Speech by Lord Mayor Jürgen Roters at the Award Ceremony of the European Design Awards 2014 on 24 May 2014, 8 p. m., Comedia Theater, Cologne

Ablauf:
Verleihung der Awards durch:

Jürgen Roters (Lord Mayor of Cologne)
Freek Kroesbergen (Communications Manager and Editor in Chief at the Association of Dutch Designers (BNO), a member of the ED-Awards Jury)
Josef Sommer (CEO of the Cologne Tourist Board)
Iris Lješnjanin (Senior Editor & Editorial Coordinator at the SmashingMag, a representative of this year's Digital Jury)
Uli Kreifels (director of Köln Design)
Irene Jäger (PR director of DesignAustria)
Dorothea Schwabe (executive member of the German Designers Association)
Patrick Marc Sommer (Publisher of Design Made In Germany)
Demetrios Fakinos (European Design Awards Managing Director)

Presenter Bob Maclaren

Mr. Fakinos, [European Design Awards Managing Director]
Mr. Dardenne, [Verwaltungsleiter Comedia Theater, GF Comedia Colonia Kulturdienste GmbH]

Ladies und Gentlemen,

Welcome to Cologne!

I am pleased to be here with you at the award ceremony of the European Design Awards 2014.
Cologne is a lively and inspiring city. It has a long history and a rich diversity of people and culture. This is what makes our city worth living in. At the same time it makes it attractive for creative people who like to live and work here in Cologne.

Cologne offers creative professionals very good conditions. There are many different training opportunities. In the field of design, the Academy of Media Arts (KHM) and the Köln International School of Design (KISD) should be mentioned. In total, more than 10,000 [ten thousand] companies work in the diverse and dynamic creative industries. More than ten per cent of Cologne’s workforce work in these industries.

So for some years now the creative industries has become a continuously growing sector and a supporting pillar of Cologne’s economy. Innovative ideas are developed here, creative solutions for problems are found and last but not least new jobs are created.

Ladies and Gentlemen,
To be creative, to think and act in a creative way means one thing above all: to leave the beaten track and follow new paths with courage and confidence. We will see some of the innovative design ideas that are currently being developed later on. And many prize-worthy design ideas will be presented with an award tonight.

There are many things in the world that need to be changed – problems that need to be solved. But more and more often we reach our limits. And we realise that we will not get any further without creativity and the courage to dare something really new.

Creative people show us again and again that it is possible to develop really new ideas and go down new paths. Therefore they make up an important part of our urban society. They inspire their surroundings. They give us the confidence that we humans have the chance and opportunities to bring about change.

For this reason I am delighted to be with you tonight and to be impressed by your ideas.
I wish you a fantastic and inspiring evening to enjoy new ideas and many interesting conversations.