

## European Capital of Culture 2017

### In 500 days, the celebration begins in Aarhus, Denmark

With exactly 500 days to go, the countdown has well and truly begun for the 2017 European Capital of Culture opening ceremony in Aarhus and Central Denmark Region on Saturday 21 January 2017.

With Queen Margrethe II of Denmark, the patron of Aarhus 2017, present in the first row and a spectacular show located on the new harbour promenade at DOKK1 in Aarhus, Rebecca Matthews, CEO of Aarhus 2017, promises a magic opening night.

*"We will celebrate Aarhus and Central Denmark Region having become a cultural powerhouse, and embark on a year that will be a total experience and which will inspire all of our senses. Visitors from both near and far will have the opportunity to enjoy the sights, sounds, tastes, smells and sensations of our wonderful region,"* says Rebecca Matthews, who together with her team are organising the European Capital of Culture Aarhus 2017 programme.

In 2017, visitors will enjoy a year of world-class art and more than 300 cultural projects coast-to-coast developed in close collaboration with Danish and international artists.

"Regardless of whether you want to enjoy music, theatre or film featuring leading Danish and international artists, join cultural bike tours across the region or enjoy the region's gastronomic diversity, there will be something for everyone in our 2017 programme," says Rebecca Matthews.

Aarhus 2017 has already published more than a third of the programme. It covers a very diverse programme, including an international children's literature festival, exhibitions focusing on the seven deadly sins, audio and art installations, theatre, street culture, animation, gastronomy and an international conference on creativity with 3000 participants. Aarhus 2017 is collaborating with Danish and international artists and cultural institutions, including Danish-Icelandic artist Olafur Eliasson, film director Susanne Bier, the Paris Opera Ballet, Park Avenue Armory in New York and the Hay Festival of Literature and the Arts in Wales.

*"We look forward to presenting new highlights of our programme in January 2016, a year before the opening and until then, we encourage everyone to follow our activities as they develop by visiting our new website, [aarhus2017.dk](http://aarhus2017.dk),"* says Rebecca Matthews.

This year, the European Capital of Culture initiative marks its 30th anniversary, and it represents a journey through European culture, in which more than 50 cities across the continent have become bound together.

*"With 500 days to go, everyone in Aarhus and Central Denmark Region are ready to become part of that amazing journey,"* says Rebecca Matthews.

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