

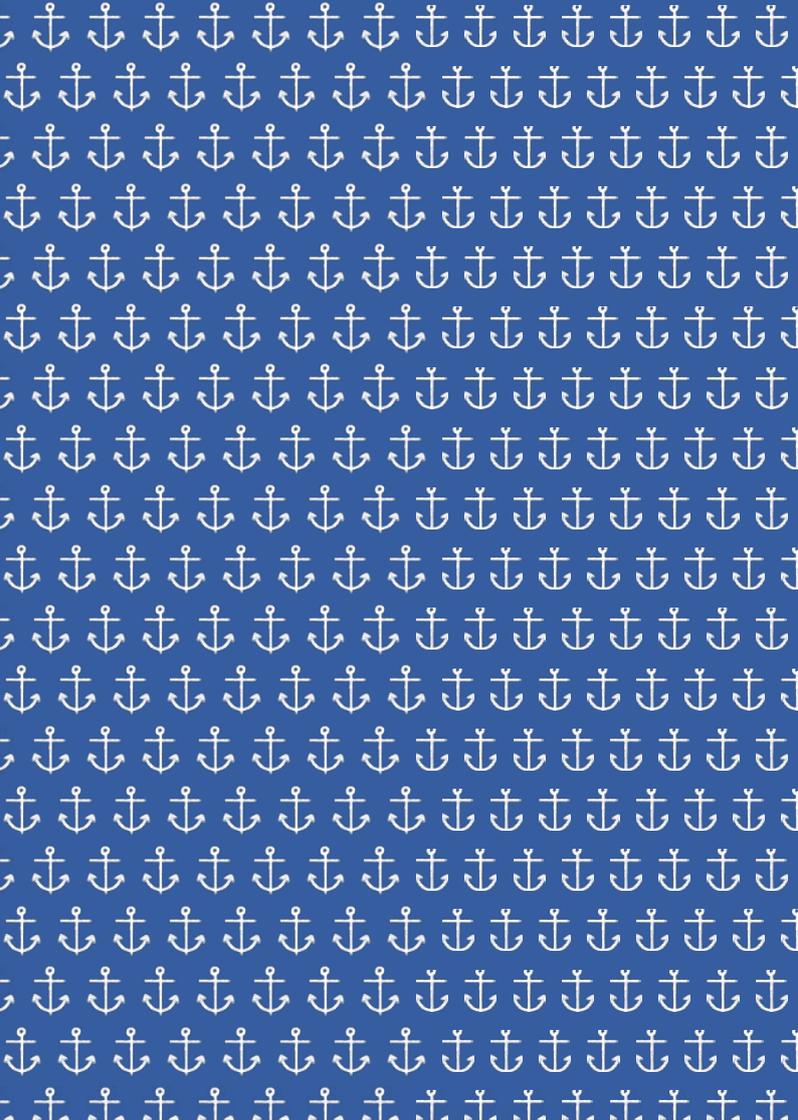


POP IN THE CITY

JUNE 18, 2016

URBAN ADVENTURE RACE

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HAMBURG

URBAN ADVENTURE RACE
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WILLKOMMEN!

Hey, tell me again, what's Pop In the City? It's an urban adventure race, for women, which was created to enable people to discover unexpected or unsought cities. With strong identity and sometimes "shaded" by another city. With a beautiful heritage, historical and architectural.

Bingo. Hamburg is the perfect venue for a Pop In the City, since it gathers all of this, and you girls saw it.

So thank you to you all who chose Hamburg out of the four 2016 destinations of Pop In the City. You were right, if you are not a local you are going to discover an exceptional city, friendly inhabitants who are lovely with tourists, and you will feel disoriented, while discovering incredible places and stunning people. If you are from Hamburg, thank you so much for trusting us to make you rediscover your city – big pressure!

We just want to say we love Hamburg and its contrasts: from mighty factory buildings to residential areas where cafés and boutiques have nestled; from a walk along the Alster to a ferry trip on the Elb river... Anyone will find someway to love Hamburg.

