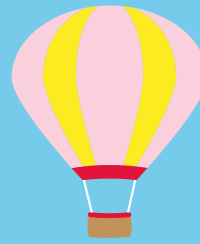




Family Party
30 June – 2 July
Giengen/Brenz

steiff
summer
2017





Celebrate the 12th Steiff Summer with us at the Steiff Museum. We look forward to seeing you!

Once again this summer, fans, aficionados, collectors and the whole family can look forward to a very special event. The Steiff Museum is celebrating the 12th Steiff Summer and the Steiff Club is 25 years old. It will be another amazing Summer Festival with a real focus on Steiff fans and plenty of fun and excitement for all ages.

Movable Steiff Show Pieces

Daily from 10 a.m. until 7 p.m.

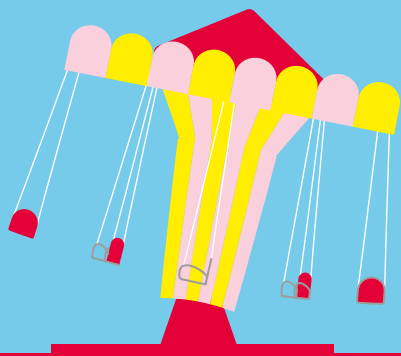
Marvel at the wonderful animated showpieces from Steiff, which never fail to fascinate.

Summer market

Daily from 10 a.m. until 7 p.m.

A fantastic summer market awaits you, with arts and crafts, regional exhibitors and fun activities for children organised by partners of the Steiff Museum.





Birthplace

Daily from 12 noon until 5 p.m.

The house in which company founder Margarete Steiff was born will be exclusively open to you during the Steiff Summer Festival.

Meet the Mascots event with Knopf Teddy bear and his friend Frieda

Saturday, 1 July, 3 p.m.

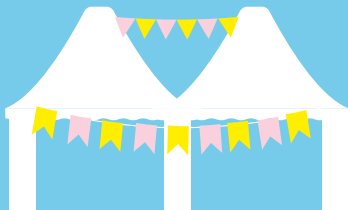
Knopf Teddy bear – the hero of the Steiff Museum – and his friend Frieda will once again be hosting the Meet the Mascots event in Giengen an der Brenz. You can look forward to meeting other life-sized figures up-close and taking photos of characters like Maya the Bee.

The Steiff summer party

Saturday, 1 July, from 7 p.m.

Join us for an amazing summer party. The evening features a mega show programme with the Drum Stars, the Albfetza party band, the Hellenstein hot air balloon club and a spectacular musical firework display after the sun has set.





International Sales Exchange

Daily from 10 a.m. until 5 p.m.

Dealers from throughout Europe traditionally gather at the Steiff Summer Festival to present select items, precious replicas and antique Steiff rarities. Perhaps you will also find the Steiff teddy you once loved all those years ago!

Steiff Museum and factory outlet

Daily from 10 a.m. until 7 p.m.

The teams from the Steiff Museum and the factory outlet are looking forward to your visit! Enter the fascinating world of Steiff and marvel at how the Steiff animals come to life.

Steiff sales tent and Steiff flea market

Daily from 10 a.m. until 7 p.m.

Every bargain hunter traditionally looks forward to the Steiff sales tent and flea market. A number of Steiff highlights and fabulous Steiff children's clothing await you!





Steiff valuations

Friday, 30 June, and Saturday, 1 July, 11 a.m. until 4 p.m.

Experts from Ladenburg Toy Auction will be in the conference room of the Steiff Museum on Friday and Saturday to value your Steiff treasures.

Steiff auction

Saturday, 1 July, 6 p.m.

A special Steiff auction featuring antique collector's items and rarities will be held at the Schranne in Gien-gen on Saturday, 1 July, at 6 p.m. Why not also bid on the collector's item you have always wanted!

Autograph session with Joachim Steiff

Friday, 30 June, 10.30 a.m.–12.30 p.m. and 2–4 p.m.

Saturday, 1 July, 10.30 a.m.–12.30 p.m.

Sunday, 2 July, 10.30 a.m.–12 noon

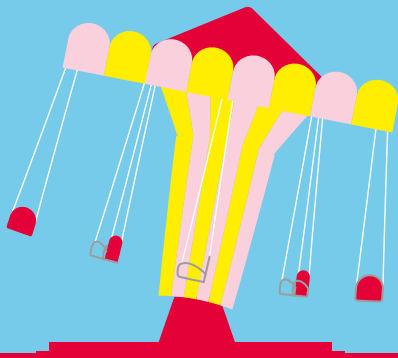
Meet Joachim Steiff, Margarete Steiff's great grand-nephew. He will even sign your favourite teddy bears, if you want.

Autograph session with 1. FC Heidenheim 1846

Sunday, 2 July, from 10 a.m.

Look forward to meeting the team from 1. FC Heidenheim 1846 and mascot Paule.





Invitation to the Steiff Teddy Bear Workshop 2017

The traditional Teddy Bear Workshop will be held on 30 June and 1 July. There are only a few places left! More information can be found at www.steiff.com/de-de/workshop

Steiff Summer Teddy Bear Set 2017

Our Steiff summer duo is made of the finest mohair. The colours are based on the series of sample bears produced for Harrods in 1908 – the first ever coloured teddy bears. Each bear has a white consecutively numbered ear tag and a golden “Button in Ear”.

Limited edition | 500 bears | 674594 | RRP €169.00

Steiff Club and Corporate Business

Our Steiff Club is celebrating its 25th anniversary and will be showcasing the new winter products, while the Corporate Business division has a range of items made in cooperation with other companies.

Steiff Museum Teddy Bear 2017

The Steiff Museum Teddy Bear 2017 has been made by hand in the traditional way using the finest alpaca and cotton. Each bear has a white consecutively numbered ear tag and a golden “Button in Ear”.

Limited to the year 2017 | 674549 | 28 cm | RRP €159.00





Event times

The Family Festival at the Steiff Museum and the Steiff company premises:

Friday–Sunday:

10 a.m.–7 p.m. every day

Saturday:

Programme on the show stage until midnight with balloon night glow and a spectacular musical firework display.

Stage programme:

We have an exciting and interesting programme on our show stage on all three days, presented by Marcel Wagner!

Further highlights:

Children's play area, chair swing ride, children's carousel, face painting, petting zoo, pocket money auction, etc.

Food and drinks are available.
Entry to the festival is free.

Steiff Museum

Margarete-Steiff-Platz 1
89537 Giengen an der Brenz
Germany
www.steiff.com

