

**Press Conference on Thursday, 6th March 2008, 11.00  
ITB Berlin, Hall 6.2a/103**



**IMPERIUM KONFLIKT MYTHOS**  
2000 JAHRE | VARUSSCHLACHT®

**Press Information**

## **Three Faces, Three Locations and One Subject: 2000 Years Varus Battle**

### **Co-operative Exhibition Project IMPERIUM KONFLIKT MYTH at the ITB**

Berlin, 6<sup>th</sup> March 2008

From today three faces from history will help to market a prime cultural tourism subject for the year 2009: the unique exhibition project, being organised by museums in Lower Saxony and North Rhine Westphalia,

#### **IMPERIUM KONFLIKT MYTH. 2000 Years Varus Battle.**

The visage of the Roman emperor, Augustus, the face mask of a Roman cavalry helmet from Kalkriese and the face of the Detmold Hermann Monument together make up the key visual which will advertise the ambitious co-operative exhibition project at three locations, Haltern am See, Kalkriese and Detmold across Germany and internationally. It was presented officially on Thursday at the ITB (Travel Trade Show) in Berlin.

2009 marks the 2000<sup>th</sup> anniversary of the Varus Battle. The exhibition project **IMPERIUM KONFLIKT MYTH. 2000 Years Varus Battle** is dedicated to the events of the year 9 AD and will result in exhibitions at three museums at three original sites. Three exhibitions will spot-light different facets of this event of world-historical importance and once again focus German and European attention on it.

Museums and organisations from two federal Länder are co-operating in this unique venture. Lower Saxony and North-Rhine Westphalia are preparing together for the year 2009. The LWL-Römermuseum in Haltern am See, the Varusschlacht Osnabrücker Land GmbH – Museum und Park Kalkriese – and the Lippisches Landesmuseum Detmold are each staging one part of this vastly varied exhibition complex.

The partners in this co-operative venture, officially founded in 2006, are the Landschaftsverband Westfalen-Lippe (LWL) for the exhibition location IMPERIUM at the site of the one-time Roman army camp of Haltern, the Varusschlacht im Osnabrücker Land GmbH and the Landkreis Osnabrück for the exhibition location CONFLICT at the ancient battlefield at Kalkriese, and the Landesverband Lippe and the Kreis Lippe for the exhibition location MYTH in Detmold.

[www.imperium-konflikt-mythos.de](http://www.imperium-konflikt-mythos.de)

„IMPERIUM KONFLIKT MYTHOS. 2000 Jahre Varusschlacht“ ist ein Ausstellungsprojekt im Jahre 2009 getragen von:

**LWL**  
Für die Menschen.  
Für Westfalen-Lippe.

**VARUS  
SCHLACHT**  
IM OSNABRÜCKER LAND  
MUSEUM UND PARK  
KALKRIESE

**LANDES  
VERBAND  
LIPPE**  **Lippekultur**

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“The exhibition project **IMPERIUM KONFLIKT MYTH. 2000 Years Varus Battle** is taking shape. The exhibition concepts are clearly defined and are already being implemented – with all appropriate measures”, explained Manfred Hugo, Landrat of the Landkreis Osnabrück. The joint venture undertaken by three locations was giving extra momentum to this unique project economically, too. Hugo: “Just to mention a few aspects: common marketing strategies are in place and a common Internet presence has been created and now a common public presentation which underlines the uniqueness of the project. Common tourist programmes have been developed and advertising is going on in common for them. The first merchandising products are available.”

Apart from this, 2000 Years Varusschlacht was one of the three prime cultural tourism subjects for the year 2009. The Deutsch Zentrale für Tourismus/ Germany Tourism was making the project one of the major subjects in its international marketing activities. Hugo: “Probably none of the partners could have managed that alone. On this basis, the project’s partners are approaching the coming year calmly and self-confidently.”

Dr. Joseph Rottmann, Managing Director of the VARUSSCHLACHT im Osnabrücker Land GmbH, commented at the ITB on the proximity of the stands of the tourist organizations of Lower Saxony and North Rhine-Westphalia, demonstrating their co-operation with each other.

Referring to the hundreds of thousands of tourists who visited the Detmold Hermann Monument each year, Hans-Joachim Niehage, Deputy Chairman of the Landesverband Lippe, underlined the charisma of the Varus Battle and its protagonists down through history to this very day. Niehage: “This positive public interest will be increased yet further by the exhibition project and will offer particularly the areas around the exhibition locations, Haltern am See, Kalkriese and Detmold, the big chance to put themselves on the map culturally and in cultural tourism lastingly and far beyond the region.”

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The Deputy Head of the Cultural Department of the Landschaftsverband Westfalen-Lippe (LWL), Wolf-Daniel Gröne-Holmer, commented: "It is particularly important for our exhibition project to motivate culturally interested tourists to visit the three original sites and to so offer them an all-inclusive overview of the subject of the Varus Battle. A cohesive element was the project "Roman ship". At the moment a Roman ship was being reconstructed as a shipyard in Hamburg-Harburg – this had been commissioned by the project. Similar ships would have sailed the rivers of Germania 2000 years ago. Gröne-Holmer commented further that the reconstructed ship would provide scientific data. Apart from that, on a tour through Germany in 2008 and 2009 the ship would draw public attention to the exhibition project. Thus, for example, this year the ship would visit Hamburg (6<sup>th</sup>-8<sup>th</sup> June), Rheine (11<sup>th</sup>-13<sup>th</sup> June) and Bonn (29<sup>th</sup>-31<sup>st</sup> August); further visits were planned or are under discussion for 2008 to Magdeburg, Cologne, Breisach (Baden), Ingolstadt, Mainz, Neuss and Nijmegen (NL).

Gröne-Holmer commented further that cultural tourism was becoming increasingly important. A specially developed brochure offered the culturally interested traveller the opportunity to combine visiting the exhibitions with further attractions in the three regions of the Münsterland, the Osnabrücker Land and the Lippe region. Gröne-Holmer: "Tourist organisations in the three exhibition locations have made a common proposal of attractive leisure goals for each of their regions. The range of places and activities offered is very wide: boat trips around the lake, a castle tour, going to the theatre or visiting a planetarium, visits to natural monuments – there is something worth seeing for every group of visitors."

Further information: [www.imperium-konflikt-mythos.de](http://www.imperium-konflikt-mythos.de)

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