Plus: beach club season has started in Hamburg, so don't miss out on the stroll on the beach and the cocktail drinking with ya feet in the sand, while 10-floor high ships pass in front of you!
Willkommen!

The Pop In Team

USEFUL INFORMATION

ANECDOTES

- German philosophy: “There’s no such thing as bad weather, there are just unsuitable clothes”.
- People from Hamburg travel the world but rarely cross the Alster.
- The roof of the Senate is made out of glass so the sky is the only thing above the Hamburg hemisphere.

TRANSPORTS

Hamburg has a great transport network. Very fast and as clean as its Japanese counterpart, the metro (U-Bahn and S-Bahn) will take you everywhere. If you don’t know the city, you don’t even get to freak out on buses: the stops are always announced well ahead.

BIKE: “StadtRAD” is not the name of a dodgy bar but the name of public bicycles. Bike riders, Hamburg is slowly becoming like

paradise: you can even cycle on sidewalks! If you need a bike, simply go to the bike station, touch the screen, enter your credit card details, choose a bicycle and off you go!

BOAT: With a regular transport ticket (only 2,95 euros) you can get on any HADAG boat that sails on the river. The bus 111 takes you to the most famous places of the city (Marc O’Polo Tower, Elbe Philharmony, Speichers-tadt, Fischmarkt...) Keep that for Sunday!

CAUTION

- The bicycle paths can be identified by coloured slabs: stick to the pedestrian ways.
- Always carry some cash with you as credit card payments are not always possible.
- There’s no crossing at a red light here, except if you want to be turned into mashed potatoes.
- We are still confused on how to say hello: a hug, hug + kisses, hug + heck + kisses. Cultural confusion.
- Street forbidden to women: Herberstrasse

PICTURES

Please share your best pictures and videos of the weekend:
#popinthecity #popinhamburg

VOCABULARY

All the words you’ll say at least once during your trip!

MOIN MOIN!: That’s the way you say “Hi!” in Hamburg. No kidding.

QUIDDJE: Kind nickname given to the ones who weren’t born in Hamburg.

ALSTERWASSER: The typical local drink to order. Means “Alster water”... in reality it’s beer + lemonade

APFELSCHORLE / BARBERSCHORLE: Drink made of apple or rhubarb, together with sparkling water.

FRITZ KOLA: The local Coke

LABSKAUS: Interesting mixture of sailors’ leftovers (corned-beef, pickles, herring, beetroot, eggs and potatoes!) Delish. (really!)

FRANZBRÖTCHEN: The German version of French “croissant” with lots of sugar and cinnamon.

LOCAL SURPRISES

ALL THE FUNNY THINGS WE DISCOVERED IN HAMBURG

MYSTERIOUS ELEVATORS

In local public administrations, you will find funny elevators: the paternoster. It's like a rosary of elevators, people jump in. This is why it's named after the prayer.

THE ORIGIN OF HAMBURGERS

Researching, we found Hamburgers indeed come from Hamburg. The migrants going to America carried salt-preserved minced meat on the crossing of the Atlantic. Upon arrival in the harbour, they were attracted with grilled meat "Hamburg style", which became the main dish on construction sites, served in a bread roll. Et voilà!

SWIMMING IN THE ALSTER

No **swimming** in the lake, and same in the river, crazy you!

BUNKERS

There are 650 bunkers in Hamburg, some underground and a lot of them were converted into bars, parking areas or housing. In fact, it is impossible to destroy them: it would require a bomb that would partially demolish the city.*

* Source: Clementine, who cannot remember where she's heard that.

DISCO METRO

On weekends, at every hour, the metro stations of Überseequartier and HafenCity Universität are litten up with disco lights, meanwhile Verdi, Bach or Brahms resounds in your ears. So cool.

NEIGHBORHOODS OF HAMBURG

A LITTLE HISTORICAL BACKGROUND HAS NEVER HURT ANYONE

KAROLINENVIERTEL

(M) U3: Feldstrasse or Sternschanze

If you enjoy discovering rising designers and trendy cafés, you will fall in love with this neighborhood. Wander around Marktstraße, settled between Sternschanze and St Pauli, an area filled with street-art and shared gardens.

