

## **“Heimat Kitsch”**

### **Home Is Where Your Kitsch Is**

**For many, home is a place of longing and a feel-good area. A sense of home and belonging can be expressed through furniture, music, films or language. This can appear kitschy to outsiders - the special “heimat” feeling (feeling of home), which is associated with strong emotions, is not shared by outsiders.**

In Cologne, community and a sense of belonging are often created through “kölsche” music. The song “Hey Kölle, du bes e jefühl” (Hey Cologne, you are a feeling) by the music group “Höhner” is a typical example of this. The musicians use the Cologne dialect as a unifying stylistic device in their songs. They are one of the few groups to have achieved national success by thematising their love of their homeland in their regional dialect.

Meanwhile, the Cologne Cathedral has become more than just Cologne's landmark. It has achieved cult status in the form of kitschy key rings, postcard motifs and cosy cushions.