

# Film Advertising the International Hygiene Exhibit in Dresden (1930)

## Abstract

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The 15-minute film *Aus Not geboren!* [Born out of necessity] highlighted what its producers saw as the most pressing problems faced by city dwellers in 1930, including cramped housing, poor nutrition, repetitive work, and a lack of fresh air and sunlight. That latter deficiency aroused particular concern, and an animated diagram underscored how few minutes per day a typical worker spent outside. As an antidote to big-city life, the filmmakers touted an array of personal practices and government programs, from outdoor exercise and daily bathing to kindergartens, modern hospitals, and guaranteed maternity leave for new mothers. “Hygiene,” in particular, promised salvation—a term understood broadly to include diet, exercise, and exposure to the outdoors, as well as bathing and teeth-brushing—and the German Hygiene Museum produced the film to promote the 1930 completion of its impressive new building in Dresden and its upcoming 1931 International Hygiene Exhibition. Originally founded in 1912, the museum sought to educate the public in how to lead “a sensible and healthy lifestyle,” in the words of its creator, the mouthwash mogul August Lingner. He believed that disease had social causes, as well as biological ones, an idea with deep roots in turn-of-the-century German scientific and reform movements.

## Source

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Source: *Aus Not geboren!*, prod. Filmstelle der Internationalen Hygiene-Ausstellung, Dresden, 1930.  
Bundesarchiv Filmarchiv Filmwerk ID: 157 [BArch 40952\\_1\\_Aus\\_Not - Digitaler Lesesaal](#)

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