



Press Release

We thank you for your attention and kindly ask for publication

Projektbüro Hildesheim 2025

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Competition for the "Capital of Culture Hairstyle"

Hairdressers are true multipliers in terms of beauty in the city and region. This know-how shall also convince the international jury which will take the decision on which German city will become European Capital of Culture in 2025. That is why the Group of Friends and the Bidding Office Hildesheim 2025 have jointly launched a competition for the Capital of Culture Hairstyle.

Petra Laska, deputy head of the hairdressers' guild in Hildesheim, is convinced of that a trip to the hairdresser is about much more than just cutting hair. "It is about culture, about form, about beauty. A trip to the hairdresser is a statement, too."

That is why the Group of Friends Hildesheim 2025 together with the Bidding Office Hildesheim 2025 has launched this competition. Hairdressers can take part together with customers to submit a photograph of a particularly crazy, beautiful or idiosyncratic hairstyle. "There are no limits to creativity," emphasizes Henrik Oehlmann, member of the Group of Friends Hildesheim 2025. "The hairstyles can be suitable for everyday use, but they can also go down in history as unique works of art."

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Three hairstyles will be selected by a jury, including one hairstyle that will be awarded the title "Capital of Culture Hairstyle". The winning team will be rewarded with 2025 Euros. As of now, photos can be sent to hauptstadtfrisur@hildesheim2025.eu. The closing date is September 20, 2020.

Invitations to participate in that competition have been sent to 255 hairdressing salons in the region. "All hairdressing salons can participate", explains Hartmut Reichardt, member of the Group of Friends Hildesheim 2025. An important aspect is to take the topic of becoming European Capital of Culture to the population at large, stresses Eva Lutze Sippach, also active member of the Group of Friends. After all, a trip to the hairdresser also provides an opportunity for discussion. "Why not chat about the competition for the title of European Capital of Culture next time."

"We see hairdressers as cultural operators," says Lene Wagner, co-head of the Hildesheim application for becoming European Capital of Culture. "They can help people to come to new self-images, to develop themselves further or simply to do themselves something good." Hairdressing salons are visited by very different people - thus having an intercultural and cross-generational effect.

Master hairdresser Petra Laska experienced the importance of a trip to the hairdresser for her customers when her salon was closed down during the Covid 19 crisis. "Six weeks," sighed a female customer when sitting down into her hairdressing chair, "this evening I can tell my girlfriend that I finally went to the hairdresser again."

Photos:

200901 Lena Wagner_Petra Laska.jpg: Will this be the new Capital of Culture hairstyle? Petra Laska, deputy head of the hairdressers' guild, in a conversation with Lene Wagner, co-head of the Hildesheim application for becoming European Capital of Culture 2025.



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