

WEIMAR: RALLY



NS ARCHITEKTUR  
*NS ARCHITECTURE*

STATIONEN STOPS

/ HOTEL ELEPHANT / THÜRINGER  
GAUZEITUNG / GAUFORUM

## ANDERE TOUREN OTHER TOURS

-  JOHANN WOLFGANG VON GOETHE
-  MARIA PAWLOWNA
-  BAUHAUS
-  NS IN WEIMAR
-  DDR GDR
-  DENKMAL MONUMENT

herausgegeben von der  
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WEIMAR



EUROPÄISCHE  
JUGENDBILDUNGS-  
UND JUGEND-  
BEGEGNUNGSSTÄTTE  
WEIMAR

! Examine the architecture of the National Socialist period!

AIM

? What did the investors and architects hope to achieve with this building style?

? What effect do the buildings have on you today?

! Later on, tell the others about architecture during the National Socialist period!



Have a look at the city map and start your tour! Your first stop is the Hotel Elephant.

?

Hier bin ich Mensch,  
hier darf ich's sein !

Goethe



*„Here I am Man, here dare it to be!“*

Find out which tour stop this detail (Goethe quote) belongs to!

## HOTEL ELEPHANT MARKT 19

1

### → INFO



How are the flagpole brackets and the imperial eagle used nowadays?

The old Hotel Elephant already existed in 1696 as the Market Tavern. Famous poets like Goethe or Wieland, but also the musician Liszt were regular visitors. From 1926 on, Adolf Hitler liked to stay here; the owners were very proud of his frequent visits. The building was demolished in 1937, supposedly because of its irreparable condition, and replaced by a modern hotel in 1938. The balcony was built facing the market square so that it could be used as a platform for speeches. Behind where the speaker would stand, it was equipped with flagpole brackets and a relief of the imperial eagle.

HOTEL ELEPHANT  
MARKT 19

1



In 1926, the National Socialist Party (NSDAP) held their annual party convention in Weimar. For the 10-year anniversary of that event, the hotel building was festively decorated in 1936.

Stadtarchiv Weimar

1926/36

HOTEL ELEPHANT  
MARKT 19

1



Adolf Hitler and *Gauleiter* (district leader) Fritz Sauckel on the balcony of the new hotel. Hitler's admirers chanted: "Dear *Führer*, please, please, direct your steps onto the balcony!" 5 November 1938

From: Der Führer in Weimar,  
1925–1938



Think about what this chanting says about Hitler's reputation!

1938

HOTEL ELEPHANT  
MARKT 19

1

→ QUOTE



Find out why the 20<sup>th</sup> of April was the date chosen for the topping out ceremony! (You may ask passers-by.)

*“On November 3<sup>rd</sup> 1937 the cornerstone was laid, on April 20<sup>th</sup> 1938 the topping out crown was hoisted up on top of the roof structure, and on November 5<sup>th</sup> of that year, the completed building received its most superb initiation on the “Gau” (District)-day of the Thuringian district of the NSDAP, when the Führer Adolf Hitler was the first guest to cross the threshold of the new hotel. After a lengthy and thorough inspection of the new building, he heartily congratulated the Gauleiter and the architect, Prof. Pg. [Party Member] Giesler.”*

PUBLICITY BROCHURE of the Hotel Elephant for the reopening in 1938

1938

# HOTEL ELEPHANT MARKT 19

# 1

## HAUS ELEPHANT / WEIMAR **AM MARKT** TELEFON 97 UND 98

104 Zimmer / Rooms / Chambres / Kamers / Stanze  
150 Betten / Beds / Lits / Bedden / Letti

50 Privatbadezimmer / Private Bathrooms /  
Bains Privés / Hot Bad / Appartamenti con bagno

### Preise • Terms • Prix • Prisen • Prezzi

|  |          |
|--|----------|
| Einzelzimmer .....   | RM 4—6   |
| Single room / Chambre à 1 lit / Einzelpersonzimmer / Camera da 1 letto |          |
| Einzelzimmer mit Privatbad .....                                       | RM 5—8   |
| with private bath / avec bain privé / hot Bad / con bagno              |          |
| Doppelzimmer .....   | RM 8—12  |
| Double room / Chambre à 2 lits / Zweipersonzimmer / Camera da 2 letti  |          |
| Doppelzimmer mit Privatbad .....                                       | RM 10—16 |
| with private bath / avec bain privé / hot Bad / con bagno              |          |
| Wohnzimmer .....   | RM 10,—  |
| Sittingroom / Salons / Wohnkammer / Salone                             |          |
| Bedienung / Service charge / Service / Bedienung / Servizio = 15%      |          |

