



**HAMBURG**  
INDIVIDUELL



HAMBURG EXCLUSIVE

# WELCOME TO HAMBURG, THE HANSEATIC CITY

**HAMBURG**, is the second largest city in Germany and one of the top ten ports in the world. In the 1200 years since it was founded, the city has developed into a vibrant and booming metropolis and a major centre for culture and media. But the often reserved and Hanseatic city on the River Elbe is much more than that. With Hamburg Individual you will discover a lively, maritime, sophisticated, charming and endearing cosmopolitan city.

- ∞ A green city with spacious parks, promenades and golf courses;
- ∞ A blue city with rivers, canals and international maritime traffic;
- ∞ A red city with its Kontorhaus District, the Reeperbahn and a buzzing nightlife;
- ∞ A white city with exclusive residential areas, art nouveau villas and cruise liners;
- ∞ A vanguard city with revolutionary architecture, the HafenCity urban development project and the Elbe Philharmonic Hall;
- ∞ A fashion conscious city with designers, fashion studios, luxurious boutiques and catwalks;
- ∞ A culinary city with award-winning cuisine, cocktail bars and champagne-tasting;
- ∞ A city with a passion for culture: with its State Opera House, theatres, musicals, galleries and museums.



*»It could be that when you're in Heaven, you might regret never having known Hamburg.«*

*Georg Christoph Lichtenberg*



**H**AMBURG INDIVIDUAL knows the secret behind every picture, every bridge, every building, every »newcomer« and every »Hamburger«. We will show you the diverse and often hidden assets of this German metropolis, which discovers itself anew every day but at the same time remains traditional, in tours designed specially designed for you.



**H**AMBURG INDIVIDUAL will show you and your guests an inspiring and pulsating city. We will provide you with exceptional and unique insights!

Perhaps you would like to establish, develop or intensify business relations. Or perhaps you would like to invite partners to inspire them with your ideas, convince them, create unforgettable moments with lasting effects, and stay under discussion...As you well know, yet another boring business dinner, however attentively and well-arranged, does not always render the expected success. We will devise the perfect alternative for you. Years of experience on management level have taught us that business relations and private meetings require a special ambience that we can create for you! For every group of participants, in every contrivable way – exclusive, hanseatically clear, functional, emotional, in unusual locations, at the waterside or high up in the sky, with spectacular views over the city, the harbour or in hidden, historical corners – individual, international, professional.

**H**AMBURG INDIVIDUAL stands for unique experiences in the metropolis on the Elbe. Discover an unforgettable Hamburg together with us in an inimitable, different and culinary way!

*Barbara Wilcke-Schröder*





**H**AMBURG INDIVIDUAL offers companies and private individuals an event organisation service that is exclusive, discreet and made to measure – your event is our personal responsibility.

We know – or will find – the perfect setting for:

- ∞ national and international conferences
- ∞ supervisory board & management board meetings
- ∞ corporate functions & anniversaries
- ∞ business dinners & incentives
- ∞ trade fair visits & congresses
- ∞ project conclusions & teambuilding
- ∞ Christmas & New Year Specials
- ∞ stopovers and short breaks
- ∞ private meetings & festivities
- ∞ ladies' programmes

»OUR PRODUCT IS AS VERSATILE AS THE FACETS OF THE METROPOLIS ...!«



*»The secret of success lies in the ability to get the other person's point of view  
and see things from that person's angle.«*

*Henry Ford*





## MARITIME HAMBURG

**ENJOY THE HANSEATIC WAY OF LIFE** Enjoy the Hanseatic way of life on a sailing trip on the beautiful Alster lakes. Relax and take in the beauty of the gardens of the villas on a canoeing tour of the canals that flow through the elegant districts of Harvestehude, Uhlenhorst and Eppendorf. Or be whisked back into the history of the city on a trip with a barge through the old Warehouse District. The Mediterranean flair of the city beaches and the contrasting scenery of the old captains' houses, white mansions and ships in the docks personify Hamburg's cosmopolitanism.





## CULTURAL HAMBURG

**WE WILL OPEN THE DOORS TO HAMBURG'S MARVELLOUS GALLERIES** and museums for you – even at unusual times – and always accompanied by competent guides. Cast a view backstage at renowned musicals, theatres and cabarets – the director himself will escort you into the world of acting and arts!

Enjoy an outstanding dinner in the special atmosphere of the new Automobile Museum »Prototyp« amongst rarities, collector's items and classic sports cars. Discover the world of seafaring in the world's largest maritime museum. Or sit down and enjoy private readings by popular authors in the Staircase District of Blankenese.

