

CityForum ProFrankfurt e.V.
Börsenplatz 4

60313 Frankfurt am Main

Tel.: 069 / 2197 – 1355

Mob.: 0177 / 4 33 12 99

Fax: 069 / 2197 – 1529

e-mail: info@cityforum-profrankfurt.de

Internet: www.cityforum-profrankfurt.de



Concept proposal "CityArena Frankfurt" **(abridged version)**

From **3 to 5 June 2006**, i.e. just days before the 2006 FIFA World Cup Germany opening match to be held in Munich on 9 June 2006, a unique light and sound spectacle ("SkyArena") will be staged in Frankfurt's financial and banking district, designed to get Germany and the world into the right mood for World Cup.

Some 40 high-performance projectors, of which only 60 exist world-wide, will illuminate the façades of eleven skyscrapers (symbolising the eleven players in a football team) with football images as big as 1,000 square meters each. When the sun has set and darkness has fallen at approximately 23:00 hrs, colour, light, sound and architecture will all blend into one for 45 minutes, underlining the World Cup's character as both a cultural festival and a festival of different cultures.

Spectators will be invited to relive the great moments of past World Cups, and to enjoy portraits of today's top performers of the game. Just like stars in the sky, football motives will shine in a fantastic show – high up on the towering buildings that are Frankfurt's architectural backbone, following a special dramaturgy that creates ever new combinations. It's as if someone opened up a gigantic album, showing unforgettable scenes of days long ago that turn into a colourful Hall of Fame for the stars of today, from Beckham to Kahn.

These pictures will travel around the world. No other World Cup venue will have anything like this to offer. The south bank of the Main River, known as *Sachsenhäuser Ufer*, is where spectators will be accommodated on specially constructed stands. For these three nights, a truly international audience composed of visitors from near and afar, can look forward to what promises to be an unequalled experience. In addition to "normal" fans and tourists from all over the world, there will be numerous representatives from the written and electronic media, as well as radio and TV broadcasters.

Even though there won't be any football action just yet for them to describe to readers and viewers back home, the city of Frankfurt and the unique game it "plays" with one of its key assets, the skyline, will offer the most impressive overture ever to be held prior to the official opening ceremony of the mega sports event that will be the World Cup.

Frankfurt will not only host five exciting World Cup matches, it will also feature the "MainArena", a giant LED screen set up on a float right in the middle of the river Main. Watching games from both banks on stands seating some 15,000 spectators each, fans are in for a superb football experience.

"SkyArena" serves as both the main content and the backdrop of our contribution to the *"Ab in die Mitte! 2006"* project developed by the City of Frankfurt. Aptly named **"CityArena Frankfurt"**, it fits in effortlessly with, and is the logical continuation of, the "SkyArena" and "MainArena", both of which are established trademarks in their own right.

Coinciding with the start of "SkyArena" on Whit Saturday, 3 June 2006, Frankfurt will present itself as the international and cosmopolitan metropolis it definitely is. The "SkyArena" will offer the world an experience that gets under peoples' skins, the message being that Germany is ready to give its all to be a perfect host – a promise that will be redeemed by and in Frankfurt in a special way, as the entire city centre (all neighbourhoods to the south of the *Anlagenring* circular road, plus the *Sachsenhausen* quarter south of the river) will be one huge shopping mall until midnight, under the motto of "CityArena Frankfurt".

That night, the city will not go to sleep. Department stores, shops, boutiques, supermarkets, street cafés, bars, restaurants and, of course, the famous Sachsenhausen *Eppelwoi* pubs (the region's answer to English cider) will remain open as one huge streetscape, inviting guests to look, shop, stroll, eat, drink and be merry. Never before has the city staged anything like this. The "SkyArena" spectacle is a chance for us to rise to the occasion and live up to visitors' expectations: Is not the World Cup "A Time to Make Friends"? Well, let's open our doors and ask them in!