|  |              |
|--|--------------|
| Frühstück .....  | RM 1.50      |
| Cont. Breakfast / Petit déjeuner / Frühstück / Prima Colazione   |              |
| Mittag- oder Abendessen .....  | RM 2.50-3.50 |
| Lunch or Dinner / Déjeuner ou Dîner /<br>Mittag of Abendessen / Secondo Colazione o Pranzo   |              |
| Bedienung (auch für Getränke) 10% / Service charge (also for drinks) 10% /<br>Service (aussi pour des boissons) 10% / Bedienung (ook voor Con-<br>sumptie) 10% / Servizio (anche per bibite) 10% |              |

### H O T E L - B A R

Mit dem Hotel verbunden / In connection with the hotel / Rlié à l'Hôtel / Aan het Hotel verbonden / Giunto all'albergo

### ELEPHANTEN-KELLER

Bier-Restaurant mit volkstümlichen Preisen

With moderate prices / Aux prix modérés / Matige Prijzen / Birreria con prezzi modici

### GROSSGARAGEIMHAUS

The price-list of the hotel in 1938.  
There was also a garden suite. It was  
specially designed according to Hitler's  
individual wishes, and was not given  
to any other guests.

Publicity brochure of  
the Hotel Elephant

# 1938



INFO

The National Socialists redesigned the entire square in 1938. In the process they even removed an old equestrian monument. The former Applied Arts Museum (today *Kunsthalle*, or Art Museum) with its Italianate façade also disturbed the “German” spirit of National Socialism. On the corner a new building was built in 1939, and the museum was then hidden in its backyard. The natural stone façade of the building is typical for the architecture of National Socialism. The offices of the Thuringian Gau-Journal were located on ground floor.



Military parade of the Thuringian NSDAP on *Karlsplatz* (today *Goetheplatz*). In the background, in the middle of the picture, you can see the *Kunsthalle*. The building of the Thuringian Gau-Journal had not yet been erected. 6 November 1938

Stadtarchiv Weimar

1938

→ QUOTE



Think about the importance given to these new buildings by the National Socialists and how important they felt as the investors!

*"The dignified old city centre, with its old buildings reflecting their great past, should be preserved. New Weimar is emerging right beside it. The buildings on Adolf Hitler Square are rising up as we watch and will soon reach their completion at the speed and rhythm of these times. They too will make Weimar famous all over the world. They will help the city prove itself worthy of its past."*

FRITZ SAUCKEL  
Gauleiter of Thuringia, 1940



Private collection

Company sign of the Thuringian Gau-Journal. The newspaper was the most important propaganda instrument for the Weimar National Socialists.



How did the Gau-Journal work as “propaganda” and what purposes should a newspaper fulfil in your opinion?

1939  
until  
1945



BUILDINGS



Describe what effect this ensemble has on you and think about why the tower was to be taller than all others!

The Gauforum was the most important prestige object for the National Socialists. In order to make room for this new building complex, 139 houses were demolished and a stream was diverted. The NSDAP had divided Germany into "Gau" (districts). Every district was to have a central place for its administration. This plan was not completely realised in Weimar. The massive ensemble underlines the power aspirations of the NSDAP: the residential houses were to look small in comparison, and the tower was to be taller than all of Weimar's church spires.

GAUFORUM  
WEIMARPLATZ

3



Model of the entire complex as designed by Hermann Giesler, who had also supervised the construction of the new Hotel Elephant.

