

20. January 2023

City marketing

## **Jubilee lampshades hang in the city again**

### **Succession for the Christmas lights**

#### **Visual beautification of the city centre streets also in winter**

Christmas and New Year's Eve are over, the year 2023 has already begun. It is, so to speak, "year one" after the great city anniversary "800 years of Bocholt", which with many events and actions has turned the eyes of the people of Bocholt and many visitors from outside Bocholt on Bocholt. Some events and activities were "one-day events", others, e.g. the town model, are a permanent reminder of the anniversary year.

#### **110 reusable lampshades in the city and anniversary colours**

One appealing campaign received a lot of attention in the jubilee year, as it beautified the city centre streets following the open-air sculpture exhibition by Nicolas Lavarenne in September 2022 and thus contributed to the feel-good atmosphere in the city centre: The 110 oversized lampshades in the city and jubilee colours, which were attached in groups to the hanging points of the Christmas lights for the first time.

#### **Reusability and local production were and are important aspects**

Now they are being installed for the second time during the winter season. On the one hand, this is a reminder of the city's anniversary, on the other hand, the sustainability of this action is made clear by the reusability of the objects. Ludger Dieckhues, City Marketing Bocholt, also emphasises: "Even in the year after the anniversary, increasing the quality of stay and the attractiveness of the city centre remain an important concern for us". Starting from the market, the lampshades can be seen - as in September - in Nordstraße, Osterstraße and Neustraße, at Crispinusplatz, at Neutorplatz and in Ravardistraße. They were made on site by the Bocholt companies Metallbau Klemens Sanders GmbH and IBENA Textilwerke GmbH as well as by Sabine Spogahn from Bocholt.

#### **Energy-saving luminaires**

Each equipped with an 8-watt energy-saving light (LED), they are timed with the street lighting and thus switched on for three hours a day.

## Gallery: Lampshades in the city centre



© Stadtmarketing Bocholt



© Stadtmarketing





© Stadtmarketing Bocholt