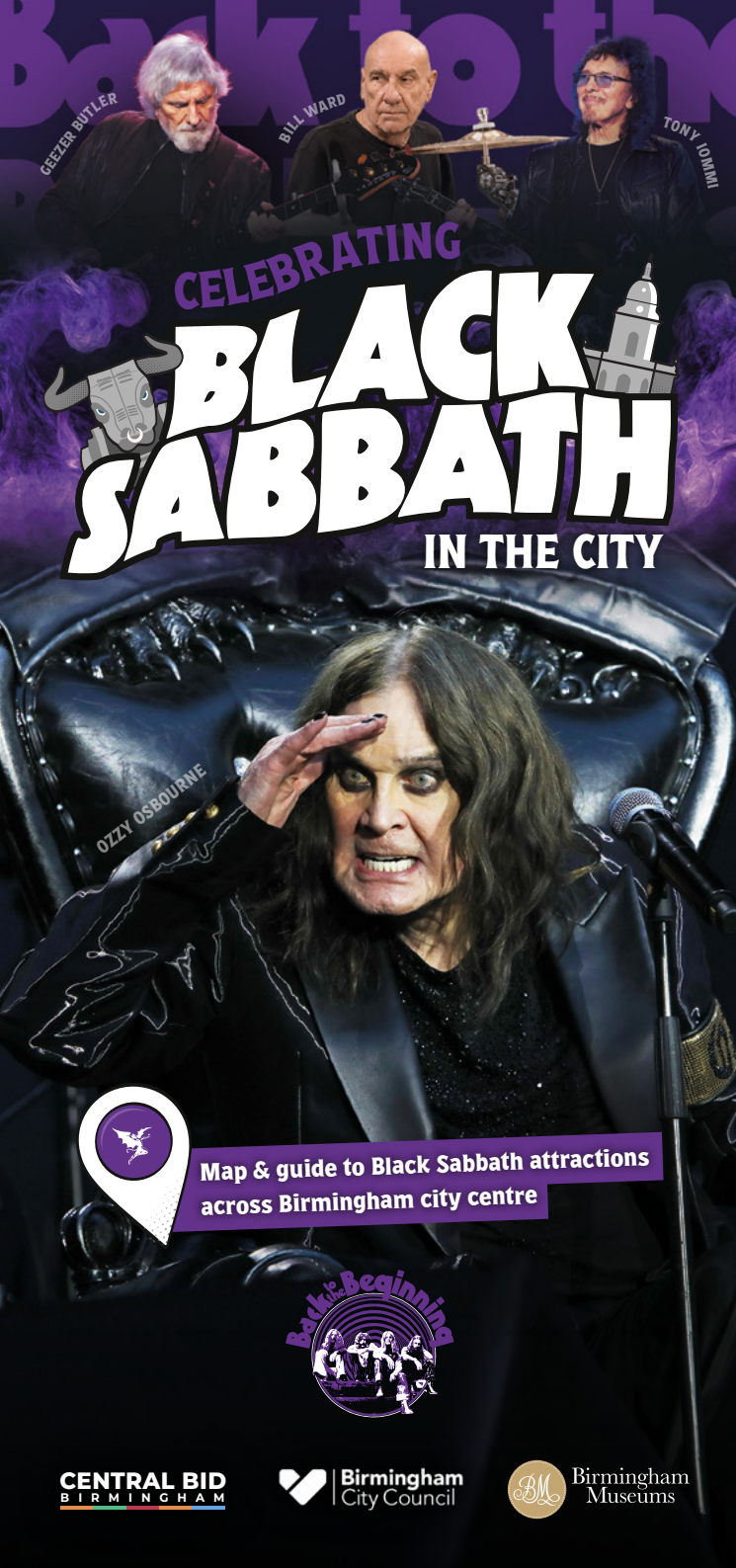




CELEBRATING

BLACK SABBATH

IN THE CITY

Map & guide to Black Sabbath attractions across Birmingham city centre



CENTRAL BID
BIRMINGHAM

Birmingham
City Council

Birmingham
Museums

1 Black Sabbath Bench

BROAD STREET | B1 2ND

Celebrate Birmingham's legendary heavy metal pioneers, Black Sabbath, at this iconic bench honouring Ozzy Osbourne, Tony Iommi, Geezer Butler and Bill Ward. Overlooking the Birmingham Main Line Canal beside Black Sabbath Bridge, it has become a must-visit destination for music fans from around the world.

