

Press release 03/2026, 19 May 2026

For immediate release



The Deutschlandmuseum wins in Mexico: First ever Brass Ring Award for a European competitor

The Berlin-based history museum has been awarded the international attraction of the year prize for 2026

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Berlin/Cancún, 19 May 2026 – The *Deutschlandmuseum* has been awarded the IAAPA Brass Ring Excellence Award 2026. The win for the Berlin-based history museum in the main category of »Location-Based Entertainment of the Year« is the first time that the prize has been awarded to a European attraction. The award ceremony was held in Cancún (Mexico) on 13 May 2026.

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Awarded by the International Association of Amusement Parks and Attractions (IAAPA), the Brass Ring Excellence Award is one of the most prestigious international prizes in the leisure and attractions industry. The win for the *Deutschlandmuseum* is noteworthy for being the first time that a museum has won in the main category. The prize has previously only been awarded to theme parks and entertainment attractions.

»This award is a great honour for our entire team,« said Robert Rückel, founder and director of the *Deutschlandmuseum*, following the award ceremony in Cancún. »The fact that we are the first European attraction to win the award – and a history museum at that – makes us especially proud. It shows that history doesn't have to be dry, but can touch people emotionally and inspire them.«

About the Deutschlandmuseum

The *Deutschlandmuseum* opened in June 2023 and welcomed just under 200,000 visitors in 2025. The exhibition takes its guests on a one-hour immersive journey through 2,000 years of German history. Historical artefacts combine with cutting-edge exhibition technology to create a multisensory experience, combining sight, sound, touch and smell, that brings history to life.

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From left to right: Robert Rückel, founder and director of the *Deutschlandmuseum*;
Luciana Periales, Chair of the IAAPA Board and President of Neverland, Argentina;
Chris Lange, founder of Creative Studio Berlin and Executive Creative Director for the
Deutschlandmuseum



From left to right: Luciana Periales, Chair of the IAAPA Board and President of
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