

THE ATOMIUM IS 60 YEARS OLD; IT'S TIME TO CELEBRATE



To mark its 60th anniversary, the Atomium will be launching various activities from March 2018 onwards. These will include exhibitions, events and products honouring this ever-iconic symbol of Brussels and Belgium.

The activities planned for this year will begin on the 23, 24 and 25 March 2018, with a special festive weekend to mark the anniversary. On this occasion, the Atomium will present a hitherto unseen comic book entitled “Sourire 58” (“Smile 58”), created by Patrick Weber and Baudouin Deville, both fans of the fifties and of Expo 58.

In addition to three exhibitions held at the Atomium and at the ADAM-Brussels Design Museum, collectively entitled Galaxy 58, the programme of activities will feature several events that will take place at intervals throughout the year, including a rock festival, summer firework displays and a large vintage bric-a-brac fair. Limited edition items will also be created for the occasion, including a MeisterSinger watch and a batch of beer from the Flobecq brewery, Flo58. A splendid concert given by the Royal Chamber Orchestra of Wallonia will round off the programme in the autumn of 2018.

A host of exhibitions and fun activities

Held at the dawn of the “Golden Sixties”, Expo 58 was the first international event to take place following the Second World War. A celebration of peace regained, humanism and modernity, Expo 58 caught the public imagination and has held a place in the collective memory of the Belgian people ever since.

Three exhibitions at the Atomium and the ADAM-Brussels Design Museum, collectively entitled GALAXY 58

Three exhibitions organised by ATOMIUM-EXPO will take place especially to celebrate this 60th birthday within our walls!

People of 58 / Atomium : 23.03.18>2019

Through a large number of mostly unseen photos and video footage from the period – not forgetting the costumes worn by the famous Fair Hostesses – this exhibition at the Atomium will be of particular interest to people who actually visited Expo 58, enabling them to re-live their experience there.

Graphic 58 / ADAM – Brussels Design Museum : 23.03.18>2019

The innovative visual world of Expo 58 captured people’s imaginations. For this occasion, the Brussels Design Museum re-focuses attention on its key elements such as forms, colours and textures, and on the importance of their influence in 1958, particularly regarding design.

Podium 58 / ADAM-Brussels Design Museum: 23.03.2018>2019

Presented in collaboration with the Museum of Costume and Lace in Brussels, this exhibition displays images of visitors strolling around Expo 58 in their Sunday best on the eve of the Swinging Sixties, at a time when the old and the new confronted one another in a dramatically changing world.

An exhibition for our little blue friends, who are also 60 this year

As they share the same birthday, the Atomium and the Smurfs will have a joint celebration. Together, they will be the subject of a large exhibition in one of the Heysel Palaces. At the same time, there will also be a fun outdoor exhibition held in the area between the Atomium and Palace no. 5!

The Atomium and the Smurf Exhibitions will join forces to offer a combined ticket at a reduced rate for the many families keen to visit both attractions.

These exhibitions will open on an amazing, unforgettable anniversary weekend. In addition to the preview event for GALAXY 58 (23/3), the Atomium will host a unique Musica Mundi concert (24/4>24/3) thanks to the backing of its Foundation, as well as a festive event for the youngest visitors, to be held in the afternoon on Sunday, March 23>25

An official comic book to mark 60 years

“Sourire 58” (“Smile 58”) will be the official comic book commemorating the Atomium’s 60th anniversary. A geopolitical thriller set right at the heart of the 1958 World’s Fair!

The artist Baudouin Deville is passionately interested in reconstructing the ambience typical of life in 1950’s Brussels.

The comic book was written by the historian Patrick Weber and the fictional story is expertly documented.

An outdoor exhibition, held between the Atomium and Palace no. 5, will celebrate the work of the creators.

The comic book will be published in March 2018.

The exhibition will be held from late March to September 2018.

A MeisterSinger Atomium watch

In 2018, the famous MeisterSinger company will bring out a watch in tribute to the 60th anniversary of this most Belgian of buildings. The watches, just 60 of which will be produced, will delight collectors.

