

walking tours and
bike tour

herzo



Herzogenaurach - discover and experience

We proudly present Herzogenaurach as a lovable, very livable town which has developed successfully while balancing tradition with modernity. With 13 incorporated villages and 24,000 inhabitants Herzogenaurach is the largest town in the administrative district of Erlangen-Höchststadt, right in the heart of the European Metropolitan Region of Nuremberg.

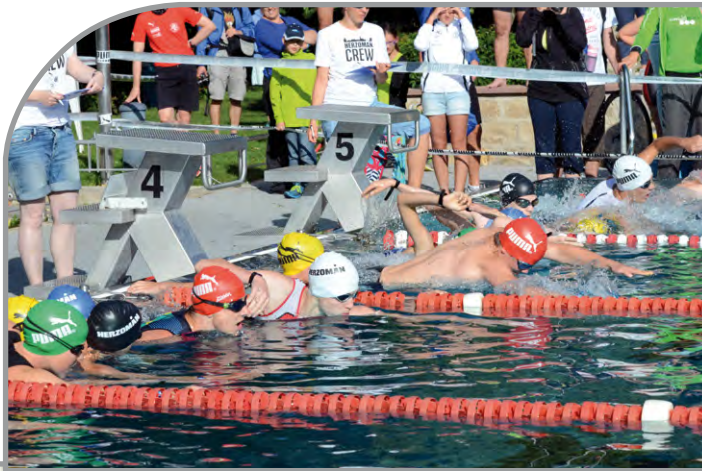
Its idyllic location in the Aurach valley, the unspoiled natural landscape and all the advantages of the location in the Metropolitan Region of Nuremberg make Herzogenaurach an ideal place to work and live for many people. Town Development continually strives to meet the principles of preserving the past for upcoming generations while securing their future, always with the individual in mind.



Especially the north side of town has developed very dynamically, where the headquarters of the two sporting goods manufacturers adidas AG and PUMA SE are located.

The adidas headquarters is named „World of Sports“. The former American barracks Herzo Base are now home to the adidas „Brand Center“, the office buildings „Spikes“ and „Laces“ as well as the Adi Dassler Sportplatz, among other things. The new subdivision Herzo Base is growing: approximately 2,500 people will make their home here in the future. The PumaVision headquarters - worldwide the first carbon neutrally-operated company headquarters in the sporting goods industry - stands for design, functionality, innovation and sustainability. The factory outlets of both sporting goods manufacturers attract fans of sports and design from around the world.





Technology and innovation dominate the south part of town. The headquarters of Schaeffler AG define the town's skyline here.

Substantial numbers of people have moved to Herzogenaurach over the past 50 years, and testify to the town's openness as much as the relationships with the twin towns of Wolfsberg in Austria, Kaya in Burkina Faso, Nova Gradiška in Croatia, and Sainte-Luce-sur-Loire in France.

An attraction for people from far and wide is the Fun and Adventure Pool ATLANTIS. In the summer months the outdoor pool is open nearby for swimming fun and relaxation on the idyllic island on the Aurach river.

Numerous biking and hiking trails offer varied possibilities to explore the attractive outdoors.

The medieval town center is inviting for shopping, eating and drinking, or just a stroll. Historic buildings such as the castle, the parish church of St. Magdalena with one of the largest wooden barrel vaults in Bavaria, and the town's gate towers characterize the picture of the historic town center. The wide offer of specialty shops is every bit as extensive as the gastronomy: small cafes and rustic pubs are just as much a part of the broad spectrum of offers as the traditional Franconian restaurants and those with international specialties.





Town history on your mobile phone

36 information boards in the town center will make you familiar with the complex and dazzling history of Herzogenaurach. You can see behind the curtain of history via mobile phone and QR codes on www.herzogenaurach.de.

By the way: WLAN is provided for free in the inner city

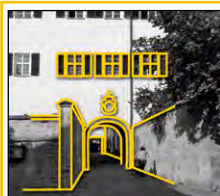


The Inner-Town Tour

Begin your discovery of Herzogenaurach's medieval town center in the inner courtyard of the former administrative office (Amtsschloss), now town hall. Follow the castle moat on the north side, and you will arrive at the main street (Hauptstraße) with the two

town towers, Herzogenaurach's most prestigious landmarks. Continue on to the church area around the parish church of St. Magdalena. In the heart of Herzogenaurach await the last two sights on this tour: the oldest house and a former brewery.

Inner-Town Tour (Stations 1-16): walking time approx. 30 minutes



1 Administrative Office

The tour begins at the palace building, which served as the office of the Bamberg bailiffs. It was built as a fortification with a main tower (keep) and moat. The baroque style building was built by Prince-Bishop Lothar Franz von Schönborn in 1720 and two modern wings were added in 1967. Today these rooms house the town administration, the public library and tourist information.

Cobbler's Fountain

The fountain, erected in the castle courtyard 2008, grants an amused nod to the traditional competition between the two sporting goods companies adidas and PUMA. The children's rope-pull symbolizes the long-standing rivalry between the Dassler brothers.

The Crosses of Atonement

These sandstone crosses in the castle moat are medieval monuments of justice. They date from the pre-Reformation time and stood as a symbol of atonement for bloody or violent crimes.



2 „Türmers“ Lookout Tower (Türmersturm)

Walk the path along the castle moat to arrive at the lookout tower Türmersturm. It flanked the upper gate of the inner town wall, which was well protected with a drawbridge and gate. The four corner look-out turrets made it possible for the tower watchman to see far across the surrounding land. The helmed roof and tower lantern were added in 1724.



3 The Denkler Home

Georg Denkler is considered the founder of Herzogenaurach's shoe industry. His family began producing slippers for domestic use. These felt shoes were distributed through a Nuremberg dealer. The building was rebuilt after a fire in 1904.



4 Beyschlag's Pharmacy

Carl Leopold Beyschlag opened the first pharmacy in Herzogenaurach in 1831. He headed the first post office from this building starting in 1850; a telegraph station followed in 1870, and the telephone exchange in 1906.



5 The Old Town Hall

The town hall, a conspicuous symbol of municipal autonomy, was also once the location of the court of justice. Bakers and butchers had their stands under the arches of the ground floor. The half-timbered building was built in 1407 and redesigned in baroque style in 1781. It obtained its current appearance between 1939-1941.



6 „Zum Walfisch“ Inn

The former traditional inn The Whale („Zum Walfisch“) is one of the grandest farmers' town-houses in the town. Parts of the half-timbered construction date back to the 14th century. The eastern gable displays the original structure with its crossing beams. Also typical are the hoist jutty and the gate leading to the commercial buildings beyond.






