

# Hi2025

HEADING TOWARDS  
BECOMING EUROPEAN  
CAPITAL OF CULTURE 2025

## BEETS, ROSES AND THE MEANING OF LIFE

RE[RU:]TING HILDESHEIM

Candidate city for the title of  
European Capital of Culture 2025

# 2025

Hildesheim aims to become  
European Capital of Culture in 2025.

### BEETS, ROSES AND THE MEANING OF LIFE Re[ru:]ting Hildesheim

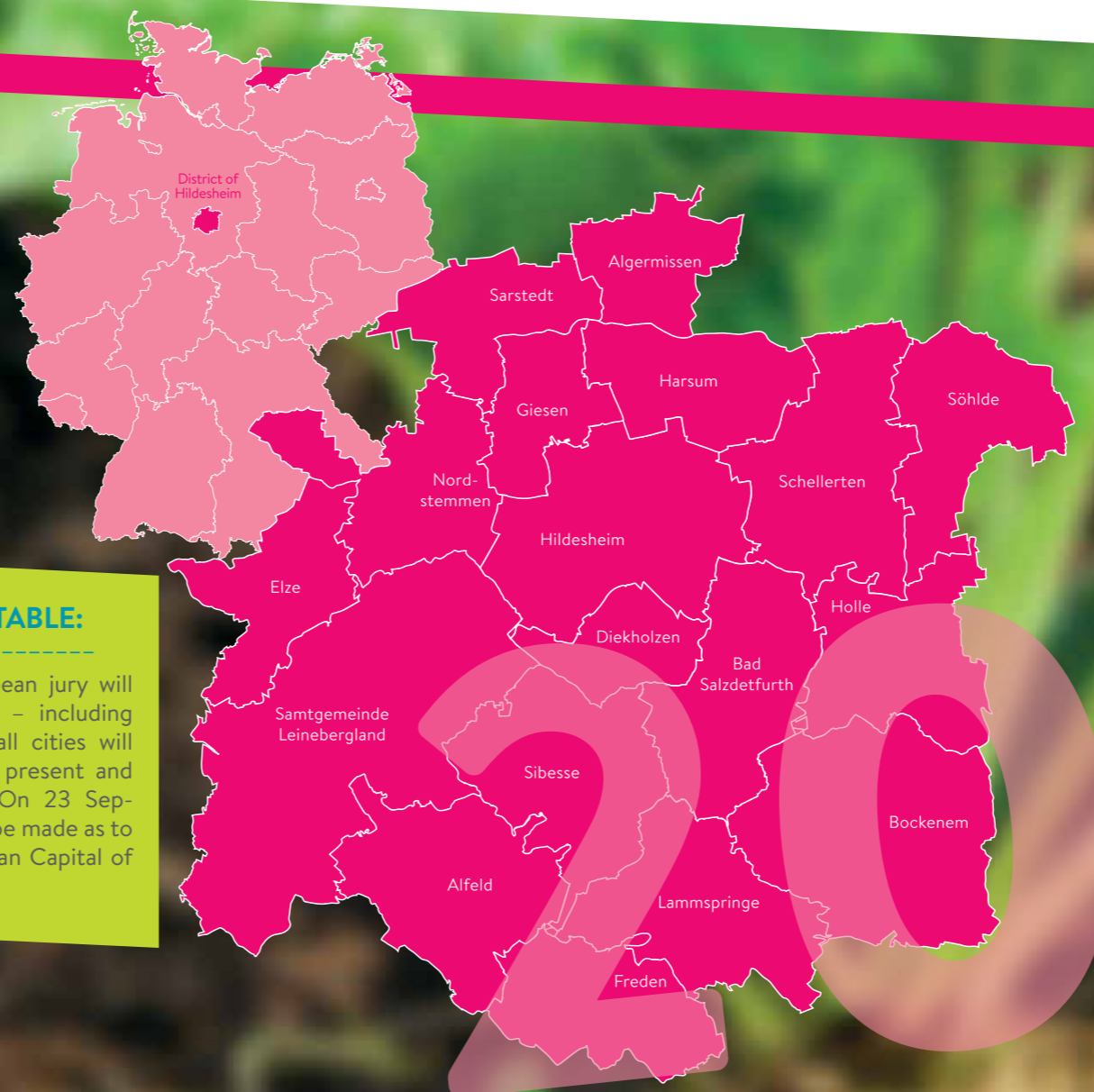
Is it possible to apply with a sugar beet to become European Capital of Culture? Of being able to do so and how we do it. And why.

Together with the district of Hildesheim and the 17 district municipalities, the city of Hildesheim is applying for the title of European Capital of Culture 2025.

We are provincial. With city and country. We have opportunities here that do not exist elsewhere. That is exactly why Hildesheim ought to become European Capital of Culture: Not despite being provincial, but because of it.

### APPLICATION TIMETABLE:

In September, the European jury will visit all candidate cities – including Hildesheim. Afterwards all cities will have the opportunity to present and discuss their concepts. On 23 September, the decision will be made as to which city will be European Capital of Culture in 2025.