STERNSCHANZE

(M) U3: Sternschanze

Colourful, multicultural, unconventional, different, restless... “Schanze” is all about exotic charm. Created around the former slaughterhouses of Hamburg, this popular neighborhood was once the nexus of resistance against National-socialism and gentrification. Still a left-wing district, the area is changing to become a trendy neighborhood, famous for its bars and restaurants.

SPEICHERSTADT

(M) U3: Baumwoll

Are you a big fan of architecture? Go straight to the Speicherstadt! The neo-gothic warehouses are classified historic heritage monuments since 1991.

ST PAULI

(M) S1 et S3: Reeperbahn

Do we really have to introduce St Pauli and the legendary Reeperbahn? Known as the biggest Red Light District during the 17th century, St Pauli has now become the place where tourists mingle with the local chavs in bars and night-clubs. But the neighborhood is also the the place to see the latest music-hall shows in town. In the 60's, British guys called “Beatles” used to play in underground pubs of St Pauli...

ST GEORG

(M) U3: Nord Hauptbahnhof

St Georg is a bit like the Marais in Paris. A very lively area where you'll be surrounded by restaurants, cafes and cool shops. We really like the Kippel 66 (Lange Reine 75), a refurbished factory that hosts boutiques and a vegetarian café.

HAFEN CITY

(M) U4: Hafencity Universität

New urban district created around the historical harbour, Hafen City hosts the “architectural battles”: you will find all kinds of extravagant constructions made by ambitious and modern architects.

ALTONA-OTTENSEN

(M) S1: Altona

Ottensen is a neighborhood within the one of Altona, once an independent city before it was attached to Hamburg in 1938. Until 1864, Altona was part of the Danish Kingdom. In this former industrial area, the factories have become cultural centers, lofts and offices. Ottensen is a shopping district, with a great view on both the river and harbor of Altonaer Balkon.

OUR TIPS

ALTONA

THE BOX

An amazing place! A beautiful concept-store, industrial style. Great place to buy gifts and sip a refreshing cocktail.

Borselstraße 16F

facebook.com/THEBOXHamburg

MIKKELS

A tea parlour with jaw-dropping cookies!

Kleine Rainstraße 10

mikkels.de

FOCACERIA BONASSOLA

Without a doubt, the best Focaccia ever!

Große Rainstraße 20

focacceria-bonassola.com

ST PAULI / REEPERBAHN

CAFE MAY

To recover from the race: a complete breakfast at the heart of St Pauli.

Cafe MAY Hein-Hoyer-Str. 14

Sankt Pauli

may-cafebar.de

LUICELLA'S ICE CREAM

It is so warm in this city you'll need to indulge yourselves with ice-cream:)

Detlev-Bremer-Straße 46

Reeperbahn

luicellas.de

LIEBLINGS

Tasteful waffles and ice-creams.

Detlev-Bremer-Straße 50

Sankt Pauli

lieblings-eis.de

KOMBÜSE

The best mexican/veggie/vegan restaurant in town! And it's cheap.

Bernhard-Nocht-Straße 51

Reeperbahn

yelp.de/biz/kombüse-hamburg

THE BIRD

If you were thinking of going to Hamburg without eating a ham-burger, you're out. This is the place to go!

Trommelstraße 4

Reeperbahn

thebirdinhamburg.com

FELDSTRASSE / STERNSCHANZE

HARBOR CAFE

Austrian food and good cakes. Cosy little place.

Marktstraße 36

Feldstraße

facebook.com/pages/Harbour-Cake/405151739588038

ELBGOLD IN DER SCHANZE

In this industrial warehouse, you will find a hidden café. Don't be shy and ask your way in!

Lagerstraße 34c

Sternschanze

elbgold.com/index.php

THINGS TO DO ON A SUNNY SUNDAY

ST GEORG

KAJÜTE

If the weather is good, make a dash for Kajüte's terrace. Amazing view on the Alster guaranteed!

