

## **Hannover, a bit different?**

Stadtschwärmer Hannover – The alternative travel guide showing the city's many versatile sides.

In November 2015 the alternative travel guide 'Stadtschwärmer Leipzig' was published. It was written by a small team of born-and-raised Leipziger citizens and it presents insider tips aside from the usual sights. The first edition of the book with 3000 copies was sold out within 3 weeks. The travel guide is sold over bookshops, an online shop as well as at the locations presented in the book itself. The Stadtschwärmer was part of the reporting of the Frankfurter Allgemeine Sonntagszeitung (Frankfurter Sunday Newspaper), Lonely Planet Traveller magazine and the MDR Sachsenspiegel (What is this?). In May 2016 the "Stadtschwärmer Leipzig" was chosen to be on the longlist of the most beautiful German books 2016 by the foundation 'Buchkunst'. In October 2016 the book was listed on the shortlist of the 'The Beauty and the Book' award at the Frankfurt book fair. The updated third edition has been on the market since December 2016, and to date, 12,000 books have been sold.

## **Since Spring 2019: Stadtschwärmer Hannover**

After the success in Leipzig, clearly different German cities could benefit from the inside tips of local 'Stadtschwärmer' (city adorers) to explore hidden places and exciting locations. But which city should that be? Where is there enough potential and hidden pearls that not even locals would know? Where are people open minded to fascinating concepts and where do they love their city that much that they wish for more than a usual travel guide? The answer is Hannover! Together with a local team the Stadtschwärmer publisher worked on an alternative travel guide for the capital of Lower-Saxony. Hannover and Leipzig are not only connected because of their city partnership – there are also many exciting parallels between both cities. They are young, collegiate, green, creative and yet still underestimated. These are perfect conditions to create an authentic travel guide for must see places, innovative concepts and hearty people. The "Stadtschwärmer Hannover" was published in Spring 2019 and is written to precursor from Leipzig by design, extend and content.

### **The concept of the Stadtschwärmer**

Creative, casual, open-minded, hearty – that's Hannover and that's how the Stadtschwärmer team wants to present the metropolis of Lower-Saxony. Beside the classics you can't miss out in Hannover, the book shows many places where the people from Hannover itself like to spend their time. The book covers 324 pages and 400 specifically taken pictures to create a travel guide for this city and shine a light on places and locations you miss on first sight: the creative, alternative Hannover and its gastronomy, art, culture, shopping, free time and places to stay. Avail of personal tips from people of Hannover to include fashion, culture and food. From people such as the author and host Ninia LaGrande and musician and actress Denise M'Baye as well as interviews with local protagonists. The comprehensive graphical maps enrich the book and give help for finding your way inside the city's quarters. All notable addresses are listed within the register. Pages bound by thread coupled to an attractive cover is the perfect finish for a book which content matches its outside – high quality.

### **Press Contact**

Franziska Müller

E-mail: [presse@stadtschwarmer-leipzig.de](mailto:presse@stadtschwarmer-leipzig.de)

Phone: +49 176 61529155

Web: [www.stadtschwaermer.de](http://www.stadtschwaermer.de)