

Newsletter 5



**The international festival for
Unique Hand Built Sports Cars
concepts and replicas
7-8-9-10 October 2021**



Newsletter 5 - UHS2021

UHS2021 Newsletter 5 - June 2021

Text: Anton Schulz
Photos: Anton Schulz & Lionel Koyamba

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Good News!

Covid restrictions lifted

We have good tidings for UHS2021 from the Danish parliament "Folketinget".

Recently they agreed to lift a large number of corona restrictions immediately from the 14th of June 2021. From that date the masks will no more be mandatory in shops and large number of other locations. From 1st of July up to 250 persons can gather indoors and later this restriction will be eased even more.



You can have more information from Danish authorities about covid 19 restrictions from this link. This information always up-to-date.

<https://www.regionsyddanmark.dk/wm524362>

By the 1st of October the corona passport will be phased out entirely, so our plans to organize an inspirational exhibition for the public will be possible to carry out.

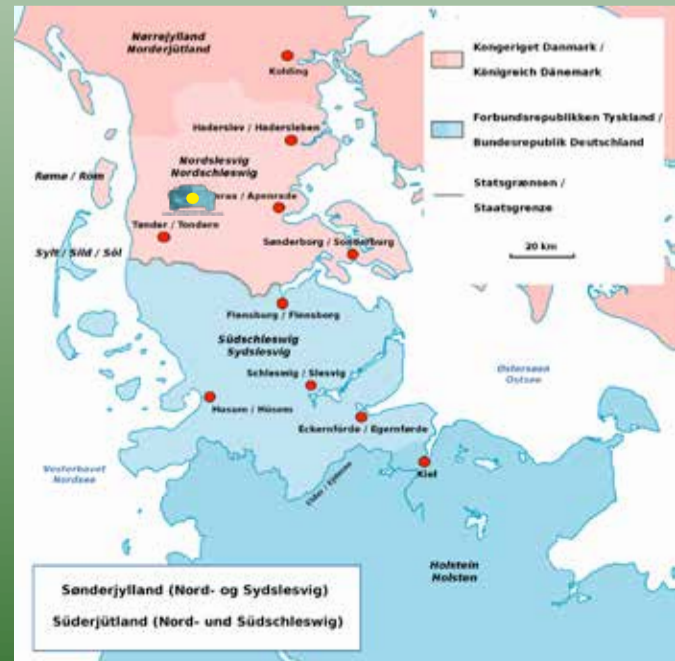
Why establish the UHS2021 Event?

Why did I take the initiative to establish The International Festival of UNIQUE HANDBUILT SPORTSCARS (UHS)?

For me, UHS2021 will always be more than cars, and that is one of the main reasons why I took the initiative to establish UHS2021.

Europe is a fantastic continent with a huge cultural influence on the whole world. Europe has contributed so much in both the cultural and scientific fields. Despite great cultural differences from north to south, Europe has managed to create an abundance of cultural diversity.

Think of gastronomy. The French cuisine, the Italian cuisine, the Nordic cuisine, and everything in between. Think of the 3 B's Bach, Beethoven and Brahms and all the great European composers who from the Renaissance to the present day have been behind the entire classical repertoire. Think of folk music ranging from Celtic folk music, over Portuguese fado, to the amazing folk music of the Romas. Think of the visual arts' Rubens, Rafael, Michelangelo, Gauguin, Picasso, Monet. Think of the range from Slavic dances, Celtic folk dances all the way to the classic Bournonville ballet. After all, Europe is all about a cultural diversity that has common references and at the same time great diversity.

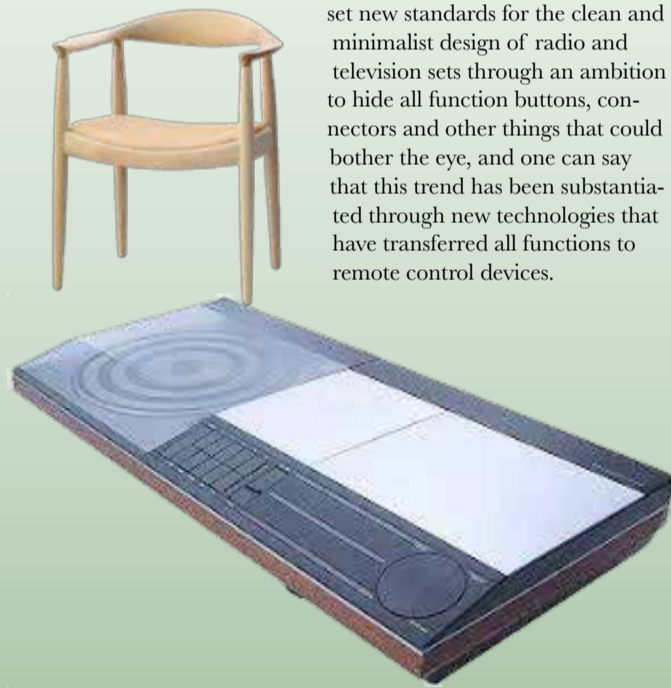


But also in the natural sciences, an incredible development was created over quite a few centuries culminating with industrialization in the 19th century and the continuation into our high tech era.

