

Why you'll
love it

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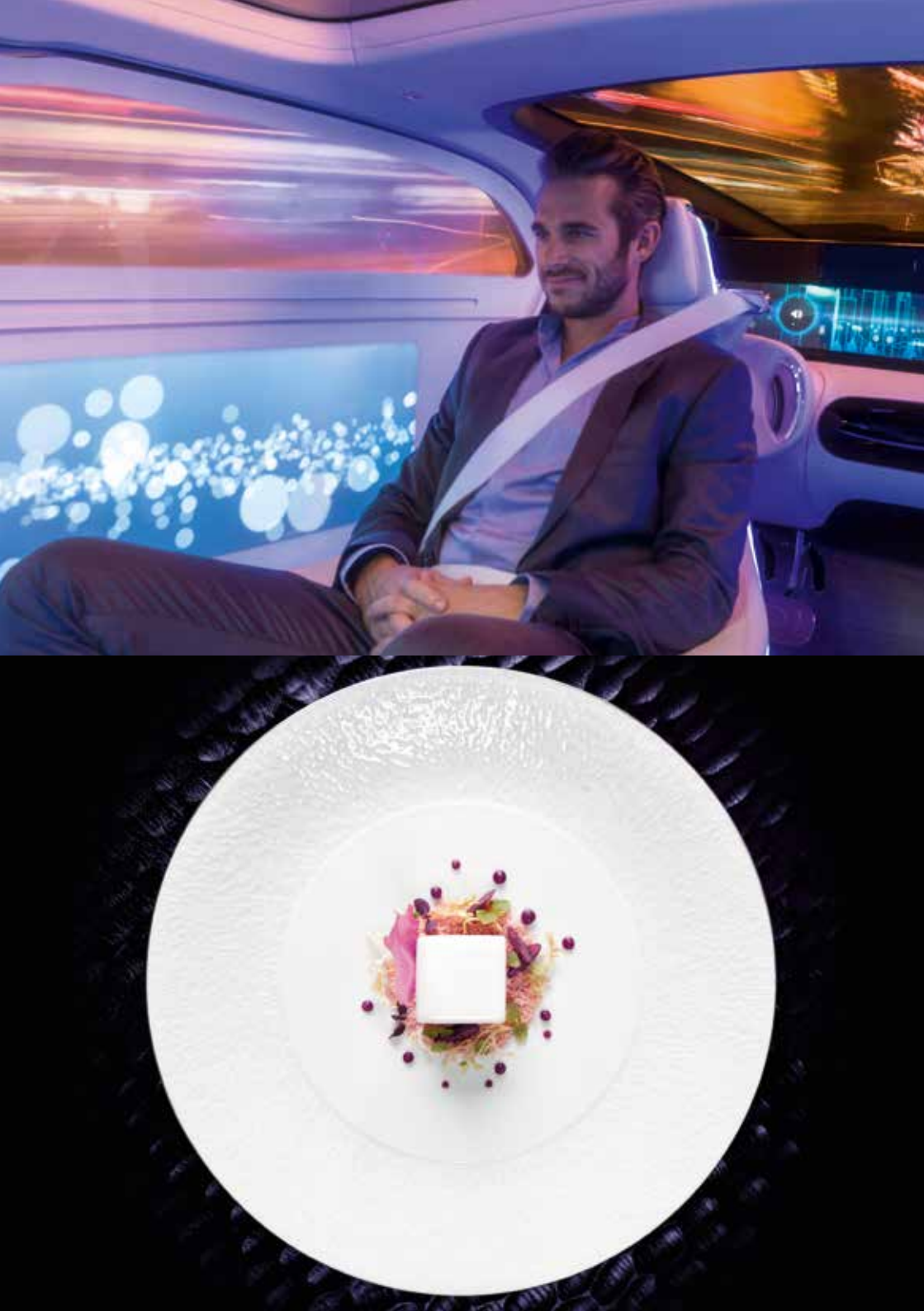
You'll
love
...
bionics
&
biosphere



Top: The interdisciplinary Bionic Learning Network looks to nature for inspiration in the further development of automation technology.

