



FISU
WORLD
UNIVERSITY
GAMES
SUMMER

CULTURE PROGRAM RHINE-RUHR 2025

FOREWORD



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CULTURE FOR ALL. FROM EVERYONE. FROM ALL OVER THE WORLD.

More than 10 million people, almost five times the size of New York City and the largest concentration of 53 cities in Germany: Rhine-Ruhr is a polarising metropolis, a student stronghold and a place of artistic creation and urban life. The region owes its extraordinary diversity to more than just its sheer size. The most diverse characters from the most diverse backgrounds, with the most varying pop-cultural backgrounds, meet cityscapes that could not be more diverse. Industry meets nature. Tradition meets modernity. In the Ruhr, old meets new, cult meets experiment. Home to people from all sorts of backgrounds and a large student population, the region is a melting pot of cultures and artistic styles. And what at first glance may seem to be contradictory, actually forms a unity.

FOREWORD



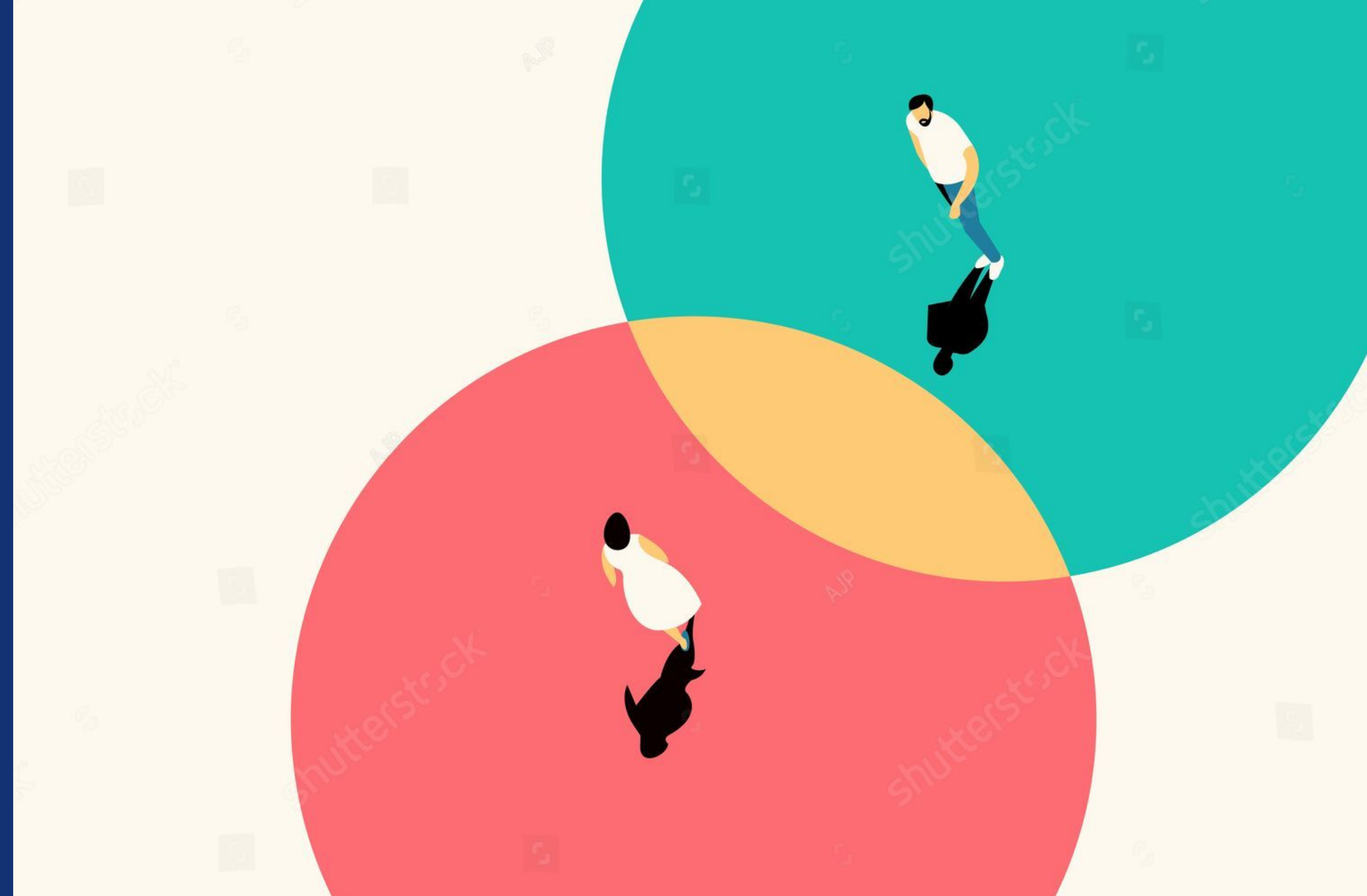
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This is also reflected in the art. The Ruhr cities of Bochum, Duisburg, Essen and Mülheim an der Ruhr, in particular, have a vibrant street art and graffiti scene that has grown over decades, and the post-industrial urban landscape offers plenty of scope for artistic experimentation. Rhine-Ruhr stands for change. Hardly any other region has had such a history of constant change. This requires a cultural program that is as diverse, inclusive and accessible as the region itself. Despite the academic focus of the whole event, we are aiming for the widest possible participation. We want to reach out to people who were not previously aware of their interest in the arts. And get them interacting.

