

## **“euromaxx on tour”: from the North Cape to Gibraltar**

- **Three-month travelogue for DW-TV**
- **Internet journal with photos and a quiz**

The launch of the new magazine programme “euromaxx” on 30 June 2003, is also the premiere of “euromaxx on tour”. The three-month travelogue is journeying from the North Cape to Gibraltar – from the northernmost point of the European mainland to the south of the Iberian Peninsula.

### **The project**

A reporter duo will be on the road in the “euromaxx” camper from 30 June until 30 September, covering 11,200 kilometres in 16 countries: Norway, Finland, Sweden, Denmark, the Netherlands, Great Britain, Belgium, Luxembourg, Germany, Switzerland, Italy, Monaco, France, Andorra, Portugal und Spain. The reporters will be camera team, explorers and tourists in one. Every week they will transmit two to three reports to Berlin from changing locations. They will visit the “Oiva” hotel belonging to cult Finnish film director Aki Kaurismaki, the Swedish headquarters of Ikea in Älmhult, a school for seaplane pilots on Lake Como in Italy and one of Europe’s highest campsites in the Swiss Alps.

“euromaxx” will be on tour not only on television, but also on the Internet: at [www.dw-world.de/eurotour](http://www.dw-world.de/eurotour) you can read the journal of the “euromaxx” reporters, view the latest photos and take a quiz about the tour.

In addition to the scheduled features, TV viewers will also experience the stories resulting from coincidental encounters and surprising situations on the journey. “euromaxx on tour” will reveal this

summer's Europe in all its facets – and promises to be an exciting series in the new magazine by DW-TV.

## **The teams**

Two teams will be completing the long "euromaxx" tour: the "northern route" – from the North Cape to the Rhineland – will be taken by Monika Martin and André Abshagen, then for the remaining "southern route" to Gibraltar, Uta Gaiser and Olaf Tost will take over the wheel of the "euromaxx" camper.

**Monika Martin** has been a reporter for DW-TV since 1995. Her work has been awarded numerous prizes including the famed "Hans Klein Media Prize" and a "Silver World Medal" at the New York Festival in 2000 for her DW-TV series "The Road to Freedom! – A Diary of German Unification". In addition to her work as a journalist, Monika Martin also translates and writes screenplays.

**André Abshagen**, who studied Communications Design and has a musical calling, worked for four years in animation and postproduction for diverse film productions. Since 1995, he has turned primarily to work as a composer, musician and music producer for PC games, commercials and television productions. He and his new group "PET" recently signed with the "Grönland" label.

**Uta Gaiser** is both a trained television engineering assistant and a journalism graduate. Since completing her traineeship at Deutsche Welle in 2001, she has been working as a reporter and editor for DW-TV magazines in Berlin.

**Olaf Tost** has worked as a freelance journalist since 1989. He produced numerous features for various German public broadcasters among others. Tost is most often on duty for DW-TV – ever since 1992. Olaf Tost is not only a reporter by trade, but also a rock guitarist by passion.

## **The stops**

This is a selection of the many scheduled stops along the tour:

**Midnight sun at the North Cape.** Experiencing this is the goal of most travellers to Norway – if the fog allows. Awestruck North Cape pilgrims describe their feelings at the sight of this natural spectacle, which entrances all of Scandinavia from May to August. The North Cape halls are buried three stories deep in the rocks of the plateau. “euromaxx on tour” begins at the northernmost point of Europe accessible by car.

**Ikkala (Finland).** The “Oiva” Hotel in Ikkala near Helsinki – for some visitors this place is like a mirror on the Finnish soul. Finnish film director Aki Kaurismäki converted the former old-age home into a hotel and created a place that perfectly reflects the unique mood of his films: somewhere between quiet joy and cheerful melancholy. With the hotel, situated 60 kilometres north of Helsinki, Kaurismäki created a refuge that he often visits in the summertime. Every Friday, bands play dance music. Here, the “euromaxx” team will have the unique opportunity to learn how to dance a Finnish tango.

**Kosta (Sweden).** A stay in Sweden without encountering a live moose is a disappointment for most tourists. So, the “euromaxx on tour” reporters are set on getting the Swedish national animal in front of the camera. However, since the huge Swedish forest residents are quite shy, it can be very difficult to meet up with them in the wild – and if you do, it can be an unpleasant experience. The solution: a visit to a Swedish moose farm.