From: Der Führer in Weimar,  
1925–1938

1937

GAUFORUM  
WEIMARPLATZ

3



Adolf Hitler and Fritz Sauckel at the  
ground-breaking ceremony for the  
NSDAP section buildings of the  
Gauforum, 4 July 1936

Stadtmuseum Weimar



QUOTE

THURINGIAN  
GAU-JOURNAL  
at the laying of  
the cornerstone  
for the "Halle der  
Volksgemeinschaft"  
("Hall of the Com-  
mon People")  
on 1 May 1937

*"The sunlight has created striking light and shade effects on the building's site, which we will also be able to admire on the completed building. Happy shouting came from the direction of the viaduct, where the white blouses of the BDM Girls (League of German Maidens) gleamed. It was about 12 o'clock as the Führer's deputy Pg. [party member] Rudolf Hess - accompanied by Fritz Sauckel, members of the Thuringian government, the leaders of the party sections and the armed forces - entered the broad triumphal avenue formed by the guard of honour."*

GAUFORUM  
WEIMARPLATZ

3



The “Hall of the Common People” under construction, on the left, the first building can be seen that is more or less completed (“House of the NSDAP Sections”).

Thüringisches Hauptstaatsarchiv Weimar

1939

→ INFO



Find out how the buildings are used today and how their history is presented at the *Atrium*!

By 1943, almost all the buildings of the Gauforum had been finished, and then construction was stopped because of the war. Even the prisoners of the Buchenwald concentration camp were forced to work here. Only the "Hall of the Common people" (today *Atrium*) was not yet finished. This assembly hall was planned to offer standing room for 20,000 people. The building was vacant until the end of World War II. During the GDR period, mushrooms were cultivated here.

wand 13, ☎ 3502  
des Bezirks VI des  
für die weibliche  
Deutschland  
Hauptgebäude), ☎ 4581  
(Wartung), ☎ 3693  
Str. 15 (Gesundheits-  
Kammer), ☎ 3069  
☎ 5401

### Verband

öffentlichen Rechts  
Thüringen  
Bismarckstr. 19,

### Vorstand

Schaft Thüringen  
Inseest. 11, ☎ 6101

## Bauten am „Platz Adolf Hitlers“

Verband Bauten am „Platz  
Adolf Hitlers“, Körperschaft des  
öffentlichen Rechts

Leiter: Reichsstatthalter und Gauleiter Fritz  
Saudel

Geschäftsführer: Prof. Hermann Giesler,  
München; Gauwirtschaftsberater Staats-  
rat Dr. Walther Schieber; Gauhaup-  
tmeister Martin Groß

Hauptbüro: Museumsplatz 6/7, ☎ 6421

Gemeinschaftslager: Harthstraße, ☎ 2603

Werksteinlagerplatz: Niesnerstraße, ☎ 2602

Geschäftsführung: Gauhauptstellenleiter M.  
Prater

Entwurf und Bauleitung  
Prof. Hermann Giesler

Büro: Weimar, Museumsplatz 6/7,

☎ 2247, 6421

Geschäftsführer: Dr. Elem

Unterabteilung Groß  
Ausfuhrhan

Weimar, Schwannseestraße  
Leiter: Hans Wächter, Wei

Geschäftsführer: Dipl.-Volk  
Donalies

Unterabteilung Ei

Weimar, Schwannseestraße

Leiter: Erich Brauerhoch, G

Geschäftsführer: Dr. Elem

Wirtschaftsgruppe G

Bezirksfachgruppen

Nahrungs- und Genuss

Bekleidung, Textil un

gestaltung und Musi

Elektro- und Hausger

zeuge, Kraftstoffe, G

schinen / Kunstgewer

The register of the City of Weimar of 1941/42 included the names and telephone numbers of the construction management team. In May of 1937, the square was named after Adolf Hitler, in the GDR it was named after Karl Marx. After that, the square remained nameless until 1999.

Sammlung Gedenkstätte  
Buchenwald

1937  
until  
1999

→ QUOTE



Discuss the advantages and disadvantages of the current name “Weimarplatz” (Weimar Square)!

*“This square with its buildings shall give the strongest impression of the newly-awakened sense of community and be a symbol for the space-creating powers of the people. On this square, the Führer and the people shall unite in celebration. Clearly, the size of the square should reflect the size of the community that created it; it therefore follows that it should be designed on a scale that only a community that lives according to National Socialist principles can envisage.”*

BRUNO NOWACK

Official gazette of the Thuringian  
Ministry for National Education, 1937

# CITY MAP

## YOUR STOPS:

- ① Hotel Elephant  
Markt 19
- ② Thuringian  
Gau-Journal  
Goetheplatz 9a
- ③ Gauforum  
Weimarplatz