Bottom: The Swabian Alb biosphere reserve, recognised by UNESCO, is the winner of the German Sustainable Tourism Destination competition.





You'll
love

...

bits

&

bites



*Top: Innovation Lab Baden-Württemberg. Where Bosch, Mercedes-Benz
and Porsche develop the future of mobility.*

*Bottom: Amuse-gueule in one of the 74 starred restaurants
in Baden-Württemberg (as per 6/2018).*

You'll
love

...

blocks

&

docks



Top: Sustainable mobility, intelligent networking and location-specific climate protection programmes: Baden-Württemberg leads in the development of smart cities.

Bottom: The more than 3,000-year-old prehistoric Pfahlbauten settlement on Lake Constance is one of six unique UNESCO World Cultural Heritage Sites located in Baden-Württemberg.



Friedrich Schiller
Die Räuber

Reclam



You'll
love

...

robbers

&

robots



Top: Baden-Württemberg is Germany's state of poets and thinkers. Friedrich Schiller and many other freethinkers have enriched literary and intellectual history throughout the world.

Bottom: Blurring the boundaries between man and machine – Industry 4.0 is being pioneered and put into practice by local industry.

You'll
love

...

trade

&

fairs



Top: Specialist trade fairs and exhibitions of international standing are presented across nine different venues. (Image: Messe Stuttgart with more than 120,000 m² of exhibition floor space)

Bottom: The beer festival period is known as the fifth season for citizens of Baden-Württemberg. Both young and old meet up between the big wheel and beer tents to eat, drink and be merry.





You'll
love

...

tools

&

teddys



Top: Leading medical systems and biotechnology companies make a key contribution to advancements in global medicine.

Bottom: 'Only the best is good enough for children'. This is the motto behind Steiff teddy bears, born and bred in Baden-Württemberg for over 100 years.

You'll
love

...

form

&

function



Top: The humble pretzel: a perfectly-formed part of Baden-Württemberg's identity.

Bottom: The Weissenhof Estate in Stuttgart – design and architecture are big in Baden-Württemberg. (Image: Le Corbusier houses in Stuttgart, a UNESCO World Cultural Heritage Site since 2016)





You'll
love

...

Hollywood

&

pinewood



Top: The Film Academy Baden-Württemberg is one of the world's leading educational institutions for film and media, boasting a total of five Oscar-winning graduation projects.

Bottom: High pine forests and deep valleys mark the impressive natural scenery of the Black Forest National Park.

You'll
love

...