7 „Fehn“ Tower (Fehnturm)

Together with the Türmers Tower 180 meters away, the Fehn Tower marks the boundary of the medieval inner town. The tower, measuring in at 28 meters, was built in the 13th century and flanked the lower gate to the inner town fortification. It is named after the Fehn family. The tower has also been used as a prison as well as a town museum since 1908. You can visit the tower today as part of guided town tours.

The Moat House

The position of the house across the street from the Fehnturm seems quite unusual. It was built in the disused town moat of the inner town fortification in 1718.

-  Start of the town tour
-  End of the town tour
-  Tourist Information





8 St. Kilian's Fountain

Legend has it that the Franconian apostle Kilian preached and performed baptisms on this spot in the year 686. This is the site of the oldest spring of the town, documented since the Middle Ages. The fountain monument to St. Kilian was created by Maria Lerch, an honorary citizen of Herzogenaurach, in 1934.



9 Catholic Parish Church St. Magdalena

Cross the pedestrian zone and enter the church quarter, which actually was outside the town wall until the end of the 15th century. The preceding building on this site was in the roman style, the church being built in 1341; the history of the well integrated choir stretches back to the 13th century.

The nave of the gothic hall is spanned with a heavy wooden barrel vault. The church received its baroque interior again with the restoration in 1934-35.



10 Beneficiary Spital (Pfründnerhospital)

This half-timbered late medieval building was donated by the dyer and fabric merchant Cunz Reyther of Niederdorf as housing for old and invalid residents of the town in 1508. In accordance with the guidelines for the protection of historic buildings, the building was restored and is now home to the Town Museum. The modern permanent exhibits are regularly supplemented with various special exhibitions.



11 Rectory

The style of the Catholic rectory and the school house across from it is a bit out of the ordinary. The rectory was built in 1845 where a medieval building preceded it. As such, it was built according to the fashion of the time as a square sandstone building with a strictly structured façade in the late neo-classical style, including the arched windows.

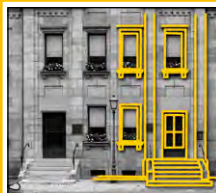
The White Shrine

After many relocations Herzogenaurach's oldest and most beautiful shrine finally found a home on the Church Square (Kirchenplatz) in 2007. The late Gothic shrine probably dates from the 14th century. The reliefs show the scene at the crucifixion of Jesus and a Gregorian mass as well as St. Leonhard and St. Elisabeth.



12 Chapel of Mary (Marienkapelle)

The double chapel on the northeast corner of the former cemetery was probably built in the 14th century. The lower floor of the former cemetery chapel served as an ossuary for the safekeeping of the bones removed from abandoned graves. In 1932 the chamber was set up as a memorial place for the dead of the world war. The altar in the upper floor was dedicated to St. Kunigunde and St. Heinrich in 1401.



13 Girls' School

The school building was built in 1860, a late neo-classical, u-shaped sandstone building. The flat, high pilaster defines the otherwise simple front façade. The town's school for singing and music can be found here, named after Herzogenaurach's honorary citizen Käthe Zang.



14 Care House

This building was erected in Herzogenaurach thanks to the work of a charity endowment. It served as a hostel for pilgrims and living quarters for the town's poor starting in the middle ages. It was constructed in its present state in 1458.

Once upon a time: A Middle Gate

The Middle Gate of the inner town fortification was first mentioned in writing in 1399. It was dismantled after the completion of the outer wall.



15 Oldest House

According to a dendrochronological study, the construction of the oldest house in town was in 1447-48. This end-gabled building with its cornice (the projecting upper floor) displays antique half-timbering and has a wood paneled living room.



16 Hubmann Building

The end of the tour takes us to the former restaurant and the traditional Hubmann brewery. The building with its hip roof and half-timbered upper floor was built in the 18th century. The adjacent brewery and malthouse was torn down in 1979.



Arriving and Staying

Transportation in Herzogenaurach

Parking
parking in the town center: P1
(Großparkplatz)-P5

Bus
bus stops: central bus terminal "An der Schütt", Marktplatz
www.herzogenaurach.de

Town busses: Herzobus
schedule and price service
Herzo Pools and Transportation compa-
ny (Herzo Bäder- und Verkehrs GmbH)
HerzoBus Info-telephone:
+49 (0) 9132 / 738 518
www.herzobus.de

Regional Transportation in Greater Nuremberg

Schedule and price service:
Transportation Network Nürnberg
VGN (VGN Verkehrsverbund Großraum
Nürnberg): VGN Info-telephone:
+49 (0) 911 / 270 7599
www.vgn.de

Ticket sales in Herzogenaurach:
Tickets are sold at the kiosk "An der
Schütt", An der Schütt 20 (at the central
bus terminal "An der Schütt") and in all
Herzo busses (Herzobus).

Nearest German Railway Station (DB Bahnhof) with connections to all German intercity rail connections

Erlangen Main Railway Station
(Hauptbahnhof 10 km)
Fürth Main Railway Station
(Hauptbahnhof 14 km)
www.bahn.de

Nearest international airport

Airport Nürnberg (21 km)
www.airport-nuernberg.de

Herzogenaurach Airport

For general aviation planes (up to 5.7t)
in contact flight operation
www.flugplatz-herzogenaurach.de

Taxi Service

Taxi Beys +49 (0) 9132 / 9900
Taxi Erhardt +49 (0) 9132 / 1705
Taxi Thomas Haas +49 (0) 9132 / 8859
Taxi Stefan Haas +49 (0) 9132 / 1515
Taxi Römmelt +49 (0) 9132 / 9988
Taxi Sunshine +49 (0) 9132 / 5868
Taxi Vogel +49 (0) 9132 / 835 155

Bike rentals and repair

BikeProjekt , Würzburger Straße 7
Tel.: +49 (0) 9132 / 4248
www.bikeprojekt.com

Radsport Nagel , Einsteinstraße 13
Tel.: +49 (0) 9132 / 9477
www.radsport-nagel.de

Overnight accommodation

The offers for overnight accommodation
are many, ranging from cozy inns to
luxury hotels.

A list of accommodations is available at
Tourist Information or online at
www.herzogenaurach.de

Motor home parking site
at the Atlantis swimming pool
Würzburger Straße 35
Tel.: +49 (0) 9132 / 738 50
www.atlantis-bad.de

Food and Drink

Gastronomy in Herzogenaurach is
Franconian, international and very di-
verse.

