

ARHUS-2017

EUROPEAN CAPITAL
OF CULTURE

OLAFUR ELIASSON:

Art can change
the world

ANDERS BYRIEL:

Once in a lifetime

JULIANA ENGBERG:

Special focus on children
and young people in 2017



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European Capital of Culture

The European Capital of Culture project was launched by the European Council in 1985 to strengthen the sense of community in Europe, and highlight the richness and diversity of cultures across the continent. Every year from among the EU member states, two capitals of culture are designated. The current European Capitals of Culture are San Sebastian (Spain) and Wroclaw (Poland). Both Aarhus and Pafos (Cyprus) have been designated a European Capital of Culture in 2017. The next time Denmark will have the opportunity to apply for the title is in 2032.

19 municipalities across Central Jutland and the Central Denmark Region stand behind European Capital Culture Aarhus 2017. Budget: 57,6 million EURO (428, 6 million DKK).

Programme

The Aarhus 2017 programme is structured around 4 MEGA events and 12 Full Moon events around which a matrix of programmes are gathered to strengthen our themes of liveability, gastronomy, nature, sport and play, history, belief and generations. MEGA events and Full Moon events are spectacular outdoor, large-scale and cross-artform performances. The 4 MEGA events will on average attract audiences of 60,000 people. The 12 Full Moon events will on average attract audiences of 15,000 people. In and around these categories of events, the programme will present more than 350 artistic and cultural projects, conferences and festivals – both on a large and a small scale. One of the MEGA events is the opening on Saturday 21 January 2017.

The complete programme will be revealed on 12 October 2016.

Patron: Her Majesty Queen Margrethe II

Let's rethink

Beginning on 21 January 2017 and for 12 months to follow, Danes together with our international friends and visitors alike, will be able to experience a unique, daring and joyous year of arts and culture during our tenure as European Capital of Culture.



Aarhus 2017 will mark the opening of our European Capital of Culture year with a spectacular event, where people from all walks of life will join together to create a wave of songs, music, light, laughter and stories. The wave will build from the roaring coast of the North Sea and roll across the region, reaching its crescendo at our opening night celebrations in Aarhus. Hundreds of thousands of our citizens from all over the Central Denmark Region will stand shoulder to shoulder to witness and join in the occasion.

It is an opening moment that will mark our beginning, but it will also be the conclusion of many years of preparation that have preceded our year as European Capital of Culture – from writing the bid to today. Preparations that have always been driven by our longer-term perspective to ‘Rethink’, to change mind-sets, to ask the big questions about who we are and who we want to be.

‘Rethinking’ is the narrative throughout our programme of transformative, exciting cultural experiences, through performing and visual arts, to festivals, conferences and major events, uniting the region and our many guests. Internationally acclaimed artists and local dedicated and committed cultural entrepreneurs will rethink together to showcase how art and culture can be a catalyst for change in our lives and in our society.

Under the patronage of Her Majesty Queen Margrethe II, we must never forget that Aarhus 2017 is a truly national event for the whole country, stretching from coast to coast and beyond our borders. Radiating the very best of Denmark’s creative and cultural practice, into the world and vice versa, 2017 is a time when we will witness world class Danes and Europeans creating their most ambitious work together. From the highest international quality in the contemporary ballet masterpiece, *Tree of Codes*, with Olafur Eliasson, Wayne MacGregor and Jamie xx, to the ‘folkelig’ moments, at our opening and closing ceremonies and in *Red Serpent*, where we come together as a movement to celebrate what makes us uniquely Danish and to share our common history.

This will be a year where there is a place for everyone – young and old, right and left, the country and the city, the east and west. With more than 350 projects under development, stretching across 365 days and into 19 municipalities, there will be something to do or see every day in 2017.

It is our opportunity to create extraordinary ripples on many levels: in attractive place-making; cultural tourism; local pride; and in using culture as the draw for bringing different people together. A programme for the future where 2017 is the game changer for 2018 and beyond for Aarhus and the region. With culture in its place at the heart of the city, region

and nation for growth and development in every sense, citizen pride and ownership, a heightened profile and reputation for our region in Europe and of course celebration and fun. A year that is original, radical, rooted and relevant.

A bright and confident year.

Our European Capital of Culture Aarhus 2017 will be one of the most significant cultural and social events in Denmark for many years to come, with the eyes of Europe upon us and our hands and cultures joined in European fellowship.

And although the activities and festivities are still a year away, we are bursting with anticipation, excited to share your European Capital of Culture with you.

So, here is a glimpse of what’s in store. We hope this appetizer excites and encourages you to take your place in what will be a complete landscape of magical and meaningful meetings between people.

On 12 October 2016 the full story will unfold before we throw open the doors in 2017.

Do mark that important date in your diaries now!

A handwritten signature in black ink, appearing to read 'Rebecca Matthews'.

Rebecca Matthews
Chief Executive,
Aarhus 2017 Foundation



PROGRAMME

Creative cities become global cities

Programme Director, Juliana Engberg, is looking forward to presenting Aarhus 2017 to the world.

What can everyone look forward to from Aarhus 2017? What will the programme consist of? And how do you plan a year as a European Capital of Culture? In the following you can read Juliana Engberg's answers to these questions.

"Our year of culture is an opportunity to show the world what we can imagine, create and generate, and to forge legacies that will move our culture forward," she says.

What will Aarhus 2017 offer?

Aarhus 2017 aims to do several things: tell stories about Denmark's history and beliefs; showcase Jutland's diverse natural and cultural offering; and create iconic new performances and works of art. The programme will give residents and visitors the chance to celebrate and contemplate, and to challenge themselves through culture.

During the course of the year, we'll provide a platform to examine what makes us quintessentially Danish. And we'll ask whether these things – our customs, habits and approach to life – create a roadmap for our future as part of the European Community.

The programme has been developed following the input of 10,000 Aarhus citizens and organisations. It offers many of our cultural organisations a chance to rethink their limits, and their

impressive work will be integrated into the programme.

How will the programme be structured?

Our year of culture will combine fun with a philosophical dimension, and will be filled with collective efforts – all at a very high artistic level.

