



Deutschlandmuseum Nominated as Attraction of the Year 2026 by the International Association of Amusement Parks and Attractions (IAAPA)

Deutschlandmuseum
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Berlin, January 15, 2026 The Deutschlandmuseum in Berlin is setting new standards in the international museum landscape: in 2026, it became the first German museum ever to be nominated for the prestigious *The Brass Ring Excellence Award* in the main category – one of the most significant honors in the global attractions and leisure industry. The award recognizes attractions that set new standards in creativity, innovation, and guest experience, ranking among the best in the world.

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A German Beacon in the Museum World

The nomination marks a major success for the Deutschlandmuseum and for Berlin as a cultural hub. It demonstrates that a museum can be far more than a collection of exhibits – it can provide an immersive experience that makes history emotionally tangible and leaves lasting impressions.

»This nomination is an incredible compliment: history museums can also be exciting,« says Robert Rückel, founder and director of the Deutschlandmuseum. »The fact that this mission is recognized worldwide once again fills the entire team with well-deserved pride.«

Experiencing History with All the Senses

Since its opening in June 2023, the Deutschlandmuseum has invited visitors on a one-hour immersive journey through 2,000 years of German history. Guests experience eras from the Germanic tribes through the Middle Ages to modern times through visual, auditory, tactile, and olfactory impressions. Here, history is not just observed – it is felt and lived.

International Recognition for Innovation

The museum has already received multiple international awards, including:

- THEA Award (»Museum Oscar«)
- World Travel Award (Europe's Leading New Tourist Attraction)
- German Tourism Award (2nd Prize)
- Heritage in Motion Award

These achievements demonstrate the museum's innovative approach and strong focus on visitor experience.

Deutschland Museum DM GmbH
Amtsgericht Charlottenburg
HRB 242649B, GF: Robert Rückel



The Brass Ring Award – An International Seal of Excellence

The *Brass Ring Excellence Award* is presented by IAAPA (International Association of Amusement Parks and Attractions). Founded in 1918 in the USA, IAAPA is now the world's leading association for the leisure and attractions industry, with over 6,000 members in more than 100 countries.

Each year, IAAPA honors outstanding achievements with the *Brass Ring Awards* that set global standards for quality, professionalism, and guest experience. The Deutschlandmuseum's nomination as Attraction of the Year highlights its international position as one of the leading experience museums of our time.

About the Deutschlandmuseum

Under the direction of Robert Rückel, founder of the Deutschlandmuseum and director of the German Spy Museum, the museum presents history in a novel way: through immersive scenography, emotional storytelling, and state-of-the-art technology. German history is transformed into an impressive, multisensory experience.

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