A restaurant guide is available at Tourist
Information or online at
www.genussguide-herzogenaurach.de.

Tourist Information

Marktplatz 11 (im Schlossgebäude)
91074 Herzogenaurach
Tel.: +49 (0) 9132 / 901-121
tourist-info@herzogenaurach.de

www.herzogenaurach.de

The Outer-Town Tour

The tour to get to know the outer part of downtown Herzogenaurach takes you along the former town fortification. You will see the town's green oasis, experience interesting facts about the Dassler family, and take a detour to the Aurach and the outdoor pool, located on the river's idyllic island. The tour ends back on the main street with sights of the eastern old town.

Outer-Town Tour (stations 17-32): walking time approx. 60 minutes



17 „Lehens“ Tower (Lehensturm)

This tower-like hip roof building on the Hintere Gasse has been puzzled over for years. The Lehensturm, also called Heubeckturm, was probably part of the former church district and served as a storage area. The half-timbered upper floor has been dated to 1479.



18 Pig Herder's Tower

This town wall tower next to the Hallertürlein was part of the outer town fortification. This is where the town's pig herder lived in the 18th century. The tower was sold in 1823 and renovated as a residential house.



19 „Rahmberg“ Tower (Rahmbergturm)

Follow the outer town wall to arrive at the Rahmberg, where the clothiers used to have their tentering frames. The tower was auctioned for 400 gold gulden in 1807 and has been owned privately ever since.



20 Wiwaweier

The name of this pond can be traced to the former „Webbach“. This pond was already being used to fill the castle moat and the moat around the town with water in the 13th century. Water has been transported from a well house near the pond to the castle since the Middle Ages.

Once upon a time: Brickworks

The brick manufacturing building north of the pond was first documented in 1348. Konrad Groß had the monopoly of the profitable brick manufacture while the town of Herzogenaurach was being built. It has been in the possession of a bricking family since 1715; they renovated the estate in 1893, and discontinued its use in 1939.

Once upon a time: B Bamberg Gate

This former town gate in the outer wall was already torn down in 1870. Formerly called „Trempeutor“, it had been built in 1461 as part of the outer town fortification.



21 „Schlehen“ Tower (Schlehensturm)

Parts of the outer town fortification are preserved on the street Am Hirtengraben. Formerly called „Trempeutor“, it is the oldest tower of the wall ring, dating to 1450. It had fallen into disrepair by the 19th century. The remains were integrated as part of a blacksmith's shop when rebuilt in 1949.



22 Dassler's original building

Adolf („Adi“) and Rudolf Dassler began to revolutionize the sports shoe industry in 1924 by jointly founding their „Brothers Dassler Sport Shoe Factory“. The two brothers sewed their first shoes in the laundry room of their family home, built in 1900. After parting ways in 1948 each brother founded his own company, now adidas and PUMA. The home is privately owned.



23 „Maus“ Tower (Mausturm)

The name of this tower probably comes from „Maut“, meaning toll, or road charge. A toll was charged upon entering the town at the Würzburger Straße. The Mausturm was sold for 155 gold gulden in 1807.

Once upon a time: C Würzburg Gate

What was once called the Kalchgrubertor was built as a western entrance to the town in 1458. It was torn down in 1870.




Würzburger Straße

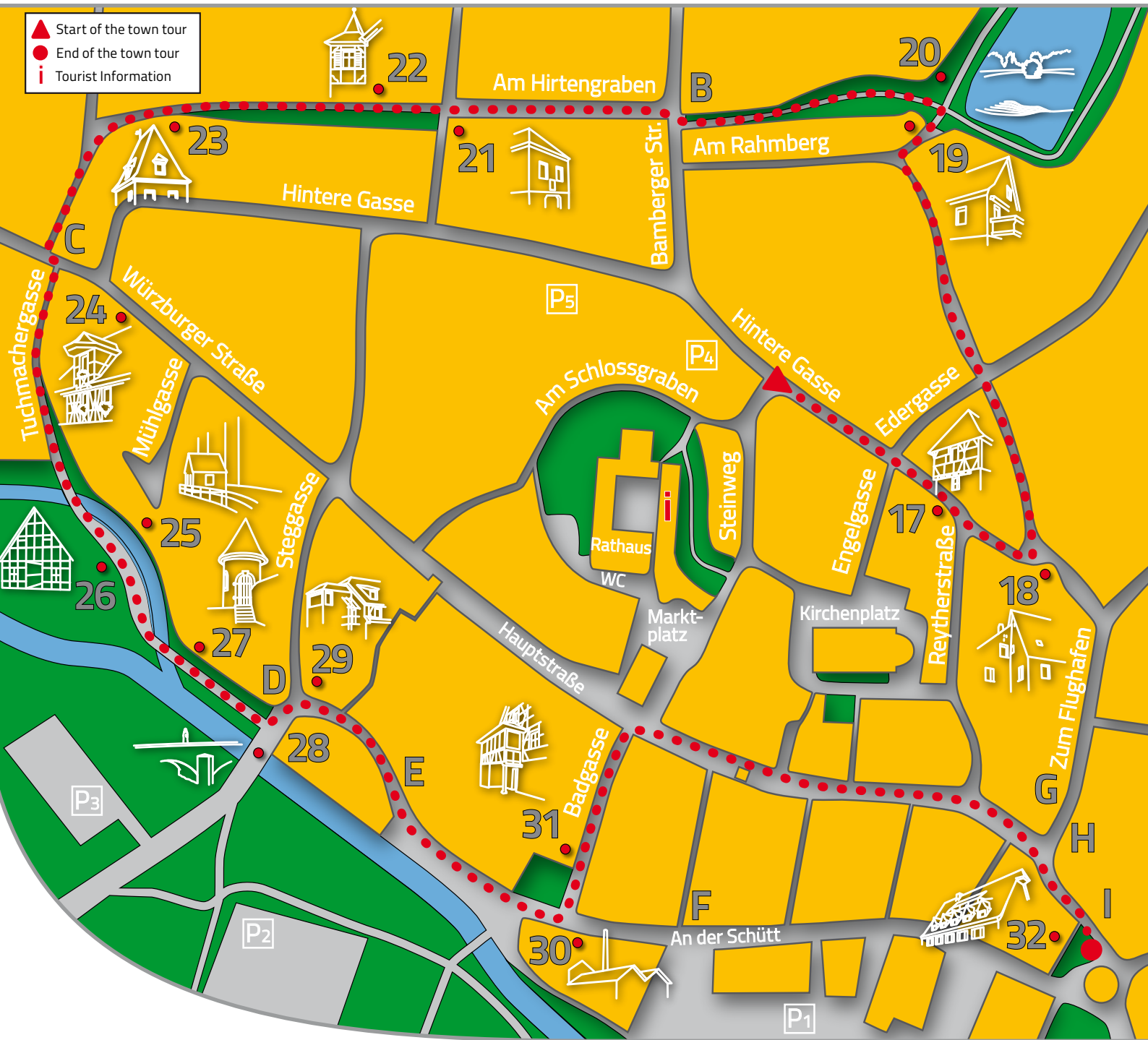
Rudolf Dassler founded his sports shoe company PUMA in a factory on the extended Würzburger Straße.