Each month will feature a unique 'celebration', with flagship events, performances and/or exhibitions. It will also include dozens of smaller events and community projects, all with a grassroots cultural ethos. These smaller projects will be made by and for their communities, which means everyone has a stake in creating their own legacy.

We will also develop a series of major public forums – debates, discussions, lectures and conversations – to really get to the heart of what makes us Danish, and explore how we can rethink our future within the European Community.

What's the most important aspect of being European Capital of Culture?

It's often said that being a European Capital of Culture helps to stimulate business and tourism and build a prosperous future. That's true, of course, and we can already see these effects in Aarhus: increased tourism, businesses moving to the region and an economic boost.

But in my view, the most important benefit is that being Capital of Culture raises the ambitions of a city – and its region. It encourages us to stand up and be noticed, and to become a creative city.

Creative cities value art, artists, and the energies that come with new arrivals. They encourage risk-taking and reward boldness. They celebrate diversity, prosper through creativity and build vibrant, creative communities.

Creative cities have strong identities. They're surprising and energised places, where everyone can experience the joy of creativity, and the sense of wonder that imagination can inspire. Creative cities see new ideas, art-forms and media platforms constantly emerging. They forge strong links between the creative and commercial worlds, which foster innovation and boost economic growth. That's how creative cities become global cities.

What about the international dimension?

We're opening our doors to the world. The programme includes many international artists and works, and we've encouraged Danish organisations to develop cultural networks and collaborations that build bridges between Denmark and the world.

A great example of this is our fantastic theatrical event, *Tree of Codes*, which

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was co-commissioned with The Manchester International Festival and other international partners.

We're also working closely with Pafos in Cyprus, our co-Capital of Culture for 2017, as well as the 2016 European Capitals of Culture (San Sebastian and Wroclaw), Leeuwarden 2018, and the UK's City of Culture 2017, Hull.

Together, we're bringing some of the world's best artists to work in Denmark during 2017, and creating art which we hope will travel to other Capitals of Culture and beyond.

What's the greatest challenge about being European Capital of Culture?
Possibly our biggest challenge is to help people understand that being European Capital of Culture is not just a festival. It's more complex than that: deeper, broader and multifaceted in its structure, content and delivery. And it has many different stakeholders, at local, national and international levels. People naturally think of cultural events as festivals, but this is something more spectacular, and at the same time more nuanced. It's a unique happening.

Photo left: Niels Aage Skovbo
Photo right: Montgomery





A special focus on young people in 2017

Children and young adults will play a vital role in Aarhus 2017. Younger generations will be central to our year as Capital of Culture. In a first for a European Capital of Culture, we will hold a special opening event created for and by children and young adults.

Aarhus 2017 has also provisionally planned another 39 events, shows and projects for younger audiences across the Central Denmark region. These include *DemokratiStafetten* (a regional democracy relay project), *Anidox Residency* (an animated film project), an opera festival called *GrowOP!*, *Movement for Life*, *Arkitektureksperimentet* ('Architecture Experiment'), and *New Voices*.

The events will allow children and young people to enjoy inspiring play, discussions and creative explorations. With a spotlight on education, democracy, art, culture, sport and architecture, young people will be invited to engage with history, ask new questions and rethink the challenges of tomorrow.

"Our year as European Capital of Culture will be a laboratory for people to play in," says Programme Director Juliana Engberg. "Everyone will be challenged and invited to join us on a journey of discovery, finding new ways to work, be and think".

"Together with our younger generations, we will create new narratives. We will inspire young people's desires to engage with life and the world around them – as tomorrow's

artists, researchers, politicians, inventors and citizens."

An example of the many projects aimed at children and young people is the performance of *Red Serpent* which will offer a unique historical experience for younger audiences.

Another example is the INDEX project, Design to Improve Life – The Challenge. This competition has already invited 1,000 schoolchildren to create solutions for some of the challenges facing today's society. Some 40 classes are competing in the three-year project at their schools. The winners of the first part of the challenge, which focused on climate adaptation and water, were chosen at the finals at the Ringkøbing-Skjern Culture Center in autumn 2015.

Importantly, Aarhus 2017 will also offer major international events aimed at children. The first international children's literature festival in Denmark will be held in Aarhus: Aarhus 39. As part of the festival, children across Denmark are asked to let their imagination run free in a writing competition where librarians and teachers are ready to prepare children for the challenge. Finally a four day festival for children's literature at

DOKK1 in Aarhus, where Danish children get a chance to meet some of the world's leading children's authors and illustrators. The festival will be developed and organised in collaboration with the UK's Hay Festival of Literature & the Arts, and it promises some unmissable events.

These and many other projects will allow children to free their minds and imaginations during Aarhus 2017, thanks to amazing stories and magical events that can help shape their futures.

"We want our programme to have a particular impact on younger generations as they're growing up, just as our society focuses on creativity and culture," Engberg says.

"Hopefully, they'll have some unforgettable cultural experiences, which will lift them up and give them a different perspective on what's possible. The idea is to think different – and think big."

Photo: Montgomery.



The entire region is collaborating

Working together to revive village life across the Central Denmark Region.

People throughout the Central Denmark Region are rolling up their sleeves. With about 200 Aarhus 2017-funded projects in the Region - running throughout the area, we're seeing a huge collaborative effort ahead of our year as European Capital of Culture.

The local people working on these projects are challenging each other as well as the status quo. They're developing new ideas, turning things on their heads, thinking laterally and thinking afresh. Many of them are also finding partners beyond Denmark's borders.

A major part of Aarhus 2017 will be *Rethink the Village*, which sees hundreds of people across the Central Denmark Region rethinking ways to live in the countryside.

"We face a huge wave of urbanisation, as does the whole of Europe," says *Rethink the Village* Coordinator and Pro-

ject Manager, Mette Byrgiel Bach. "Our project is putting forward proposals to rethink or redevelop the village, or at least make it future-proof."

She explains: "It's not just about trying to reverse the trend of city living and persuading people to move to villages; it's also about finding ways to cherish what we already have."

"Our proposals also demonstrate how the village - with its small geographical size and its traditions of involvement, volunteering and community - can be a testbed for initiatives to be rolled out on a larger scale."

