

## Looking for something to spice up college life?

### BauhausLand: A place every design student must see.

A revolutionary idea that combines art and craftwork, a social movement that shapes our lives even today, and a ubiquitous design idiom: Bauhaus is all this and more. And because Bauhaus is so prevalent, an entire region in Germany has been named after it. Journeying through [BauhausLand](#), you will encounter stories of creative people, get to the bottom of this idea, and experience authentic places. And there is more to come! All of Germany will be celebrating the centenary of the Bauhaus in 2019. Why should every student be there? We have come up with five good reasons.

#### #1 To directly admire the cradle of a German design revolution.

Years before Walter Gropius was professor of architecture at Harvard University in Cambridge, Massachusetts, in 1937, he had already begun to revolutionize the idea of design in Germany. The ways in which he and his companions, his rivals and also the population at large experienced this period of upheaval can nowhere be felt as intensively as in the domains of the early Bauhaus. It is easy to follow the trail of the “masters” in authentic places such as the [Haus am Horn in Weimar](#) and the [Master Houses in Dessau](#), or together with modern-day Bauhaus artists.

#### #2 To find a special source of inspiration by following the trail of great designers.

Space for creativity and design is the most important requirement for art and design. The Bauhaus still lives on at the universities in Weimar and Dessau today. And now, the return of the students in the fall creates a special atmosphere in the cities. On a [Bauhaus tour](#) through Weimar led by Bauhaus students, experts and descendants of the early Bauhaus scholars explain where and how the idea is still part of everyday life today. In Dessau, Bauhaus fans can look forward to a very special experience: An overnight stay in Bauhaus studio apartments. In the [Prellerhaus](#), the hostel dating back to 1926, replicas of the original furniture still contribute to the authentic atmosphere—a truly inspirational experience!

#### #3 To learn first-hand how the interaction between industry and design provided new impetus for the Bauhaus.

Today as then, you can still feel the spirit of [#moderndenken](#) (modern thinking) in the region between Halle, Dessau, and Magdeburg. The rapidly progressing industrial development formed the prerequisite for the ideas of standardized production at the Bauhaus in 1926. Ultimately, it was also a major reason for the establishment of the Bauhaus in Dessau. Inventions such as bending steel triggered a revolution in furniture design. Marcel Breuer applied this when designing his tubular steel chair “B 3” in 1925: Himself an avid cyclist, his bicycle handlebars made of bent tubular steel was one of the things that inspired him. There are many places where you can encounter such anecdotes, through which the Bauhaus story still lives on. An exciting example is that wallpaper manufacturer Rasch will produce an anniversary edition of the [“Siedlungstapete”](#) (residential wallpaper), originally designed by Mies van der Rohe, in 2019. A visit to [L&C stendal](#), a company that still produces Bauhaus furniture and plans a large special exhibition for the jubilee year, is also well worth your while. To date, many of the Bauhaus products developed there at the time are still in everyday use all over the world.

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**#4 To take part in Germany's world-class jubilee celebrations in a unique Bauhaus atmosphere.**

The Bauhaus was established in Weimar in 1919. As from January, BauhausLand will celebrate the centenary of this inspiring movement with concerts, festivals, and workshops. In addition, two brand-new Bauhaus museums will open, redefining collections that are unique worldwide, be it the previously unknown photographs from Erich Consemüller's first Bauhaus documentation in the [new Bauhaus Museum Weimar](#) or the collection of around 49,000 unique works of the Bauhaus Dessau Foundation in the [new Bauhaus Museum Dessau](#). From Breuer and Wagenfeld to Feininger and van der Rohe, every Bauhaus discipline will certainly be represented.

**#5 To find out why Bauhaus is still hip in the digital age.**

How much Bauhaus is there in every one of us? A glance at your desk lamp, coffee mug, or new residential area reveals that what is part of everyday life today actually has its design roots in Weimar and Dessau over the last century. We use much of what was then regarded as Avant-garde without giving it a second thought. Actually, Apple founder Steve Jobs was inspired by Bauhaus when designing his products.

[BauhausLand](#) is so full of surprises that the above list is only a small selection of the reasons why all Bauhaus fans should best travel to this unique region in the heart of Germany at least once in their lifetime, and visit the original Bauhaus locations where the ideals of the Bauhaus movement are still impressively tangible today.

**TIP**

Use the [Weimar Card](#) and [Thuringia Card](#) for discounted admission to the region's main attractions, and the [WelterbeCard](#) to explore the Heritage Region around Dessau.

**How we can help**

Whether you're looking for suggested driving routes through BauhausLand, detailed information on Bauhaus cities, or need the perfect picture, we're happy to help! Please visit the Press Area on our website to get free access to a variety of useful resources. Should you wish to receive our latest news, please register on [www.gobauhaus.com/travel](http://www.gobauhaus.com/travel). And, if you have any questions, do not hesitate to get in touch at [info@gobauhaus.com](mailto:info@gobauhaus.com).



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**For further information**

Please visit [www.gobauhaus.com](http://www.gobauhaus.com) or [#gobauhaus](#) [#moderndenken](#) [#visitthuringia](#).

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