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Unique cultural programme attracts more than a million visitors at European Capital of Culture Aarhus 2017

Starred reviews and high visitor numbers exceed even the most optimistic forecasts of the European Capital of Culture Aarhus 2017. Halfway through the 2017-programme, more than a million visitors have attended the cultural performances, exhibitions and sparkling events in recent months.

“What a fantastic first half year we’ve had! Unique and iconic theatre, dance, music, art and thought-provoking events. Debates, which have challenged our views on nature, the arts, and each other. Sold-out shows, rave reviews, packed museums and exhibitions that have broken all previous audience records. We’ve witnessed ingenious ideas from creative industries combining talents to showcase the best of our creativity and business know-how, and we have been rethinking and thinking again!” says Juliana Engberg, Programme Director at the European Capital of Culture Aarhus 2017.

Not only has the Capital of Culture attracted many visitors, it has also received a rain of positive reviews and ratings. Right now, European Capital of Culture Aarhus 2017 looks back at five amazing weeks with more than 92,000 tickets sold for the magnificent tale of the Red Serpent performed on the roof of Moesgaard Museum. *“The greatest saga ever told”*, wrote The Guardian, giving the epic viking drama four out of five stars. ARoS Aarhus Art Museum has registered more than 514,000 visitors, among others with the new triennial “The Garden” which has received six-star reviews in several media.

The amazing programme continues until end of the year. At the end of July, the five-day international festival EUTOPIA in Gellerup presents an amazing cornucopia of events, including performances by artists from more than 15 countries. Also a wide range of musical experiences is due all summer, from Aarhus Jazz Festival with a choice of more than 350 concerts. Later in the summer, the impressive fireworks regatta in Silkeborg features River Art 2017 by the Comediants from Barcelona, Spain.

In August, the streets, stairways, parks, basements, rooms, alleys and byways of Aarhus and the Central Denmark Region is brought to life with unexpected events, performances and art happenings during the festival Little Rebellions. At the same time Oscar-nominee Anohni and New York based artists, Kembra Pfahler and Johanna Constantine, present an update of their iconic exhibition, FUTURE FEMINISM. A series of performances, talks, workshops and events hosted by the artists will transpire during the course of the exhibit.

During autumn, the Capital of Culture offers several events on architecture and gastronomy. Come November, Creativity World Forum will bring together 2000 creative heads from all over the world in Aarhus.



Photo captions:

Positive reviews and high visitor numbers at European Capital of Culture Aarhus 2017. The Viking saga “Red Serpent” sold 92.000 tickets in five weeks.

The 2017-programme continues until the end of the year with hundreds of projects such as A virtual flower garden by the French artist Michel Chevalier coming into life among the cobblestones in the city center of Aarhus.

Background

Aarhus 2017 – European Capital of Culture

In 2017, the Danish city of Aarhus is European Capital of Culture, one of the most significant cultural events in Europe. Queen Margrethe II of Denmark is the official patron and the programme is a year-long celebration of creative endeavours, including more than 400 projects of fabulous culture across all art forms, created by Danish and international artists and directors including Anohni, Nathan Coley, Jamie xx, Daniel Barenboim, Wayne McGregor, Olafur Eliasson, Kasper Holten, Susanne Bier, Jenny Holzer, Julian Rosefeldt, Robert Wilson and ensembles such as the Paris Opera Ballet, Blast Theory and Chunky Move.

Using the theme ‘Let’s Rethink’, Aarhus 2017 is creating a cultural laboratory, where art and the power of creativity are used to make magical moments, and to find new, sustainable solutions to societal challenges. Aarhus 2017 asks the questions: What if art can change the world? What if we do something unexpected? What if culture can link us together in new ways? What if we recreate the city as a place to live? What if the children are allowed to decide?

Website: <http://www.aarhus2017.dk/en/>

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