*»Shipping on the River Elbe makes us richer. The Alster makes us more sociable.«*



## SPORTIVE HAMBURG

**A DAY GOLFING** on Hamburg's picturesque fairways brings the relaxation you need. A day at the Hamburg Derby, at an international show jumping competition, at horse races or at polo matches in the District of Klein Flottbek – Hamburg presents itself as the cosmopolitan city with class. Meet world class tennis players at the renowned Rothenbaum tennis tournament.

Why not try team-building at rowing or have lessons in dragon boat racing from a world champion or an Olympic medallist? Or have a European champion introduce you to the art of fencing?

Experience the world of high-performance sports – elegantly Hanseatic – in a unique atmosphere with culinary delights.

*»That one fills the warehouses. On this one we enjoy the foreign wine.«*

*Friedrich von Hagedorn*



## HAMBURG ARCHITECTURAL

**HISTORIC, POST-MODERN OR TRADITIONALLY HANSEATIC** – the versatility of the city is particularly revealed in its architecture: red-brick-lined buildings, Gängeviertel, glass facades, staircases, paternoster and inner courtyards. A renowned architect will guide you through Hamburg's most important and distinguished elements of style in the traditional Warehouse District with its imposing brick-lined buildings, at the award-winning »Falkenried Townhouses« or in Europe's biggest inner-city building-project, the HafenCity, which is currently under construction.

Discover the historical side of Hamburg with the Michel, Landungsbrücken, the old Elbe tunnel, the former merchants' mansions in Deich Street and Peter Street, the Paradieshof and the Krameramtsstuben.







*»Hamburg is the best republic, with British morals and divine cuisine«*

*Heinrich Heine*

## CULINARY HAMBURG

**WALLOW WITH US IN HAMBURG'S WIDE VARIETY** of exquisite and unrivalled restaurants with their award-winning cuisine, at an exquisite whisky-tasting or while rolling your own personal cigars. Enjoy an exclusive Champagne training with degustation presented by an Ambassadeur du Champagne, or enjoy listening to the secrets of coffee and tea specialists or sommeliers.

Gain insights in the art of chocolate-making and let yourself be infatuated by the different flavours of the dark bean. We can arrange a private dinner for you on board a houseboat, in an art nouveau mansion with a breathtaking view over the Alster, in a historic warehouse, in a modern loft, or in an idyllic garden.





## FASHION-CONSCIOUS, GLAMOROUS HAMBURG

### **ALLOW YOURSELF TO BE INSPIRED BY THE CREATIVITY IN FASHION.**

Hamburg designers will show you the forthcoming trends in fashion while you enjoy a cup of coffee or a glass of champagne! A French perfumer will present selected fragrances and can also create your own exclusive fragrance with you. Or enjoy private shopping in Hamburg's exquisite traditional department stores, fashion salons, extravagant or classic boutiques and »in« shops.

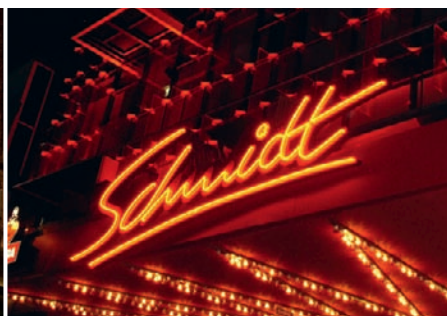
Enjoy personal style and colour analyses provided by make-up artists and style consultants. From hand-made shoes, made to measure suits, selected items of jewellery and watches, original accessories, elegant bags to exquisite evening wear – we know and will introduce you to famous international designers and show you hidden ateliers.



## HAMBURG AT NIGHT – NONCHALANT – NEVER ENDING

**START THE EVENING WITH THE BREATHTAKING VIEW** of the illuminated Warehouse District and panorama of the harbour and the Alster from the tower of the St. Nikolai church – enjoy an exotic cocktail, très chic in trendy bars or Hanseatic in a traditional harbour pub. St. Pauli has both original and curious to offer with the Reeperbahn and the Red Light District, a fish smokehouse, the oldest tattoo studio, the notorious boxing cellar »Die Ritze«, and cult Beatle's clubs, the cultural mile, Ball Paradox and Café Keese... the fish market in the morning and the »Große Freiheit« in the evening ...

