



PRESS RELEASE:

Denmark launches a ‘Cultural Season’ in China with more than 60 events

Broad-shouldered Vikings, experimenting contemporary art, intriguing paper cuts, innovative dance performances, thought-provoking documentaries and a wide range of musicals will be available for Chinese audiences during the Danish Cultural Season in China, a programme that now includes over 60 events.

23/10-14

Cultural exchange between Denmark and China reaches a pinnacle from autumn of 2014 to summer of 2015 with the launch of Danish Cultural Season in China – a substantial cultural programme involving a number of major cultural stakeholders in both countries.

The Danish Cultural Season includes exhibitions, concerts, film festivals, literary events, performing arts and theater, design and architecture, as well as special events dedicated to kids and young people.

Ms. Marianne Jelved, the Danish Minister for Culture who is on her visit to China from the 24th to the 30th of October, said: “Art ties people together and builds new bridges across borders. It speaks to us in a language that we can all understand. Cross-cultural dialogue is therefore essential for us in order to strengthen future collaboration between our two nations.”

“The Danish Cultural Season includes more than 60 unique events, and will run until July 2015. It will offer a great opportunity to strengthen the artistic and cultural ties between Denmark and China. Together, we can build long-term relationships for our cultural institutions and artists. Personally, I’m very excited about visiting China,” Ms. Jelved added.

A wide range of Danish cultural institutions and stakeholders are actively participating in the cultural initiative including the National Gallery of Denmark, the Museums of South West Jutland, the National Museum of Denmark, the Viking Ship Museum, the Danish Dance Theatre, the Granhøj Dance troupe, the Odin Theatre and the Danish Film Institute. In addition, a selection of Danish children and youth theaters and music groups will perform in China.

The programme is available online in both English and Chinese languages at <http://www.culturedenmark.com>.

The ongoing Cultural Season is the largest single exposition to date of Danish art and culture in China, with a long-term strategy for establishing Danish-Chinese partnerships and collaboration that will have a positive impact on the future.

Collaborative partners

The Danish Cultural Season in China is coordinated and organized by the Beijing-based Royal Danish Embassy in China, the Danish Ministry of Culture, the Danish Cultural Institute, the Danish Arts Foundation, Danish cultural institutions, artist ensembles, and individual artists. The Chinese collaborative partners consist of prominent cultural institutions and key stakeholders in the cultural sector.

China as a focus area for cultural exchange

China is a central geographic focus area for the Danish government's growth market strategy and an integral part for the Danish government's action plan for international cultural exchange. In 2012, Denmark and China inked an agreement to establish a Danish Cultural Center in Beijing and a Chinese Cultural Center in Copenhagen. In addition, two agreements have been signed in order to strengthen collaboration between Danish and Chinese museums and to establish the world's first Music Confucius Institute at the Royal Danish Academy of Music.

Danish culture – a brief history

Danish art and culture is characterised by diversity as well as inclusiveness. Based on pillars of enlightenment, equal cultural access as well as individual thought-process, Danish art and culture embrace and encourage both professional art and normal citizens' daily use of and participation in culture and sport. Over the years Denmark has been home to many eminent cultural personalities, most notable the world famous writer Hans Christian Andersen. He is not alone, and celebrated figures such as Søren Kierkegaard, Carl Nielsen, Carl Theodor Dreyer, Karen Blixen, Jørn Utzon, Arne Jacobsen and Lars Von Trier, to name a few, have all contributed to making Denmark an exciting, inspirational and important country in the cultural field.

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For more update on Danish representations in China, please find more about us via [Kina.um.dk](http://kina.um.dk), [Sina Weibo](#), [Tencent Weibo](#), [Facebook](#).



You can scan this QR code to follow the WeChat account of the Royal Danish Embassy in China.



Also, welcome to visit our [website](#) of the Danish Cultural Season in China for a calendar of upcoming events and more information.