

# FRIEDBERG

## ON THE ROMANTIC ROAD



# THE LAND AND ITS PEOPLE

## FRIEDBERG – A WELCOMING CITY



**Greetings to all** guests who have come to visit our historical city located on the Romantic Road.

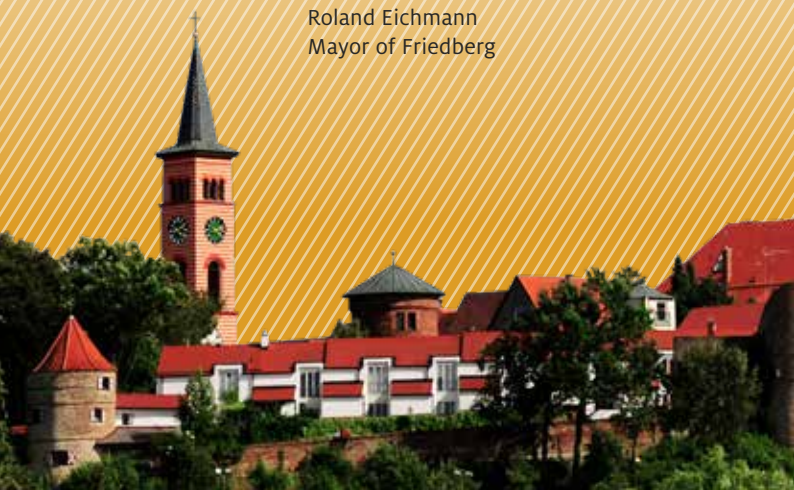
Whether you are vacationing, meeting up with friends or stopping by to do business here – we are pleased you have come and hope you enjoy your stay.

In Friedberg you will find a special combination of factors contribute to our high quality of life: a historical center steeped in history with beautiful shops, a wide range of gastronomy, varied natural surroundings, year-round events, and cultural activities.

As the southern heart of the Wittelsbach region, and good neighbors with the Fugger City of Augsburg, Friedberg has developed into a regional center where people enjoy residing, working, and shopping- in a word: enjoy living. Let yourself be inspired by the impressions in this brochure.

A handwritten signature in blue ink, appearing to read 'Roland Eichmann'.

Roland Eichmann  
Mayor of Friedberg



**Welcome to Friedberg.** To one person a Bavarian Tuscany, to another a baroque gem: Friedberg welcomes you with the charm of a city that knows how to live.

The Wittelsbach Castle and the baroque Town Hall are reminders of the golden age in the city's history. In the mid-16th century, the dukes of Wittelsbach promoted trade and industry from their residence in Friedberg, especially inspiring civic artisan craftsmanship.

In the 17th and 18th century Friedberg became a well-known center for watch and clockmaking. Since 1989, the golden "Friedberg Era" (Friedberger Zeit) has been celebrated every three years with a large historical festival of the same name held in the city center.

10 days of the "Friedberg Era": 10 days of stylish, festive celebration amid the backdrop of the romantic historical center, with original costumes, original performances, and original dishes from the golden age. An exhilarating festival in an inspirational city.