### WHY HILDESHEIM? WHY BEETS AND ROSES?

Because Hildesheim is a historical cultural city with an innovative scene for young contemporary culture. Because we have UNESCO world heritage sites and also field heritage sites: The sugar beet, the pride and wealth of our region. The sugar beet represents down-to-earthness and tradition. The Hildesheim rose accompanies it – as a symbol for the cultural treasures, the visions and the beauty of our city and its region. It also symbolizes future and hope, the will to survive. Beets and Roses. That would explain the first part of the motto.

### AND “THE MEANING OF LIFE”?

The major European and global challenges are not only related to technology and economy. They are also questions of culture. And one of the essential questions of culture is the question of meaning.

Hildesheim will face the big questions of the present and the future. After all, the erosion of social and European cohesion, the climate crisis and the impending changes

caused by artificial intelligence are existential challenges. “Business as usual” is not an option – neither for Europe nor for a city or region in Lower Saxony.

Not only technical or financial solutions are needed, but also a Europe-wide social and cultural dialogue about lifestyles, social concepts, attitudes and faith.

Solutions to the big questions of the future must (also) be found in small and medium-sized European cities. Especially in rural areas we want to prove that there is a positive, forward-looking province, a European “role model cultural region”.

### FOR THIS REASON: RE[RU:]TING HILDESHEIM.

... written in phonetic transcription it contains the words root and route. We are assuring ourselves of our roots. At the same time, we have to check whether the tracks we are on are leading in the right direction, or into dead ends. We are convinced that we have to recalculate the route, redefine the destinations and explore new paths – and that we can do so, here in the province.

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[facebook/hi2025.de](https://facebook.com/hi2025.de)

bidding office  
EUROPEAN CAPITAL OF CULTURE Hi2025

Bernwardstraße 32  
D - 31134 Hildesheim  
[info@hi2025.de](mailto:info@hi2025.de)

## AS EUROPEAN CAPITAL OF CULTURE 2025 WE WANT TO:

- **Make sense. Create new meaningful relations.**  
Between communities, between city and region, between us and nature, between the past and the future, between us and the world.
- **Become a role model cultural region.**  
Promote Hildesheim as a provincial region shaping change through artistic and cultural means.
- **Foster an inclusive urban and regional society.**  
Create chances for participation and embrace cultural diversity.
- **Promote and empower the young.**  
Encourage fresh ideas, create educational and life opportunities.
- **Strengthen the cultural sector.**  
Enhance and facilitate cultural production.
- **Foster sustainable economic development.**  
Promote innovation, creativity, tourism.

## HOW WE INTEND TO IMPLEMENT THESE OBJECTIVES BEFORE, AFTER AND ESPECIALLY DURING 2025

– Extracts from our artistic and cultural programme:



## BEET 4.0: – FIELD CULTURAL HERITAGE THEATRE

Since 1990, Forum Heersum has stood for landscape theatre in the District of Hildesheim. In the summer of 2025, it will stage a new piece on an area of 1,206 sq. km, which explores the history of sugar beet and agriculture. To this end, international artists will set up laboratories in all municipalities of the district to research the local stories around the sugar beet, as well as the global networks of sugar production.



## EUROPE FROM BEYOND – A WRITERS' JOURNEY

28 authors from the neighbouring countries of the European Union will be invited to make a journey searching for new narratives of Europe. Which contours of Europe become visible from an outside perspective? Is the normality of our borders a borderline case?

The authors will describe their personal path, their encounters and observations. Having arrived in Hildesheim, formats of encounters will be designed and readings will be performed.



## CHURCHES 21

Especially in rural areas, the centres of villages are often marked or dominated by churches. But villages and the attitudes and needs of their inhabitants have changed over the centuries. We will invite interdisciplinary artists from all over the world.

They will visit (also online) 21 churches in the region, and gather in project teams to artistically investigate the village centre, each with a selected church. It is about confrontations and competitions; about areas of tension that relate to space, history, environment, architecture and religion.

It is about the inhabitants of the surrounding area, village, neighbourhood, and their relationship to the church – to explore the place in all its facets and social connections, in order to rediscover, rethink and reinvent the centre of the village for the 21st century.

## NETWORK OF BORING CITIES

European cultural provinces exchange platform

If the provincial is the boring: fine. We want to be the capital of it. We want to connect to all the cities and rural areas who have to deal with an image of being out in the boonies. We will promote the progressive province. We will explore and exchange the potentials to come up with ideas for the future that you will only find outside the metropolises. The urban and the rural, the global and the local – this environment allows us to explore them in a confined space.

With all these different experiences, we will establish a platform for exchange of ideas and best practices and a knowledge storage and transfer for underestimated cities and regions in Europe.



## SQUARES OF ENCOUNTER

Squares are decisive for the character of a city. **Squares of Encounter** means we will create urban adventure playgrounds, places to eat and cook together, socio-cultural kiosks, pop-up monuments,... Five squares in Hildesheim will be culturally designed and enlivened.

A central square is planned to be architecturally re-designed as a lasting connection between the inner city and ›Neustadt‹, the future quarter of creativity and young culture in Hildesheim and host to the Cultural Hub.

Residents will be actively involved in the planning processes. An exchange with model projects from Europe and the world inspires the re-design of the squares.