

# **BLAST THEORY**

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- 2017 -  
EUROPEAN CAPITAL  
OF CULTURE

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Welcome to 2097. First tickets released for immersive sci-fi experience from UK interactive art pioneers Blast Theory – part of Aarhus 2017 European Capital of Culture



Aarhus will step forward 80 years into the future this October with an extraordinary interactive science fiction event at a secret abandoned Aarhus location - tickets for which are on sale now [[eventbrite link](#)].

*2097: We Made Ourselves Over* takes you on a surprising and exciting immersive journey through the city using smartphones. Explore the hidden spaces, find the digital artefacts and the data traces as the 22<sup>nd</sup> Century approaches.

Familiar neighbourhoods become extraordinary science fiction landscapes in this experience from Blast Theory, the pioneering art company that uses technology to place you at the centre of interactive art.

*2097: We Made Ourselves* is a joint commission by Aarhus 2017 European Capital of Culture and Hull UK City of Culture, that asks the people of Aarhus to imagine their city 80 years from now – the spaces and places they want to see there, the kind of community they want and how they imagine challenges such as climate change might impact on the city.

Blast Theory kicked off this year-long project last Autumn. They began by interviewing ‘future experts’ – specialists in the study of climate change, technology, community and economics - to explore the possible opportunities and challenges the future might hold for each city.

Using these conversations as inspiration – which are being released via a monthly blog at [www.wemadeourselvesover.com](http://www.wemadeourselvesover.com) - in December 2016 young people from the city took part in workshops with young people from Hull, in which they were challenged to re-imagine everyday life and propose new forms of living.

Nick Tandavanitj from Blast Theory says: “From artificial intelligence, future food and flooding, we’ve been exploring the challenges the coming century might bring and how we can set our own course for the future – as individuals and as cities.

“These ideas will inform the storylines, characters and special visual effects featured in a series of sci-fi film shorts being shot on location in Aarhus in July. The resulting films will form the creative foundation of the live experience in October. Join us - it’s going to be an extraordinary.”

Says Rebecca Matthews, Chief Executive Officer of Aarhus 2017: “At the forefront of *2097: We Made Ourselves Over* is a desire to explore our capacity for self-determination and resilience through the uncertainty and confusion that pervades modern society. The focus of the project is to seek out the alternative to disempowerment: how inclusive actions could enable people to take power and shape their future city. This is in line with the aims of Aarhus 2017 – to re-think and consider in this case the challenges of climate change, social exclusion and economic crisis.”

*2097: We Made Ourselves Over* is one of a series of Blast Theory projects inviting audiences to envision the future and take part in a global conversation about how we want our societies to be. [www.wemadeourselvesover.com](http://www.wemadeourselvesover.com) @BlastTheory #its2097 [www.facebook.com/blasttheory](http://www.facebook.com/blasttheory) [www.instagram.com/blasttheory](http://www.instagram.com/blasttheory).

Sign up to receive updates about *2097: We Made Ourselves Over*, at [www.wemadeourselvesover.com](http://www.wemadeourselvesover.com)

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### **About Blast Theory**

Blast Theory has been making interactive artworks that invite you to question your place in society for 25 years. Renowned internationally as one of the most adventurous artists' groups creating groundbreaking new forms of performance and interactive art, the group has created work for the Venice Biennale and Sundance Film Festival. Led by Matt Adams, Ju Row Farr and Nick Tandavanitj, the group's work explores the social and political aspects of technology. Drawing on popular culture and games, the work often blurs the boundaries between the real and the fictional.

[www.blasttheory.co.uk](http://www.blasttheory.co.uk)  
@blasttheory

### **About Aarhus European Capital of Culture**

Aarhus and the 18 other municipalities in Central Denmark Region celebrate our year as European Capital of Culture in 2017.

The title European Capital of Culture (ECoC) represents one of the most prestigious and prominent cultural events in Europe. Every year, two EU countries are appointed as host countries for the European Capital of Culture. In 2017 Pafos in Cyprus has also been nominated as ECoC. Copenhagen was the first Danish city to host the European Capital of Culture in 1996, and it will be many years before a Danish city can boast the title again.

European Capital of Culture Aarhus 2017 is deeply rooted in strong regional cooperation across the entire region. Royal patronage: HM Queen Margrethe II of Denmark. Official opening: Aarhus, Denmark, Saturday 21st January 2017

[www.aarhus2017.dk/en/](http://www.aarhus2017.dk/en/)

Follow us on Social Media: **Facebook:** Aarhus 2017 – European Capital of Culture  
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### About Hull UK City of Culture 2017

**Hull UK City of Culture 2017** is a 365 day programme of cultural events and creativity inspired by the city and told to the world. Hull secured the title of UK City of Culture 2017 in November 2013. It is only the second city to hold the title and the first in England.

**Divided into four seasons**, this nationally significant event draws on the distinctive spirit of the city and the artists, writers, directors, musicians, revolutionaries and thinkers that have made such a significant contribution to the development of art and ideas.

The Culture Company was set up to deliver the Hull 2017 programme and is an independent organisation with charitable status. It has raised £32 million, with over 60 partners supporting the project, including public bodies, lottery distributors, trusts and foundations and local and national businesses. Key contributions are coming from: **Host City** – Hull City Council; **Principal Partners** - Arts Council England, BBC, Big Lottery Fund, East Riding of Yorkshire Council, Heritage Lottery Fund, KCOM, KWL, Spirit of 2012, Yorkshire Water and the University of Hull; **Major Partners** –Associated British Ports, Arco, BP, the British Council, Green Port Hull, Hull Clinical Commissioning Group, MKM Building Supplies, P&O Ferries, Paul Hamlyn Foundation, Sewell Group, Siemens, Smith & Nephew and Wykeland Group.

68 per cent of the funding is dedicated to public facing activities, including the widest range of cultural events in every corner of the city, with a further 11 per cent for legacy and contingency. More than £5 million is being invested in volunteering, learning and community engagement. £1.6 million is being invested to ensure a legacy after 2017. This includes capacity building, such as supporting existing events so they can grow, staging curtain-raiser events, developing future programming for after 2017 and building a new platform to support a unified ticketing system for the city.

Hull 2017's International Partners are: Aarhus, Denmark, which is European Capital of Culture 2017; Reykjavik, Iceland; Rotterdam, The Netherlands; and Freetown, Sierra Leone (twinned with Hull). These relationships are reflected in a number of events throughout the year.

For information go to [www.hull2017.co.uk](http://www.hull2017.co.uk)

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