And then, yes, then came the cars too. First almost like motorized horse-drawn carriages. Later, design became an increasingly important part of the car's independent development. Both the industrial design but also the sculptural and artistic design gained ground in the development of the car. Already more than a hundred years ago, it asserted its influence as the Art Deco style was transferred to the car e.g. at the car brands Bugatti and Talbot. This style was actually long-lasting, as it characterized car designs well into the 40s. Italian designers such as Ferrari, Pininfarina, Zagato left their elegant mark on European car design, just as large design icons also were created by French André Citroën, Armand Peugeot and Louis Renault. German Rudolf Uhlenhaut defined a new way to open doors with his gull wings on the Mercedes 300 SL. In England, it was designers such as William Heynes (Jaguar XK models), Malcolm Sayer (Jaguar E-Type) and... oh yes, Keith Helfet, who was behind the design of XJ220 in close dialogue with Jaguar's founder, William Lyons himself.

Danish Design

In Denmark, minimalist design has been prevalent since the 1930s. Especially large Danish furniture designers have played a major role, and soon every utility item was designed. Bang & Olufsen e.g. have through their design set new standards for the clean and minimalist design of radio and television sets through an ambition to hide all function buttons, connectors and other things that could bother the eye, and one can say that this trend has been substantiated through new technologies that have transferred all functions to remote control devices.

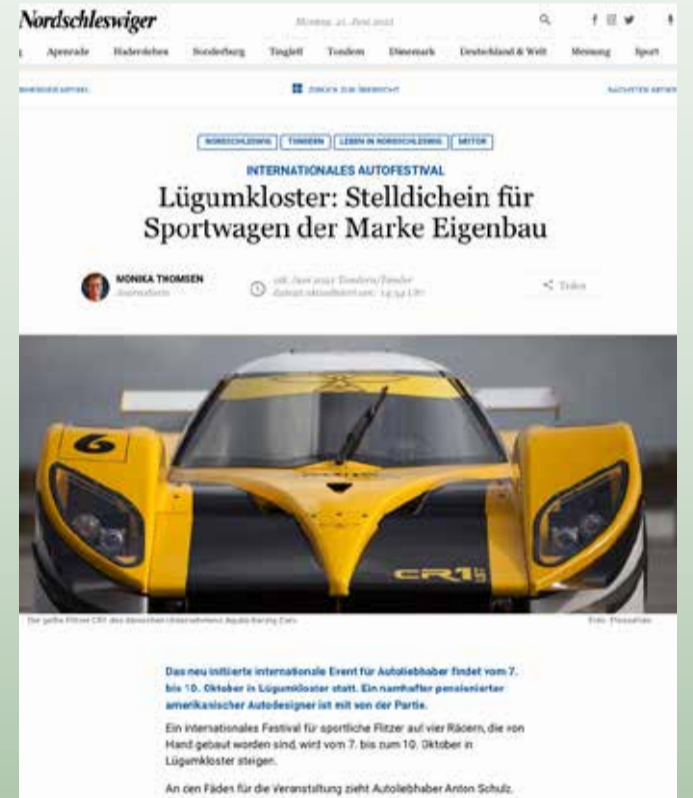


My point is that Europe has been successful because Europe has so many cultural common references, while being as diverse as we are. Together we enrich and inspire each other because diversity makes us wonder, surprise and stimulate us to go new ways all the time. Therefore, we must meet, talk together, learn from each other, wonder together and above all feel a common passion for sports and racing cars and their amazing world of design. UHS2021 must be a common cultural experience for the participants. That is my ambition.

