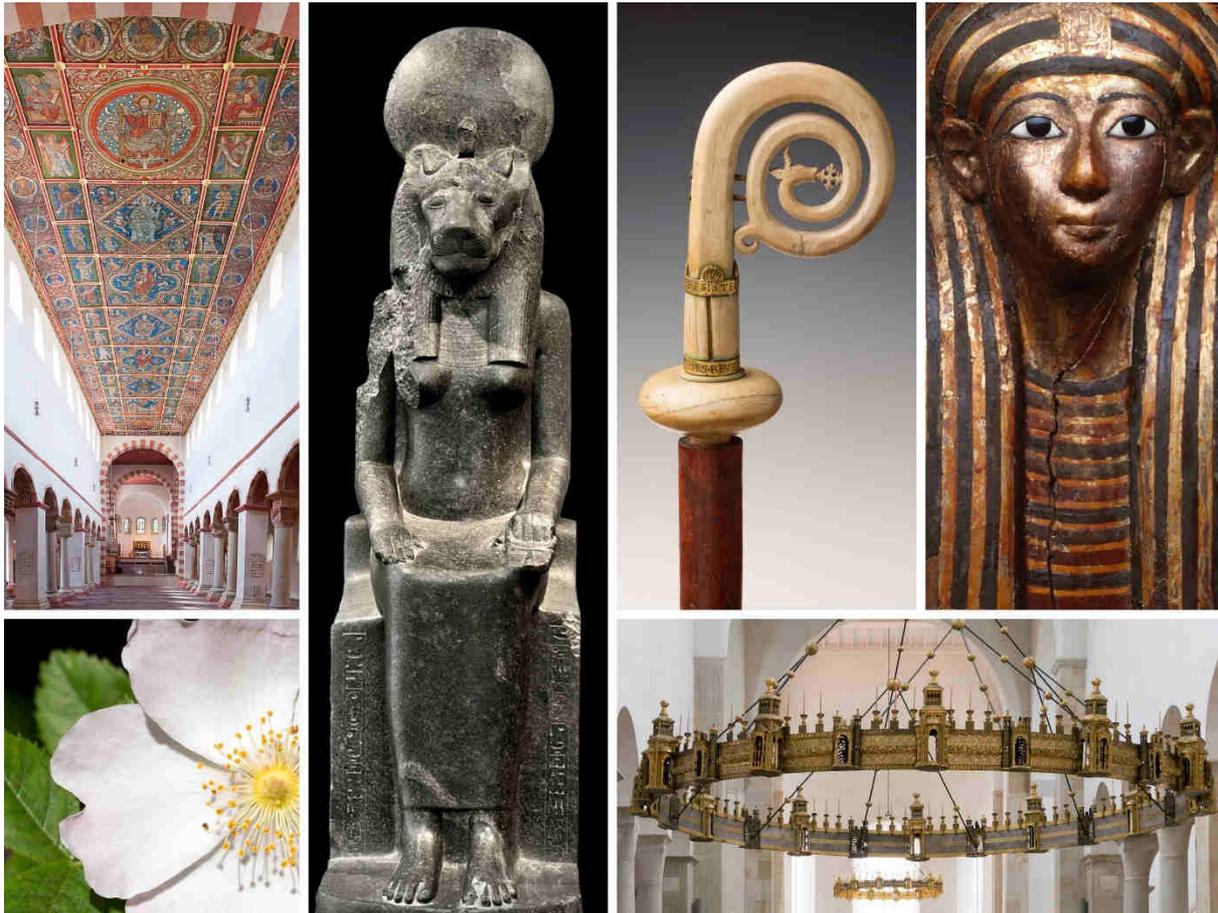


## Press release

### Hildesheim ambassadors at the ITB in Berlin

The Roemer and Pelizaeus Museum, Cathedral Museum and Hildesheim Marketing will be promoting Hildesheim's cultural offerings at the tourism industry's leading trade fair



**Hildesheim/Berlin. Representatives of the Hildesheim Cathedral Museum, the Roemer and Pelizaeus Museum (RPM) and Hildesheim Marketing have formed a successful partnership and are making their way to Berlin for the sixth time in a row to attend the ITB (Internationale Tourismusbörse) to promote Hildesheim as a tourist destination. The three partners will be showcasing the tourist highlights for 2020 to 2022 in the Culture Lounge from March 4-8 under the slogan "World. Culture. Heritage. Hildesheim". Leading the way are the UNESCO World Heritage Sites and Hildesheim's museums. Information on the central Egyptian partner city of Minya will also be available.**

The ITB Berlin has been regarded as the world's leading tourist trade fair for almost 60 years. Countries, cities and regions, travel agencies, booking portals and hotels along with other tourism service providers from around 180 nations showcase what they have to offer at the ITB. The three

## Press release

partners – the Roemer and Pelizaeus Museum, the Cathedral Museum and Hildesheim Marketing – will once again come together in the **Culture Lounge (hall 6.2b, stand 24)** at this year's ITB to present the cultural highlights of Hildesheim, and showcase to tour operators, trade press and end customers the exhibitions, sights and tourist offerings for 2020 through to 2022. Particular locations that highlight Hildesheim's cultural history include 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 the stand will also be able to learn about Hildesheim's application to become the European Capital of Culture in 2025. Hildesheim has already passed the first hurdle and made the shortlist. Now it will be up against four other cities for the title of "European Capital of Culture".

