

## Press release

### Hildesheim goes to Berlin: Roemer and Pelizaeus Museum, Cathedral Museum and Hildesheim Marketing promote cultural tourism at the ITB

Hildesheim/Berlin. Hildesheim Marketing will be working in partnership with the Hildesheim Cathedral Museum and the Roemer and Pelizaeus Museum Hildesheim (RPM) to promote Hildesheim as a tourist destination at ITB Berlin for the fifth year in a row. Under the slogan "World. Culture. Heritage. Hildesheim", the three partners will be presenting tourist highlights for 2019 and 2020 in the Culture Lounge from 6<sup>th</sup> to 10<sup>th</sup> March. These include the UNESCO World Heritage Sites, the museums and key events such as the "EVI Lichtungen – International Light Art Biennial Hildesheim".

The three partners – the Roemer and Pelizaeus Museum Hildesheim, Hildesheim Cathedral Museum and Hildesheim Marketing – will once again come together in the **Culture Lounge (Hall 16, Stand 33)** to present the city's cultural highlights and showcase to tour operators, trade press and end customers the exhibitions, sights and tourist offerings for 2019 and 2020. Culture vultures can also look forward to the return of the "EVI Lichtungen" light art project in January 2020.

During the "EVI Lichtungen" festival, public spaces become exhibition areas. The city of Hildesheim is transformed into an extraordinary "art mile", along which façades become canvases and interior spaces a stage for contemporary art. One of the greatest successes of "EVI Lichtungen" is its ability to adopt famous and defining aspects of the city as the setting for the light installations, enabling them to be seen in a completely new light – including the two **World Heritage Churches: St Michael's Church and Hildesheim Cathedral**. There has been a building on the site of St Mary's Cathedral since the 9<sup>th</sup> century, making it one of the oldest cathedrals in Germany. UNESCO reserves particular praise for the cathedral's historical collection pieces, such as the bronze castings of the Bernward Door and Bernward's Column. Since 2014, when the cathedral was last renovated, these pieces have been arranged in the church space in keeping with their religious significance and are now a particularly impressive sight to behold. The church is considered the nucleus of the city of Hildesheim – even today, the legendary 1000-year-old rosebush blooms on the cathedral's apse. Visitors to our trade fair stand will also be able to learn about the Fagus Factory in Alfeld – another World Heritage Site in the Hildesheim region since 2011.

The **Cathedral Museum** is part of the historic Hildesheim Cathedral complex. Housing the UNESCO-protected Cathedral Treasury, the museum grants its visitors a fascinating insight into the art of the Middle Ages. In exhibition rooms imbued with a new sense of life, the stunning, internationally significant exhibits are presented within a striking interplay of mediaeval objects and contemporary art. The award-winning architecture and complementary arrangement of the pieces attract a multitude of visitors each year. Special exhibitions and a programme of concerts and lectures, which are held within the permanent exhibition, provide welcome variety. From 1<sup>st</sup> October 2019 to 2<sup>nd</sup> February 2020, the Cathedral Museum will be presenting the "Zeitenwende 1400" [A Turning Point in 1400] exhibition. The second part of the exhibition will be displayed in parallel at the Lower Saxony State Museum in Hanover. The event will provide an insight into an important era of artistic and cultural history from various different perspectives, with each part of the exhibition being showcased in its own unique location. Neither the historic works of art in the Lower Saxony State Museum in

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Hanover nor those around the Hildesheim Cathedral UNESCO World Heritage Site can be moved. The exhibition will mark the completion of the restoration project for the Lüneburg "Goldene Tafel" [Golden Altar] at the Lower Saxony State Museum in Hanover and bring into focus the cultural flowering of the seat of the bishopric in Hildesheim in 1400 that has received little attention to date. This means that, for the first time since its restoration, the altarpiece from the Trinitatis hospital will be on display in Hildesheim. Both exhibitions will give visitors the opportunity to explore the various aspects of the themes and to experience a multitude of stunning works of art.

The **Roemer and Pelizaeus Museum Hildesheim (RPM)** is known worldwide for its outstanding collection of artefacts from ancient Egypt. These include the life-size statue of Prince Hemiunu, who, as vizier under King Khufu, was the architect responsible for the largest pyramid in the world, as well as many other unique monuments that tell the story of civilisation on the Nile from its very beginnings right through to the Christian Middle Ages. Magnificent sarcophagi, mummy masks and grave goods – such as the 4000-year-old mummy of the high-ranking official Idu II, replete with his entire grave goods and a facial reconstruction based on the latest research – give a fascinating insight into the Egyptians' belief in the afterlife. The museum's rich ethnological collections also impress visitors, with a unique Chinese collection from the Ming and Qing dynasties and items from South America, which include a basket mummy as well as jewellery, ceramics and textiles. These collections are some of the oldest and most beautiful in Europe. What is more, the RPM also hosts special exhibitions that change each year, which bring a variety of art-historical and cultural-historical topics to life and attract a wide audience time and time again.

Hildesheim Marketing will also be circulating its new "Travel guide for groups" for 2019 and 2020 at the ITB. This was drawn up in cooperation with the Wirtschaftsförderungsgesellschaft Hildesheim Region (HI-REG) mbH – a business development agency. The magazine contains group deals and excursion tips for Hildesheim and the surrounding region. The 40-page brochure is specifically aimed at group travellers and tour operators. At the ITB in Berlin, the publication will be the ideal guide for both trade visitors and end customers. +++

[08 February 2019]

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