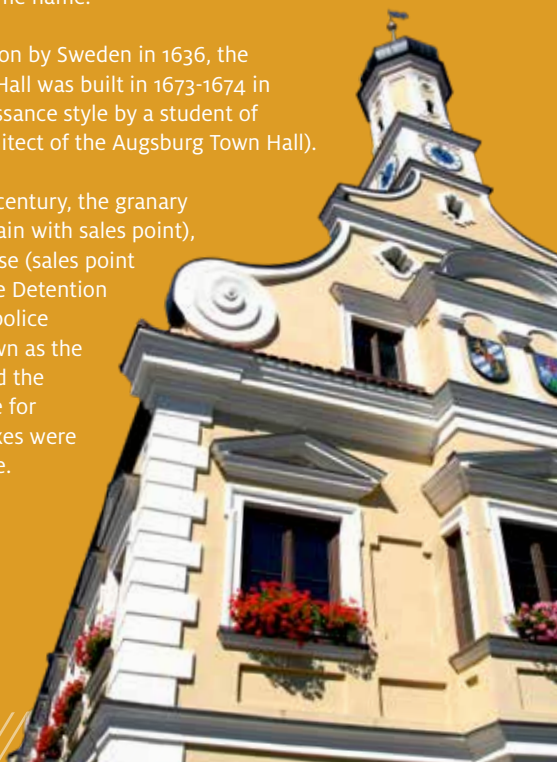
## THE TOWN HALL

ADMINISTRATION,  
HISTORICAL GEM AND  
WITNESS TO TURBULENT HISTORY

Friedberg's townscape is shaped by the historical Town Hall, centrally located on Marienplatz, and the fountain bearing the same name.

After destruction by Sweden in 1636, the present Town Hall was built in 1673-1674 in the late-Renaissance style by a student of Elias Holl (architect of the Augsburg Town Hall).

Until the 19th century, the granary (storage for grain with sales point), the Bread House (sales point for bakers), the Detention Center of the police (formerly known as the Calf-Cellar) and the Customs Office for levying city taxes were all located here.



# THE CITY WALL

After 1400, during the course of city expansion under Duke Ludwig VII of Bavaria, the city wall with its wooden, roofed battlements was built.

Remains of the battlement with arrow slits have been reconstructed north of the Old Water Tower and are open to visitors. Nearly all the towers of the city wall are fully intact. Delightful narrow alleys and impressive views surprise visitors on every tour.





# WITTELSBACH CASTLE

## EXPERIENCING HISTORY – SAVORING THE PRESENT

**Visible for miles around and the landmark of the city – the castle, after several years of renovation, will open its gates again in October 2018.**

Before the formation of the city, the castle was built as a border fortification by Duke Ludwig II in the year 1257. The castle was reconstructed in 1559 in the Renaissance style after the previous building was destroyed by fire. Duchess Christina of Lothringen selected it as her dower house in 1568 and this decision led Friedberg to become a center of courtly life in Bavaria.

This zenith of our city's history will now be brought to life again in the Wittelsbach Castle. Its new luster, its proximity to the historical center, and the neatly groomed castle gardens create a unique setting for events of all kinds.



# MUSEUM

## WATCHES AND FAIENCE – FRIEDBERG SPECIALTIES



In the 17th and 18th centuries, watch and clockmakers in Friedberg provided their wares for all of Europe. The roots of their success lie in the 16th century when Bavarian dukes encouraged the settlement of talented artisan craftsmen. The treasures of Friedberg's watch and clockmakers are presented in the newly designed museum.

Joseph Spiegel  
(1706-1760),  
carriage watch,  
Friedberg  
around 1750

Furthermore, exhibits from the city's and castle's history, 18th century faience produced in Friedberg, archeological finds, as well as sacred and modern art can be viewed here. Interactive stations, use of media, and the new museum café make your visit to the museum a visit for all senses.

### Opening hours:

Tuesday to Sunday 10am-5pm,  
closed Mondays

### Entrance fee:

Adults: 4 €, reduced 3 €

Families: 6 €,

Children and young people up to  
18 years of age: free

With special exhibits,  
other entrance fees may apply.

