

Strong business people support Aarhus 2017

Three major players from the East Jutland business community are now joining forces to provide a cash contribution to Aarhus 2017 in the form of three million DKK. The three are Anders Byriel, CEO of the company Kvadrat A/S, Founder of Formuepleje A/S Claus Hommelhoff and Owner of Navest A/S Peter Bohnsen.

It will be a veritable cornucopia of culture and experiences when European Capital of Culture Aarhus 2017 opens its doors to the Capital of Culture year in 18 months.

Whether you are an inhabitant of Central Denmark Region or one of the many Danish and foreign guests expected to visit the region, you can look forward to a year fizzing with energy and bubbling with creative energy.

With these expectations in mind, three major East Jutland business profiles have decided to join forces and make a cash contribution to the European Capital of Culture Aarhus 2017.

"European Capital of Culture Aarhus 2017 is a magnificent and defining project that can really help brand both Aarhus and the entire region in Europe. There is a clear expectation that the Capital of Culture year will leave behind a lasting legacy and lift our region into new European visibility and significance," says Anders Byriel, CEO of the company Kvadrat A/S and Vice Chairman of the Board of the Aarhus 2017 Foundation. He encourages other companies to follow the example.

Founder of Formuepleje A/S Claus Hommelhoff and owner of Navest A/S Peter Bohnsen, two of Anders Byriel's colleagues from the business sector in Aarhus, share this view:

"We expect the European Capital of Culture Aarhus 2017 to be a landmark for Aarhus and the region. And we consider ourselves a natural part of the focus that Aarhus 2017 puts on innovation, creativity and development of the local business community in collaboration with creative businesses, and we want to play an active role in this," says Founder of Formuepleje A/S Claus Hommelhoff.

Along with the third investor, owner of Navest A/S Peter Bohnsen, he has high expectations for the programme that Aarhus 2017 presented in Ridehuset in April this year. Here, about a third of the overall programme for the Capital of Culture year was revealed.

And it is a happy CEO of Aarhus 2017, Rebecca Matthews, who accepts the money from the three distinctive East Jutland profiles.

"It is a very important signal for us that such significant players in the East Jutland business community actively engage themselves in Aarhus 2017. It is crucial that we get this kind of support from business leaders and now is exactly the right time for them to step into the frame. Anders, Claus and Peter are leading from the front, with our other key supporters to date, capitalizing on the build up to our year, going above and beyond, showing city and region to be game changers in the business-cultural landscape and demonstrating their support for our region, its future well-being and growth. Their contributions support our work on developing a unique programme for the European Capital of Culture year in 2017," says CEO of Aarhus 2017 Rebecca Matthews.



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