



simply Munich

Destination Information



Munich – Tradition is Modern

(Feb 26, 2018) Traditional attire and folk music are more fashionable in Munich than ever. The Oktoberfest and the Dulten (seasonal fairs) are trendy, especially among Munich's younger set. A fresh generation of bands bring hip "Volxmusik" into the clubs and are hitting the right note at home as well as beyond Munich's boundaries. Experimentation is, however, not limited to fashion and music. Modern cuisine lovingly blends the best of grandma's recipes with international delicacies. Even in the beer garden, revelers feast on Italian appetizers, spring rolls, falafel and other specialties from around the globe to go with their "hop juice" and pretzels. Enjoy your meal!

Leather trousers and dirndl dresses are not an everyday sight, even in Munich. Those who exit the subway at Marienplatz during the week wearing a traditional costume are bound to draw some looks. But when it is Wiesn time, everybody will take out their traditional attire. It is simply the "required outfit" for the in-crowd at Oktoberfest. Especially young visitors have acquired a taste for dressing in tune with the festivities. There are also other occasions to dress up in traditional costumes: **Spring Festival**, **Kocherball** (traditional ball of cooks and servants) as well as various club nights with themes such as **Nacht der Tracht** (Night of Traditional Costumes) or **Heimatabend (Folkloric Night)**. Stores specializing in traditional attire can be found throughout the city. During the time of Oktoberfest, also trendy boutiques and large clothing stores make space for dirndl dresses and leather trousers, and new shops featuring

traditional fashion pop up to meet the demand.

Dirndl dresses are also part of the collections of young Munich designers. “Cross Over” is frequently the motto of their creations, where African fabrics combine with Chinese silk or elements of Indian saris to make up the precious, fashionable and tradition-conscious outfit of the 21st century. Only one thing never changes: Leather trousers are most attractive once they have acquired a worn patina. Connoisseurs will discover well-used specimens at flea markets and in specialist stores.

In many traditional Munich inns, music is played as it was in the olden days (**Weißes Bräuhaus, Hofbräuhaus, Löwenbräukeller, Turmstüberl**). Folk musicians on stage are not infrequently joined by patrons who also sing and play music. Along with traditional folk music, young musicians have developed new styles within this genre. Folk music is mixed with sounds from other countries, underlaid with techno beats and texts commenting on our present times. The Bavarian band **La Brass Banda** featuring tuba and brass music even fills the Munich Olympic hall. Like **Zwirbeldirn** and **Kofelgschroa**, their stage career began during the **Volksmusiktage (Days of Folk Music)** in the Munich inn **Wirtshaus Fraunhofer**. Every year guests meet at this event to experience new musical delights of young “**Volxmusik**”.

In Bavaria, body and soul are always treated to culinary delicacies: roast pork, dumplings, Weißwurst sausages, meat loaf – Bavarian cuisine can be found in all traditional restaurants. Beer garden specialties include **Obazda**, a typical Bavarian cheese delicacy, fresh radishes and pretzels. The picnic basket contains everything the heart desires and the selection is often quite international.

Many Munich restaurants have also taken new paths and combine international cuisine with Bavarian Gemütlichkeit (and Bavarian beer). Some dishes merge Bavarian and international cuisine, e.g. roast suckling pig with Japanese mayonnaise or Bavarian tapas.

Background

München Tourismus is the city's central tourist organisation and is part of the City of Munich's Department of Labour and Economic Development. München Tourismus works with its business partners in the private sector and the tourist organisation München TIM e.V. to develop marketing and PR campaigns and tourism products in a bid to establish Munich as a destination on the international travel market. The strategy for achieving this aim is defined by the Tourismuskommission München, a joint undertaking between the city council and the local tourist industry. The objective of the partners involved in this collaboration is to promote quality tourism in Munich. This safeguards the quality of a stay and the quality of life in the city, and ensures acceptance of tourism among the population. München Tourismus acts as a centre of expertise, knowledge and innovation within Munich's tourism industry; as a link to regional and supra-regional tourist organisations (TOM, BayTM, DZT, MC and many more); and as a professional, neutral advisor to the tourist industry.

Pictures:

We can provide you with free photographic material to professionally illustrate your reporting on Munich. Please visit: www.simply-munich.com/photoservice