**The museum is expected to  
open in the first quarter of  
2019.**



Friedberger watchmaker Philipp  
Happacher (1711-1792),  
around 1760, oil on canvas

# CHURCHES IN THE CITY

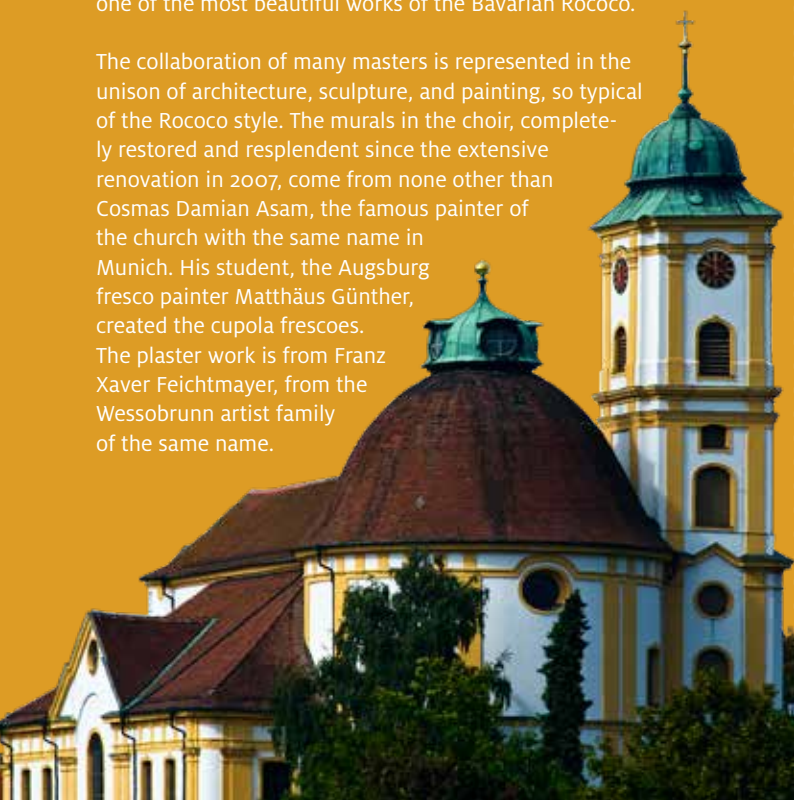
## PLACES OF PEACE AND HISTORY



### HERRGOTTSRUH

**Source of strength and Rococo jewel.** The pilgrimage church “Our Lord’s Peace” (Herrgottsruh) was built from 1731 to 1753 and is one of the most beautiful works of the Bavarian Rococo.

The collaboration of many masters is represented in the unison of architecture, sculpture, and painting, so typical of the Rococo style. The murals in the choir, completely restored and resplendent since the extensive renovation in 2007, come from none other than Cosmas Damian Asam, the famous painter of the church with the same name in Munich. His student, the Augsburg fresco painter Matthäus Günther, created the cupola frescoes. The plaster work is from Franz Xaver Feichtmayer, from the Wessobrunn artist family of the same name.





## ST. JAKOB

The parish church shapes the city silhouette with its tower. The church was rebuilt in 1871-72 in the Neo-Romanesque style after the previous building collapsed in 1868.



