

Pressrelease

Culture Metropolis Ruhr as Standing Order! RUHR.2010 handed over the baton

Culture Metropolis Ruhr as Standing Order! RUHR.2010 handed over the baton

RUHR.2010 entrusted her legacy into new hands on the 5th of December 2011: Reginalverband Ruhr – RVR (Regional Association Ruhr), Kultur Ruhr GmbH (Culture Ruhr Ltd.), Ruhr Tourismus GmbH (Ruhr Tourism Ltd.) and the European Centre for Creative Economy (ECCE) started with their respective tasks and have since been supporting sustainable developments in networks and projects, which had been initiated and launched during the European Capital of Culture year.

Kultur Ruhr GmbH was enriched by an additional program pillar “Arts in Urban Spaces”. The essential objective has been to support the co-operation of existing cultural venues and thus initiation and support of excellent projects that reach out far beyond the region.

Ruhr Tourism GmbH continues marketing the “Culture Brand Ruhr” and at the same time it has been responsible for organizing and implementing big events that bring out and create identity.

The support of the creative economy is safeguarded by the European Centre for Creative Economy. ECCE has been working very closely with wirtschaftsförderung metropol Ruhr GmbH (wmr) (economic development promotion ruhr ltd).

The Ruhr Regional Association (RVR) has coordinated the development of culture in the Metropolis Ruhr with a dedicated administrative department. Furthermore, as of 2012, the State of North-Rhine Westphalia and the RVR will organize an annual “Culture Conference Ruhr”, which will focus on current issues of the regional culture policy.

“The Ruhr region becomes more attractive, nationally and internationally. Therefore, the European Capital of Culture year should not be a flash in the pan. As the state government, we continue to advocate supporting and promoting the positive changes in the Ruhr region. We want that the internationally successful Culture Metropolis Ruhr remains permanently attractive” stipulated the Minister of Cultural Affairs, Ute Schäfer.

Prof. Dr. Oliver Scheytt, managing director of RUHR.2010 GmbH was delighted: “For us, the sustainability of the Capital of Culture has always been a priority objective. We are pleased to pass our legacy to the long-time competent partner of the Metropolis Ruhr. Our achievements with RUHR.2010 are pioneering works for other cities in Europe. One of the most important effects was that people, due to their experiencing the Capital of Culture, identified themselves far stronger with the Metropolis Ruhr. Together, the “Ruhris” achieved a great accomplishment.”

Participants of the moderated talk on the sustainable structures and planned networks of the Metropolis Ruhr were: Dr. h.c. Fritz Pleitgen and Prof. Dr. Oliver Scheytt (managing director of RUHR.2010 GmbH), Prof. Heiner Goebbels (artistic director of Ruhrtriennale), Axel Bierman (managing director of Ruhr Tourismus GmbH), Thomas Westphal (managing director of wirtschaftsförderung metropol Ruhr GmbH), Prof. Dieter Gorny (managing director of ecce) as well as Karola Geiß-Netthöfel (regional director of RVR).