How do we do that? Through connecting!

THE BASIC IDEA: CONNECTIONS



- WE CONNECT THE REGION – TO EACH OTHER AND TO THE WORLD
 - WE CONNECT PEOPLE – THROUGH SPACES FOR EXPERIENCE, EXPERIMENTATION AND INTERACTION
 - WE CONNECT DIFFERENT ART FORMS – MUSIC AND POP CULTURE WITH URBAN ART
 - WE CONNECT ARTISTS WITH PEOPLE – THROUGH PARTICIPATORY PROJECTS AND WORKSHOPS
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- **TO ACHIEVE THIS, WE NEED A STRONG CONNECTION BETWEEN ARTS AND CULTURE AND SPORT.**

THE MESSAGE

**„ I'M A CHILD OF THE RUHR REGION.
WHEN ASKED ABOUT YOUR
NATIONALITY, THE ANSWER IS
SCHALKE, DORTMUND OR BOCHUM..“
- LEON GORETZKA**

In other words, sport has an immense integrative, **unifying** power across nations, social groups and cultures.



THE VISION



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WE WANT TO USE THE MEANS OF ART AND CULTURE TO BRING THIS POWER OUT OF THE SPORTS HALLS, ARENAS, PLAYING FIELDS AND CLUBHOUSES INTO THE NEIGHBOURHOODS, PUBLIC SPACES, CITIES AND THE RHINE-RUHR METROPOLITAN REGION AS A WHOLE.

We believe now is the time.



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WELCOME TO: **CITY OF PLAY**

CITY OF PLAY - THE CITY AS A PLAYGROUND
IS AN AMBITIOUS AND IMMERSIVE ART
PROJECT THAT COMBINES THE FIELDS OF ART
AND SPORT AND ENGAGES WITH THE URBAN
SPACE OF THREE DIFFERENT CITIES IN A
LOW-THRESHOLD, PARTICIPATORY WAY.

AS A PLATFORM TO INTERPRET, REINVENT AND
CELEBRATE THE WORLD OF SPORT THROUGH
DIFFERENT ART FORMS.

AS THE CREATION OF NEW EXPERIENTIAL
SPACES THAT VISITORS CAN PLAYFULLY
EXPERIENCE AND HELP SHAPE.

AS A PROJECT OF INTERLINKED EVENTS,
EXHIBITIONS AND INTERVENTIONS, WHICH
WILL CREATE A HOLISTIC EXPERIENCE IN
EACH OF THE THREE CITIES OVER A PERIOD OF
SEVERAL MONTHS.

PREMISES

- 1 LOW THRESHOLD.**
WE WANT TO REACH EVERYONE - WE NEED NOT ONLY SIMPLE MESSAGES AND GUIDING PRINCIPLES, BUT ALSO ACCESSIBILITY AND PARTICIPATION FOR EVERYONE - REGARDLESS OF AGE, LEVEL OF EDUCATION, ORIGIN OR LANGUAGE.
- 2 PARTICIPATION.**
TARGET AUDIENCES ARE PEOPLE TOO - INSPIRE THEM THROUGH PARTICIPATION..
- 3 TRANSFORMATION.**
CREATING NEW FORMATS FROM CONNECTIONS AT DIFFERENT LEVELS - NO "BUSINESS AS USUAL", BUT COURAGE FOR NEW WAYS, PERSPECTIVES AND POSSIBILITIES.
- 4 SUSTAINABILITY.**
THE LARGEST PLAYGROUND IN THE WORLD IS NOT AN END IN ITSELF, BUT IS INTENDED TO CARRY THE INTEGRATIVE POWER OF SPORT AND CULTURE BEYOND THE FISU WORLD UNIVERSITY GAMES 2025. THE FOCUS IS ON THE CONSOLIDATION, SUBSEQUENT USE AND FURTHER DEVELOPMENT OF THE SPACES THROUGH LOCAL PARTNERSHIPS.
- 5 PLAYFULNESS.**
FUN AND SUSTAINABLE LEARNING IS BEST ACHIEVED THROUGH PLAY - LET THE GAMES BEGIN!
- 6 CONTINUITY.**
THE CREATION OF (ART) SPACES THAT SERVE NOT ONLY AS A PLATFORM FOR WORKSHOPS, READINGS, SUMMER SCHOOLS, PARTIES AND CONCERTS DURING THE WORLD UNIVERSITY GAMES 2025, BUT ALSO FAR BEYOND - ART NOT AS A TEMPORARY SPECTACLE, BUT AS A LONG-TERM FOCAL POINT, HOT SPOT, MEETING (FREE) SPACE.

