



# *Welcome to the Steiff Museum!*

**DISCOVER** an extraordinary destination full of surprises, experiences and emotions.  
Enjoy a trip that the whole family will love.



# *Experience it with all your senses!*

COME TO THIS MAGIC PLACE and find out how this very special magic comes alive at Steiff. See children's eyes light up and adults look on in admiration: Because every friend of Steiff, young and old alike, has a very personal story attached to their Steiff animal, a story full of love and emotion. The Steiff Museum in the heart of Giengen an der Brenz offers numerous attractions – we invite you on this exciting tour of discovery and hope you have fun!





# *Immerse yourself...*

... IN A SPECIAL ADVENTURE – and accompany KNOPF and FRIEDA on their journey through the world of Steiff. Experience the impressive variety of small and large animals in the Adventure Museum: from brightly coloured fish to cuddly polar bears, countless animals will show you how beautiful nature is – and the dedication which has made children's dreams come true at Steiff for generations.





# *The world really large animals!*

**EXPERIENCE** our fantastic menagerie world – the world's largest Steiff petting zoo. Be amazed by your own private safari through a wonderful jungle landscape of life size, exotic and rare animals. Children can ride on "wild" tigers, dare to get close enough to stroke elephants and cuddle up to giant gorillas under palm trees. Polar bears, dromedary, donkeys and lions, everything is here for a friendly how do you do. An experience for children of all ages that you will remember forever, never to forget.





# *The largest Steiff Snake Slide*

**15 METRES LONG, 800 KG IN WEIGHT, 80 CM IN DIAMETER, 60 SQUARE METRES OF MOHAIR:** The largest Steiff snake in the world winds through the Steiff museum. Share in the excitement of your children at the world's first "walk-in" Steiff animal. This great reptile is embedded in a gigantic jungle landscape and is an unforgettable experience! Enjoy the wild slide!





# *A journey into the heart of Steiff.*



**THE HEARTFELT AFFECTION** for the first Steiff animal lasts for a lifetime and often favourite animals are passed on from one generation to the next. Experience the production step by step, to see how the special magic of our animals is made. The exhibition space holds numerous treasures for collectors and lovers in its showcases – here you will find exquisite collector's items from the beginning of this unique and traditional success story right up to the present day. An impressive view full of poetry.



# *Steiff Shop*



**WISHES THAT YOU CAN TOUCH:** In the Steiff Museum you will find the largest Steiff shop in the world: an ideal place for all Steiff enthusiasts to stroll around at length, bask in memories, admire Steiff delights and meet fellow Steiff friends. You will find the complete range here – from Steiff classics and collector's items to the exquisite original Steiff children's clothing and special editions. You must take a look inside, you will love our shop!



# Service

**MUCH MORE THAN A MUSEUM** – conferences, weddings, children's birthday parties – whatever you are planning, you will find an exquisite location for your event in the museum grounds and the registered birthplace of Margarete Steiff. Simply ask us about whatever your individual requirement may be.

Contact: [museum@steiff.de](mailto:museum@steiff.de) or T +49(0)7322.131500  
F +49(0)7322.131700

## ENTRANCE FEES

Adults	10,00 €
Children and school children (6 to 17 years)	6,00 €
Students, guests with disabilities guests aged 60 and over	8,00 €
Group price (from 20 people) per person	6,00 €
School groups and nursery groups <sup>1</sup> per child	3,00 €
Family ticket <sup>2</sup> (2 adults and their children aged up to 17 years old)	25,00 €

Steiff Club members and children aged up to 5 years old gain free entry.

Birthday children gain free entry on their birthday  
(upon submission of identification)

Tour through the birth house of Margarete Steiff  
or the museum <sup>3</sup> in German or English (2 to 20 people  
duration approx. 45 minutes, only with prior booking) 45,00 €

## OPENING HOURS

### Steiff Museum:

Open daily from 10.00 a.m. to 6.00 p.m..  
We will be closed on 25 and 26 December, 1 January  
as well as Good Friday, and in addition we will be open on  
24 and 31 December only until 1.00 p.m..  
Last entrance 5.00 p.m..

<sup>1</sup> The price does not apply for evening school classes, vocational schools,  
extra-occupational schools, not on Sundays or bank holidays.

<sup>2</sup> Only valid for family members of same household.

<sup>3</sup> Not on Sundays or bank holidays.



BISTRO KNOPF

**THE BISTRO KNOPF:** cool refreshment, aromatic coffee or a tasty lunch taste even better in a stylish ambience. Here you can enjoy a business dinner, children's birthday or simply the perfect place to refresh and recharge after an impressive day at the Steiff Museum in the atmosphere of modern architecture.

The bistro is open from 11.00 a.m. until 6.00 p.m.  
You can contact the bistro on +49 (0)73 22 95 43 95  
or [bistroknopf-steiff@t-online.de](mailto:bistroknopf-steiff@t-online.de)





## DIRECTIONS

How to find us: Follow the brown sign for Giengen an der Brenz on the **A7 motorway** and take the **exit for Giengen** an der Brenz. After that, just follow the signs with teddy bear head. There are enough parking spaces for passenger car drivers. **Parking is free** for the first 4 hours (validation of tickets at the till in the shop).



## BUS DIRECTIONS

To drop off and pick up your guests please use the marked point in front of the museum and park at the Steiff bus park.

## TRAIN DIRECTIONS

The museum is situated **3 minutes walk away** from the station. Follow the red bear paws.



The museum is designed without barriers!

Regrettably, animals are not allowed on site!



**Steiff**  
Museum

Margarete-Steiff-Platz 1, 89537 Giengen an der Brenz, Germany

Hotline +49(0) 7322.131500 Fax +49(0) 7322.131700

[www.steiff.com](http://www.steiff.com) | [museum@steiff.de](mailto:museum@steiff.de)

# Steiff

## Museum



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*The fascinating*  
**WORLD OF STEIFF**  
Experience and information at a glance.