

The ISO Baltic Study Tour passed October 25 close by Europe's the Geographical Centre!

Passing by, the Tour participants were suggested to think about how much shopfitting business they had made in the **past** half century to the **West** of our present position, and try and imagine the potential in the **next** decade or five, the amount of business opportunities to the **East** of this Geographical Centre of Europe.

Some facts below, Google, 19.07.12, PB:

Indeed it is! Europe's geographical centre is located in Lithuania: defined by an equal distance between the north, south, east and west ends of the European continent. Given that not all the European countries belong to the European Union, it is normal that Europe's geographical centre (as a continent) differs from its political centre (located in Germany, in Niedermittlauer Heiligenkopf, in the Land (state) of Hesse). If you want to go to the geographical centre of Europe, located in Purnuskiu, you will need to drive for half an hour from Vilnius. On site, there is a commemorative landmark, as well as a small museum.

And Wikipedia: http://en.wikipedia.org/wiki/Geographical_midpoint_of_Europe#Lithuania

Lithuania



Monument in [Bernotai, Lithuania](#)

After a re-estimation of the boundaries of the [continent](#) of [Europe](#) in 1989, [Jean-George Affholder](#), a scientist at the [Institut Géographique National](#) (French National Geographic Institute) determined that the Geographic Centre of Europe is located at [54°54'N 25°19'E](#)^[1] [54.9°N 25.317°E](#).^[1] The method used for calculating this point was that of the [centre of gravity](#) of the [geometrical figure](#) of Europe. This point is located in [Lithuania](#), specifically 26 kilometres (16 mi) north of its capital city, [Vilnius](#), near the village of Purnuškės. A monument, composed by the sculptor Gediminas Jokūbonis and consisting of a column of white granite surmounted by a crown of stars, was erected at the location in 2004. An area of woods and fields surrounding the geographic centre point and including Lake Girija, Bernotai Hill, and an old burial ground, was set aside as a reserve in 1992. The State Tourism Department at the Ministry of Economy of Lithuania has classified the Geographic Centre monument and its reserve as a tourist attraction. This location is the only one listed in the [Guinness Book of World Records](#) as the geographical centre of Europe. 17 km away lies [Europos Parkas](#), *Open Air Museum of the Centre of Europe*, a sculpture park containing the world's largest sculpture made of TV sets.^[2]

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