By keeping their businesses open, offering special discounts and promotions, Frankfurt's retailers and caterers are determined to do their bit to make guests feel at home and enable them to fully enjoy their Frankfurt experience. After all, you never get a second chance to make a first impression – and for many international visitors, Frankfurt and its airport are indeed the first impression they have of Germany.

Guests accommodated at hotels and guesthouses in Frankfurt and surroundings will receive a special welcome letter that has been translated into all the languages represented at the World Cup, as well as additional information telling them what's on in Frankfurt on that special night in early June.

A World Cup quiz game will be devised, featuring questions on *the* sporting event of the year and, of course, on Frankfurt itself. Hotels, caterers, banks and retailers in Frankfurt have provided a host of attractive prizes to be won including, amongst others, a visit of the Main Tower followed by a candlelight dinner, a boating-tour-cum-candlelight-dinner on the Main river during the "SkyArena" show on Sunday or Monday night, sports equipment and accessories, footballs with the autographs of Frankfurt players who were members of the 1974 World Cup winning team, shopping vouchers etc.

Anyone hoping to be one of the lucky winners will be required to actually visit (and explore) the city centre, as that's the only area where answers to certain quiz questions can be found and where completed quiz forms can be handed in.

"CityArena Frankfurt" should also be considered an ideal opportunity for retailers' associations and other stakeholder groups with businesses in the city centre to choose streets, squares, or landmark buildings that can be "bathed" in special illuminations, too.

Frankfurt is home to people with no fewer than 180 different nationalities - a unique asset and a must-use trump card when it comes to celebrating the World Cup as a **colourful festival of all participating nations**. The shopping streets in the city centre and Sachsenhausen, all with their own unmistakable character, will turn into multi-coloured presentations of the 32 World Cup countries.

In the period from 1 June to the World Cup final on 9 July 2006, the city's **shop windows** and **exhibition spaces** will be a fascinating reflection of these nations' *esprit de vivre*.

The World Cup being a football event first and foremost, football shirts, mascots, and flags will be ubiquitous, with shop windows also displaying the nations' **typical products, culinary specialities, literature, music, art and handicrafts**. The respective Frankfurt-based tourist organisations will be keen to contribute to making these exhibitions a resounding success.

Appealing to the senses in many different ways, "**CityArena Frankfurt**" on 3 June 2006 will also strive to put on **street-based shows**, with dancing, music, and culinary delights taking centre stage. The whole of Goethestrasse, for example, could well adopt a, say, South-Korean outlook for the duration of the event, with Zeil (Frankfurt's shopping haven par excellence) turning into "Little Brazil", complete with Samba music and a Copacabana atmosphere. Fressgass (literally "gorging alley", famous for its first-rate eateries) offers itself as the area to represent an Italian market square including, of course, all of the national delicacies one expects to be served. Many other streets would be invited to be "**patrons**" of other nations. There again, the respective national tourist organisations, immigrant communities, cultural associations and, not least, major foreign corporations headquartered in Frankfurt, offer themselves as the ideal co-operators for such and similar projects.

The whole world will come here to celebrate and enjoy themselves in a peaceful and unmistakably Frankfurt way. Hence, local specialties (Handkäs' mit Musik, Grüne Sauce, Frankfurter sausages, Eppelwoi) and some Frankfurt characters will also be part of it all.

Students of the Frankfurt College of Music and the Performing Arts could be invited to prove their talent in the fields of music, drama, and dance. These promising artists and performers would add further class and diversity to the "SkyArena" spectacle, making Frankfurt a great urban experience to savour.

That night, the inner city area will not only be the sparkling and pulsating heart of the metropolis on the Main, but also a **melting pot of nations**. Let us look forward to celebrating life in an energetic and human city, the images of which will travel around the world with the one central message: Welcome to Germany!

© CityForum ProFrankfurt e.V.

Börsenplatz 4
60313 Frankfurt am Main

Tel.: +49(0)69 – 21 97 - 1355
Fax: +49(0)69 – 21 97 - 1529
E-mail : info@cityforum-profrankfurt.de
Internet: www.cityforum-profrankfurt.de