

DYNAMIC AND FULL OF EXPERIENCES

HÖRSENS



An aerial photograph of Horsens, Denmark, showing a mix of modern and traditional architecture. A prominent red banner with white text is overlaid across the top. The city features a central roundabout, several multi-story buildings, and a network of roads. The background shows older brick buildings and residential areas.

WELCOME TO HORSENS

The Municipality of Horsens is home to more than 80,000 people. And the number is growing. Settlement is on the rise, as is the number of new jobs in both private and public sectors – and the number of new businesses.

The Horsens city council has a vision: Horsens wants to be known for being “dynamic, high quality, and full of experiences” – even 20 years from now.

We have come a long way in terms of **cultural experiences**. Horsens is known throughout Denmark for top-drawer concerts, festivals, musicals, and sporting events.

You can see the **dynamic** aspect everywhere in the form of construction cranes on the skyline. The city is seeing residential development, a cultural station, new sports and concert stadium, dockside development for recreational purposes, apartments, and businesses, urban development, and much more. We support this development wholeheartedly.

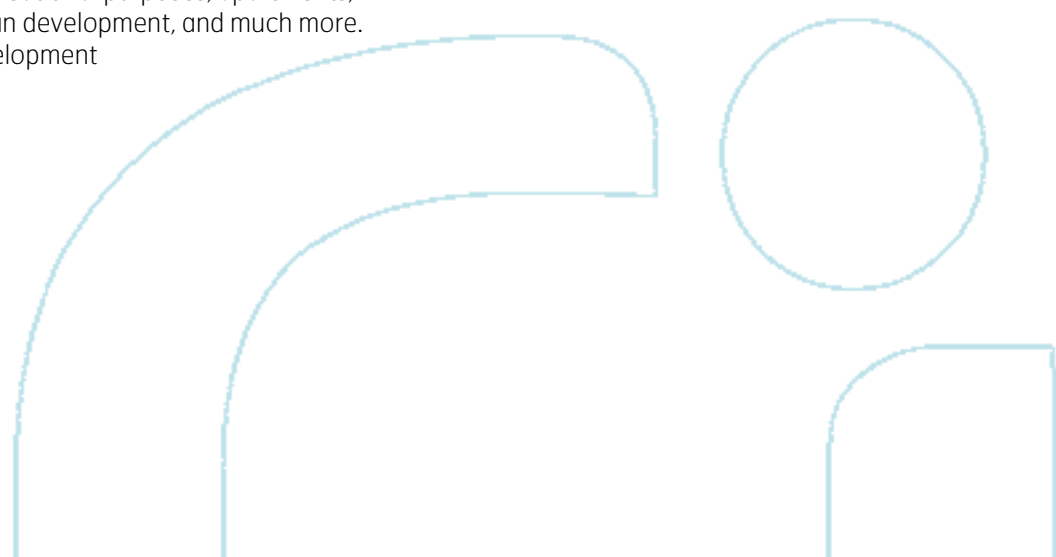
Horsens invests heavily in **quality** public service. Among the plans is a huge project involving construction and renovation of a number of institutions, schools, and senior housing.

As you can probably tell from this brochure, we are very proud of this place. We welcome you to our dynamic and fast-growing region.



JAN TRØJBORG
Mayor

Front page photo:
The Rolling Stones
in concert,
Horsens 2006.





CULTURAL EVENTS ALL YEAR ROUND...

Horsens is famous for festivals and a vibrant cultural life. The cultural calendar is filled with concerts, exhibitions, and exiting festivals all through the year.



PACKED CULTURAL CALENDAR

In August, the **European Medieval Festival** really stirs things up in the old town centre. Market people hawk their wares, knights joust in the arena for the goodwill of the king, and the town squires have their hands full with the duke's mercenaries in the square. Everywhere fragrant blue smoke rises from bonfires while the air fills with the scent of roast suckling pig and other irresistible delicacies.

Horsens New Theatre is the cultural focal point of the city. Touring theatre companies and important Danish and international names alike stop by here regularly.



Every year the classical music festival **Holmboe in Horsens** celebrates the city's famous composer son with old and new from the world of **classical music**.

Crime Fiction Fair – Excitement, debate, new experiences, inspirational talks, writing workshops, and much more. All this is part of the programme when the annual crime fiction book fair kicks off in Horsens. A roster of the best Danish and international crime authors, critics, and personalities makes this an experience not to be missed.

September belongs to children's theatre when more than **40 Danish children's theatres** descend on Horsens. In December, the square in front of the Church of Our Saviour is converted into the cosiest **Christmas Village** in the land, with stalls, entertainment, and the season's cheer.

Up on the hill is **FÆNGSLET**, the old state prison, which is now a world-class experience centre.





EXPERIENCES FOR ALL SENSES...