24 Polster Brewery

One of the most attractive buildings in town is here on the south side of the main street (Hauptstraße), the former traditional brewery Zimmerer, subsequently Polster.

-  Start of the town tour
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-  Tourist Information





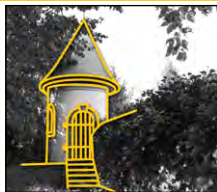
25 Town Mill

The oldest mill in town is reached via the Tuchmachergasse; it was mentioned in a document as early as 1348. A fulling mill was installed for the clothiers in 1519. The water wheel is propelled by an artificial branch of the Aurach river. It served as a grain mill until 1974; today the water wheel is used for the generation of electric power.



26 Outdoor Pool

A modern swimming pool was built in 1937 at the site of the medieval town pond; it has been a magnet for visitors ever since. Especially following the renovation and modernization it remains an attractive and popular recreational facility.



27 Gunpowder Tower (Pulverturm)

This round tower on the outer town fortification had gone to ruins by the 18th century. It was restored as part of a beautification project for the area called Loritzchain in 1907. A memorial stone commemorates Bernhard Loritz, who laid out the small park.

Once upon a time: D Ansbach Gate

A gate was built in 1497 as a south entrance to the town; it was torn down in 1869. Today the town's coat of arms as well as stone heads from the original gate can be seen on the façade of the building at Steggasse 18.



28 Stone Bridge

This is the third stone bridge at this spot of the old Aurach crossing. The original bridge with its four arches built in 1544 was demolished near the end of the war and rebuilt in 1948. The statue of Mary was made by Maria Lerch and graces today's bridge which was newly built in 1994.



29 Community Brewery

Beginning in the Middle Ages, all residents of town were able to brew their own beer in the town's brewery. The building was renovated as a public bath in 1922. Following a comprehensive restoration it now serves as apartments for the Lebenshilfe organization for people with disabilities.



30 August Wirth & Sons Wool Factory

This factory building on the Aurach is considered a relic of Herzogenaurach's rich tradition in the textile industry. In 1872 the Wirth company began operation with steam-powered spinning works, fulling mill, and dye factory. The firm earned the title of „Purveyor to the Court“ and remained in business until 1969.

Once upon a time: E Stork Tower

This town tower on the outer fortification ring was once used by storks as a place to raise their young. It had already been falling to ruins in the 18th century and the remains were torn down in 1807.

F Kellermann Tower

Large parts of the outer town ring were auctioned off and taken away in view of tearing it down during the 19th century. The Kellermann Tower was already largely in ruins by that time.

G Beggars' Representative Tower

Here lived the beggar's representative, called the Bettelvogt, the town officer in charge of poor beggars. In 1807 the tower was auctioned off for 210 guildens and torn down.

H Nuremberg Gate

This former sandstone gate was part of the outer fortification ring, built as the eastern entrance to town. It was torn down in 1825 due to deterioration.

I Round Tower

There was once a mighty tower on the southeast corner of the town fortification which was even reinforced in 1503. In 1807 the round tower was auctioned off for 324 gold guildens and largely torn down. The remains have now been used to build part of the the barn on the property at Hauptstraße 1.



31 Lower Public Bath

During the Middle Ages Herzogenaurach had two public bath houses: the Upper Bathhouse by the Türmersturm (which burned down in 1903) and the Lower Public Bath, which was documented for the first time in 1416. Hans Pader from Neustadt, a barber-surgeon by trade, bought the building in 1456. Today it is home to the adult education center.

Badgasse Tower

Across the street from the bath house was the former bailiff tower (Bütelturm) which was also part of the outer town fortification. Periodically used as a jail, it has been owned privately since 1808. It has since been renovated as a private home.



32 Post Office

Herzogenaurach's postal service was located in private homes starting in 1850. The first post office was set up in this building in 1927. The counters were closed once again in 1999 and the building is now used as the police station.

On the Aurach river

An industrial district developed around the former local train station south of the Aurach river in the 1920s. This was the site of the first factory buildings of the Dassler brothers, and in 1946 Wilhelm and Georg Schaeffler founded the bearings manufacturer INA. Adi Dassler also founded the global corporation adidas here in 1949.



Celebrations and Shopping

Culture, Celebrations & Events

Numerous cultural activities, celebrations and other events take place in town all year round.

A daily updated calendar of events can be found online (Online-Veranstaltungskalender): www.herzogenaurach.de

The current program of activities is available at Tourist Information Marktplatz 11 (in the castle building) 91074 Herzogenaurach
Tel.: +49 (0) 9132 901-121
tourist-info@herzogenaurach.de

Shopping Downtown

Shopping is a lovely experience thanks to the unique atmosphere of Herzogenaurach's historical downtown (Altstadt). All along the main street and its side streets countless owner-run specialty shops can be found among the historical buildings, creating a relaxed shopping experience.

Farmer's Market is every Wednesday and Saturday, with a large selection of regional and international products. Open from 8:00 a.m. to 1:00 p.m.. Many of Herzogenaurach's businesses are open on special occasions such as the Old Town Festival (Altstadtfest), Medieval Festival (Mittelalterfest), and Martini Festival (Martinikirchweih), as well as selected Sundays from 1:00 p.m. to 6:00 p.m.

