

**Jour fixe July 7<sup>th</sup>, 2010:**  
**“Traditional/cultural regional events“**

**Jour fixe 7. Juli 2010:**  
**“Traditionelle/kulturelle Veranstaltungen in der Region“**

The „Schwörwoche“ and especially the „Schwörmontag“ were the motive for this Jour fixe. Schwörmontag is always the third Monday in July. It is a kind of public holiday which starts with the oath speech of Ulm’s Lord Mayor, is followed by the “Nabada” – a kind of carnival on the Danube and then it is a folk festival all over in Ulm and Neu-Ulm. This year everything is going to happen on Monday, July 19<sup>th</sup>, 2010 (hint of mentor Ulla Fricke).

Further information:

Oath celebrations:

<http://www.tourismus.ulm.de/tourismus/en/erlebenswert/veranstaltungen/schwoerfeier/schwoerfeier.php>

Nabada:

<http://www.tourismus.ulm.de/tourismus/en/erlebenswert/veranstaltungen/nabada/nabada.php> and impressions of a former Nabada:

<http://www.kaixo.de/galerie/Nabada%202006/index.html> (hint of SeniorConsultant Eberhard Theile)

Another highlight of the Schwörwoche is the “Lichterserenade” on Saturday before Schwörmontag in the evening: thousands of candles swim down the river. This year: July 17<sup>th</sup>, 2010:

<http://www.tourismus.ulm.de/tourismus/en/erlebenswert/veranstaltungen/lichterserenade/lichterserenade.php>

Another highlight in Ulm’s and Neu-Ulm’s cultural calendar is the “Kulturnacht”. It will be on September 18<sup>th</sup>, 2010. You just pay once an entrance fee and you will get access to dozens of different cultural events at different places, large ones but as well unknown ones (hint of mentor Angelika Sackmann):

<http://www.kultur-in-ulm.de/web/kulturnacht/index.php>

[http://www.tourismus.ulm.de/tourismus/en/erlebenswert/veranstaltungen/kulturnacht/kulturnacht\\_ulm\\_neu-ulm.php](http://www.tourismus.ulm.de/tourismus/en/erlebenswert/veranstaltungen/kulturnacht/kulturnacht_ulm_neu-ulm.php)

Also the “Künstlergilde” offers cultural events like exhibitions with vernissages and finales:

<http://www.kuenstlergilde.telebus.de/>

(another hint of Angelika Sackmann)

All two years is also the International Danube Festival along the banks of the river Danube in Ulm and Neu-Ulm:

<http://www.donaufest.de>

Well known is also Ulm's Christmas market in front of the Münster:

<http://www.ulmer-weihnachtsmarkt.de/homepage/0,2-0-0-35.0.html>

And don't forget Munich's "Oktoberfest" (hint of mentor Carmen Bauer):

<http://www.muenchen.de/Tourismus/Oktoberfest/7548/index.html>

Please also ask your mentors of M4M and the SeniorConsultants of the ASSIST team for further hints and background information.