**Älmhult (Sweden).** The furniture corporation Ikea is as much a part of Sweden as the moose once used for Ikea advertising. The company’s success story began in the small southern Swedish town of Älmhult in 1953. Älmhult is now the site of Ikea’s head office, a huge distribution centre and the design department. Of course, furniture is also still sold here.

**Ribe (Denmark).** On 8 June in the year 793, the Vikings entered the stage of world history with a crash when they ravaged Lindisfarne Monastery on an island in northeastern England. This event still gives them their reputation as a wild horde today – although it is only partly true. The Vikings left behind many traces in Denmark. Ribe, Denmark's oldest town, was an important harbour and centre of trade even in Viking days. Here, the Viking way of life is still being preserved at the "Vikingecenter".

**Garderen (the Netherlands).** The Dutch are known for being ardent campers. Here in Garderen, friends of camping as well as art have a treat at the "Art Campground". Here you can spend for example the night in avocado and tree tents designed by a Rotterdam artist.

**Poperinge (Belgium).** Belgium has over 600 kinds of beer. Poperinge is Belgium's number one hop farming region. This is where the "green gold" grows and where the "euromaxx" reporters plan to visit one of the countless small breweries to become initiated in the art of Belgian brewing.

**Cornwall (England).** England is the country of gardening culture: the southwest near St. Austell is the site of the well-known "Eden Project". In the world's largest, futuristic looking greenhouses plants from all over the world are exhibited. The "Eden Project" is the ultimate botanical amusement park and a model project for the renaturation of a former mining region.

**Luxembourg.** In the Grand Duchy, the "euromaxx on tour" reporters will follow the trail of European bargain hunters. Huge petrol stations on the German border do a roaring trade.

**Mannheim.** Pop star Xavier Naidoo is not only a dedicated and enthusiastic Mannheimer, but also a passionate car collector. He will show the "euromaxx" reporters his impressive collection. Mannheim is the first stop for the "southern route" duo, Uta Gaiser and Olaf Tost.

**Como (Italy).** The Aeroclub in Como is Europe's only school for sport seaplane pilots. Pilots from around the globe come to the deepest lake in the Alps to learn to fly sport seaplanes. Cesare Bay, the vice president of the Como Aeroclub will take the "euromaxx" reporters along on an "air picnic". On a remote island, delicacies of Italian cuisine will be served.

**La Fouly (Switzerland).** A stay overnight at one of Europe's highest campsites, the Alpine campsite of pro mountaineer Michele Darbellay in La Fouly (Val Ferret/Mont Blanc region). The "euromaxx" reporters plan to hike with the nearly 70-year-old Swiss alpinist and his wife to an Alpine dairy where Swiss raclette cheese is still made according to an age-old recipe.

**Millau (France).** In the European capital of Petanque, top notch "boules" is played. There is even a veritable World Championship of the popular game with the iron balls.

**Marseille (France).** Underway with the fishermen of Marseilles. They catch the best fish near the Calanques, a gorgeous cliff landscape with huge stalactite and stalagmite formations. They sell the fish on the fish market or to restaurants, where they are used to make typical regional dishes like delicious "Bouillabaisse".

**Andorra** is in many aspects an exception among nations. The Pyrenees mountain chain protectively encompasses the mini-state. Andorra is a political curiosity: for nearly 1,000 years, the small country has been able to preserve its independence between its two powerful neighbours. Andorra is Europe's last real tax oasis, in which – even today – foreigners from all nations can settle with relative ease. The "euromaxx" reporters will visit real "Andorrans".

**Barcelona (Spain).** The "euromaxx" reporters will visit the La Sagrada Familia, a church from the wonderful world of the architect Antonio Gaudi. He worked constructing the religious edifice from 1883 until his

death in 1926. His successor is the Catalanian Jordi Bonet: the 78-year-old builder will give the team from DW-TV a tour of the church.

**Gibraltar (Spain).** Six and a half square kilometres of Great Britain at the western gateway to the Mediterranean. Morocco lies 26 kilometres further south on the other side of the Straits of Gibraltar. This is the end of Europe – as well as the end of the journey of “euromaxx on tour”.

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