Business Districts

North Shopping District
Bus stop: Einkaufszentrum Nord

East Shopping District
Bus stop: Einkaufszentrum Ost

Factory Outlets

adidas Outlet Store, Olympiaring 2
Tel.: +49 (0) 9132 / 842 000
www.adidas.com

Nike Factory Store, Zeppelinstr. 1
Tel.: +49 (0) 9132 / 7452 810

Puma Outlet Herzo, Puma Way 1
Tel.: +49 (0) 9132 / 741 70
www.puma.com

Sports Performance Shop Reebok, Olympiaring 3
Tel.: +49 (0) 9132 / 842 000

s.Oliver Outlet, Zeppelinstr. 2
Tel.: +49 (0) 9132 / 8366 570
www.soliver.com

Sport Hoffmann, Zeppelinstr. 1
Tel. +49 (0) 9132 / 781 90
www.sporthoffmann.de

Teamsport-Outlet, Zeppelinstr. 6a
Tel. +49 (0) 9132 / 797 610
www.teamsport-outlet.de

Annual Festivals	When	Where
Carnival	Shrove Tuesday	Market Square
Old Town Festival	Fr. - Sun. after Corpus Christi	Downtown
Flea Market	last Sat. in April and September	Am Weiherbach
Open Air Cinema	May and June	Castle Courtyard/Town Hall
Summer Festival	beginning of July, 10 days	Am Weiherbach
Medieval Festival	end of July	Downtown
Culture Days	September - November	Various locations
Culture Saturday	September	Various locations
Martini Festival	November	Downtown
Amateur Artist Market	end of November	Vereinshaus
Living Advent Calendar	December 1 - 24	Market Square
Christmas Market	2nd weekend of Advent Thursday - Sunday	Downtown

www.herzogenaurach.de

The Bike Tour

The town wall was the set boundary for development for many centuries. The use of cannons for military purposes during the 17th century, however, led to a continued loss of this boundary's importance. Soon the first homes were being built outside the wall. Yet the town grew slowly; Herzogenaurach still had a population of only 2,883 in 1900. It was not until the 20th century, most importantly after the Second World War, that the town grew rapidly.

The most significant reasons for this were the influx of refugees and the growth of the local companies Schaeffler AG, adidas AG and PUMA SE, which created a demand for workers.

Riding time: approx. 1.5 hours Distance: approx. 15 km

The Fun and Adventure Pool ATLANTIS **(1)** offers fun and relaxation on over 1200 square meters of pool landscape. Herzogenaurach has the good fortune to have such an attractive hotspot. The pool is open daily from 10:00 a.m. to 10:00 p.m.. It offers a wave pool,

sports pool for swimming lanes, and an outdoor basin as well as a parents-and-kids area, a water park, a giant slide and a "black hole" slide, the wild rapids passage, hot whirlpools, sun decks, a Kneipp therapy pool, a cafeteria and the ATLANTIS restaurant. In addition to the sauna

Herzogenaurach experienced a substantial population increase due to the incorporation of outlying villages which became part of the town under the zoning reforms in the 1970s.

Come along on a bike tour through the "new Herzogenaurach". It begins at the Fun and Adventure Pool ATLANTIS, Würzburger Straße 35, but of course you can begin at any point on the tour. You will enjoy riding the well-maintained bike paths.

The numbers in the text refer to those on the map and in the summary following.



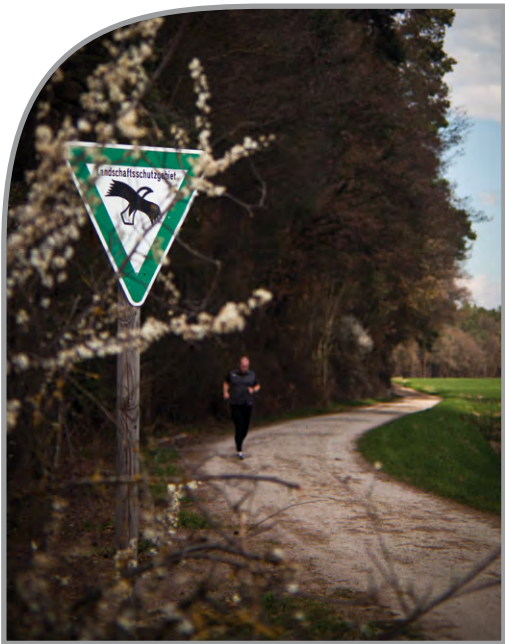
Herzogenaurach through their own particular circumstances: as a rehabilitation patient, here due to an accident or following surgery. Along the street In der Reuth you find the m&i Fachklinik Herzogenaurach **(2)**.

This hospital for specialized acute medical treatment and medical rehabilitation with its distinctive three wings can be seen from afar.

The specialized clinic offers therapy and comfort at its highest level and is run in accordance with the most modern medical expertise. Stationary and out-patient qualified therapy and treatment programs are available in the fields of orthopedics, trauma and reconstructive surgery, diabetology, neurology and neuropsychology. Service

Many people get to know





conscious care and innovative and effective treatment methods promote quality of life and encourage rehabilitation and recovery. Patients are actually guests, and enjoy a comfortable hotel-like ambiance. The cafeteria and large lawn are also open to visitors.

Pass the clinic and cross the Hans-Ort-Ring, and you reach "Birkenbühl" **(3)**, a local recreational area with woods and ponds. You then ride parallel to the take-off and landing strip of the Herzogenaurach Airport **(4)** for a bit. The airport is for general aviation planes up to 5.7t, with in contact flight operation. The 700 meter tarmac airstrip provides for take-off and landing from 9 a.m. to sunset +30 minutes. The Herzogenaurach Airport area is also a very popular starting point for balloon rides.

The bike path leads you along the Beutelsdorf road, passing the air tower and other airport buildings on the way back into town. The companies VIPA and ProLeit AG **(5)**, with their architecturally distinctive buildings, are both on

Einsteinstraße in the north business district (Gewerbegebiet Nord); these firms represent the strong presence of medium-sized high-tech businesses in town. VIPA Corporation for Visualizing and Process Automation mbH is among the top 100 most innovative German medium-sized business. ProLeit was founded 25 years ago as an engineering office for technology oriented process control systems and control software. Today the company supplies automation solutions and process control technology for processing plants worldwide.

Einsteinstraße becomes Röntgenstraße; at the end of this one-way street you find the 18-hole miniature golf course **(6)**.

The bike tour leads on past the allotment gardens on to the Gilgenweiher ponds **(7)**. There is a grill area, playground, and benches all near Herzogenaurach's small animal breeding and care facilities for birds, poultry and rabbits. Some of the clubs also offer food and drink. Guests are always welcome. Take a short detour (only about 200 meters, just near the tunnel under the Hans-Ort-Ring) and you have the chance to check out the skater and inliner park.