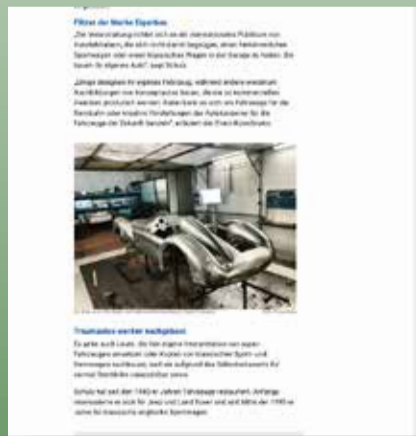
The main character in this newsletter article is Lionel Koyamba, who lives in France. He is an intriguing man who has set out to recreate one of the most rare and iconic Italian race cars of the early 1960s. Read the story and note that you, like Lionel Koyamba, can easily participate in UHS2021, even if you are in a very early project phase. We would like to see examples of preparatory work, half-finished projects but of course also very much like finished cars.

We are now recognized by the media.

On June 8, the German-language newspaper, "Der Nordschleswiger", published a large article on UHS2021. It was an informative coverage of the planned event accompanied by relevant images. This mention is the first of many that we will provide to the press.



You can find the entire article via this link:
<https://www.nordschleswiger.de/de/nordschleswig-tondern-leben-nordschleswig-motor/luegumkloster-stelldichein-fuer-sportwagen-marke>



Unique Hand Built Sports Cars

Our marketing plan include an increased press release activity from now on until the event itself takes place. We will also increase the number of newsletters and the mailing list grow every week.

The expected increase of press coverage will be valuable for exhibitors of all kinds. Also the event itself will be covered in great extend by medias. This will be valuable especially to small manufacturers of sports and race cars, as well as manufacturers of kit car components, and this is why we now encourage them to participate as well as private actors.

Help us spread the word

UHS2021 is concerned of spamming groups and pages on social media, but our strategy is to market our event, among other things on the so-called social media, and therefore some of you who receive this newsletter will see postings mentioning UHS2021.

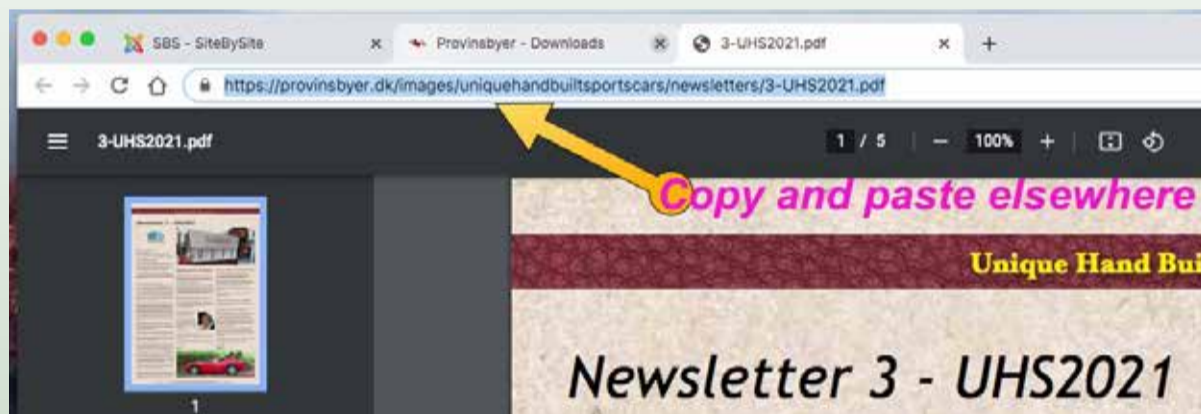
We would greatly appreciate it if you would share these posts in your social network. In this way, we have the greatest opportunity to reach people who share the interest in UNIQUE HANDBUILD SPORTSCARS and who could be interested in the event.

If you read on our website or read the newsletter online, you can also copy the link to the newsletter and put it posts on your or friends' facebook page. That way, more people get to know about UHS2021.

UHS2021 - The Magazine

UHS2021 collects all the articles we publish in connection with our newsletters. They will be published in a printed event magazine which is offered for sale to the public during the event itself. The articles will be edited and compiled in this magazine, which will also contain other exciting articles and other information on the theme of unique home-built sports and race cars.

It will also be possible to buy ads for this magazine. If you are interested in advertising in UHS2021 "Presentation Magazine", you can contact us on +45 29 99 37 89 or email schulz@asconbs.com There will also be a price list for download on our website under the menu item "Downloads"



Update july 2021: Articles now only available in our on-line edition of the UHS2021 Presentation Magazine either through our marketing crowdfunding here:

<https://www.boomerang.dk/projects/branding-of-the-international-festival-for-unique-handbuilt-sportscars/>

- or register for it on our website: www.uhs2021.com

