

Leipzig, a bit different?

Stadtschwärmer Leipzig – the alternative travel guide shows the many versatile sides of Leipzig.

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. 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.

The concept of the Stadtschwärmer

Young, innovative, delicious, traditional awareness, brave – all of this defines Leipzig and that is how the ‘Stadtschwärmer’ team wants to show its hometown. This is why the travel guide presents approximately 300 places you can’t miss out on and where the people from Leipzig like to spend their time beside the classics. Whether small art studios in Lindenau, cozy cafes in the Südvorstadt, inspiring art galleries in Gohlis or hidden workshops in Reudnitz, the guide shows it all. The “Stadtschwärmer Leipzig” is not only for tourists but also for people from Leipzig itself to explore new areas. There are short English texts and a map to take out of the book, this way the “Stadtschwärmer” is perfect to get going and explore the city in a new and different way. The travel guide was not only written and designed by true residents from Leipzig but also the 400 pictures in the book were taken by the Leipziger photographer Nick Putzmann. In addition to his beautiful pictures, the collection was completed by shots from the air by ProCopter from Leipzig. The ‘Local Heroes’ of the city like the musician Neo Kaliske or the burlesque dancer Mama Ulita are included. Every chapter in the book is made

personal with tips for shopping, food, art and culture.

The team behind the ‘Stadtschwärmer’

The “Stadtschwärmer” was drafted, written, designed and published as a group project by Babett Börner, Franziska Müller, Katrin Hofmann and Stephanie Schmidt, all of them born and raised in Leipzig. It all began with a shared office space in Westwerk, Leipzig and shortly developed to a perfect representation of the passion for the shared project. Babett Börner and Katrin Hofmann run their own architecture and graphic design company, Franziska Müller works as a freelance social media manager and editor. Stephanie Schmidt is not longer active in the publisher. On group readings or panel talks, the ‘Stadtschwärmer’ founders are always high appreciated for sharing their vast knowledge and insight into establishing a publisher. In Spring 2019 the second book from Stadtschwärmer was published, the “Stadtschwärmer Hannover”. Which was written based on Stadtschwärmer Leipzig book in extend, design and content, and was designed together with authors, photographers and ‘Local Heroes’ from Hannover. For 2020 a new exciting project from ‘Stadtschwärmer’ is in the development stages and is soon to be released to the public.

Product information for ‘Stadtschwärmer Leipzig’

- 336 pages
- Over 400 pictures
- Tips for North, East, South, West and central
- Exciting interviews
- Paperback
- Dimensions: 18 x 21,6 cm
- Thread sewing
- Cover flaps in front and back
- Map to take out
- English short texts
- Register with all 300 locations

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