Strengthening country life
Local people have engaged with *Rethink the Village* from the outset. At the kick-off meeting in the village of Hampen in 2014, it was clear that everyone believed the initiative was an opportunity to strengthen the thinking behind life in

their villages. Not one of the hundreds of people from 11 municipalities and 45 villages who attended that day thought the project was fanciful.

Since the launch of *Rethink the Village*, many villages have formed independent groups. *Favrskov4ren*, for example, is a not-for-profit enterprise formed by a cluster of four villages. It aims to strengthen the community through their joint school, large social events and by facilitating settlement of new inhabitants. Similarly, the *Højderyggen* village cluster has been formed to develop local culture and associations.

Another group of villages has come together from the Viborg, Hedensted, Odder, Syddjurs and Favrskov municipalities. Their aim is to implement a local process that will help develop ideas, and agree which cultural activities Aarhus 2017 should fund.



Other villages are working on sustainability. The people of Barrit are looking to establish a village garden in collaboration with the village's 'Green Team', school and kindergarten. While in Rostved, locals want to find out how they can build social, sustainable, co-housing schemes.

The West Jutland villages of Idom and Råsted are focused on their villages' DNA; they're exploring how to create strengthened local narratives and get to grips with what's needed to improve solidarity and development.

Continued support

Judging by the 500 or so people who came to the village meeting in Selde, there's huge popular support for *Rethink the Village*. "It's very encouraging to see the villages engaging with the projects," says Bach. "Some people are very professional at managing projects and

generating ideas, which can be a real inspiration for other villages. It encourages them to develop their own ideas, using their own local resources."

European Partnerships

The main focus of *Rethink the Village* is on how culture can help develop rural districts.

The project is run by the European Capitals of Culture 2017 (Aarhus, Denmark and Pafos, Cyprus), and the European Capital of Culture 2018 (Leeuwarden, Netherlands).

Rethink the Village is a partner in the EU project *Vital Villages - Made by Culture*, which is concerned with culture and cultural centres' influence on the development of rural districts. *Rethink the Village* is also a partner to cultural institutions in Latvia, Poland and Germany, as well as two German universities.

Photo: VisitSkive, VisitRanders, Visit-Samsø



Olafur Eliasson: Art can change the world

*Visual artist Olafur Eliasson is returning to Aarhus with a contemporary ballet. The acclaimed and thought-provoking ballet, *Tree of Codes*, will be performed at Musikhuset as part of Aarhus 2017 in April. The ballet is the result of a collaboration between three world-renowned artists: Eliasson himself, choreographer Wayne McGregor, and composer and musician Jamie xx.*

"Despite working in different fields, the three of us quickly established a constructive dialogue," Eliasson explains. "We had a common understanding of what we wanted to achieve. And it was fun, creating something together that has artistic depth, while being accessible to a wide audience. I found that very satisfying."

Having premiered in Manchester, UK in July 2015, it is now on a tour taking in Paris, London and New York, in addition to Aarhus in spring 2017.

Tree of Codes is an interpretation of Jonathan Safran Foer's book of the same name. But Eliasson points out the work doesn't necessarily have a conventional story or narrative structure. "The abstract can speak directly to us," he says. "It doesn't have to be difficult to understand."

The power of rethinking

For Eliasson, the work's unique power is that it's about rethinking the major global, environmental and social challenges we face as people and cultures.

"Societies can't do without art and culture," he says. "Not if we want to address the challenges we face. Culture is about how we treat each other, and about our values and our behaviour in society. Take the COP 21 climate deal agreed by the global political establishment in Paris. Culture will be crucial when the thinking behind the agreement has to be transformed into actions and behaviours."

Eliasson points out that civil society has much more trust in the cultural sector than in politics. "Look at ARoS, the art museum in Aarhus," he says. "What they do there, they do for the common good. Culture acts on our behalf, for us and our fellow citizens. It's how we create narratives that reflect the values we believe in."

This is the crucial advantage culture has over politics, in Eliasson's view. "Culture has an emotional dimension. In art and culture, there are many different voices, and many ways to communicate. We can perform theatre, write poetry or simply talk to each other," he says. "Culture can't be marginalised,

isolated, or used as a brand. In every small town, there's a theatre, where people from the community perform, write poems and form arts associations. So culture and art are completely integrated into civil society. Culture is a central catalysing force, that happens everywhere."

Photo:

Left: Ari Magg

Right: Joel Chester Fildes

Tree of Codes

Choreography and direction:

Wayne McGregor

Visual concept: Olafur Eliasson

Music: Jamie xx

Original novel: Jonathan Safran Foer

Partners: Manchester International Festival, Park Avenue Armory, New York, Paris Opera Ballet, Sadler's Wells, FAENA ART, European Capital of Culture Aarhus 2017.

Tree of Codes will be performed in Aarhus thanks to a collaboration between Aarhus 2017 and Manchester International Festival.





Rethinking gastronomy

Celebrating our year as European Region of Gastronomy. It is hotting up in the kitchens of Aarhus and the Central Denmark Region. For 2017 is not only our moment as European Capital of Culture; we'll also be showcasing our cuisine as European Region of Gastronomy.

Aarhus will be hosting a variety of unique gastronomic experiences and events throughout the year, with the ambition to 'Rethink Good Food'.

As European Region of Gastronomy, we want people to come and enjoy great food, and learn about developments in the food industry. And we'll be aiming to improve the sustainability of food by developing stronger links between the food, tourism and health industries, as well as research and educational institutions.

Over the past few years, Aarhus and the Central Denmark Region have been developing a strong reputation in the world of gastronomy. Our chefs are renowned for using local high-quality ingredients, and three of the region's restaurants have Michelin stars. Our annual FOOD Festival now attracts

thirty-five thousand visitors and food writers from around the world.

In 2016, ARLA Foods will open a global innovation centre in Aarhus. What's more, the city and Central Denmark Region will be the official hosts of IFAMA, a major international food conference.

Our year as European Region of Gastronomy is attracting high-level support. His Royal Highness The Prince Consort, Prince Henrik of Denmark, said at the appointment as Region of Gastronomy: "I am pleased to be the patron of an initiative that will promote Nordic gastronomy in an international context, ensure greater awareness of local producers, and stimulate interest in food among new generations."