STRUCTURE



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- Dividing the program into 3 creative districts (municipalities)
- Residency programs in Duisburg & Mülheim an der Ruhr
- Summer School & Parade in Essen
- Städteübergreifende Kunstinstallationen
- Travelling container architecture as program & mediation space “PLAYGROUND”
- Focus on Urban Art
- Collaborations and intersections with existing formats and institutions from the region, such as **Neue Künste Ruhr**, the NRW-wide platform for urban art **TRANSURBAN**, Düsseldorf University of Applied Sciences, the Urban Art Ensemble Ruhr at Pottporus, the **New Circus** or contemporary Urban Culture à la **Urbanatix**.

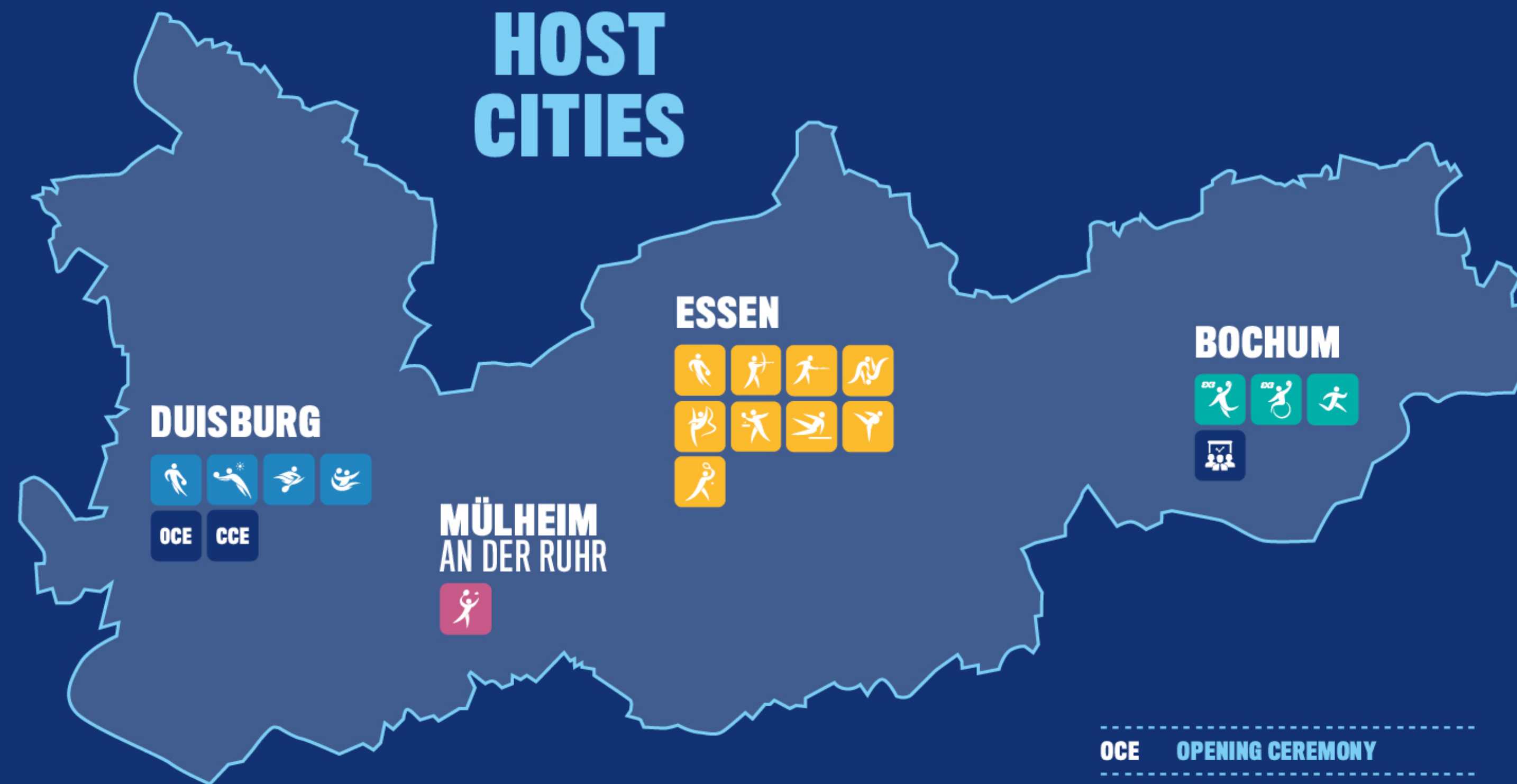
CITIES

ESSEN

DUISBURG

MÜLHEIM A. D. RUHR

HOST CITIES



OCE OPENING CEREMONY
CCE CLOSING CEREMONY
FISU WORLD CONFERENCE

BESTEHENDE INFRASTRUKTUR

BERLIN



HAGEN



PROGRAM FRAMEWORK



PLAYGROUND

- Mobile container architecture as a program & educational space
- Play & Sport activities
- Exhibition trail in public space
- Gastronomy & stay

RESIDENCY PROGRAMS

- 2-stage: Research > Program
- Activate public spaces
- through artistic interventions & settings > site-specific, interactive & collaborative

SUMMER SCHOOL „POLITICAL & PLAYFUL EDUCATION“

- Urban Interventions / Urban Hacking
- In cooperation with universities
- Target audience: general public & students

STAGING & SUPPORTING PROGRAM

- Staging of the activated spaces through other artistic positions (e.g. performance, media art)
- Music, culture & discourse events
- Workshops
- City walks



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IMPLEMENTATION MODULES

HUBS

ESSEN

DUISBURG

**MÜLHEIM A.D.
RUHR**

Program highlights

Urban Art

Residency Programs

Produce large-scale (outdoor) works that invite people to interact, in combination with a socio-cultural program

Integration and participation in existing formats and institutions

Sports, culture and art world

SUMMER SCHOOL

During the WUG 25. integration in the opening and closing ceremony

Opening and closing events

With artistic interventions at each venue