FLO 58 beer will be re-born for the Atomium’s 60th birthday

The Flobecq brewery, which produced a beer for Expo 58, will recreate the exceptional brew. This special vintage will be unveiled at the press conference. The producer, GL Brewing Consulting, will present this quality product from Wallonia.

Be WELCOME

Be WELCOME, the “sculpture” that greets visitors at the entrance to the Atomium, will be dressed up to celebrate the birthday of its pretty neighbour with her nine spheres in fitting style.

Welcoming diamond anniversary couples

The Atomium has contacted all the municipalities in Belgium, to invite couples celebrating their 60th wedding anniversaries to enjoy a special week organised for them. They will be able to visit the Atomium and the ADAM-Brussels Design Museum free of charge.

These visits, organised in full collaboration with the municipalities, will take place on the 17, 18, 19 and 20 April.

Fireworks

The Atomium will be hosting 5 remarkable events on Friday evenings, consisting of firework displays at Laeken on the Heysel Plateau.

The exact dates are to be confirmed.

And, as a magnificent grand finale, the New Year’s Eve firework display will be held at the Atomium, like last year, rounding off our anniversary year.

Bric-a-Brac Fair 58

The REGAL non-profit organisation is organising a grand bric-a-brac fair with the Atomium as part of its 60th anniversary! There will be over 120 stands at which collectors will be displaying various objects, mementos and vintage pieces. There will be activities for children, an outside seating area and a 1958-style atmosphere, so that visitors can hunt for bargains as they share something of this collective national memory.

Date: 28 and 29 April 2018

Rock Around the Atomium special 60th Birthday

On 5 and 6 May, the festival Rock around the Atomium #4 will likewise be celebrating the Atomium’s 60th anniversary with a special programme of 50’s rockabilly and rock n’ roll.

There will be 12 international concerts over a two-day period, with a vintage market, and the most beautiful cars and motorbikes dating from the period will be on show! The Rock around the Atomium festival is organised in collaboration with the Brock’Xelles events non-profit organisation, the City of Brussels, the Atomium and Classic 21. Everything will be open to all and free of charge! Visitors can experience the exciting atmosphere of the birth of rock ‘n’ roll and immerse themselves in the world of Expo 58 at the foot of this “most Belgian building”.

60 years of the history of the car at the foot of the Atomium

In October (date to be confirmed), the Atomium will welcome a multitude of vintage vehicles to delight fans of classic cars and motorbikes.

Summer activities

The CouCou Bar, dance events and a welcome for tourists

Throughout the summer holidays, the famous CouCou bar will be found in its usual place on the promenade outside the Atomium, where tourists can get information about the activities planned for the Heysel Plateau and the city as a whole.

Special dance music and circus arts events, including slack-rope walking, will be organised mainly on the 20 and 21 July, as well as the 14 and 15 August.

Electro dance

A Deep in House evening will be held on the Square de l'Atomium in September. Several sessions have been planned for the 7 and 8 September.

Distinguished Gentlemans Ride

On 30 September, the Atomium will welcome gentleman motorbike riders, who will ride around in "distinguished" outfits, collecting funds for scientific research.

Register at www.gentlemansride.com

A remarkable closing concert

The Royal Chamber Orchestra of Wallonia is also celebrating its 60th anniversary. In October, a special concert will be given in the Prigogine Sphere by this renowned chamber orchestra, which will present pieces dating from the era of Expo 58, when the Atomium was created.

Design Flea Market (September/October)

In autumn, the ADAM – Brussels Design Museum will be "the place to be" for fans and collectors of design. They will be able to discover magnificent design objects at this exceptional flea market, which will be held at the Brussels Design Museum.

Lunch for 60€ to celebrate the Atomium's 60th birthday

From April to December, the Atomium Restaurant will be serving a special 3-course lunch for 60€, in honour of the Atomium's 60th birthday.

Customers will have the opportunity to discover Belgian meals, produce and wines. Anyone who makes a booking for this meal (at www.atomiumrestaurant.be) will be able to enjoy a free visit to the Atomium.

Practical Information

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