expression

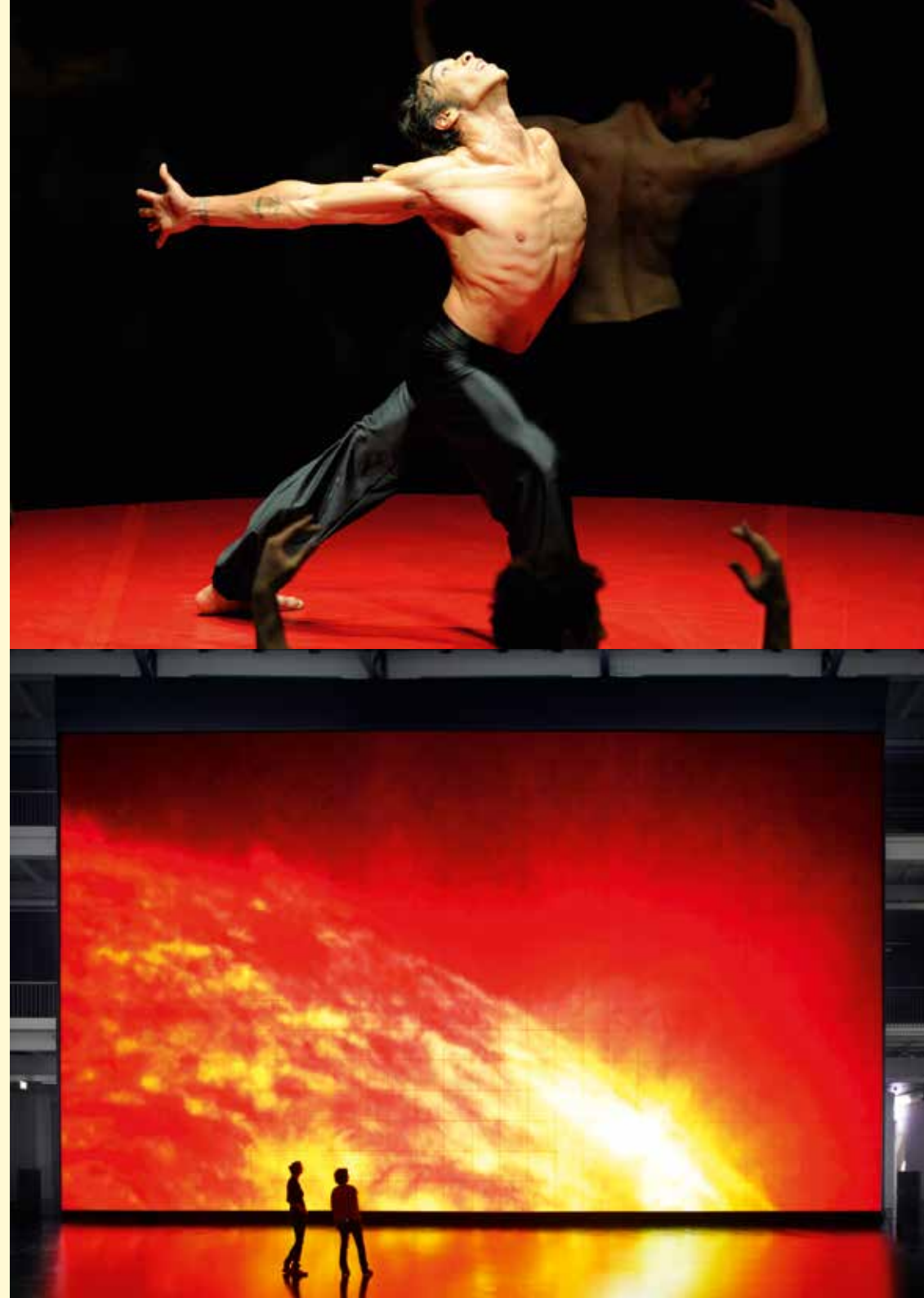
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impression



Top: The expression of sheer perfection. Stuttgart Ballet is one of the best dance companies in the world. (Image: Jason Reilly, Stuttgart Ballet)

Bottom: A varied museum landscape presents its treasures to an international audience of millions. (Image: Ryoji Ikeda – micro / macro, ZKM Karlsruhe)





You'll
love

...

science

&

fiction



*Top: Only the best universities in Germany rank amongst the elite – and three of them are in Baden-Württemberg: Heidelberg, Tübingen and Konstanz (as per 6/2018).
(Image: The Alte Aula, Heidelberg University)*

Bottom: Hollywood calling: the visions of renowned directors are brought to life in Baden-Württemberg. (Image: Game of Thrones, Mackevision Stuttgart)



You'll
love

...

farmers

&

explorers



Top: Wines from Baden-Württemberg feature on the menu of many starred restaurants from California to Cape Town. (Image: Christian Dautel, Dautel Winery)

Bottom: An inspirational symbol of the Baden-Württemberg thirst for discovery: Alexander Gerst, astronaut and captain of the ISS (International Space Station).





You'll
love

...

acceleration

&

deceleration



Top: Baden-Württemberg is the birthplace of the automobile, as well as home to an impressive collection of international motor sports trophies. (Image: Porsche Museum, Stuttgart)

Bottom: Tradition and a great quality of life – beautifully preserved historic villages and town centres are symbolic of the Baden-Württemberg way of living.



You'll
love

...

hidden champions

&

hideaways



Top: Many medium-sized businesses in Baden-Württemberg are world market leaders in their field. (Image: Trumpf laser technology)

Bottom: Innumerable wellness and romantic hotels in the different regions pamper guests with everything their hearts could desire.



Now you know

...

why you'll
love it.



*Watch the film about Baden-Württemberg online by simply scanning
the QR code with your mobile phone, or enter the following
link into your browser: <http://wm.baden-wuerttemberg.de/lovebw>*