



ELSINORE

2032



CANDIDATE FOR EUROPEAN
CAPITAL OF CULTURE

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P R E S S R E L E A S E

Sleepy Shipyard Town in Denmark to be the next European Capital of Culture.

Elsinore is now aiming to win the title in 2032. A strong movement in the city wants to use culture to create stronger ties to the surrounding areas and to build bridges between the wealthy and the less fortunate in the local community.

The charming city from the 1500th century is located right on the coastline 40 km North of Copenhagen. With its stunning architecture and modern infrastructure, the city makes a perfect setting for being a cultural capital. The area offers almost too many of the required qualifications even before officially having been nominating for the title, yet there is plenty of room for development and expansion in the region.

Historically Elsinore has an almost cosmopolitan diverse cultural life. The city is executing a plethora of world renowned names in concert, performances and art exhibits at the local Culture Yard and at many other places. By being the host city of such large events, the infrastructure has already been tested and the city can receive thousands of visitors.



“Elsinore has everything - it just needs stronger branding. Becoming the next European Capital of Culture could be just what this incredible city and the many small surrounding towns needs to get on the map to become a more sought after place to live in and to visit,” says Stine Bosse, Chairman of the European Movement in Denmark, and member of the Advisory Board in Elsinore 2032.dk. Bosse moved back to Elsinore after a decade, and is now living across from Sweden.

The surrounding areas also provide a lot of exciting attractions for both residents and tourists. From the highly acclaimed museum of art, Louisiana to the Rudolph Tegner statue park and to the famous sommer residence of the royal family, Frederiksborg Castle - Just to mention a few of the high profile entertainment possibilities that the area has to offer. It's imperative to work together as a whole region.

Some years back Elsinore was mainly known for Kronborg Castle and Hamlet, and for being a shipyard town since its origin. The city might have been a bit of a sleepy town since the shipyard closed in 1983 after years of financial hardship, but that is far from the truth today. The area has developed tremendously in the last decade as far as cultural events are concerned, and more and more families are leaving Copenhagen's hectic lifestyle to move out to the suburbs, where nature meets culture.



“We aim to make Elsinore even more attractive and to gain international recognition. The city has already increased its economy by strategically subsidizing culture. Now it's time to release the potential on a bigger scale in terms of urban development. One of our biggest goals is to create a bridge between the wealthy property owners on the coast to the residents that reside in less fortunate areas, appointed and stigmatized by the government as the Ghettos of Elsinore. Culture can make that happen”.

“We simply want to tie the entire region together and get all the smaller surrounding towns into play as well - and what better way than becoming the European Capital of Culture”, says Aslak Gottlieb, Chairman for Elsinore2032.dk.

The Non-Profit Organization has created the Advisory Board and Steering Committee, and will hold its first founding board meeting on the 27th. of September 2021. Both the organization and its membership list is growing on a weekly basis right now.

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