

INSPIRING LUXEMBOURG

The Newsletter of Luxembourg's Brand Ambassadors

April 2017



FOCUS

Francine Closener :

"We're on the move"

Luxembourg's new brand identity and a first selection of new international communication tools were unveiled on 10 October last year. Since then, we have launched a wide range of projects, and our initiative is gathering pace. This newsletter will keep you up to date with all the developments that can inspire everyone keen to spread the word about Luxembourg, at home and abroad.

Join us!

 **Read more**



NEWS



"Visit Luxembourg" : First sectorial version of the brand identity

 [Read more](#)



Explore Luxembourg : giant letters and bicycle portraits

 [Read more](#)



Dubai 2020 : Luxembourg's pavilion unveiled

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THEY SAY...

We are all ambassadors for this country – Luxembourgers, foreign residents and cross-border commuters alike.

Nicolas Buck,
Fedil chairman





TOOLBOX - Publications

"LUXEMBOURG 2017" INFOGRAPHICS

How best to deliver Luxembourg's facts and figures in all their diversity in a way that is both entertaining and inspiring?



TOOLBOX - Luxembourg stories

CREATIVE LUXEMBOURG!

One of Luxembourg's least-known attributes is rapidly becoming one of its major assets.



TOOLBOX - Luxembourg stories

A LOVE AFFAIR WITH THE BICYCLE

For more than a century, Luxembourg has enjoyed a love affair with the bicycle that has flourished over the decades.



TOOLBOX - Benchmarks

AHEAD OF THE PACK

Luxembourg is a global leader in areas including health, security, family business-friendliness, business climate and competitiveness!



TOOLBOX - *Let's make it happen* Partnerships

WORLD-BEATING PERFORMANCE

Partnerships have been established with top-level athletes and sports federations to take advantage of their impact as showcase of international competition.

3-8 May

LUXEMBOURG REVELATIONS AT PARIS'S GRAND PALAIS

9 Luxembourg craft artists will take part in the International Fine Craft & Creation Biennial in Paris. More than 400 crafts people, artists in materials, designers, galleries, artistic manufactures, centres of excellence and foundations will be involved.

5 May

THE LUXEMBOURG STORY

Opening of a new permanent exhibition at the Luxembourg City History Museum, now the Lëtzebuerg City Museum: *The Luxembourg Story* brings to life 1000 years of urban history.

13 May - 26 November

VENICE BIENNALE

You just need to wait a little longer to discover the Luxembourg pavilion in the *Ca' del Duca*, conceived for the 57th Venice International Exhibition of Contemporary Art by Mike Bourscheid on the theme *Thank you so much for the flowers*. Opening on Thursday, 11 May.

17-28 May

CANNES FESTIVAL

Increased Luxembourg presence for the 70th edition of the world's most high-profile film festival. The Film Fund Luxembourg is represented in Cannes for the 15th time with a pavilion located in the international village, where it welcomes 18 entities under this umbrella.

20 May

SCHLECK GRAN FONDO

A new qualifying event for the celebrated UCI Gran Fondo World Championships for cyclists of all levels will start from Mondorf-les-Bains.



www.inspiringluxembourg.lu

Inspiring Luxembourg committee

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