



Press release

08/30/2023

Aufguss World Championship (Aufguss-WM) 2023 at SATAMA Sauna Resort & Spa in Germany

Who makes the most creative aufguss? In September, the world's best masters of aufguss will be sought. At the AUFGUSS-WM, which will take place from September 11 to 17, 2023, in Wendisch Rietz, Brandenburg, Germany, masters of aufguss from all over the world will compete for the coveted title of WORLD CHAMPION AUFGUSS with top-class show aufguss.

The requirements for hosting the major international event are huge. This year, the organizer AUFGUSS-WM e.V., based in Bielefeld, chose the SATAMA Sauna Resort & Spa in Germany, which has already proven its suitability three times in the past in 2013, 2016 and 2018. Several thousand sauna enthusiasts from all over the world, and also from the participating country Japan, are expected to attend.

The SATAMA is considered by insiders to be the Mecca for show aufguss in Germany and, with nine different themed saunas and steam baths, it is a true sauna paradise, located directly on the picturesque Scharmützelsee lake. All performances will be shown in the SATAMA theater, which is specially designed for show aufguss and can contain up to 180 guests.

The spectacular show aufguss are classic sauna aufguss complemented by music, light, animation, costumes, choreography and other effects. So the sauna becomes a stage for performances, which are presented in max. four aufguss acts in a very special atmosphere and which touches all the senses. Water, ice, waving techniques, fragrances and smoke are at the center of attention and are supplemented by other creative elements. The aufguss time of 12 to 15 minutes is strictly regulated in order to avoid overstraining the health of the audience or the aufguss masters.



The show aufguss will be evaluated by an international and very experienced jury of experts. The jury judges the performances according to a standardized evaluation system in the categories of professionalism, heat increase, waving techniques, fragrance selection, theme of the show aufguss, show elements, emotions, creativity, atmosphere as well as team spirit.

The stars and main protagonists will be 40 aufguss masters in the single competition and the 40 teams. All of them are the best in their respective countries. Teams can consist of up to three people. The last starting positions for the finals are currently still being awarded at the international play-offs in Farris Bad in Norway.

Show aufguss are booming worldwide and even nations that at first glance are not immediately associated with traditional sauna culture are joining the AUFGUSS-WM and sending participants to the finals - such as Great Britain for the first time this year. Spain is expected to follow next year.

The main sponsor is the internationally operating company TechnoAlpin Indoor from Bolzano in South Tyrol. They offer snow experiences of a special kind: natural snow for indoor areas! This year, guests at SATAMA can therefore also look forward to the SNOWROOM, a cabin with fresh snow that provides a unique cooling experience.

In addition, the event is supported by other sponsors from the sector: Bergila GmbH, Loylmasters, Romana BV and SAUNAGUT.

For the representatives of the press the presidium of the AUFGUSS-WM invites to a press meeting on

Tuesday, September 12, 2023, 11:30 a.m. - 12:30 p.m.

at SATAMA SAUNA RESORT & SPA | Strandstraße 12 | 15864 Wendisch Rietz | Germany

We look forward to welcoming you to the press meeting in hot surroundings during the competition and kindly ask you to register no later than **08. September 2023**.



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