

## Herzogenaurach Is Home Of Both Adidas And Puma Sportswear!

To the northwest of [Nuremberg](#), in [Middle Franconia](#), sits the industrial town of Herzogenaurach. Literally divided in two by the river Aurach, this town has a recent history that just won't go away!

Back in 1948, brothers Adolf and Rudolf Dassler had a disagreement that meant they went their very separate ways. However, they were both very successful sports footwear manufacturers and neither wanted to give up.

So they both set up their new companies on either side of the Aurach. As a result, Adidas and Puma were born, and the town would never be the same again.

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Apart from the main Headquarters of these giant companies (and a museum devoted to their lives), there is plenty more to see in Herzogenaurach, including its historic cobble-stone *Aldstadt* (Old Town). Many buildings are from the 15th century and the *Eckenmühle* is one of the oldest cloth mills in the area. Meanwhile, the longest-standing building in town is the *Bürgerhaus* at around 600 years old!

The Castle dominates the edge of the central Market Place — more of a grand palace than a medieval stone castle, but still very impressive. The remains of the town wall can easily be followed through the existing streets with the imposing towers marking the old town's extent.

There are regular medieval festivals here. The popular Old Town Festival regularly crams the town square with bright colors and market stalls brimming with fresh produce and local handicrafts.

The 13th century Hauptstraße (the main pedestrians-only shopping street) is lined with ancient gabled houses. It is a great place to sit down and relax after some serious sightseeing.

Herzogenaurach is also a great place for indulging in some active sports. With miles and miles of walking trails through the scenic landscapes and tiny villages and farms, and plenty of cycle routes to follow, you can see as much of the surrounding area as you wish.

For something closer to town, make sure you visit the extensive Atlantis swimming center, with both indoor and outdoor pools. There is fun for all the family, really!