**HAMBURG INDIVIDUAL** knows all of the city's nuances – by day and by night!





*»Hamburg! It's much more than just a mound of stones, roofs, windows, wallpaper, beds, streets, bridges and streetlamps – oh, it's so much more ... «*

*Wolfgang Borchert*

**H**AMBURG INDIVIDUAL – for successful negotiations and private pleasure!

- ∞ Made to measure events and programmes in authentic places.
- ∞ Benefit from our immense variety: active, ambitious, multilingual.
- ∞ We open the »gateway to the world« – at any time of day or night.
- ∞ Planning, organisation and realization all in one hand.
- ∞ Enthusiasm, commitment and experience are characteristic of our tours.
- ∞ Flexible time-frames and schedules.
- ∞ We can arrange special opening hours and have many special permits.
- ∞ International network, exclusive contacts and outstanding locations: lofts, mansions, warehouses, cellars, art nouveau villas, apartments, galleries and gardens ... everything is possible.
- ∞ From limousines, to old-timers, to shuttle busses, sailing boats, rowing boats or dragon-boats, historical subway trains or hydroplanes – we can organize whatever kind of transportation you desire.

... Your wishes are our challenge!



# THE IDEA AND THE FACE BEHIND IT ALL

»YOU CAN'T START A FIRE WITHOUT A SPARK«

**BARBARA WILCKE-SCHRÖDER** is very familiar with the game rules and expectations of large corporations, having worked on the management level of such corporations for many years herself. She is well aware of how difficult and important it is to organise the client's valuable time in a manner that is profitable, creative and unforgettable.

Barbara Wilcke-Schröder turned her hobby into her profession and discovered the most beautiful sides of Hamburg especially for you.

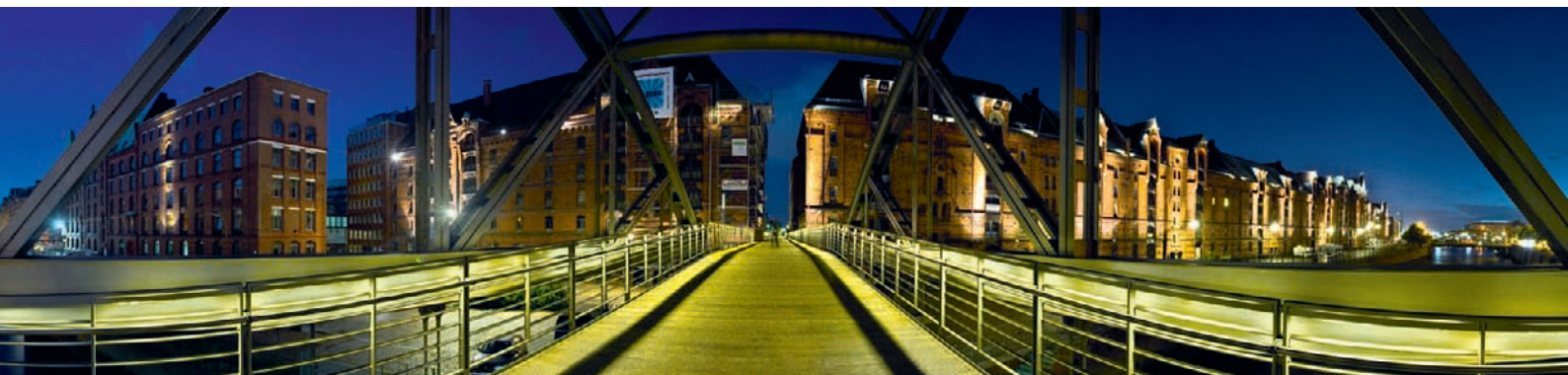
With her concept, Barbara has succeeded in capturing the charm and flair of the city, even for people with little time and high expectations.



*»I am passionate about Hamburg, even although I wasn't born here, and can present my "adoptive" hometown to you in individual rambles and customized events that are suitable for all kinds of customer contact.*

*Together with first-class international teams of experts, I will accompany you and your guests to hidden, stylish, inspiring, original, historical locations with that distinct Hanseatic flair. I will arrange for culinary delights, provide opportunities to talk and will create the right atmosphere to make sure that everything is just the way it should be !«*





## HAMBURG INDIVIDUELL

Barbara Wilcke-Schröder  
Goernestraße 6, 20249 Hamburg

Telephone +49 (0) 40 46 09 15 33  
Mobile +49 (0) 174 527 08 95

bws@hamburgindividuell.com  
[www.hamburgindividuell.com](http://www.hamburgindividuell.com)