Concerts featuring **international stars** and plenty of top-level **sports** events. Riveting musicals and exceptional performances of classical music. Horsens is famous for its vibrant and exciting **cultural life**, which attracts thousands of visitors every year.



STARDUST

Horsens attracts big headlines in the culture sections of Danish media. Megastars of the music world like **The Rolling Stones, Madonna, R.E.M. and Robbie Williams** have sprinkled stardust over the city, and Horsens continues to set the cultural bar high. This has attracted attention, thousands of visitors, and a booming experience economy. In sports, Horsens has been designated Elite Sports Municipality by Team Danmark, the national elite sports committee. This means that we focus intently on talent development in football, handball, basketball, sailing, orienteering, cycling, and badminton.

The coming years will see even quicker development in the experience economy, and Horsens will continue to be at the forefront.

The new stadium next to Forum Horsens seats 10,000 and has room for 30,000 concert-goers.

Inside Forum Horsens itself, international musical productions will bring a breath of **Broadway and Covent Garden** to Denmark at least once each year.





BUSINESS AT HEART

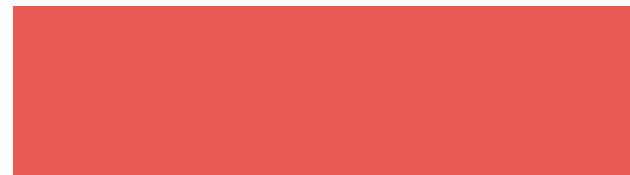
LEADING THE FIELD Horsens is among the national leaders in logistics, technology, and knowledge-based industries.

The city is home to Dansk AMP, the Danish stock exchange for SMBs, as well as Dansk OTC, the only Danish market place for trading of unlisted shares.

Located at the heart of Denmark, Horsens is an ideal hub for logistics and transport – both regionally and internationally.

The area has seen explosive business growth in recent years, making it one of the biggest and most important distribution centres in the country.

The **E45 motorway** runs right by, and it is just a 45 minute drive to Billund Airport, the second largest in Denmark.



BUSINESS AT HEART

Design company HAY exhibits with paintings by Lars Nørgård at Horsens Museum of Art



Horsens harbour is equipped for smooth and efficient coaster traffic, and the container terminal at Århus is only 40 minutes away.

Many companies are choosing Horsens for their headquarters. The convenient infrastructure accommodates clients, employees, suppliers, and transporters.

Future-oriented business policies and a tradition for smooth cooperation between organisations and local government ensure that businesses receive the highest level of service.

And not just private businesses are coming to Horsens. A growing number of public service functions are being placed here.

Horsens is the regional headquarters for police, tax authorities, courts, regional government, and hospital services.

In just a few years, these areas have accounted for more than 1,500 new jobs throughout the municipality.

Facts:

Population (municipality)	80,600
Number of businesses (municipality)	8,900
People employed (municipality)	40,000
Distance from Horsens to Copenhagen	265 km
Travel time (by train) Horsens to Copenhagen	2h 21 min
Distance from Horsens to Århus	45 km
Travel time (by train) Horsens to Århus	31 min
Distance from Horsens to Billund Airport	54 km
Travel time (by car) Horsens to Billund Airport	45 min
Distance from Horsens to Hamburg	300 km
Travel time (by car) Horsens to Hamburg	2h 45 min



CONFERENCES AND ACCOMMODATION





The Horsens area boasts a number of **HOTELS AND CONFERENCE CENTRES** to pamper guests in elegant and cosy surroundings.



The selection spans from the newest hotel with **five-star conference facilities** to the manor house inn at Bygholm Park close to the centre of town, and a hotel in the most beautiful building in Horsens – the more than 260-year-old Lichtenbergske Palæ on the main pedestrian thoroughfare.

Accommodation opportunities are abundant,

whether you prefer the city centre or the lush green countryside. These hotels include interesting restaurants with the best of both traditional Danish cuisine and fine gourmet dinners. The restaurants are popular with hotel guests and locals alike.

Comprehensive listings of hotels and conference facilities are available at www.visithorsens.dk



EDUCATION AND INNOVATION



A WEALTH OF KNOWLEDGE

The city is home to an abundance of educational institutions in the form of secondary education, higher education, and continuing education. Horsens has it.

There are 15 forms of higher education based in Horsens – from teacher training and agricultural economy to Global Business Engineer. There are more than 30 forms of vocational youth education, a business high school, technical high school, and two regular high schools. In addition, a wide variety of continuing education, training, and seminars can be found here.

The largest educational institution is **VIA University College – Campus Horsens**. This is a part of the largest college combining professional bachelor's degree programmes in Denmark.

VIA is an international college with **students from more than 60 countries**.