Meanwhile, world-famous chef Wassim Hallal is the Ambassador for the European Region of Gastronomy in 2017. He has helped raise the international gastronomic profile of Aarhus, while attracting the attention of chefs, gastronomes, gourmets and the international press.

The Michelin-starred chef says: "My goal is to create something that reaches far beyond Denmark's borders, and puts our country on the world gastronomic stage."

Hallal has a simple ethos: Good food starts with quality, fresh ingredients. As such, he believes Aarhus and the Central Denmark Region have a unique advantage.



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"Our cuisine is recognised because we use fresh, local ingredients as much as possible – and we have a lot of those in Aarhus," he explains. "Right here in the bay, we have the most wonderful lobsters and crabs. The forest around the city has a wealth of exciting herbs, and we have farms and vegetable producers in the region that produce sublime fresh ingredients. It's unique to have so many high-quality ingredients right on our doorstep."

Photo: Claes Bech Poulsen, Kasper Fogh

Rethink Good Food

The title is awarded by the International Academy of Gastronomy, Culture, Arts and Tourism, and in 2017 the Central Denmark Region shares the honour with the Region of Riga in Latvia and Eastern Lombards in Italy.

Partners:

Central Denmark Region, Aarhus Municipality, European Capital of Culture Aarhus 2017, Aarhus University, Aarhus TECH, AgroTech A/S, Danish Food Cluster, Future Food Innovation, ARLA and the Food Organisation of Denmark.

No less than three Michelin star restaurants are now placing Aarhus on the global map of gastronomy. The three restaurants are Restaurant Frederikshøj, Restaurant Gastromé and Restaurant Substans.





Breathing new life into old buildings in 2017

How a former prison, military barracks and malt house became leading-edge creative centres.

The scent of incarceration lay heavy in the prison air. The sounds of steel doors, keys on chains, heels on stone and men shouting were all around. In the malt house, workers carried heavy sacks, and shuffled under the low ceiling with their backs bent. They turned the grain with shovels, and the aroma of malt mingled with that of sweat. Meanwhile in the barracks, metal was being melted to make weapons and equipment, which soldiers carried in and out. The sounds of men marching and the shouts of their commanders filled the air.

Built between 1853 and 1865, these three buildings still stand to this day. The prison is in Horsens, the malt factory in Ebeltoft and the military barracks in Viborg. Having been closed at the turn of the millennium, the disused buildings began to fall into disrepair, and were earmarked for demolition.

That is, until a group of local people and politicians decided to save them, and to transform them into platforms for culture and creative enterprise.

Their efforts bore fruit. With an animation school already operating in Viborg, companies from the animation and gaming sectors began moving into the former barracks. In Horsens, the tourist office was relocated to the prison building. And in Ebeltoft, the abandoned malt factory became the setting for food markets, concerts and cultural events while development plans were drawn up.

Rethinking use

While all this was happening, the managers of the three buildings met to discuss how to enhance the creative communities that were setting up shop in their buildings. They realised that the vision for Aarhus 2017 – ‘rethinking culture’ – presented the

perfect opportunity. So they applied for financial support from the Aarhus 2017 Foundation and the Central Denmark Region’s More Creative initiative.

“The financial injection we received meant we could work together to explore opportunities for creative partnerships, growth and innovation, both here and abroad,” says Claus Pettersson, General Manager of FÆNGSLET (the prison building).

Pettersson believes that the three partners have learned a lot from each other, because their projects are all so different. For example, they gained valuable experience from the conversion of an empty store in Ebeltoft into the *Überwerke Creative Lab*.

Überwerke is a meeting centre for creative designers, graphic artists, web professionals, architects, filmmakers and project developers. It’s a place



to try out new ideas, collaborate and solve problems, and it will eventually act as a knowledge centre for future creative industries. This will be achieved by developing freely available models for local platforms for creative industries.

Another important development has been the Creative Industries of Tomorrow conference held at FÆNGSLET in December 2015. Petterson believes that along with the opening of *Überwerke*, the conference enabled networks of creatives and entrepreneurs to come together and flourish. And in his view, it also helped establish a new type of network: a kind of regional industry organisation for the Central Denmark Region.

On the up

Over the last year, 14 creative enterprises have moved into FÆNGSLET. What's more, the number of small firms based in Arsenalet (the former military

barracks) has grown from seven to 40 in just three years. Arsenalet General Manager Adriana Maria Hansen explains that the facility is now a powerhouse for animation, IT and creative enterprises.

Hansen took inspiration and gained valuable knowledge from her participation in the *Überwerke* project.

"*Überwerke* convinced me that the environments these buildings offer will help foster development and growth for creative companies," she explains. "It showed me the importance of creating environments that people want to work in and be in."

The three centres have more initiatives in the offing. In 2017, an arts caravan will tour the three towns Viborg, Ebeltoft and Horsens.

Photo: Arsenalet, Ny Malt og FÆNGSLET

Rethinking the Bricks

Is the collective name given to the initiative to transform the three buildings. A short documentary has been produced in English to explain the history of the locations and their development as creative platforms. It's available on YouTube and distributed in Europe through, among others, Trans Europe Halls, a European network of 58 former factories that have been transformed into cultural centres. The malt house is the network's Danish member.

Red Serpent - Vikings on the roof

Aarhus 2017 is proud to present Red Serpent, a spectacular outdoor performance of the captivating tale of a Viking hero. A unique collaboration with the Royal Danish Theatre and the Moesgaard Museum, Red Serpent will be performed on and around the museum's grass-covered roof. It is one of four 'mega-events' that form the cornerstones of the Capital of Culture Aarhus 2017 programme.

Red Serpent is an adaptation of Frans G. Bengtsson's classic novel 'The Long Ships'. It tells the story of Orm, a child taken prisoner and kept as a slave on a Viking ship. In time, he is accepted as a member of the crew, and so his adventures begin. Orm goes on raids that take him across Europe and the Middle East, and eventually to the castle of Harald Bluetooth in Jelling. Along the way, he falls in love, makes enemies and forms lifelong friendships.

Thanks to the performance, up to 100,000 people will have the chance to experience a journey that changed history.

