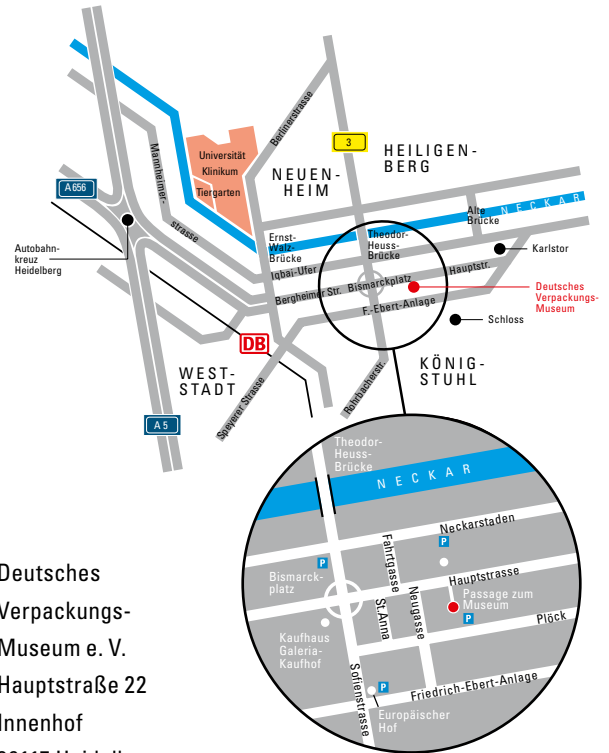


# WELCOME TO THE GERMAN PACKAGING MUSEUM HEIDELBERG

# HOW YOU FIND THE GERMAN PACKAGING MUSEUM



Deutsches  
Verpackungs-  
Museum e. V.  
Hauptstraße 22  
Innenhof  
69117 Heidelberg  
Tel. 0 62 21 / 2 13 61  
Fax 0 62 21/65 84 14  
[www.verpackungsmuseum.de](http://www.verpackungsmuseum.de)  
[museum@verpackungsmuseum.de](mailto:museum@verpackungsmuseum.de)

opening times:  
Wednesdays to Fridays: 1 p.m. – 6 p.m.  
Saturdays/Sundays/public holidays:  
11. a.m. – 6 p.m.  
closed on Mondays and Tuesdays





# THE MUSEUM IN TRANSITION



Today will tomorrow already be history. For this reason the activities of our museum cannot be restricted to objects of the past. The museum is in constant transition und everyday new attractive exhibits are added. The sponsorship of the industry, brand manufacturers, trading companies

and designers enables us to keep the presentation up to date. Special exhibitions present specific aspects of packaging. The work of young designers and packing in other cultural areas can also be addressed with these special exhibitions. And how to box objects in their wrapping? The museum answers this question too. Original packaging machines demonstrate the technical process. Packaging is part of our everyday life – the consumer market can not abandon

the fine wrappers. See it for yourself and experience past and present through the eyes of packaging.



## PACKAGING IN MOTION

Means of transport were used as symbol of modern age and dynamic. These and other you will find in the German Packaging Museum.

## NUTRITIONAL HELP

Likewise a packaging object: the famous CARE package sent to food relief in Europe after WW 2 is presented in the German Packaging Museum.



## THE MUSEUM

Small, but worth a visit: the German Packaging Museum. Annual special exhibitions provide a steady influx of visitors.

The visit is even worth for people with interest in architecture. Right in the heart of the old town of Heidelberg the museum presents the history of fine wrapping and the achievements of its creators.

The exhibition is located in a "Nothkirche" (emergency church) from the 19th century and displays packaging as expression of cultural development of our society.

The multiple functions and their historic origins are addressed as well as the role of creativity and artistic achievements.

The museum is also an attractive location for organising conferences. We offer you a good accessibility and an inspiring atmosphere. Contact us to learn more.



## YOUR CONFERENCE LOCATION

Plan your next conference in the German Packaging Museum. Good accessibility and inspiring atmosphere.

# MILESTONES IN PACKAGING HISTORY



Packaging should not be reduced to mere repositories. They can teach us about the ideas, life and culture of their epoch. Famous artists like Ludwig Hohlwein designed packaging and elevated them from a basic utility to a piece of art. The mission of the German Packaging Museum in Heidelberg is to preserve these artefacts of the industrial age and present them to the public.

Technical innovations always shaped function and form of the wrapper of goods. In the museum you will find “milestones”, which demonstrate with exceptional and ingenious examples the achievements of human creativity.

## THE BROWN SODA

An icon of packaging design for a long time ago: Coca-Cola. More brands through the ages are shown in the German Packaging Museum.



The exhibition presents packaging through the ages in subdivided aspects.

Changing requirements in functions, artistic trends and technical innovations shaped designs. Adjustments in consumer taste and how they affected the image of brands can be understood with the help of our exhibits. Alongside the examples of contemporary history, you can learn what a brand is essentially and which regularities influence them in their evolutionary development. Like other living units branded goods have their own character and intangible position in your life. Often classic brands get their status only through classic packaging.



## PERISHED

There are rare exhibits presented in Heidelberg like this box of a historic cigarette brand from the year 1912 – perished with the eponymous ship.

## BISCUIT CAN

Packaging with multiple uses: the hull of this toy can be opened and presents delicious biscuits.