## MARIA ALBER

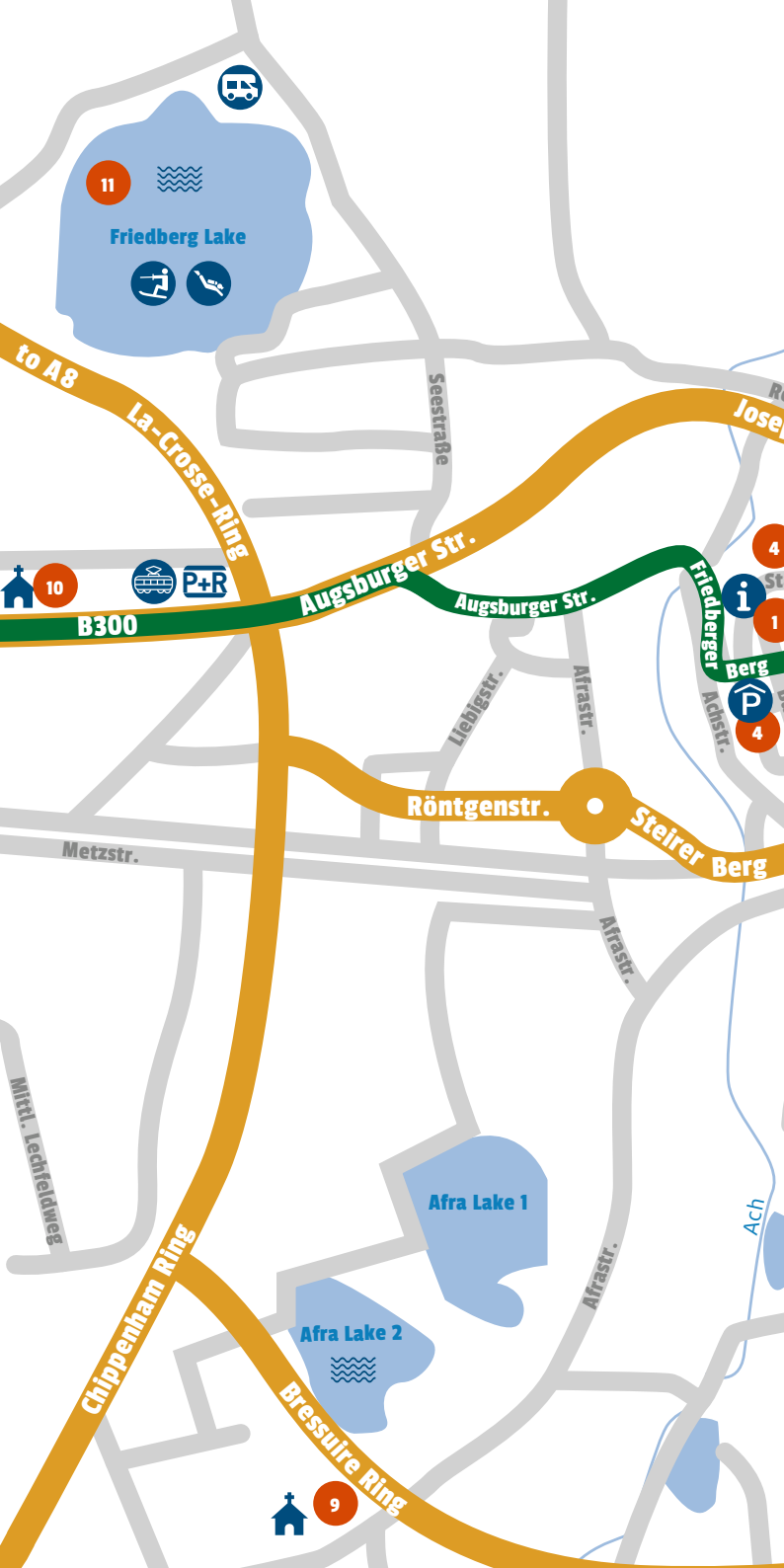


## ST. STEPHAN



## ST. AFRA IM FELDE







- |                              |                                 |
|------------------------------|---------------------------------|
| 1 Town Hall (Touristinfo)    | 7 Pilgrimage Church Herrgotsruh |
| 2 Marienbrunnen              | 8 St. Stephan                   |
| 3 Stadtpfarrkirche St. Jakob | 9 St. Afra im Felde             |
| 4 City Wall North/South      | 10 Maria-Alber                  |
| 5 Wittelsbach Castle/Museum  | 11 Friedberg Lake               |
| 6 Stadtbad/Stadthalle        | Romantic Road                   |



# FRIEDBERG ERA

## TRADITION AND FUTURE

**Experience history up close.** In the 17th and 18th centuries, Friedberg was at its economic and social peak. At that time, Friedberg was established as a competitor to the Free Imperial City of Augsburg as a center of watch and clockmaking.

**12th-21st July 2019**



Friedberg remembers this golden age every three years with its historic festival. The entire city center is transformed into a backdrop of historically accurate and magnificent celebration with clothing, performances, and culinary delights from bygone times.