"Theatre doesn't come any bigger, bolder or better than *Red Serpent*," says Aarhus 2017 Programme Director, Juliana Engberg. "Numerous performances over the summer of 2017 will ensure that as many visitors as possible can experience this amazing event, in its magnificent setting on the roof of the new Moesgaard Museum."

"It will be one of the highlights of our year as Capital of Culture – and one of the largest outdoor shows staged in Denmark."

Red Serpent is a landmark for the Royal Danish Theatre, which is producing its first outdoor performance on this scale outside Copenhagen.

Morten Kirkskov, Artistic Director at the Royal Danish Theatre, says, "I'm thrilled that the Royal Danish Theatre is part of this major presentation, along with Moesgaard Museum and Aarhus 2017. The Royal Danish Theatre is for all of Denmark, and we're very proud to be part of this Viking extravaganza in Jutland. *Red Serpent* is a great story, and a wild, funny and entertaining show for the whole family."

The landscape around the Moesgaard Museum will provide a stunning backdrop for *Red Serpent*. And the action will take place above the museum's impressive exhibitions and historical stories of human life through history in Denmark – and in 'Aros' (Aarhus) – during the Viking age.

Jan Skamby Madsen, Director of Moesgaard Museum, says, "This is a great opportunity to take advantage of the museum's unique roof and natural surroundings, and create a spectacular open-air performance.





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We're very much looking very forward to working with Aarhus 2017 and the Royal Danish Theatre.

"In the museum's exhibitions, we strive to give visitors a sense of the lives behind the objects on display. In a similar way, *Red Serpent* will give people deeper insight into the Viking age, and will help make history come alive for audiences."

While the show is running, the museum will also offer a variety of activities, allowing the audience to delve into the history of the Viking age.

Photo: Montgomery

For children and adults alike
With its raids, battles, Gods and myths, the Viking age is a fascinating part of Danish history. *Red Serpent* is a unique opportunity for the whole family to learn more about the Vikings. The show is recommended for anyone aged 7 years or over.

Aarhus 2017 highlights not to be missed

We're promising a wealth of unforgettable experiences during Aarhus 2017, with more than 350 unique art and culture projects on offer. Highlights include a 4km-long art exhibition; the re-creation of three Susanne Bier films for the stage; an underground exhibition on the history of Aarhus; poignant aquatic sculptures on the Limfjord; and a spectacular musical drama in Randers Harbour. Residents and tourists will be able to take their pick from a cornucopia of cultural events in Aarhus and the Central Denmark region during our year as European Capital of Culture.

The story of our city

Award-winning museum The Old Town will present a fascinating exhibition exploring the story of Aarhus, from its Viking origins to its future yet untold. *Aarhus Tales*, the first comprehensive history of our city, will be set in a brand new 700m² exhibition space below the museum.

Visitors will meet the Vikings in the 9th-century town of 'Aros', and the mighty bishops who ruled our prosperous cathedral city in the Middle Ages. They'll experience daily life in a busy merchant city during the 17th and 18th centuries, before continuing through to the present day – and beyond.

"The *Aarhus Tales* exhibition will help visitors to understand our city, and give residents the chance to reflect on the history that's made us what we are today," says The Old Town Senior Curator Martin Brandt Djupdræt. "It will be a permanent cultural feature of the city, continuing beyond our year as European Capital of Culture."

From novel to opera

The Danish National Opera will be staging a groundbreaking performance of *Nothing*, a gripping tale about the search for the meaning of life.

Based on Janne Teller's novel for young adults, the opera will feature young singers and musicians, accompanied by the Aarhus Symphony Orchestra.

"Working with Aarhus 2017 has allowed us to create something surprising, original and exciting," says Annilese Miskimmon, Head of Opera at the Danish National Opera. "We couldn't have done this without a landmark event such as Aarhus 2017."

Teller's internationally acclaimed novel has been translated into 14 languages, and has won many awards in Denmark and abroad. The Opera will be performed in Aarhus Concert Hall in February 2017.

Stages of life

Three striking aquatic sculptures will set sail on the Limfjord from summer 2016 as part of the European Capital of Culture Aarhus 2017 programme.

Created by artist Benthe Marit Norheim and 250 volunteers, the 12-metre, concrete-cast *Life-Boats* will depict three different stages in the life of a woman. *Longing* is the young woman, *Life* is the woman in the midst of life, pregnant with child; and *Memories* is the ageing woman living out her final years.

The sculptures will visit various cities throughout 2016 and 2017, and take centre stage at events organised by these destinations.

"*Life-Boats* will take art to where people are," explains Norheim. "As the sculptures sail by, the public can share something different and original."

Photo: Life-Boats. Benthe Marit Norheim



More Aarhus 2017 highlights not to be missed

Art from city to beach

A major international art project is set to unfold during the summer of 2017 – stretching more than 4km from Aarhus city centre to Ballehage Beach. Presented by ARoS Aarhus Art Museum, *THE GARDEN – End of Times, Beginning of Times* will explore the dramatic changes in the relationship between people and nature over the past 400 years. It examines the past and present, as well as looking to the future.

"*The Garden* will be an extraordinary artistic experience. It will generate excitement in the art world, and challenge preconceived notions about art and nature," says Erlend G. Høyersten, Museum Director, ARoS. "The exhibition will aim to create something new, and foster a creative environment in Aarhus – not just in 2017, but for years to come."

Magic on the water

The old industrial harbour of Randers will be the location for a large-scale musical about the port's history, and the revitalising powers of water. Yachtsmen, divers, water skiers and kayakers will perform *Watermusic*, alongside professional Danish and international stage artists and a 300-strong choir. With the harbour's silos, storage buildings, quays and cranes providing the backdrop for this spectacular musical, *Watermusic* promises audiences the chance to experience something truly unique.

Rethinking creation

How did life begin? How did it evolve? Can man conquer space? Is there life on other planets? Where did the universe come from, and where does it end? How do people react to discoveries that challenge their world view? The Aarhus Symphony Orchestra will explore the big questions on the beginning and end of life through four musical pieces in *Origins 2017*.

