

Aarhus hosts major international conference on creativity in 2017

Aarhus will host one of the most significant gatherings of creative businesses in its year of culture.

On 1-2 November 2017, the important international conference Creativity World Forum will be held in Aarhus. The conference is the culmination of Central Denmark Region's efforts to promote creativity and innovation in connection with the Capital of Culture year in 2017 and places the region's creative industries firmly on the world map.

Creativity World Forum 2017 will be a significant highlight in the calendar of European Capital of Culture Aarhus 2017 and links to its theme "Let's Rethink". With its focus on creativity and by rethinking the traditional conference format, the forum will inspire creative solutions to challenges faced by society today. The conference is an excellent showcase for the potential of creative industries and a milestone for More Creative, which is the backbone of Central Denmark Region and Aarhus 2017's efforts to promote and develop creative industries.

Creativity World Forum 2017 will also focus on the role that culture plays in an innovative and creative society.

CEO of Aarhus 2017 Rebecca Matthews considers Creativity World Forum a unique opportunity for the region – and Denmark:

"In our Capital of Culture year in 2017, we celebrate the power of creativity. And we will use the year to show the world our great skills and ambitions in this area. Creativity World Forum is a major annual event, so it is fantastic that we have been given the honour of hosting the event," says the 2017 Director and elaborates:

"At the conference, we will bring global leaders in education, enterprise, creativity and innovation together to inspire a broad cross-sector of business leaders, creative entrepreneurs and students. This event will help ensure that Denmark and our creative industries get the international recognition and attention they deserve," says Rebecca Matthews.

It is expected that the Creativity World Forum 2017 will attract up to 3,000 participants, making the conference a great opportunity to involve the business sector and demonstrate the creative strengths of the city and the region internationally.

Facts:

Creativity World Forum is the main annual event in the global network Districts of Creativity. Central Denmark Region has been a member since 2010. The other members of the network are Tampere (Finland), Shanghai (China), Scotland (UK), Rio de Janeiro (Brazil), Rhône-Alps (France), Oklahoma (USA), Noord-Brabant (The Netherlands), Lombardy (Italy), Karnataka (India), Flanders (Belgium), Catalonia (Spain), Baden-Württemberg (Germany).

Since 2013, More Creative has been the backbone of Central Denmark Region and European Capital of Culture 2017 Aarhus' strategy to create growth by supporting the region's creative industries. Businesses Manto and Seismonaut are operators on behalf of Aarhus 2017 and Central Denmark Region.

For further info, contact:

Head of Press Peter Vestergaard, phone: 2013 1090, mail: peter.vestergaard@aarhus2017.dk