The bike tour takes you further on to PUMA-Vision Headquarters **(8)**, home of the sporting goods company PUMA SE. A café is also integrated. This building is the first carbon neutrally-operated company headquarters in the sporting goods industry worldwide, incorporating an

area of over 50,000 square meters. With the use of innovative and renewable energy in the administration building, the Brand Center, and the largest PUMA Factory Outlet Store worldwide, PUMA has struck out in new directions in environmental protection.

In addition to environmental protection PUMA has put priority on creating attractive working conditions for the approximately 900 employees. As a result, the PUMAVision Headquarters radiates a modern and stylish ambiance. Over 100 private and open-plan offices are flooded with light thanks to floor-to-ceiling windows and generous planning, uniting functionality with greatest possible flexibility. The Brand Center includes five showrooms covering 10,000 square meters which are used to display PUMA's innovative Sportlifestyle Collection. A Multi-Media-Hall for presentations and other events offers enough space for 1,500 people. The PUMA Factory Outlet Store is designed as the red PUMA shoe box, with the sale of PUMA collections on over 3,000 square meters.



The bike path leads you out of town through the underpass of the Hans-Ort-Ring and to more factory outlets for sporting goods and fashion (9). Follow the path and you will skirt the new subdivision of Herzo Base, with the World of Sports, the headquarters of the sporting goods manufacturer adidas.

First, though, you pass an area used by many local clubs (10). Here you will find: the Musicbase, with practice rooms for the more than 30 bands of the Herzogenaurach Music Initiative (MIH); the cycle club "Solidarität", with years of success in state and national unicycle and artistic bike competitions; the shooting club Schützengilde 1399 and the carnival club Karnevalsclub Herzogenaurach have their clubhouses with rooms for training, practice and social events.

Following the Second World War, American troops built the Herzo Base (11) on the plot where the airstrip of the German armed forces (Wehrmacht) was found. As many as 1,000 people worked and lived on the base. Seen from the air, the so-called "Kammgebäude" (ridge building) has a W shape; it is the only witness to those past days. In 1992 the US army left Herzogenaurach and the company adidas together with the town of Herzogenaurach subsequently acquired the property.

A master plan was developed: adidas AG built a new headquarters "World of Sports"; simultaneously, and continuing up to the present, the new subdivision "Herzo Base" is being built in three planned construction phases, with homes for 2,500 people. The area is divided into three residential islands, whereby the first island, surrounded by ample green spaces, is already almost fully occupied. The development project will be rounded off with a business district, the "World of Commerce", including

public facilities and parks.

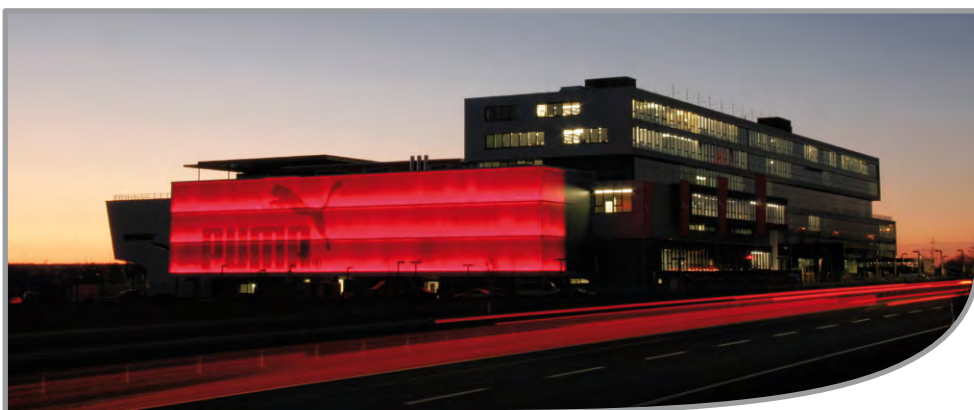
People of over 70 nationalities are employed in the headquarters "adidas World of Sports" (12). More than 40,000 people work for adidas AG worldwide. The campus covers more than 39 hectares of land, and comprises office buildings ("Spikes" and "Laces") as well as athletic fields and parks (including the Adi Dassler Stadium) and an award-winning employee restaurant ("Stripes").

The historic building "Spikes" serves as office space. An important building on the "World of Sports" is the exhibition building "adidas Brand Center". With 12,500 square meters of space, it is the ideal platform for presentation of product innovations. The "Brand Center" features the largest projection wall in the world. The Adi Dassler Stadium was opened in summer 2005; it accommodates up to 2.100 spectators and is used for official events, company activities and training.



The employee restaurant "Stripes", prizewinner for its architecture, was opened at the beginning of 2000. It is located close to the historical ridge building now "Spikes" on an artificial lake. Due to the growing number of employees the headquarters of the adidas Group in Herzogenaurach is continuously being expanded. The new office building "Laces", offers workplaces for 1,700 employees.

The bike path takes you all the way around the "World of Sports"; entering the company grounds, though, is unfortunately not allowed. Just before entering Haundorf, turn off onto the field path which brings you back to the bike path to Herzogenaurach. You will see the adidas office building "Laces" on the right, metal





Discover and Experience

Town Tours

Guided town tours of Herzogenaurach with various themes are regularly offered by the Local Heritage Society (Heimatverein) and the adult education center (VHS).

Current dates can be found on the online calendar of events of Herzogenaurach: www.herzogenaurach.de entnehmen.

If interested in private town tours, in a special tour or group tour please contact Tourist Information, the Local Heritage Society (Heimatverein) or the area heritage curator Dr. Manfred Welker at:

Tourist Information of the Town of Herzogenaurach

Tel.: +49 (0) 9132 / 901-121

E-Mail: tourist-info@herzogenaurach.de

www.herzogenaurach.de

Heimatverein Herzogenaurach e.V.

Contact partner: Klaus-Peter Gäbelein

Tel.: +49 9132 / 9977

www.heimatverein-herzogenaurach.de

Kreisheimatpfleger Dr. Manfred Welker

Tel.: +49 (0) 9132 / 737 321

E-Mail: manfredwelker@web.de

Recreation and Family Pool Atlantis

With water park, slides, and a generous sauna landscape

Würzburger Straße 35

Tel.: +49 (0) 9132 / 738 50

www.atlantis-bad.de

Outdoor Pool Herzogenaurach

heated outdoor pool

open May 1-September 15

Tuchmachergasse 1

Tel. +49 (0) 9132 / 738 541

www.freibad-herzogenaurach.de

Town Museum (Stadtmuseum)

Opening hours

Thursday from 5 p.m. to 8 p.m.