A big band symphony, written for Aarhus Jazz Orchestra about the exploration of the solar system and outer space: *Solar Walk*. A symphony for choirs, written for the Aarhus Sinfonietta and the Chamber Choir GAIA, about the beginning and end of the universe: *A Universe from Nothing*. An oratorio about evolution, written for the Aarhus Symphony Orchestra about the evolution of life: *EVOLUTION!* An opera written for Aarhus Summer Opera about Charles Darwin, science, morality and love: *The Darwins*. Aarhus Symphony Orchestra presents the biggest and the best of symphonic music from the 20th century.

Modern taboos

Once upon a time, the so-called 'deadly' sins were pride, greed, lust, wrath, gluttony, envy and sloth. But what are they today? When there is no longer one single version of the truth, what values should we embrace? A number of the leading art museums in the Central Denmark Region will rethink the seven deadly sins in a distinctive project for Aarhus 2017. And in the autumn of 2017 three

museums will explore tolerance and taboo in visual art in the project *Billedstorm*.

Rethinking Susanne Bier

Aarhus Concert Hall has secured the rights to recreate three of Susanne Bier's most successful films for the stage as part of Aarhus 2017. Each film will be adapted for a different theatrical genre: *Brothers* will be retold as an opera by the National Danish Opera; *Granhøj* Dance will transform *Open Hearts* into a ballet; and the Betty Nansen Theatre has commissioned renowned director Peter Langdal to adapt *After the Wedding* into a musical.

Vibeke Windeløv, Theatre Director at Betty Nansen Theatre, explains why the Bier trilogy fits the theme of Aarhus 2017: Rethink.

She says: "Adapting films for the theatre requires a lot of rethinking. So much can be visualised in film that's impossible on stage, while the stage has its own particular magic."



Denmark's animation capital
Viborg rethinks the concept of the animation festival, and offers instruction in animation and game development.
Photo: The Animation Workshop



CYKLO – a cycling festival for all the family, aimed at promoting wellbeing and community spirit.
Photo: Bo Amstrup

A Feast for The People – thousands of people will attend a dinner party at a 500-meter-long table.
Photo: Per Bille



Eutopia – an international festival focusing on European folk culture, located in Gellerup, Aarhus. Photo: Aarhus 2017



Sonic Ark - Swiss sound artist Andres Bosshard will rethink the sounds of the city and create sensory art, with the participation of children and adults.
Photo: Niels Aage Skovbo

Other activities to delve into

Freedom Prisons – FÆNGSLET in Horsens sets the stage for more than 100 artists and musicians to focus on notions of imprisonment and freedom.
Photo: FÆNGSLET

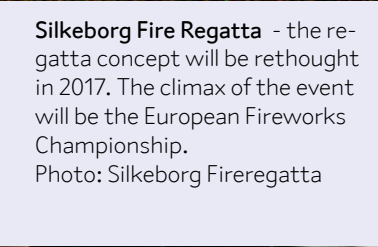


Silkeborg Fire Regatta - the regatta concept will be rethought in 2017. The climax of the event will be the European Fireworks Championship.
Photo: Silkeborg Fireregatta

The New Nordic Noir – The Bridge and The Killing paved the way for Scandinavian detective series. This project will promote the production of new scripts. Lead by the writer of 'The Bridge' Nikolaj Scherfig.
Photo: Rolf Konow



City of Sound – the town of Struer puts sound at the centre of a number of events and initiatives beginning in 2017.
Photo: Struer Museum



Erasmus Montanus - Aarhus Theatre rethinks Ludvig Holberg's satire, and our Danish values, from a global perspective, in collaboration with dramatist Christian Lollike.
Photo: Aarhus Theatre



Summit2017 – a sustainability festival at Aarhus Harbour.
Photo: INDEX: Design to Improve Life

Creativity World Forum 2017
With 3000 participants the Forum's 2017 conference in Aarhus will be one of the highlights of our European Capital of Culture programme.



Artist coast to coast
Aarhus 2017 has invited some of the world's most celebrated artists to make new works. A stunning visual arts programme to be experienced across the region.
Photo: Pipilotti Rist



Sunleif Rasmussen – with the wind as his muse, this renowned composer will create the soundtrack for our year as European Capital of Culture.
Photo: Sunleif Rasmussen



Seize the moment and create a fairytale



European Capital of Culture is one of the most prestigious cultural titles in Europe. Aarhus has the honour in 2017, which is a fantastic opportunity for the city, the Central Denmark Region, and the whole of Denmark.

"Aarhus 2017 will be all about seizing the moment – enjoying it, and carrying it into the future," says culture expert Georg Justus Schwarz. "It's about seizing the opportunity to shine, and grabbing the unique international moment that awaits Aarhus."

As former Programme Director for the Goethe Institute in Rome, and a project leader at the Allianz Culture Foundation in Munich, Schwarz has been responsible for some high-profile cultural programmes. He worked closely with Marseilles-Provence for its year as European Capital of Culture in 2013, and says it gave the city a considerable boost: culturally, socially, economically and in terms of tourism. It also helped forge a positive image of the region, nationally and across Europe.

"We northern Europeans can be very

Being European Capital Culture is a one-off opportunity for an amazing adventure, says German culture expert Georg Justus Schwarz.

self-critical. We need to be more self-confident, and happy about the diversity of our culture, art, traditions and society," Schwarz says. He points out that in Denmark, everyone is invited to participate in shaping society – visitors included. "That's what's so unique about the country," he says. "Anyone can influence things. If you create something or you wish to contribute in a positive way, you can have great influence on the way things work in the community".

"The people of Aarhus and Central Denmark should be proud of their unique cultural qualities, and relish the chance to show it off to Europe. You have so many cultural treasures, talented individuals, and fantastic museums, art galleries and cultural institutions. Innovative local powerhouses and great projects are spread across the whole region, and you have impressive sustainable energy solutions on the island Samsø - a international role model in self-sufficiency"

"Being European Capital Culture is an amazing adventure. And the diversity of Danish culture means you can create something unique. So show Europe who you are, in your own unique way."

A central location

Aarhus 2017 can learn from Marseille-Provence, he points out. "In Marseille-Provence focus was on driving investment, creating new workplaces and attracting academics and creative

influences – using art and culture as a driver. And it worked."