Inclusion

Open and inviting participation.

PROGRAM FLOW



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16.-27. JULY 2025
GAMES TIME

NOV 2024
- MARCH 2025

Artistic research

- Visit & site exploration artists
- Begin development of artistic work
- Networking meetings with local partners from the cultural sector & universities

APRIL 2024

Evaluation of research & program preparation

Start of seminar papers from participating universities

MAY-JUNE 2025
(2 WEEKS)

Mülheim an der Ruhr
(Railroad viaduct, fast cycle route)

Residency program & PLAYGROUND

>>> possibly follow-up program by local partners & staging

JUNE-JULY 2025
(2 WEEKS)

Duisburg
(Inner harbor)

Residency program & PLAYGROUND

>>> possibly follow-up program by local partners & staging

JULY 2025
(1 WEEK)

Essen
(GRUGA, Subway stations)

Summer School, Parade & PLAYGROUND

>>> ongoing program through local partners & staging

GOALS



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**A VISION THAT SUSTAINABLY CONNECTS
ALL INTEREST GROUPS.**

SOCIAL SUSTAINABILITY AT ALL LEVELS

- PUBLIC INVOLVEMENT AND PARTICIPATION
- STRENGTHENING CULTURAL INTEREST
- PROMOTING INTERNATIONAL MEETINGS AND COOPERATION

SOCIAL

- STIMULATING AND STRENGTHENING THE REGIONAL ARTS SCENE
- SCHAFFUNG EINER CREATING A SUSTAINABLE CONNECTION BETWEEN CITIES

CULTURAL

- UNIVERSITY NETWORKING AND INTEGRATION

SCIENTIFIC

- INVOLVEMENT OF THE MANY SPORTS CLUBS IN THE REGION

SPORTY



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**ALL THIS MUST BE A SYNERGETIC HIGHLIGHT OF THE
WORLD UNIVERSITY GAMES 2025 AND MAKE THE
COMBINATION OF CULTURE AND SPORT AN ATTRACTIVE
ENRICHMENT OF THE WORLD UNIVERSITY GAMES 2025 FOR
ALL TO SEE AND FEEL.**



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CURATORIAL BOARD

→ **HEAD OF TEAM: GEORG BARRINGHAUS** (TRANSURBAN / CITYLEAKS URBAN ART FESTIVAL)

→ **FOCUS: URBAN ART**

→ **ALAIN BIEBER** (NRW KULTURFORUM)

→ **FOCUS: POP CULTURE**

→ **STEFANIE KLINGEMANN** (FREELANCE ARTIST)

→ **FOCUS: PUBLIC ART & INTERVENTIONS**

→ **MATHIEU TREMBLIN** (ÉCOLE D'ARCHITECTURE DE STRASBOURG)

→ **FOCUS: STREET ART**