Düsseldorf— Beauty on the Rhine

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_"Düsseldorf mäkt sech fein" (Düsseldorf adorns itself)—this phrase does not only apply for the fifth season—carnival season—which is intensively celebrated in the Rhine metropolis. No matter if it is spring, summer, autumn or winter: With its fine range of arts and culture, noble restaurants and traditional pubs, first-class architecture as well as wide streets and places, the city is always worth a visit. On the 26 to 27 September, the metropolis at the Rhine is hosting the 23rd Annual Congress of the DGL and LASER START UP 2014.

The medieval Dusseldorp was first mentioned in the 12th century. What is for sure is that Dusseldorp received municipal rights in 1288. With the establishment of fixed market days, trading started in the Rhine city and thus the cultural as well as economic wealth. After the building of Carlstadt in the beginning of the 18th century, the Carlsplatz became the location for the one-week market which was carried out four times a year. Today, the marketplace is still in use six days a week throughout the year and offers fruits, vegetables, eggs, meat, poultry, fish and baked goods as well as the traditional potato fritter with applesauce.

Next to Carlstadt is the Old Town—with over 260 pubs also known as "the longest bar in the world". Here, everyone finds a suitable locality: house brewery, lounge, cocktail bar, electro club or fine restaurant. However, there is no getting around the traditional Düsseldorf dark beer. Everyone who wants to learn more about the high art of brewing is welcomed to set out on the brewery path. Even elector Jan Wellem (1658–1716), whose bronze equestrian statue stands on the marketplace in front of the town hall, tippled with the Düsseldorf citizens in the house "En de Canon". Today, the restaurant invites to its delicious good plain German cooking, like Königsberg meatballs, Düsseldorf mustard roast or "Canon fooder" as medallions of pork is referred to. During a gregariously guided tour through the Old Town one will not only learn about the famous dark beer, which is brewed due to old purity law, but also about the most important sights in this historic part of the city.

Along the Old Town's front line, the Rhine promenade reaches over 1.5 km, from the Oberkasseler bridge to the state parliament. The promenade was




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built between 1990 and 1997. What had been a busy street with much traffic for decades is a vivid boulevard today. The lowering of the Rheinuferstraße and the building of the promenade on top of the tunnel has brought the citizens closer to the water again, because what are Düsseldorf and its citizens without the Rhine! Especially in the summer, the Mediterranean-like lifestyle of the people finds its expression here. From one of the countless cafés and bars bordering the promenade one can watch the passing by Rhine ships without ruffle. These do not only transport commercial goods, but also offer space for sightseeing, events and recreation.

After an extensive walk along the Rhine, it is always worthwhile to visit the Media Harbour which is a centre of modern architecture and unique working conditions. Within a few years, the former harbour warehouses have evolved to individual company locations and innovative office areas. The "avenue of architecture" presents itself as modern and flexible: during the day, employees of the nearby companies are served golden bratwurst at the "Curry", in the evening party people are offered cocktails.

Another good place to stroll around is the "Kö" as Düsseldorf's citizens name their Königsallee lovingly. The world-famous luxury street is a catwalk and resting place at the same time—true to the motto "seeing and being seen". Boutiques, jewellers, shopping malls and stores invite to watch, try and buy; there is also the possibility to hire a personal consultant for the perfect shopping trip. Rest can be found in one of the luxury street's cafés. A specific characteristic is the Kö's water moat, which separates one side of the alley from the other. Artfully designed bridges with richly ornamented fountains and sculptures built a connection between the two sides and simultaneously give the luxury mile a romantic flair.

At any time of the year, the Düsseldorf citizens know how to adorn themselves and their city—whether in the Kö, the Old City or along the Rhine. Convince yourself!_