

COWI and Radisson Blu Scandinavian Hotel Aarhus collaborate with Aarhus 2017

Consulting firm COWI and the hotel Radisson Blu Scandinavia in Aarhus both engage in European Capital of Culture Aarhus 2017 with partnerships for a total value of one million DKK.

Aarhus 2017 has just signed a partnership agreement with respectively consulting firm COWI and Radisson Blu Scandinavian Hotel Aarhus.

Both partnerships consist of both cash contributions and services. Among other things, COWI contributes with advisory services, while Radisson Blu Aarhus provides a range of services in the form of meeting facilities and hotel rooms for visiting artists and creative partners who visit Aarhus leading up to the Capital of Culture year in 2017.

CEO of Aarhus 2017 Rebecca Matthews is excited to welcome COWI and Radisson Blu Aarhus as partners to the European Capital of Culture:

"I am very pleased that COWI and Radisson Blu Scandinavian Hotel Aarhus actively get involved in the Capital of Culture. Our Capital of Culture year will be a game-changer in the interaction between businesses and culture. It will be a year with millions of visitors in Aarhus and the rest of the region, and it will increase the number of jobs significantly. The partnerships with COWI and Radisson Blu Aarhus are great examples of companies that engage with time, money, products and services. It is crucial that we get that kind of support from the business community, and we are very grateful for any contribution to Aarhus 2017," says Rebecca Matthews.

At COWI, they are also excited to be part of the Capital of Culture:

"COWI choose to support the European Capital of Culture Aarhus 2017, because it is the largest cultural event in East Jutland ever. We expect the Capital of Culture to be much more than culture until 2017 – it will drive Aarhus even further ahead, and this is a development that we as an East Jutland-based company very much want to support and be a part of," says Vice President of COWI Jasper Kyndi.

Director of Sales at Radisson Blu Scandinavian Hotel Aarhus Casper Bock is very pleased with the collaboration between the hotel and the Capital of Culture:

"We want to be part of European Capital of Culture Aarhus 2017, because it is a unique opportunity to put Aarhus on the European map. And we must not waste this opportunity. It is important that the knowledge of Aarhus increases in Europe to ensure that as many guests and tourists as possible visit our city both during and after the Capital of Culture year in 2017. It means a lot to us that we can support this great event, where we expect many guests to visit the city during the year," says Casper Bock.

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