Groups from far and near come to be part of the parades, performances, markets, concerts, dances, and games. They encounter “Cordonists” (Friedberg’s watchmen), farmers, jugglers, healers, craftsmen, and – those most responsible for the prosperity and reputation of Friedberg in those times – watch and clockmakers. The sounds of period instruments and tools echo throughout the narrow streets and the aroma of delicacies invites visitors to try something from the baroque culinary arts. The past is brought to life on every corner of the historical center!



This festival embodies the special way of life here in Friedberg, a combination of tradition and civic pride with a zest for life and open-mindedness. The “Friedberg Era” – a piece of identity for citizens and a touristic highlight for visitors from throughout the world.



# FRIEDBERG TODAY

## CULTURE – SPORT – BUSINESS HUB

### **Friedberg has much more to offer than history and tradition.**

With nearly 30,000 residents, the modern and forward-thinking regional center with 13 districts is continuing to grow. Increasing numbers of tourists – especially due to the Romantic Road – are visiting Friedberg and bringing international flair to the historical center.

“Friedberg inspires” stands for high-quality offerings in the arts, culture, and sports. The **Friedberg Music Sommer** and the romantic **Friedberg Advent**, or the **Pottery Market** in the town garden are known far beyond the region and draw thousands of visitors to the city every year. **Town hall concerts**, the “**Südufer-Festival**” at the Friedberg lake, or the **Fête de la musique** on Midsummer’s Eve present a broad array of music in the “medieval Bavarian ducal town.” There is something for everyone.

In sports, the highlight is the **Friedberg Half-Marathon**, in which runners must conquer the infamous Friedberg Hill with its 13% gradient four times.

This wide range of events is typical for the modern and forward-thinking city whose cultural and touristic importance is constantly growing. City tourists, people seeking relaxation, and those who simply want to take a break from their daily lives all come to Friedberg.





# ROMANTIC ROAD

BY CAR, BY BIKE

OR EXPLORE ON FOOT





## RELAXATION AND RECREATION

### LAND OF CULTURE AND PARADISE FOR CYCLISTS

**Friedberg is one of many pearls** located on the Romantic Road, the best-known and most popular holiday route in Germany.

On the route from Würzburg to the Alps in Füssen, guests experience a journey through time of culture, nature, and culinary delights. This triad is found especially in our **Wittelsbach Land** with its rivers and riverside forests nestled in an idyllic landscape of hills. Various tourist attractions attest to a turbulent past... an adventuresome hiking and cycling paradise on ancient land. Among others, the “Old Bavarian Ox Road” hike is located here.



Many attractions are waiting for you - and not just in the nearest vicinity, but also in neighboring regions. There is something for every taste, age, and temperament (please see the pictogram on the left). Come and try it out!

[www.wittelsbacherland.de](http://www.wittelsbacherland.de)





## OUR LOCAL CUISINE SPECIALISTS



## FOOD & DRINK

- Asparagus season
- Specialty dishes from ox
- Buying farm-direct
- Specialty cuisine from the Wittelsbach Land

## MARKETS

- Weekly market every Friday and Saturday (in the summer months)
- 4 Market Sundays in the year (stores open on Sunday)





# EXPERIENCING HOSPITALITY

## GASTRONOMY AND AMIABILITY

**It's fun to be in Friedberg** – and it can make you hungry. Treat yourself to a hearty “Brotzeit” (a traditional Bavarian meal) in a cozy beer garden or buy fresh products of the season directly from the farm. Wittelsbach Land is known for its sales straight from the source.

The group of Wittelsbach restaurateurs, specializing in local delicacies, offer high-level Bavarian-Swabian cuisine with selected ingredients from the region, including the Wittelsbach Ox.

A wide range of overnight accommodations in all price categories completes our tourist infrastructure.

You can find hotels, and well-kept guesthouses, well-equipped holiday apartments or an affordable private room.



# LOCATION AND DIRECTIONS



## Information

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