungry families hit the jackpot here too: they quickly buy some organic cheese, Swabian spelt rolls and healthy fruit. And, of course, Max absolutely wants to try the Swabian buffalo sausage, which is made from a special kind of buffalo meat, as the seller at the butcher's stand explains to the curious boy.



Not Just for Pirates!

Snacking amidst the hustle and bustle of the market hall, excited and laughing, the returned excursionists then tell each other about the experiences they've had so far today. Until grandpa finally comes out with a surprise: in the afternoon, the four of them will be taking a canoe ride on the Neckar. From Oferdingen and beyond, they will discover the landscape from the water in their paddling canoes. Max and Leonie are ecstatic and want to go right away. But before they leave, the grandparents want to fill up the picnic basket at the market hall for their evening meal, as the canoe hirer has set up a grilling spot right at the jetty. "Wahoo", cheers Leonie, "so we can make a real pirates' bonfire by the water. Are we allowed to catch fish in the Neckar?" Grandpa laughs: "No, you little pirate, we're not allowed. But we can buy some fresh trout here in the market hall and grill it this evening. What do you reckon? Let's quickly get all the necessities and then go!"

Grandma takes both children by the hand and gives grandpa a wink: "Wonderful, so we're ending the first day of our holiday with a knight and a pirate... I'm really eager to see what's going to happen with you both tomorrow!"



Formidable: the Schönberg tower lookout point, better known as the "Pfullinger Onderhos".



Natural and organic: Reutlingen's market hall offers high-quality food.

DID YOU KNOW:

- Besides Vienna, Reutlingen is the only city in the world which is inside a UNESCO biosphere region. With a total area of 77,700 hectares, the biosphere region is split across the districts of Reutlingen, Esslingen and Alb-Donau.
- Achalm castle was built by the Counts of Eginow and Rudolf von Achalm between 1030 and 1050. But the Achalm lineage only has two generations. Eventually, the castle became property of the Guelphs and the Counts of Württemberg and was finally – in a state of disrepair – torn down in 1650.
- The Städtisches Kunstmuseum in Reutlingen is housed in the Spendhaus, a storage building for agricultural products built in 1518. Main parts of the collection are artistic wood prints from the 20th and 21st century with pieces from both of Reutlingen's famous woodcutters, Wilhelm Laage (1868–1930) and HAP Grieshaber (1909–1981).
- Helmut Andreas Paul (HAP) Grieshaber, born in 1909 in Rot an der Rot, came to Reutlingen in 1920. Through his training as a typesetter and his attendance at the state art school in Stuttgart, he united craftsmanship and art, a path, which was to be defining in his artistic development. From 1947 until his death, he lived and worked on the Achalm.

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