



HEIDI KLUM AND ROLAND EMMERICH TO APPEAR AT OMR FESTIVAL 2026 IN HAMBURG – TWO WORLD-CLASS CAREERS ‘MADE IN GERMANY’

PRESS RELEASE

Hamburg, March 10, 2026 – The ‘Queen of Entertainment’ and the ‘Master of Disaster’: [Heidi Klum](#) and [Roland Emmerich](#) are coming to the OMR Festival in Hamburg. She is a supermodel, TV star, and businesswoman, he is the most commercially successful German filmmaker of all time. Both join a lineup of around 800 speakers from the worlds of business, the digital scene, marketing, and pop culture who will be speaking at the digital trade fair on May 5th and 6th. OMR is currently offering the [OMR26 Festival & Hotel Pass](#): For €999, attendees will get the full festival experience with three nights at B&B HOTEL Hamburg-Nord. Availability is limited.

Heidi Klum: From Model to Business Brand

Heidi Klum is one of the few individuals who has managed to assert herself at the top of the international fashion and media world for decades—building one of the strongest personal brands in global entertainment in the process. As one of the most successful German models of all time, she made the leap from the world’s runways into pop culture early on, evolving a career that goes far beyond traditional modeling.

Since the 1990s, she has shaped the industry with international campaigns, TV hits, and entrepreneurial foresight. With 21 seasons of “Germany’s Next Topmodel by Heidi Klum” under her belt, and formats like “Project Runway” and “America’s Got Talent” she established herself as a fixture in international entertainment.

Furthermore, Klum has steadily expanded her portfolio as a brand ambassador and entrepreneur. She collaborates with world-leading companies such as L’Oréal Paris, Shark, Calzedonia, Intimissimi, and Aigner, making her one of the most sought-after testimonials in the premium and lifestyle segment. On the Conference Stage at OMR Festival 2026, rather than just discussing her unique career, she is unveiling a surprise that illustrates why she remains an Icon in the global creative and business world.

Roland Emmerich: From Visionary to Blockbuster Guarantee

An internationally renowned director, producer, and screenwriter—Roland Emmerich boasts one of the most influential careers in cinematic history. With a global box office gross of over four billion US dollars, he is not only the most commercially successful German filmmaker of all time but also a permanent fixture in international pop culture.

Since the 1980s, he has shaped the industry with visionary worlds and entrepreneurial vision. What began with his student project The Noah's Ark Principle at the Berlinale quickly evolved into an unprecedented Hollywood success story. With global milestones such as "Independence Day," "Stargate," "The Day After Tomorrow," and "2012," he redefined the modern blockbuster genre and established himself as the "Master of Disaster" in the premium segment of global entertainment.

Discipline, technological pioneering, and a deep understanding of global storytelling form the foundation of his success. At the OMR Festival 2026 Conference Stage, he will share how to maintain relevance over decades, transform visions into global success models, and explain why he views the use of Artificial Intelligence in the film business with great optimism.

Tickets

The [OMR26 Festival Pass](#) is available for a limited time for €559.00 (net) instead of €599.00.

Additionally, OMR offers an OMR26 package for €999: With the [OMR26 Festival & Hotel Pass](#), attendees will get the full festival experience on May 5th & 6th, along with three nights at B&B HOTEL Hamburg-Nord. Availability is limited.

For press images, please click [here](#).

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