In the same way, Schwarz believes that Aarhus 2017 can become more than an arts and culture project. There's an opportunity to also emphasise industry, development, tourism, integration, infrastructure and international partners.

"What's vital is that all citizens, companies and institutions in the region throw their weight behind Aarhus 2017," Schwarz says.

In his view, the region also needs to rethink its understanding of Europe. That's how to make the most of its central location within Denmark and northern Europe, and its links to Scandinavia, Germany and the rest of Europe. "Europe can learn a lot from Denmark, and Aarhus 2017 is a golden opportunity to make that happen. You just need to grab it with both hands."

Photo: Niels Åge Skovbo



International networks

The Danish Agency for Culture's International Culture Panel has selected Aarhus 2017 as a strategic focus area for its international work as the largest international cultural project in Denmark for decades.

Projects:

Two out of three projects in Aarhus 2017 have a European partner, or are a part of a European cultural development.

Partners:

Aarhus 2017 works with Pafos (Cyprus), San Sebastian (Spain), Leeuwarden (Netherlands), Budapest (Hungary), Istanbul (Turkey), Hull, London & Manchester (UK), Paris (France), and New York (USA).

GEORG JUSTUS SCHWARZ

Strategic Consultant to the New Malt Factory, Ebeltoft, Cultural Consultant at Munich Re. Previously: Adviser to European Capital of Culture Marseille-Provence 2013, Programme Director for the Goethe Institute, Rome.



Real impact on tourism



There's just under a year to go before the official opening of European Capital of Culture Aarhus 2017. But Director of Visit Aarhus, Peer H. Kristensen, has evidence that more visitors are coming to Aarhus and the Central Denmark region.

Kristensen has worked tirelessly over the past year to attract more foreign visitors to the area, focusing particularly on cruise operators. In 2015, a total of 11 cruise ships docked at the Port of Aarhus, bringing 30,000 visitors to the city. This year, 27 are expected, with around 78,000 passengers. In 2017, at least 34 cruise ships are due, carrying more than 85,000 visitors.

Having communicated some of the major Capital of Culture events to cruise operators, Kristensen is convinced that the programme is persuading them to bring their ships to Aarhus. At least one vessel will dock specifically for *Red Serpent*, the show being performed by the Royal Danish Theatre on the roof of the Moesgaard Museum.

Evidence from Visit Aarhus shows that Capital of Culture status is attracting more visitors to the city.

Change of gear

Kristensen believes that European Capital of Culture status will bring about a change of gear for tourism in Aarhus – and that the sector is ready to receive large numbers of additional guests.

"It has meant huge investment in the city's three major attractions: the Moesgaard Museum, the ARoS Aarhus Art Museum, and the open-air Old Town Museum. And there's been significant expansion in hotel capacity. So it's easier for us to sell Aarhus to foreign visitors. And by combining our marketing efforts with the Central Denmark Region, we can reach even more potential visitors."

On that note, two important organizations – Business Region Aarhus and Visit Djursland – have secured additional budget for international marketing. Initially, campaigns will be directed at neighboring markets including Scandinavia, the UK and Germany. Then next year, marketing will target the Netherlands, where Leeuwarden has been designated European Capital of Culture 2018. The Dutch can, therefore, gain experience and inspiration from Aarhus 2017 a year in advance.

Kristensen believes that European Capital of Culture status can also help create better collaboration between the city and the west coast – which could help attract visitors to the West Jutland holiday home areas during low-season.

"With the new motorways across Jutland, it now takes less than two hours to drive coast to coast. My dream is that we can remove barriers between the municipalities. So you could stay in a holiday home on the west coast, use the facilities there, and enjoy the many arts and cultural activities we have in the Aarhus area.

Photo left: Montgomery
Photo above: VisitAarhus

More visitors to Aarhus and the region

- The number of overnight stays in Aarhus will increase by 33 % in 2017 compared to 2013.
- The number of overnight stays in the region will increase by 12 % in 2017 compared to 2013
- The number of overnight stays by international tourists will increase by 45 % in 2017 compared to 2013.

(Note: The numbers do not reflect the number of visitors, but the number of overnight stays).

PEER H. KRISTENSEN

CEO of VisitAarhus, Chairman of Danhostel Youth Hostels of Denmark, Board Member at Aarhus Airport, Sport Aarhus Event and HORESTA Midtjylland. Previously: Head of Visit Herning, CEO of Vejlefjord-Fonden, Manager at Hotel Vejlefjord.

The indispensables



They are students and senior citizens, executives and employees. They are women and men, young and old, Danish and foreign. They are many, and they are indispensable.

They are the volunteers who will train as ambassadors for the European Capital of Culture Aarhus 2017. They will carry out a great many tasks across the Central Denmark Region: welcoming visitors, acting as guides, and helping to make the multitude of cultural events a success.

Our comprehensive volunteer programme is inspired by the Aarhus 2017 theme, 'Rethink'. It's being run in collaboration with the Tuborg Foundation among other organisations.

"Right now, there are a lot of benefits to reap from volunteering, not least because it's an area that's undergoing really exciting developments," says Anne Marie Skov, Director of the Tuborg Foundation. "A major project like Aarhus 2017 is a great opportunity to volunteer, a time when we need to bring together important experience and gain further knowledge."

The Tuborg Foundation has provided

Volunteers are helping to drive the success of Aarhus 2017.

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some DKK 2.7 million for the project, to be used for the sustainable development of volunteering during Aarhus 2017 and beyond.

Volunteering and the community

Skov is the woman behind the Tuborg Foundation's new strategy, 'A part of the community', which takes a completely new approach to volunteering.

The foundation will continue to support the diversity of associations and voluntary initiatives that it always has, but will also work with new partners to create the sustainable development of volunteering activity.

"We want to provide people with opportunities to help engage communities in traditional fields like culture, music and sport," says Skov. "Our ambition is to play a more active role in the different communities and initiatives created by volunteers."

She believes there is a wealth of untapped potential in volunteering work, citing the Venligboerne movement as a prime example. Venligboerne began as groups of locals stepped forward to help refugees and asylum seekers integrate into communities across Denmark.