An der Alster 10
kajuete.de/kajuete

KÖNIGSTRASSE

SCHELLFISCHPOSTEN

Typical sailor bar with a terrace on the harbour. Easy to spot thanks to the Popeye statue in front.

Carsten-Rehder-Straße 62
tripadvisor.fr/Restaurant_Review-g187331-d1343414-Reviews-Zum_Schellfischposten-Hamburg.html

BREAKFAST

A different breakfast in each neighborhood

ST GEORGE / TRADITIONAL GERMAN BREAKFAST

In St Georg, breakfast tradition is respected: cheese, meats jam and bread rolls.

ST. PAULI BREAKFAST

If you are in St Pauli, you will be served smoked ham, salami, paté, cheese, eggs and orange juice. Perfect to start the day (with a nap).

LIKE JUNE 19 FOR EXAMPLE...

HAVE BREAKFAST AT THE FISCHMARKT

Every Sunday at dawn, the fish auction market takes place here. The place is often filled with late party animals ending their night with a fresh beer to the sound of bands playing at Fischauktionshalle. A unique experience!

A SEA ESCAPE ON A SAILBOAT

Good deal for popins: for 90€, Georg will take you for a one and a half hour tour! Don't miss it!
ghb@hamburg-city-sailing.de
0049 176 31 41 12 64

ON A BOAT TO ÖVELGÖNNE

One of the greatest way to discover Hamburg is to visit the harbour on one of the HADAG ferries. Line 62 will take you from Landungsbrücke to Neumühlen/Övelgönne for less than two euros. For those who prefer walking, one of the nicest Hamburg hikes (and a weekend typical) is from Teufelsbrück to Övelgönne. We highly recommend Strandperle, on Övelgönne beach
Boat leaves every 15 minutes.

PLAYLIST

FOR A PICNIC

Grab a picnic and settle around the Außer Alster. We assure a great view on the water. You can also go on the Elbe's beaches for a summer feeling. And if you are looking to be lost in the wild, go straight to the Etenwender Halbinsel.

WHAT IF IT RAINS?

KUNSTHALLE

Visit the Kunsthalle museum. Beautiful collections and fancy exhibitions like Manet, Geta Brătescu and Haegue Yang. *Glockengießewall 1*

MUSIC-HALL

Hamburg has just as much of a Music Hall culture as London or New York. Take the opportunity to see the latest trendy music-hall on Friday night or Sunday afternoon. *stage-entertainment.de*

THE KEY TO A GOOD TRIP IS GOOD MUSIC

HERE WE GO MAGIC

Sunny pop music, a little psychedelic. Perfect match for a street-art tour in Hamburg. *Album: Girls in the Early Morning*

BRIANA MARELA

If you are a big fan of Sigur Ros, you will listen endlessly to the melodic voice of Briana. An ideal playlist to wander in St Georg. *Album: Take Care of Me*

HOUSSE DE RACKET

These two Parisians create amazing pop music. They will make you want to dance before you even reach St Pauli. *Album: Interiors*

LABSKAUS

THE RECIPE YOU WERE WAITING FOR

IF YOU'RE A SENSITIVE STOMACH, DON'T GIVE IT A TRY...

INGREDIENTS

- 350 g *de corned beef*
- 2 *oignons*
- *bay leaf*
- *a few cloves*
- 500 g *potatoes*
- 250 g *beetroot*
- 1 or 2 *herring filet per person*
- *frying oil*
- *butter*
- *salt and pepper*

Cook the corned beef in salted water with bay leaf, a half chopped onion pined with cloves. Cook for 40 minutes. 20 minutes before the end, add the peeled potatoes. In a pan, brown the other chopped onion. Brown slowly and add a little bit of stock.

After 40 minutes, remove the pined onion, the corned beef and the potatoes from the stock.

