

Press release, March 2017

## Unique Danish historical festival mixes knowledge, culture and art

*Eat like it's the 70s, helped by a food historian. Dance like it's the 80s. Discuss 90s foreign policy with contemporary politicians. Aarhus European Capital of Culture mixes university researchers' presentations with culture, debate and art, when the Festival of the Century focuses on the period 1950–2000. The festival runs from 3 - 12 March 2017 in the central Denmark Central Region and has over 200 events.*

The opening event to Festival of the Century in the Aarhus European Capital of Culture, is an excellent example of how the festival's unique mix of knowledge, culture and art provides sensory, inspirational, and entertaining experiences, while at the same time spreading hard-core knowledge about the festival's theme, 'Denmark in Europe 1950 - 2000'.

The festival kicks off with an amazing 70s event on 3 March. People can dress up in 70s corduroy and batik and hear university researchers give brief lectures about youth rebellion's political songs, communes, the contraceptive pill, psychedelic drugs and much more. Afterwards, 50-year-old rock group Savage Rose, who made their breakthrough internationally in the 70s, will perform their music.

"The mix of culture, art and researcher's knowledge is unique and it has a wide scope. When we provide exciting cultural experiences together with the researcher's presentations, we spread knowledge about the past and create reflection about the present and the future," says Sten Tiedemann, Rector at the Folkeuniversitet (Open University) in Aarhus, which is the organiser of the festival. The aim of the festival is to create a strong platform for collaboration on cultural experiences, which will continue to exist beyond the European Capital of Culture year.

Rebecca Matthews, Chief Executive Officer of the Secretariat for European Capital of Culture Aarhus 2017, says:

"With Festival of the Century, we examine our past to explore the future. At the same time, we share unique knowledge at a very high level with everyone else. It is a democratic and valuable tradition, which celebrates our unique and collective strength and at the same time it makes learning fun."

Last year's festival focused on the period 1900 - 1950, and 30,000 people participated. The knowledge festival is one of Aarhus European Capital of Culture 2017's 12 FULL MOON events.

To see the programme, visit [www.aarhundredetsfestival.dk](http://www.aarhundredetsfestival.dk)

### FACTS ABOUT FOLKEUNIVERSITETET

Folkeuniversitetet (Open University) is a national organisation in Denmark, whose aim is to disseminate the latest knowledge from the world of research, making it available to anyone who has an interest in the subject. There are no entry requirements.

Photo: (Free to use) Caption:

The festival will kick off with a major 70s celebration, where six researchers will talk about 70s communes, the youth revolt and narcotic substances, after which rock group Savage Rose will perform some of their international hits from the 70s.

Photo: Andreas Bergmann

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