Saturday and Sunday

from 2 p.m. to 5 p.m.

Tel.: +49 (0) 9132 / 901-116

Kirchenplatz 2

stadtmuseum@herzogenaurach.de

www.herzogenaurach.de

Art Room (Kunstraum)

Temporary exhibitions of the Art and Culture Association of Herzogenaurach e.V.

Langenzenner Straße 1

www.herzokunst.de

18 hole golf course

Area approx. 70 hectares, with PGA golf school, playable year-round

Information on prices / green fees:

Golf-Club-Herzogenaurach

Burgstall 1

Tel.: +49 (0) 9132 / 405 86

www.golfclub-herzogenaurach.de

Miniature golf

Minigolf Herzogenaurach

Röntgenstraße 17-19

Tel. +49 (0) 9132 / 741 690

www.minigolf-herzogenaurach.de

Adventure Farm Lindenhof

Dahlienstraße 5

Stadtteil Hammerbach

Tel. +49 (0) 9132 / 737 728

www.lindenhof-erlebnishof.de

Balloon rides

Starting at the Herzogenaurach airport Frankenballon e.V.

Goethestraße 56

E-Mail: info@frankenballon.de

www.frankenballon.de

Excursions

Erlangen (10 km)

Fürth (19 km)

Nürnberg (28 km)

Fränkische Schweiz (38 km)

Naturpark Steigerwald (38 km)

Bamberg (58 km)

Bad Windsheim (39 km)

Rothenburg ob der Tauber (68 km)

Fränkisches Seenland (78 km)

Naturpark Altmühltal (102 km)

www.herzogenaurach.de



Square and St. Josef 's church. **(15)**.

It was during a period of inflation that the people of Niederndorf began with the construction of their autonomous catholic church St. Josef. A modern parish was built under the direction of the architect Fritz Fuchsberger, with a rectory, convent, and school. The high altar comes from Heuchelheim;

façade and glass roof glistening in the sunlight.

Pass the companies Gechter GmbH and G.D.W. Werkzeugmaschinen GmbH, producer of presses and special-purpose machines. You will also pass Spedition Wormser KG **(13)**, one of the largest transportation and logistic companies in northern Bavaria with more than 200 vehicles. Soon you will reach the adidas Factory Outlet **(14)**. The distinctive building is part of the planned "World of Commerce".

Since its grand opening in 2003 almost 2 million visitors from all over the world have come to the shop each year. The shop covers an area of 2,000 square meters. The plaza in front of the store can be used for special events, and the giant projection wall is used for public viewing. There is space for up to 2,000 people.

Ride around the roundabout and down the hill into Niederndorf, Herzogenaurach's largest incorporated village with a population of approx. 3,000. Pass the St. Josef Kindergarten and Cunz Reyther Grundschule (elementary school) to reach the center of the village, St. Josef's

the paintings by the Munich artist Otto Graßl are dedicated to the farming communities and working classes. The shops and restaurants on Niederndorf's main street welcome you for a short stop.

The bike tour takes you through Niederndorf and on to the bike path to Hauptendorf and through the Aurach valley **(16)**. This area has been left in its natural state, and is prone to flooding. Follow the old train tracks, cross the Priewiesen and the Schleifmühlbach and head back to Herzogenaurach. Before

you enter Herzogenaurach you will pass the Galgenhof on your left, a centuries-old farm somewhat off the beaten track whose name indicates that Herzogenaurach once had an execution site here (Galgen = gallows). Today Galgenhof is a horse farm with a riding stable and arena. Behind it you can already see the premises of Schaeffler AG.

Schaeffler AG **(17)** has its headquarters, original offices and a large factory here and with more than 8,000 employees is by far the largest employer in town. Schaeffler is active worldwide, developing and producing Schaeffler roller bearings and friction bearings, as well as linear guidance systems and direct drive technology. As an automotive component supplier, emphasis is placed on low energy consumption and fewer hazardous substances in the precision products of engines, transmission systems, and chassis. For over 60 years Schaeffler products have been known for creative application solutions and the highest engineering and manufacturing expertise. From needle bearings to complete clutch systems to the highly secure aerospace bearings for the new Airbus or the Boeing Dreamliner: Schaeffler sets standards in precision engineering.



The corporation group provides movement all over the world with its three strong brands - INA, FAG and LuK - employing more than 80,000 people in 50 countries worldwide. Schaeffler influences the world starting right here in Herzogenaurach.



After crossing the Hans-Maier-Straße and the Aurach you will reach Liebfrauenhaus **(18)** (literally: Home of Our Lady). The complex of buildings comprises a private elementary school, after-school day care, a public all-day school, living groups for teens, and a nursing home, as well as the Church of the Immaculate Conception B.M.V. which is referred to in Herzogenaurach as Liebfrauenhauskirche.

The Liebfrauenhaus was built by the Capuchin Father Cyprian Fröhlich in 1899 to support needy and orphaned children. One year later the school was opened and the church followed in 1907. Father Cyprian founded the "Seraphische Liebeswerk Altötting" in 1889, focusing on upbringing, education and care; today seven institutions in Bavaria belong to this organization. The Catholic Liebfrauenhaus church Immaculata Conceptio, which was consecrated in 1907, harbors as its altarpiece a Madonna of Mercy stemming from the Nürnberg school of Veit Stoß, created around 1500.

Follow the Erlanger Straße and you will reach a roundabout, beckoning for a

short stop with a small park, benches, playground and restaurants.

The bike path takes you across the Aurach once again. After the bridge you see the main entrance to Schaeffler AG and the original adidas AG headquarters **(19)**. Athletic shoes have been created and made on this spot since

1927, first by the Dassler brothers, later by adidas. Across the street from adidas and near Schaeffler you can still see the remaining part of the old train station building **(19)**.

Great changes came to Herzogenaurach with the connection to the train network in 1894. Not only were the cities of Erlangen, Fürth and Nürnberg much more quickly within reach, but it seemed that the whole world moved closer with

the help of the train; these were the years which marked the advent of modern times, with things like electric street lamps, the telegraph and telephone services. In 1984 the Bundesbahn discontinued regular service to Erlangen; the line was closed down in 1995.

The bike path takes you along the Aurach and the town's typical silhouette with its two distinctive towers on the right, and leads to a small park with a playground and a halfpipe for skaters. Cross Hans-Maier-Straße once again and you arrive at a fountain; the Realschule is to your left on Burgstaller Weg, and a bit further up the street is the Protestant church **(20)**.