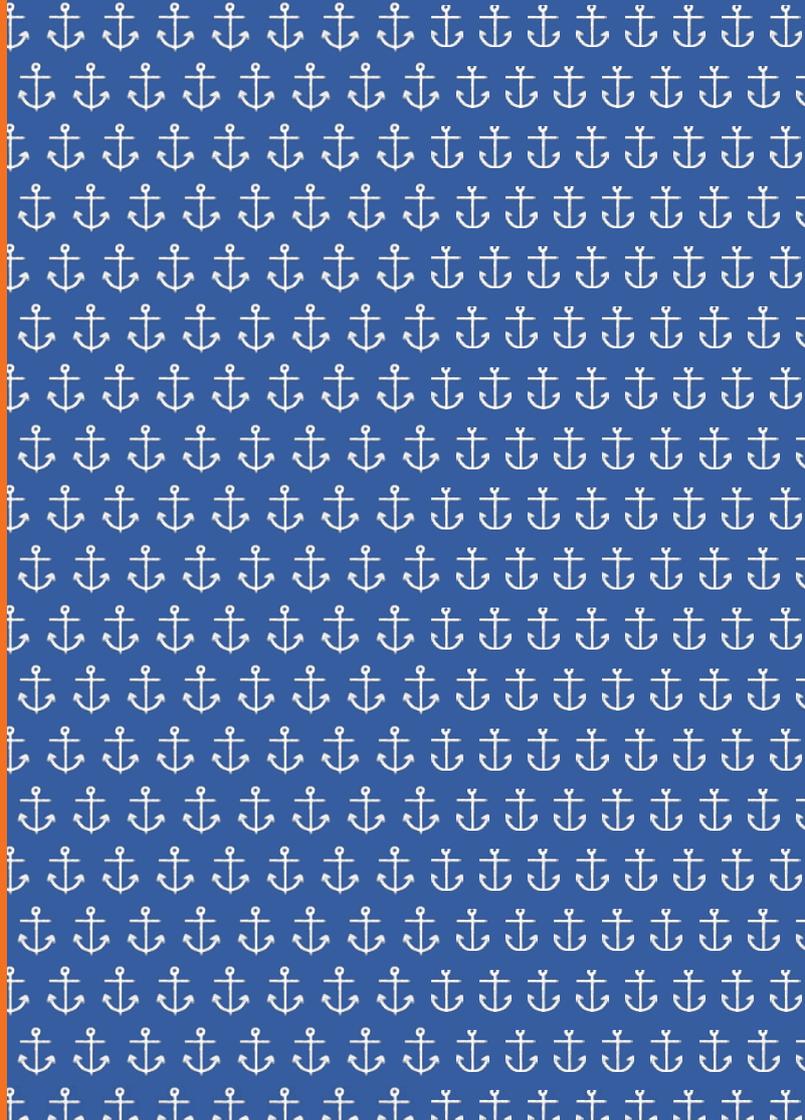
Divide the stock in two. Blanch the beetroot in the first part of the stock for 30 minutes and chop them coarsely. Separate the corned beef from the other ingredients, put in back in the pot

with butter. Add the browned onion. Add a little stock so that it's not too dry. Add salt and pepper.
Chop coarsely the pickles and mix them to the beetroot.
Cook a fried egg.

TO SERVE

Put the sliced potatoes in the center of the plate, then the corned beef and eventually the fried egg.
On the side, add the pickles and beetroot and on the other the herring filets.

Guten Appetit !



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LIVE
LIKE A
HAMBURGER

JUMP WITH
NO FEAR
IN THE
PATERNOSTER.

HAVE A BBQ
IN THE
STADTPARK

PRAY FOR
20CM
ICE-THICK
ALSTER IN
THE WINTER

HAVE THE
BEST
BIKE LOCK

MARVEL AT A
**KARTOFFEL
SALAT**

SIP A
COCKTAIL
AT
STRANDPAULI

GIVE IT ALL
DURING
OKTOBERFEST

HAVE A
BOAT TRIP,
JUST LIKE THAT

CHECK OUT
THE
HOUSEBOATS
ON THE
EILBEK KANAL

NOSTALGICALLY
MENTION THE ABENDBROT
FAMILY MOMENTS



WWW.
POPINTHECITY.
COM

DESIGN GRAPHIQUE
ATELIER MARGE DESIGN