



# Digital Promotion kit

## Presentation text

### ART DECO, ROARING TWENTIES, CRASH YEARS

For this 37th edition, Urban will show this artistic movement from a new perspective, as part of the **2025 Art Deco Year**. We will not only delve into the movement's well-known aesthetics and luxury, but also explore its urban, architectural, sociological, and human dimensions.

Under the theme **ART DECO – Roaring Twenties, Crash Years**, the event will highlight a wide spectrum of heritage: from buildings, façades, and interiors to furniture, collections, intangible heritage, and public spaces.

We warmly invite you to discover this rich and diverse heritage – whether built, movable, intangible or living – through an extensive range of guided tours and cultural activities. We will also once again highlight several iconic heritage sites across the capital. Le résumé du programme est repris dans un dépliant, qui sera disponible à partir de fin août dans de nombreux lieux (urban.brussels, Halles Saint-Géry, communes, offices de tourisme, bibliothèques et lieux participants).

As from the end of August a leaflet with the summary of the programme will be available in numerous locations (urban.brussels, Halles saint-Géry, local authorities, tourist services, libraries and participating venues).

The full programme will be available on <https://heritagedays.urban.brussels/> in the first week of September, coinciding with the opening of bookings.

*This event is organised by the Brussels Capital Region, and more specifically by Urban, as part of the European Heritage Days, an initiative by the Council of Europe and the European Commission.*



Illustration : Anne Brugni © urban.brussels  
Design : Julien Lelièvre



## References

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**You can redirect your audience to the following links :**

- HERITAGE DAYS OFFICAL WEBSITE → <https://heritagedays.urban.brussels/>
- ARTICLE ON URBAN'S WEBSITE → <https://urban.brussels/en/events/save-the-date-heritage-days-journees-du-patrimoine-2025>
- FACEBOOK EVENT → <https://fb.me/e/8wVKgVJMP>

**To tag Urban on your social media and be featured :**

Facebook : @urban.brussels ([Facebook](#))

Instagram : @urban\_brussels ([Instagram](#))

LinkedIn : @Urban.brussels ([LinkedIn](#))

Hashtags : #heritagedays2025 #artdeco2025 #artdecobrussels