The business and education sectors work closely together to match students and companies. Evidence of this is the **Vitus Bering Innovation Park** knowledge centre, which brings together local businesses and education.

The new centre taps into the synergy between entrepreneurs and development-oriented established companies.





The knowledge centre is a result of the constructive co-operation that has always existed between local businesses and educational institutions.

The courses at VIA are developed and run in close co-operation with the local industries that students are a part of. Much of the higher education is offered in English, and innovation and cross-disciplinary projects are integral concepts.

One of the **world's largest solar power projects** can be seen at the Brødstrup District Heating plant.





SHOPPING

SURPRISES AWAIT EVERY DAY OF THE YEAR

Horsens has it – whether you are after shopping, culture, or history.





The city teams with life and creativity when musicians, singers, performers, and actors fill the streets during the annual **Street Theatre Festival**. Comfortable cafés and restaurants offer a welcome breather, refreshments, or a good meal.

In December the **Christmas Village** sets up stalls with decorations, traditional elves, and scrumptious treats. Song, music, and theatre fill the stage in the square, and Father Christmas invites you for a sleigh ride through the beautifully decorated streets

The medieval city centre with its many historic buildings and snug pedestrian lanes is the backdrop to an **exciting shopping experience** with many speciality stores, department stores, and the downtown Bytorv Horsens shopping centre.



CITYSCAPE AND ARCHITECTURE



DIVERSITY Horsens is worth visiting for its long and interesting history and wide variety of urban spaces and parks that form the setting for business, everyday life, experiences, and festivals. In addition, the city is surrounded by lakes, fjords, and forests that offer numerous recreational opportunities.

For the most part, the streets of the ancient city centre are preserved from the earliest days of the city around the year 1200.

The main street Søndergade is in fact a long, wide square lined with **buildings from four centuries**. It sets the stage for everything from festivals and street theatre to exciting shopping.

Leading off Søndergade, small lanes with smaller houses, shops, and cafés create a more **intimate feel**.

Just outside the city centre the cityscapes turn **'green' and 'blue'**. Here is space and peace for relaxation and contemplation – at Bygholm Lake or the stream that winds its way through town. Or on the docks where the fjord meets the city.

The dockside area is undergoing rapid development – plans are well under way to turn the area into an attractive and active part of Horsens with cultural and leisure activities, offices, cafés, shops, and residences.



ART AND HISTORY

LIVING HISTORY Horsens Museum of Art has the largest collection anywhere of art by Horsens native **Michael Kvium**.

Horsens is also home to the Industrial Museum of Denmark, which uses **working exhibitions** to show Denmark's development in crafts, industry and worker culture. A great destination for the whole family, who can experience the museum of classic Nimbus motorcycles and the Museum of Money at the same time.





The Benedictine **Monastery Mill** at the Mossø Lake is both idyllic and interesting. Visitors are invited to see the old flour and pulp mills here. The 90 metre long wooden drying barn is preserved, and the whole area is open to the public and has a beautiful historic display. You can also visit the **Vestbirk hydroelectric plant** from 1924 and learn about the cultural history of this exciting location.



Horsens has preserved a rich architectural heritage going back to the 16th Century. A distinctive example of this heritage is the **Abbey Church**, where the most prominent merchants were buried, donating church decorations and leaving epitaphs to themselves and their families.

The great **runic stone of Queen Tove** at Sdr. Vissing

Church tell the story of the Viking kings and the interests of King Harald in this part of Jutland. Another interesting sight to see is the **golden altar** at Tamdrup Church.

In the city streets are **sculptures** by e.g. Michael Kvium, Bjørn Nørgaard, and Christian Lemmerz, and the many art galleries constantly put on topical exhibitions by other interesting artists.

NATURAL DELIGHTS The Horsens area is blessed with a beautiful and varied countryside of lakes and streams, forests and fields, and the fjord and beaches.

EXPERIENCE NATURE



Rolling hills and long valleys cut through the landscape to provide incredible views and a varied terrain that is perfect for bike riding and hiking.

Slicing through the hills is the old railroad line between Horsens and Silkeborg. This beautiful stretch – without significant climbs – that winds its way past streams and lakes and through hills and valleys is perfect for a bike ride with the whole family.

At Tinnet Krat south of Brædstrup, a small trickle of water marks the source of the longest river in Denmark, the **Gudenå**, which runs through a very beautiful section of Horsens municipality from Åstedbro in the south to Mossø in the north.

Horsens Fjord is a unique natural environment of many small islands. The biggest one – **Endelave** – offers protected natural habitats and great hunting and fishing.





In other words: wonderful nature and visible evidence of a thousand years of history lie right on our doorstep. Whether you prefer to go fishing, sailing, hiking, biking, or just enjoy the great outdoors from the comfort of a picnic rug, the possibilities are endless.



HØRSENS

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