Skov says: "Venligboerne was the spontaneous result of voluntary work aimed at an acute problem in society."

New prospects

Skov believes that new forms of volunteering will take shape in the near future, and points to the opportunity

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for exciting new links between the business and volunteer communities.

"The volunteering sector holds so much potential and scope for new initiatives," says Skov. "But we've only seen a fraction of this potential so far, in the form of mentoring schemes and social enterprises. In this entire interplay we can use each other's competencies. I really believe that we'll be seeing new form of volunteering that we simply don't know yet".

Photo: Per Bille

The volunteers

By the end of 2017, 3,500 volunteers will have participated actively in the Aarhus 2017 programme. For more information please see: www.aarhus2017.dk/en/become-a-volunteer

ANNE-MARIE SKOV

CEO of the Tuborg Foundation, Member of the Aarhus 2017 Communications Advisory Board. Previously: Vice-President at Carlsberg Group, Director of Corporate Communications at Novo Group, and Vice-President for Communications and CSR at Novozymes.



ReTHINKeR

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Once in a lifetime



Walking into the Kvadrat showroom in Ebeltoft is like stepping into an Aladdin's cave. The floor is shining white. The round table, walls and shelves are white. But the room is full of magic, with the colours and patterns of hundreds of the firm's famous textiles filling the shelves.

Next to the white table, in a chair upholstered in Kvadrat material, sits CEO Anders Byriel. With all the successes he and the company have enjoyed, one might almost expect him to be holding Aladdin's mythical magic lamp.

In reality, Byriel is a man who spends 200 days a year travelling abroad. In 2015 alone, he won two prestigious awards: the Erhverv Aarhus Award, and the 2015 Owner-Manager of the Year award. And as if that's not enough, he holds positions on several other firms' boards, yet is known for his ability to stay 100% engaged, no matter where he is. Perhaps the 15km runs he enjoys four times a week help him to stay constantly focused on the here and now.

Byriel is well placed to give us his perspective on European Capital of Culture Aarhus 2017. His firm is a sponsor of the

Our year as European Capital of Culture is a unique opportunity for citizens and companies, says CEO Anders Byriel.

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initiative, and he is Vice-Chairman of the Board of Governors of the Aarhus 2017 Foundation.

"Being European Capital of Culture 1996 helped revitalise Copenhagen," he says. "A great many positive changes helped boost the city's culture and business community. That's why I'm excited about Aarhus being designated for 2017."

Creating history

Byriel believes that Aarhus has traditionally been slightly introverted as a city. "The European Capital of Culture year will transform the place, giving the city and its region new energy," he says. "Aarhus has an opportunity to create its own history as a European city."

He points to the success of Liverpool as European Capital of Culture 2008. The city was completely transformed for its year of culture, and attracted many visitors from the UK and overseas, as well as artists, cultural players and companies. What's more, the benefits continued beyond 2008.

Byriel is convinced that the many hundreds of projects and events being developed for Aarhus 2017 are already changing the way people work in the region.

He says: "Companies are being trained to improve the way they run cultural projects. They can move from step two to step four on the cultural stairway. This will forge stronger creative industries, and make the Central Denmark

Region stronger within Denmark and Europe.

"The central Jutland area already has a strong reputation for architecture, film, animation, and the creative industries can move into other fields if there is the appetite to do so."

And he adds: "The creation of 400 or so events and activities for 2017 will help ensure critical volume of creative companies and industries in this part of the country – long after the Capital of Culture year is over."

Business benefits

Kvadrat is one of many corporate sponsors working with the Aarhus 2017 Foundation.

"As a creative company, it was essential to be involved," says Byriel. "I look at the many Aarhus 2017 activities almost as 'vitamins' for the company and its employees."

Kvadrat has made a concerted effort to move events to Denmark in 2017, to reap the benefits that all the cultural events will offer customers and visitors.

Byriel believes that when other companies see the Aarhus 2017 programme, they'll be keen to get involved and become partners. With a twinkle in his eye, he adds that the quicker a company becomes a sponsor, the more marketing benefits they'll experience over the next two years.

There are two types of sponsors. For example, Kvadrat is a sponsor for a



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large arts project in the countryside, whereas ARLA is specifically involved with projects relating to food.

Why support arts and culture?

As a company, Kvadrat has many partners in the fields of architecture, design and art, so its interest in the arts and cultural projects is natural. The firm has previously sponsored exhibitions such as the Venice Biennale, and is currently a sponsor of the ARoS Aarhus Art Museum and the Glasmuseet (Glass Museum) in Ebeltøft. The company's headquarters in Ebeltøft is itself an oasis of design, architecture, art and culture.

Surrounded by 6,000 square meters of rolling landscape formed during the Ice Age, the main building is covered by hand-moulded bricks. Four years ago, it was transformed into a major sculptural work called *Your Glacial Expectations*, by visual artist Olafur Eliasson and Austrian architect Günther Vogt. Inspired by the mirror-like surface of glacial lakes, five elliptical mirrors were positioned around the landscape, which consists of trees, bushes and animals – including sheep, which provide wool for the company's textiles.

When it comes to being engaged in arts and culture projects, this CEO needs no Aladdin's lamp. Byriël's goal is clear: "At Kvadrat, we're very selective about finding products and projects that suit our organisation. And when we get involved, we do so whole-heartedly.

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"Each project we engage with is something we could not produce by ourselves, but will inspire both our employees and customers."

Photo: Casper Sejersen

For more info about various forms of partnerships please see: www.aarhus2017.dk/en/sponsors

ANDERS BYRIEL

CEO of Kvadrat, Vice-Chairman of the Aarhus 2017 Board of Governors, Owner-Manager of the Year (2015), Winner of the Business Aarhus Award (2015), No. 35 on the 2014 Wallpaper Global Design Elite Ranking. Kvadrat is a corporate sponsor of Aarhus 2017.

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The Secretariat for the Aarhus 2017 Foundation
DOKK1, Hack Kampmanns Plads 2, 2 DK-8000 Aarhus C
info@aarhus2017.dk / + 45 2017 0099

Text:
Dagmar Brendstrup, Kirsten Elkjaer, Helle Erenbjerg, Kristian Thrane

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