

Press invitation | May 2013

PRESS CONFERENCE WITH GUIDED TOUR



SCULPTURE BY THE SEA WELCOMES THE PRESS AT NOON FRIDAY MAY 31

We are pleased to invite the media to our press conference preceding this summer's *Sculpture by the Sea Aarhus 2013*, in collaboration with ARoS Aarhus Museum of Modern Art, the City of Aarhus and the Children's Cultural Centre.

Agenda:

12:00 AM Welcome by the mayor of Aarhus Jacob Bundsgaard **at Tangkrogen**
Introduction to the exhibition by Director Jens Erik Sørensen, ARoS and Australian Founding Director David Handley
Introduction to the children activities program by Astrid Guldhammer, Children's Cultural Centre

Kl. 12:30 Guided tour of the exhibition area including a quick lunch at the Helnan Marselis Hotel
– ca. 14:40

The majority of the exhibiting artists will be participating together with key individuals from the organizations behind Sculpture by the Sea.

Given the nature of the exhibition site, we recommend that you bring sturdy footwear and dress according to the weather. We will be providing free WiFi access at the Helnan Marselis Hotel to those that require it.

To ensure appropriate catering please register your attendance no later than 12 AM on May 27 with Communications Coordinator Morten Bager via mb@aros.dk

Reporting from the construction phase: Establishing such a comprehensive exhibition on the shores and forest of southern Aarhus is a major undertaking. From May 27 the press is welcome to follow the artists, site crew and organisers, as they work at the exhibition site. To gain access, please contact Communications Coordinator Morten Bager.

Image: Bubble No. 5 by Chinese artist Qian Sihuas has been chosen as this year's visual identity

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OPENING CEREMONY ATTENDED BY THE CROWN PRINCE



**THE OFFICIAL OPENING OF THE EXHIBITION
11 AM SATURDAY JUNE 1 AT TANGKROGEN**

Take part in the formal opening of Denmark's largest art event, joined by His Royal Highness Crown Prince Frederik. Here you will be the first of more than half a million guests expected to visit the beach & forest for the third edition of *Sculpture by the Sea Aarhus 2013*.

Shortly after they met and fell in love, the royal couple visited Sculpture by the Sea at Sydney's Bondi Beach. So not only did HRH Crown Prince Frederik bring back his bride to be, HRH Crown princess Mary, but also the idea to bring the popular exhibition to Aarhus. The exhibition has therefore enjoyed their royal patronage since 2009.

The opening will include:

- Receiving the Crown Prince on site (pressepool)
- Participation at the opening ceremony (pressepool – a great opportunity to ensure great photos and stories)
- Join the Crown Prince on his guided tour of the exhibition
It is our intention is to introduce a short break on this tour – where His Royal Highness can answer a few questions from the media

Please note that, during the Royal visit representatives of the Danish Security and Intelligence Service will be escorting HRH Crown Prince Frederik at all times.

Given the nature of this event, press accreditation is mandatory for all media. Please submit your application no later than 12 AM on May 27 to Communications Coordinator Morten Bager via mb@aros.dk

Image: Chen Wenling's iconic 'Red Memory – Shy Boy' shown to the Royal Prince by head curator Axel Arnott | Photo: Morten Fauerby 2011

Press Release | May 2013

FREE ART TO THE PUBLIC THROUGHOUT JUNE

DENMARK'S LARGEST ART EVENT RETURNS TO THE AARHUS SHORE FOR THE THIRD TIME



From June 1-30 more than half a million guests enjoy more than 60 sculptures from all over the world at the biennial *Sculpture by the Sea Aarhus 2013*. Every second year, the beach and forest along the southern coast of Aarhus turns into a world class, international art exhibition, free to the public. In 2013 it will be the third time Sculpture by the Sea Aarhus welcomes visitors to an exhibition that has already proven to be one of the most successful events in Aarhus.

Anyone can visit the exhibition at any time. There are none of the usual institutional surroundings, no opening hours and no entrance fee. In addition, this exhibition offers a unique opportunity to enjoy the compelling diversity of artistic expression which exists within contemporary sculptural art, fused with the beautiful nature and exposed to the elements. Besides the many sculptures placed en route from Tangkrogen to Ballehage, visitors are also invited to enjoy *Sculpture Inside*. Situated halfway through the exhibition area at the Helnan Marselis Hotel - open every day from 10 AM to 6 PM.

Every weekend we offer free guided tours, first come – first served. Visitors can buy food on site and are more than welcome to enjoy a picnic in the midst of the beautiful scenery.

You can also enjoy the exhibition from the seaside, on board the ferry sailing frequently between Marselisborg Marina and Ballehage. Furthermore you can participate in one of the many events presented by organisations such as; FO-Aarhus, the Children's Cultural Centre, The Danish University Extension in Aarhus and DGI (Danish Gymnastics and Sports Associations).

Read more www.sculpturebythesea.dk --> [english](#)

Additional info:

Image: Tangkrogen 2009 | Photo: Peter-Jensen AAKJAER Landinspektør

Media are free to download photographs from our [English media room](#) - please remember proper credits

HRH Crown Prince Frederik and HRH Crown Princess Mary are Royal patrons of Sculpture by the Sea Aarhus, Denmark.

The exhibition is a co-production between ARoS Aarhus Museum of Modern Art and the City of Aarhus

Best regards

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