The church places a clearly visible accent on the townscape with its modern architecture and dominant tower. The reconstructed and expanded church was consecrated in 2010. Traces of the original church, built in 1934, are still visible as the pillars around the altar. The building encompasses the church itself and parish rooms; the impression it makes is influenced by its large scale form as well as the wooden shingles.



Ride around the fountain and you enter the shady bike path on the Weiherbach grounds (21), Herzogenaurach's festival grounds with the old stone beer cellars. For ten days the residents of Herzogenaurach, together with many guests, celebrate the Summer Festival (Sommerkirkweih). During the first half of July the Weiherbach park comes alive with music, showmen, Franconian beer and other specialties. One cellar



opens on Sunday afternoons when the weather is good from May to September. Otherwise of course you can visit the many restaurants all around the festival grounds.

Back on the Hans-Maier-Straße you follow the bike path along the Aurach back to the starting point. You pass Herzogenaurach's outdoor swimming pool (22) which is open daily from 8:00 a.m. to 8:00 p.m. from May to September. The pool is exceptionally popular. It was constructed in this idyllic location on the Aurach island in the 1930s; upon the explicit request of Herzogenaurach's residents by public decision, it was elaborately renovated in 2000. Cross the stone bridge to get to the entrance. Should the temperature be a bit low you can always round off your bike tour at the indoor pool ATLANTIS.





All the stations at a glance:

1 Public Indoor Pool ATLANTIS

The family-friendly pool with a generous sauna area, great slides and a water park offers fun and relaxation for people of all ages.

2 m&i Fachklinik Herzogenaurach

The distinctive three wings of this hospital for specialized acute medical treatment and medical rehabilitation can be seen from afar. The cafeteria and spacious park-like garden are also open for visitors.

3 Birkenbühl

The local recreation area with woods and ponds, best explored on foot.

4 Herzogenaurach Airport

The Herzogenaurach Airport has a 700 meter tarmac airstrip for take-off and landing. The area is also a very popular starting point for balloon rides.

5 VIPA GmbH and ProLeIT AG

VIPA Corporation for Visualizing and Process Automation mbH is among the top 100 most innovative German medium-sized businesses. ProLeIT was founded 25 years ago as an engineering office for technology oriented process control systems and control software. Today the company supplies automation solutions and process control technology for processing plants worldwide.

6 Miniature Golf Course

The Miniature Golf Course is a popular summer destination for families.

7 Gilgenweiher

Spend time at the Gilgenweiher ponds where the grills, playground, benches for resting and home to many local clubs are located.

8 PUMAVision Headquarters

The red building of the sporting goods company PUMA SE is the first climate-neutral company headquarters in its branch, spanning 50,000 square meters. The Puma Factory Outlet Store is designed to resemble the red PUMA shoe box.

9 Factory-Outlets

More Factory Outlet Stores emphasize Herzogenaurach's significance in the areas of sporting goods and lifestyle: Nike, s.Oliver, Sport Eisert, Sport Hoffmann and Teamsport.

10 Local Clubs Area

This is where many local clubs have their rooms for training, practice and social events: the shooting club "Schützengilde 1399", the carnival club "Karnevalsclub", the cycle club "Solidarität 1906", the curling club, and the Musikinitiative Herzogenaurach.

11 Herzo Base

A new subdivision is being developed on the site of the former US military base, including the adidas headquarters "World of Sports", a residential area for around 2,500 people, and the business district "World of Commerce".

12 World of Sports

The headquarters of the sporting goods company adidas AG is a campus which covers more than 39 hectares of land and comprises office buildings ("Spikes" and "Laces") as well as athletic fields and parks (including the Adi Dassler Stadium), state-of-the-art exhibition halls ("Brand Center"), and an award-winning employee restaurant ("Stripes"). Entering the company grounds is unfortunately not allowed.

13 Spedition Wormser KG

The large storage areas and halls on the other side of the World of Sports are part of the headquarters of Spedition Wormser KG, one of the largest transportation and logistic companies in northern Bavaria.

14 adidas-Factory-Outlet

This distinctive building attracts around 2 million visitors a year from all around the world. The spacious plaza in front of the store is used for public viewing of special athletic events.

15 St. Josef's Church and St. Josef's Square

St. Josef's Square with St. Josef autonomous catholic church create the center of Niederdorf, Herzogenaurach's largest incorporated village.

16 Aurachtal

The path passes Hauptendorf, through the beautiful Aurach valley which is left in its natural state and thus prone to flooding. The Aurach river springs from the nature reserve Frankenhöhe and flows into the Regnitz near Erlangen.

17 Schaeffler AG

The area covered by Schaeffler AG impressively dominates the southern townscape. Roller bearings and friction bearings, as well as linear guidance systems and direct drive technology are all developed and produced here at the headquarters of Schaeffler AG.

18 Liebfrauenhaus

The complex of buildings comprises a private elementary school, after-school day care, a public all-day school, a nursing home, and the catholic Church of the Immaculate Conception B.M.V. with its altarpiece a Madonna of Mercy stemming from the Nuremberg school of Veit Stoß.

19 Original adidas headquarters; former train station

Athletic shoes have been created and made on this spot since 1927, first by the Dassler brothers, later by adidas.

Great changes came to Herzogenaurach with the connection to the train network in 1894. It seems as though the whole world was moving closer with the help of the train. The line was closed down in 1995.

20 Protestant Church

The Protestant church places a clearly visible accent on the town's silhouette with its modern architecture and dominant tower. The reconstructed and expanded church was consecrated in 2010. The building encompasses the church itself and parish rooms.

21 Weiherbach Grounds

The Weiherbach grounds is Herzogenaurach's festival grounds with the traditional old stone beer cellars. The path leading up there runs through a park-like area, with a creek, playground, and benches for resting among the ancient trees.

22 Outdoor Pool

The pool is exceptionally popular. It was constructed in this idyllic location on the Aurach island in the 1930s and elaborately renovated in 2000.

2. Auflage, September 2015

Publication Details:

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Photos: Harry Koerber, Max Etzold, Ralf Roedel, HerzoAktuell, Stadt Herzogenaurach

Texts: Irene Lederer, Helmut Biehler, Judith Jochmann

Translation: Lisa Pfeiffer

Printer: mandelkow GmbH

Development of the town tours in cooperation with the Agenda Project Group "Informative Signs on Historical Buildings"

herzo



STADT
HERZOGENAURACH