



## **The Brief**

Re-write the exiting copy in a more natural way with the aim of making the reader want to visit Böttcherstrasse in Bremen.

### **Original Zur Böttcherstraße - Ludwig Roselius web page**

Ludwig Roselius was interested in many things, and a man of action. His financial situation allowed him to put his ideas into reality without hesitation. With the development of decaffeinated coffee and the clever marketing for Kaffee HAG, within a few years he created a global corporation. His interest in the history of his hometown and Northern Germany was reflected with great passion by collecting archaeological, antiquarian and art. On the other hand, he was a supporter of the reform movement in 1900 and promoted modern art, crafts and design as chairman of the German Werkbund in Bremen.

The idea besides the advertising aspect for Kaffee HAG, in combination with the Böttcherstrasse was to start a new cultural impulse in Germany after the indignity of the 1st World War: A combination of traditional art and crafts with creative modernity. Consciously designed as a tourist attraction and as a new ideal of the 'city within a city' the Böttcherstraße should also indicate a new beginning of cultural thinking abroad. That is how the saying from Roselius "the Böttcherstrasse is an attempt to think German" should be interpreted.

## **New Zur Böttcherstraße - Ludwig Roselius web page re-written by olicopy**

The Böttcherstrasse is 'an attempt to think German.' At least, that's according to Ludwig Roselius.

Roselius was a German businessman and one of the first to spot the potential of newly developed decaffeinated coffee. A man of action, with the means to make his dreams a reality, Roselius built Kaffee HAG into the global business it is today with a unique advertising campaign.

Roselius combined his interest in the history of his hometown in Northern Germany, with his passion for classical and modern German art, to design a 'city within a city'. After what he saw as the indignity of World War One, Roselius wanted to start a new cultural movement in Germany: one that combined the traditional with the modern, making Böttcherstrasse a unique insight into Germany's past, present, and future.