2 Ozzy Osbourne: Working Class Hero Exhibition | Including Ozzy's Throne

BIRMINGHAM MUSEUM & ART GALLERY | B3 3DH

The exhibition celebrates the remarkable solo career of Birmingham's legendary rock icon through personal memorabilia, photographs and global awards. There's a memorial wall featuring tributes from fans, plus a rare opportunity to see Ozzy's iconic throne from the Back to the Beginning farewell concert.

3 Black Sabbath Mural

NAVIGATION STREET | B2 4DG

A 40-metre-long tribute on Navigation Street by local artist MrMurals features vibrant artwork of the original four band members. The mural was hand-signed by the band on 28 June 2025, the same day they received the Freedom of the City of Birmingham, making it a unique landmark and a popular destination for fans.

4 Black Sabbath Vol.4 Album Mural

MAILBOX UNDERPASS | B1 1RD

Situated in the Mailbox Underpass, the huge artwork by MrMurals, is one of the all-time favourite Sabbath album covers, standing alongside other world-famous Birmingham bands, transforming the space into a celebration of the city's musical heritage.

5 Ozzy the Bull

GRAND CENTRAL STATION | B2 4QA

Towering over the concourse at Birmingham New Street Station, is the iconic mechanical bull created for the spectacular opening ceremony of the Birmingham 2022 Commonwealth Games. In June 2023, it was officially named 'Ozzy' following a unanimous public vote.

6 Back to the Beginning Exhibition

GRAND CENTRAL STATION | B2 4QA

The 60-metre-long photographic exhibition at Grand Central celebrates the legendary Back to the Beginning concert. Featuring over 80 photographs of the bands and artists who performed at the gig, with powerful images of Ozzy Osbourne's final solo performance and Black Sabbath's last ever show, it offers a visual record to an unforgettable moment in rock history.

7 The Crown

STATION STREET | B5 4DY

Located on Station Street, the venue is widely recognised as the birthplace of heavy metal. It was here that Black Sabbath played some of their earliest gigs and forged the sound that would change rock music forever. Whilst currently closed, early images of Black Sabbath's founding members adorn the windows of this historic listed building, which remains an important landmark and place of pilgrimage for music fans.

8 Black Sabbath Albums Exhibition

MARTINEAU PLACE, CORPORATION STREET | B2 4UU

Showcasing the band's iconic album artwork and celebrating their extraordinary recording legacy, set alongside Birmingham gothic and metal-themed bar, Merlin's Cafe Bar, which features an Ozzy tribute inside.

9 Aston Villa Store | Exclusive Merch

BULL RING | B5 4BU

The Bullring based store offers fans the chance to purchase a limited selection of collectible merchandise created to celebrate the historic Back to the Beginning concert in 2025.

10 Selfridges | Exclusive Merch

BULL RING | B5 4BU

The city's landmark department store at Bullring is the destination for exclusive Ozzy Osbourne merchandise. From 22 July 2026 visitors can purchase the limited-edition Ozzy Day T-shirt and Ozzy's signature fragrance, Czech & Speake No.88. Fans can also see a life-size toy brick Ozzy Osbourne and a unique Black Sabbath-inspired artwork.

July 22, 2026
Ozzy Day
Birmingham, England



On Wednesday 22nd July 2026, Birmingham proudly recognises the life and legacy of Ozzy Osbourne, one of its most celebrated icons.

There will be additional Ozzy-themed activities taking place throughout the day across Birmingham city centre.

For more information, visit www.centralbid.co.uk

Photography by Mark "WEISSGUY" Weiss and Ross Halfin
Thanks to Sharon Osbourne Management

LOCATIONS

- 1 Black Sabbath Bench**
BROAD STREET | B1 2ND
- 2 Ozzy Osbourne: Working Class Hero Exhibition | Including Ozzy's Throne**
BIRMINGHAM MUSEUM & ART GALLERY, CHAMBERLAIN SQ | B3 3DH
- 3 Black Sabbath Mural**
NAVIGATION STREET | B2 4DG
- 4 Black Sabbath Vol.4 Album Mural**
MAILBOX UNDERPASS | B1 1RD
- 5 Ozzy the Bull**
GRAND CENTRAL STATION | B2 4QA
- 6 Back to the Beginning Exhibition**
GRAND CENTRAL STATION | B2 4QA

- 7 The Crown**
STATION STREET | B5 4DY
- 8 Black Sabbath Albums Exhibition**
MARTINEAU PLACE, CORPORATION ST | B2 4UU
- 9 Aston Villa Store | Exclusive Merch**
BULL RING | B5 4BU
- 10 Selfridges | Exclusive Merch**
BULL RING | B5 4BU

