

Press Release

More than 650.000 guests saw *Sculpture by the Sea Aarhus Denmark*

***Sculpture by the Sea Aarhus* has been a great success: With the fine weather the last weekend of the event the final numbers of visitors exceeds 650.000.**

Yesterday's final press conference at Helnan Marselis Hotel did up with an exhibition that exceeded all expectations.

In relation to that Director of Communications at ARoS, Bjarne Bækgaard, confronted the press and participants with a statement: The number of visitor at *Sculpture by the Sea Aarhus* has passed the amount of visitors of Landsudstillingen from 1909. More than 650.000 have seen the exhibition through the last three and a half weeks.

ARoS' Director, Jens Erik Sørensen, expressed it with enthusiasm as the first speaker of the conference: "Not only has the amount of guests been huge, it seems that they have all been excited about what they have experienced at the beach and in the forest". Jens Erik Sørensen admitted that he had delayed the exhibition's entry in Denmark after he was introduced to the idea by HRH Crown Prince Frederik back in 2004.

"It was the engagement of Mayor of Aarhus, Nicolai Wammen, later on that did the difference," as the museum's director expressed it.

The Mayor of Aarhus told that he believed in *Sculpture by the Sea* the first time he heard about the exhibition. At the press conference he expressed his gratitude to HRH Highness Crown Prince Frederik and Crown Princess Mary and to ARoS, Børnekulturhuset, Kulturhus Aarhus and the sponsors for their participations. But the highest thank the Mayor forwarded on to all the artists of the exhibition: "They made this event visible to many, many people". In fact Nicolai Wammen who has lived in Aarhus all his life, admitted that he had never seen so

many people at the beach in Aarhus.

"Aarhus has taken *Sculpture by the Sea* to its heart. It is the greatest cultural success in the history of Aarhus".

For further information: www.sculpturebythesea.dk where photos from *Sculpture by the Sea* can be downloaded free of charge on presentation of the photographer's name.

Sculpture by the Sea Aarhus
Tangkrogen – Ballehage
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