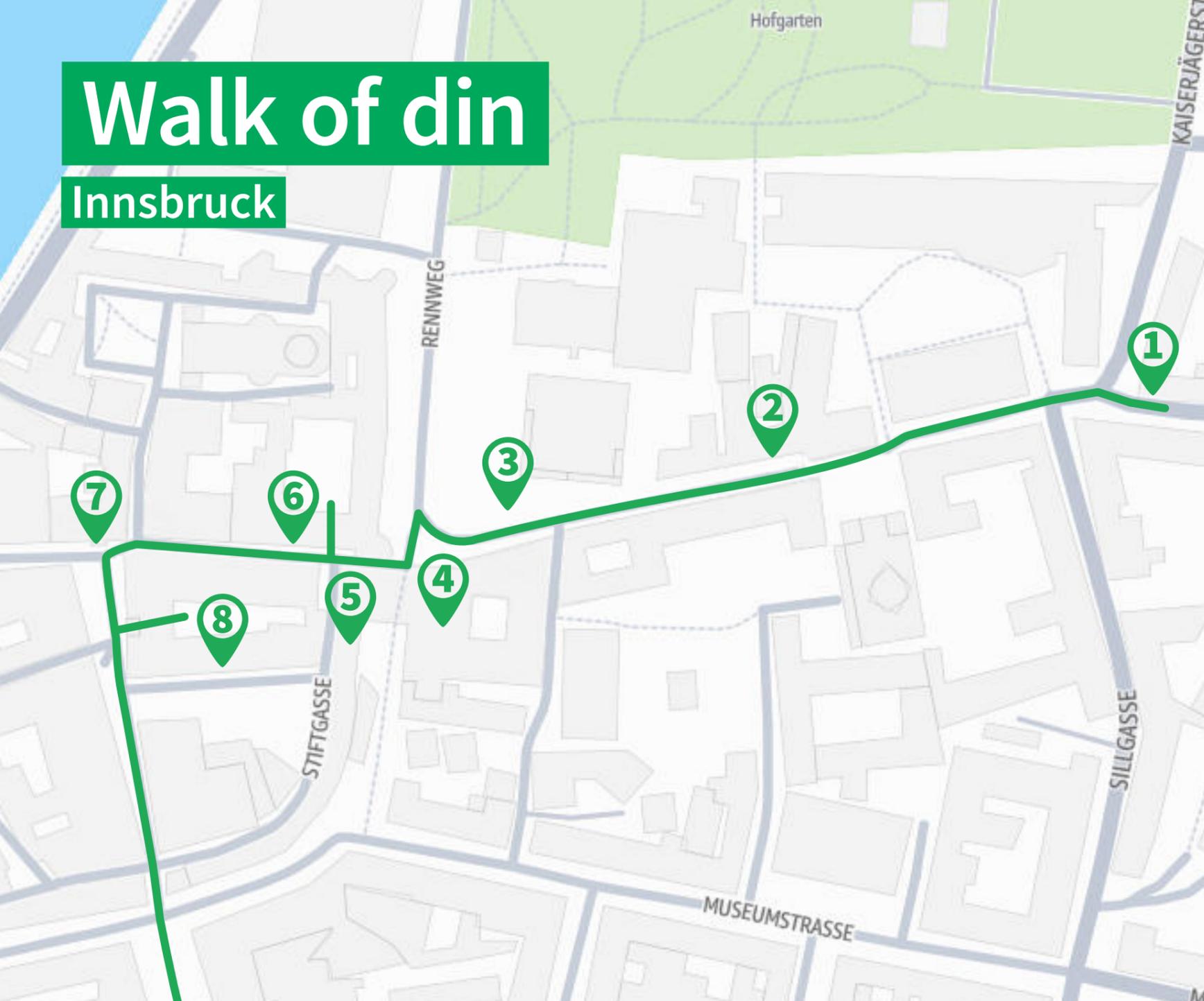


Walk of din

Innsbruck



1 Black Eagle Hotel

Address: Kaiserjägerstraße 2, 6020 Innsbruck
Product family: STRING-Series, CONCEPT 2, SPOTS, TUBE 264

 In 1719, Princess Clementina Sobieski is said to have left her crown jewels behind at the Black Eagle while fleeing political unrest.

2 Grey Bear Hotel

Address: Universitätsstraße 5–7, 6020 Innsbruck
Product family: STRING-Series, CONCEPT 2, BASIC 2, EyE 90, SPOTS, SHAPE

 As with many historic inns, the name Grauer Bär (Grey Bear) derives from a tavern sign that even illiterate people could recognise.

3 House of Music

Address: Universitätsstraße 1, 6020 Innsbruck
Product family: STRING-Series, CONCEPT 2, EyE 90, TUBE 264

 The House of Music was built on an underground transport hub. While concerts and rehearsals take place on the top floor, buses pass by below.

4 Tyrolean Folk Art Museum

Address: Universitätsstraße 2, 6020 Innsbruck
Product family: CONCEPT 2

 Many visitors only realise later that they are in a former monastery, as the exhibition and architecture blend seamlessly.

5 Stiftskeller Innsbruck

Address: Stiftgasse 1, 6020 Innsbruck
Product family: STRING-Series, CONCEPT 2, SPOTS, TUBE 264

 First duty, then pleasure, and preferably in good company. The Stiftskeller was Innsbruck's earliest "after-church location".

6 Innsbruck Imperial Palace

Address: Rennweg 1, 6020 Innsbruck
Product family: STRING-Series, CONCEPT 2, EyE 90, SPOTS, SHAPE, customised solutions

 Innsbruck was a real centre of power for the Habsburgs. The Hofburg Palace proves that even emperors prefer views of mountains to views of offices.

7 Golden Roof

Address: Herzog-Friedrich-Straße 15, 6020 Innsbruck
Product family: STRING-Series, SPOTS, INDUSTRY

 With 2,657 gold-plated shingles, the Golden Roof served as Emperor Maximilian I's VIP grandstand, where he watched jousting tournaments and was himself the centre of attention.

8 Innsbruck City Tower

Address: Herzog-Friedrich-Straße 21, 6020 Innsbruck
Product family: STRING-Series, CONCEPT 2, SPOTS, TUBE 264, SHAPE

 The windows of the city tower become smaller towards the top. This saves weight and makes the tower appear taller from below than it actually is.

9 Hotel Stage 12

Address: Maria-Theresien-Straße 12, 6020 Innsbruck
Product family: FSU, CONCEPT 2

 At the Stage Bar in Hotel Stage 12, almost every drink is served with fresh popcorn as a deliberate sensory contrast.

