

European Capital of Culture Aarhus 2017 wants us to (re)think and be happy

The view from the spectacular new Dokk1 building overlooking the harbour in Aarhus is dazzling, but the team preparing for the Danish city's stint as European Capital of Culture in 2017 has little time to enjoy it. Their floor in the architectural masterpiece, also hosting an immense library and citizens' service, is a hive of activity.

"We know we're lucky to be working in one of the most beautiful, iconic buildings in Scandinavia," says Aarhus 2017 Managing Director Rebecca Matthews. "As a celebration of new ideas and rethinking, it's the perfect symbol for everything that Aarhus and the Mid-Jutland region stands for."

A bold approach – 'Let's Rethink' is the slogan for Aarhus 2017 – is certainly evident from the innovative programme that the team is putting together for the city, ranked as one of the happiest places in the world by *National Geographic* magazine.

Hundreds of projects are already lined up for 2017 and the city can count on the support of some of the foremost cultural figures in the Scandisphere.

They include the renowned Icelandic-Danish visual artist Olafur Eliasson, whose 150-metre skywalk installation *Your rainbow panorama* dominates the roof of the city's ARoS art museum.

As part of Aarhus 2017, Eliasson is collaborating with the Paris Opera Ballet, Wayne McGregor company and British music producer Jamie xx to create a contemporary ballet that rethinks American writer Jonathan Safran Foer's book *Tree of Codes*.

The Danish Oscar award-winning film director Susanne Bier is another big name on the Aarhus guest list. Three of her feature films, *Open Hearts*, [Brothers](#) and [After the Wedding](#) are also getting the rethink treatment and will be performed as a ballet, opera and musical-drama respectively.

Add to this an array of fascinating festivals, world-class contemporary art, sculptures on the beach and Viking boats in the bay, and it's no wonder that the Aarhus 2017 team have the wind in their sails.

"For an entire year, we will create spectacular events, extraordinary experiences and magical moments," says Matthews – a message she also conveys in a breezy new publicity [trailer](#).

Aarhus and its surrounding region is home to 1.3 million people. Inside Dokk1, they're hoping that at least as many again will visit the area in 2017, even those travellers who might have already made other plans.

"There's still plenty of time for a rethink," adds Matthews.

For more information:

Bent Sørensen

Head of Communication

Aarhus 2017 European Capital of Culture

Tel: + 45 31478803

E-mail: bent.sorensen@aarhus2017.dk