

herzo



STADT  
HERZOGENAURACH

herzo 



STADTMUSEUM  
HERZOGENAURACH

Contact & Opening hours



Town Museum Herzogenaurach

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<b>Thursday</b>	5.00 p.m. - 8.00 p.m.
<b>Saturday</b>	2.00 p.m. - 5.00 p.m.
<b>Sunday</b>	2.00 p.m. - 5.00 p.m.
<b>Holidays</b>	2.00 p.m. - 5.00 p.m.

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# Town Museum Herzogenaurach

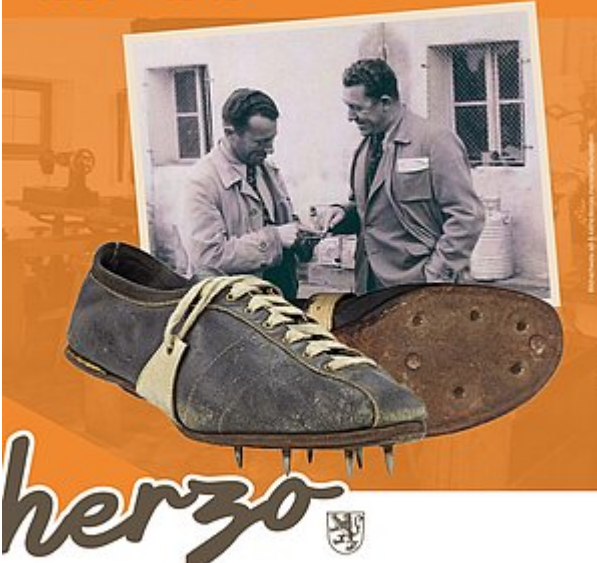
The town museum of Herzogenaurach is located at the church square in the center of the historic Old Town.

The clearly structured and modern town museum provides information on important aspects of regional culture and history. On three floors, the collection of the museum gives insight into the more than 1000 years of history of the town with regard to government, economy and the local citizens.

One part of the exhibition particularly focuses on the industrial development of the town as the "sports footwear metropolis" and "town of roller bearing industry". Additionally, there are changing exhibitions and events in two separate areas meant for special exhibitions, so there is always something new to discover.



## 100 Jahre Gebrüder Dassler Sportschuhe 1924-1948

**100 Jahre Gebrüder Dassler**  
**SPORT:SCHÜHE**  
1924 – 1948



**herzo**

**Ausstellung**  
4.7. bis 17.11.2024



This exhibition in the Herzogenaurach Town Museum shows an extraordinary success story that began in 1924. In the middle of the global economic crisis, the Dassler brothers Adolf and Rudolf developed functional sports shoes that were specifically tailored to a respective sport. The breakthrough came when top athletes competed in the Olympic games wearing Dassler shoes. This success story initially came to an end when World War II set the Dasslers back. The brothers finally decided to break up their company and go their separate ways in 1948. However, the end of the "Schuhfabrik Gebrüder Dassler" era is also the beginning of two new and unique success stories: Those of adidas and PUMA.

# Offers of the town museum of Herzogenaurach:

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Visitor information

Previous exhibitions

New Exhibits

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## Picture gallery











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