

**Press Release**

Oh so British: in 2014, the Union Jack will be flown over Hannover

**Lower Saxony's state exhibition entitled 'When the Royals came from Hanover', the UK as partner country at the CeBIT computer show, and a British team at the Herrenhausen International Fireworks Competition – all of this will create a 'very British' atmosphere in Hannover this year.**

Attention, please: in 2014, things will be 'oh so British' in the state capital of Lower Saxony, when Hannover is the central venue of the state exhibition entitled 'The Hanoverians on Britain's Throne: 1714-1834'. Visitors can relive the era in which the Royals came from Hanover at four major exhibitions, as well as numerous cultural events and concerts, a fireworks display, a specially composed opera and a British garden party.

The anniversary of the 'personal union' between the two countries is making it possible: the United Kingdom's ambassador to Germany, Simon McDonald, is hosting the reception for the Queen's birthday in early June, not (as is otherwise the case) at the British Embassy in Berlin, but at the rebuilt Herrenhausen Palace. Moreover, the UK will be the CeBIT partner nation from 10 to 14 March. At the world's largest computer fair, visitors can find out more about the latest trends and innovations in the IT world.

***Royal ties through the personal union; the 2014 state exhibition***

From 1714 to 1834, the Hanoverians were also the rulers of the British Empire. The 300th anniversary of this personal union has inspired a major federal-state-level exhibition, for which the principal venues in Hannover are the Lower Saxony State Museum, the newly built Herrenhausen Palace Museum, the Wilhelm Busch – German Museum of Caricature and Critical Graphic Art, and the city's Museum of History. Between 17 May and 5 October, various exhibitions will take visitors on a fascinating voyage of discovery through the history of these German-British ties. Another venue is the nearby medieval royal town of Celle.

Also a must is a visit to Marienburg Castle. Built by George V, today it is among the most important Gothic Revival buildings in Germany. From 1 May to 9 November it will play host to an exhibition, 'The Path to the Crown', which also takes up the theme of this special anniversary. For the first time since the Kingdom of Hannover came to an end, the Hanoverian Royal Crown will be on display. To this day, the castle remains the family property of the Guelphs, and owner Ernst August, Hereditary Prince of Hannover, is anticipating many British visitors: "2014 is a special year for the House of Hannover, and I am looking forward to stimulating exhibitions and the highly varied supporting programme."

***Flying the Union Jack: British Year in Hannover***

Numerous large-scale events held at regular intervals will also offer a truly regal programme to commemorate the age in which the Royals came from Hannover: at the International Fireworks Competition on 31 May, the UK's '1st Galaxy' team will captivate audiences with a display of British pyrotechnics against the splendid Baroque backdrop of Herrenhausen Gardens; a supporting programme of cabaret and music will provide British entertainment for the whole family. The atmosphere will be 'very British' at the Fête de la Musique in Hannover city centre on 21 June – and also at the KunstFestSpiele arts festival in Herrenhausen Gardens, an event

unique in Europe whose programme transcends genres and spans both Baroque and modern eras.

In celebration of the 'royal jubilee', numerous other events will be staged throughout the year in theatres and parks, at the racecourse, in museums and churches, adding a touch of royal glamour to Hannover. For example, the opera 'George' was written and composed specially for the state exhibition, and 'A Midsummer Night's Dream' by Benjamin Britten at Hannover State Theatre will fly the flag for all things British. The Herrenhausen Garden Festival will also celebrate British lifestyle with an 'Urban Gardening – London Special' in the English landscaped 'George Garden'; there will also be a Hanoverian-British Race Day at 'Neue Bult' racecourse in Langenhagen. And the Hanover-British Society will draw on historical sources to recreate George's journey to London for his coronation in 1714.

***'From Hannover with love' – the message to London***

Hannover's British year is currently being advertised in London by Hannover Marketing und Tourismus GmbH (HMTG) in cooperation with Germanwings airline. Featured on tube car panels and billboards in the underground stations, motifs of Herrenhausen Gardens, Herrenhausen Palace, Marienburg Castle, King George III and CeBIT flags, together with witty slogans such as 'Looking for connections to the royal family? We have them', or 'Can you keep a secret? Hannover is full of them' are guaranteed to rouse people's curiosity and inspire them to visit the state capital of Lower Saxony. During the same period, HMTG will distribute a brochure entitled 'Hannover – Welcome to a British year' with the Daily Telegraph Magazine. The campaign will also be backed by various online marketing activities.

Further information on the state exhibition and the wide range of events can be found at: [www.royals-aus-hannover.de/en](http://www.royals-aus-hannover.de/en) & [www.visit-hannover.com/en/verybritish](http://www.visit-hannover.com/en/verybritish)

HMTG has put together various group offers and package tours inclusive of overnight accommodation to suit anyone who is planning to visit the city for the state exhibition and the events to mark the British year in Hannover. For further details, visit [www.visit-hannover.com/en](http://www.visit-hannover.com/en).

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