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. A varied programme of events and changing special exhibitions provide welcome variety. Events including fascinating talks, intriguing philosophical debates and unusual concerts turn the Cathedral Museum into a vibrant cultural venue. This year's special exhibitions are centred around contemporary art. From September 2020, the collections of the Cathedral Museum and the Dr. Christiane Hackerodt foundation will provoke fascination and intrigue under the title "*Leere und Form*" (Emptiness and Shape). In 2022, the special exhibition will turn to the two most significant Hildesheim Bishops from the Middle Ages. To mark 1000 years since the day Bishop Bernward passed away and the associated appointment of his successor Godehard, the exhibition will mainly explore Godehard's deeds, which made him one of the most significant saints of the Middle Ages. The Gotthard Pass in Switzerland, one of the most important Alpine passes/tunnels, is named after him. On top of a huge special exhibition, there will be a variety of cultural events throughout the anniversary year.

The famous **Roemer and Pelizaeus Museum Hildesheim (RPM)** houses a diverse range of natural and cultural history collections. It is world-renowned for its outstanding Ancient Egyptian, South American and Chinese exhibits as well as its fascinating special exhibitions. Especially impressive is the life-size statue of the vizier Hemiunu, who was responsible for building the largest pyramid in the world. The RPM gives an insight into the development of culture along the Nile from prehistory through to the Christian Middle Ages, across three departments. Magnificent sarcophagi, mummy masks and grave goods – such as the 4,000-year-old mummy of the high-ranking official Idu II, replete with his entire grave goods and a modern facial reconstruction – give an insight into the Egyptians' belief in the afterlife. The museum's rich ethnological collections also impress visitors, with a unique Chinese collection with objects from the Ming and Qing dynasties (14th - 20th centuries) amassed by Ernst Ohlmer as Marine Customs Officer of the Chinese Emperor in the 19th century. The

## Press release

"*Seuchen*" (Plagues) special exhibition will take place in 2021, representing the biggest exhibition on this topic to date. Plagues have threatened and thereby shaped humanity and its civilisation throughout the ages. Dramatic outbreaks in the past are firmly anchored in mankind's cultural memory for all time. Yet even today, in the age of globalisation, there is a risk that old diseases may return or that new ones will develop. This special exhibition takes a look at this burning and highly-topical issue and tells fascinating stories of past tragedy, of medical advancement and triumph as well as current and future challenges.

The RPM has been working closely with employees and students from Minya University for several years and is part of the advisory board of the new Minya Museum and involved in several research projects in the central Egyptian region. Some of the most significant and most fascinating cultural-historical places in the country are found in the province of Minya. These include the residence of the Pharaoh Akhenaten and his wife Nefertiti in Amarna, the tombs of Beni Hassan and Meir with their unique paintings, the cult centre of Hermopolis Magna near el Ashmunein and the necropolis of Tuna el-Gebel with the famous tomb of Petosiris and impressive animal catacombs with mummies of ibises and baboons. The city of Minya lies 250 km south of Cairo on the west banks of the Nile and is characterised by neoclassical buildings along with interesting churches and mosques. Work started some time ago on a museum in Minya dedicated primarily to the rule of Pharaoh Akhenaten.

### About Hildesheim Marketing GmbH

Hildesheim Marketing GmbH – referred to as Hildesheim Marketing for short – was founded in 2008 and is a wholly owned subsidiary of the city of Hildesheim. It was founded to create, position and market a distinct profile for the city of Hildesheim. In conjunction with numerous partners from economy and trade, culture and education, religion and society, politics and administration, its aim is to raise the profile of the city of Hildesheim and its riches, convey a positive image of the city to the outside world and to remind its inhabitants of the richness of their city. With this in mind, the company and its 26 employees, carry out tourism, event and city management duties as well as marketing and public relations for the city. +++

### For more information please contact:

#### Hildesheim Marketing GmbH

Maike Leibfried

Rathausstraße 15

31134 Hildesheim

Telephone: +49 (0) 5121 1798-151

Email: [maike.leibfried@hildesheim-marketing.de](mailto:maike.leibfried@hildesheim-marketing.de)