



# Die Große Pyramide

EIN DENKMAL FÜR UNS ALLE

**Northern Lite**

Clara Lost Her Mind **Dirk Spielberg**

David Woodard & The Los Angeles Chamber Group

Spielmannszug **Blau-Weiß** **Milch**

**Rosslauer Streetkids und viele andere**

Streetz / 2. September 2007 / 18 bis 22 Uhr



Press Release

## **The Great Pyramid – International Architecture Competition and Pyramid Festival**

**An international urban planning competition opens for The Great Pyramid after the successful development of the structure's basic concept. Rem Koolhaas heads the jury.**

**The Great Pyramid will be introduced to a wider public at the Pyramid Festival on September 2 in Dessau-Rosslau.**

Erfurt and Berlin, August 27, 2007

The Great Pyramid is the world's first monumental tomb and memorial site, open to people of all nations, cultures and religions. Gradually growing stone by stone, the structure could out-size the Giza pyramids within just a few decades. Each stone is set for one human who has contributed to the fortunes of mankind. Significant economic growth can be expected in the region where the Great Pyramid will be built, as hundreds of thousands of visitors come to inspect their potential burial site or pay respects to loved ones.

Initially conceived as a conceptual mind game by writer Ingo Niermann and economist Jens Thiel, the Friends of the Great Pyramid e.V. is a registered organization devoted to the project's realization. The German Federal cultural foundation supports the organization's work from its "Future of Labour" endowment fund.

Under the guidance of civic engineer Heiko Holzberger, students at the Weimar Bauhaus University have demonstrated the technical feasibility of the project. Furthermore, the supporting association has established the economic viability of the Great Pyramid and also designed qualified marketing concepts.

Greatly inspired and encouraged to further detail the concept in Dessau-Rosslau (Saxony-Anhalt), the Friends of the Great Pyramid have issued a call for urban planning proposals. The competition jury is presided by Rem Koolhaas. Other members of the Jury include Prof. Omar Akbar (Executive Director of Bauhaus Dessau), Stefano Boeri (Editor "Abitare", Milan), Ingo Niermann (representing the Friends of the Great Pyramid e.V.) and Miuccia Prada.

Five reputable international architectural firms will design concepts that illustrate how the area around the Great Pyramid could be developed – no matter whether the site will be located in Dessau-Rosslau or elsewhere.

To introduce the project to a wider public, the Friends of the Great Pyramid cordially invite all members of the press and public to a Pyramid Festival on a meadow next to Streetz, a village located at the northern edge of the city of Dessau-Rosslau, where a pyramid stone prototype will be presented on the evening of September 2nd. Musicians and other artists will entertain guests with performances by Northern Lite, Dirk Spielberg, Clara Lost Her Mind, David Woodard & The Los Angeles Chamber Group, the "Blau-Weiß" brass band, Milch and the Rosslau Streetkids. Supporters and objectors of the Great Pyramid will rise to speak.

There will be shuttle busses running from Berlin and Erfurt/Weimar. Theme of the pyramid festival: "For us all!"

**Press Conference:**

Sunday, September 2nd 2007, 3:30 – 4.30 p.a. at "Hummelstube",  
Rosslauer Straße 30  
06862 Dessau-Roßlau, Neighbourhood Streetz

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