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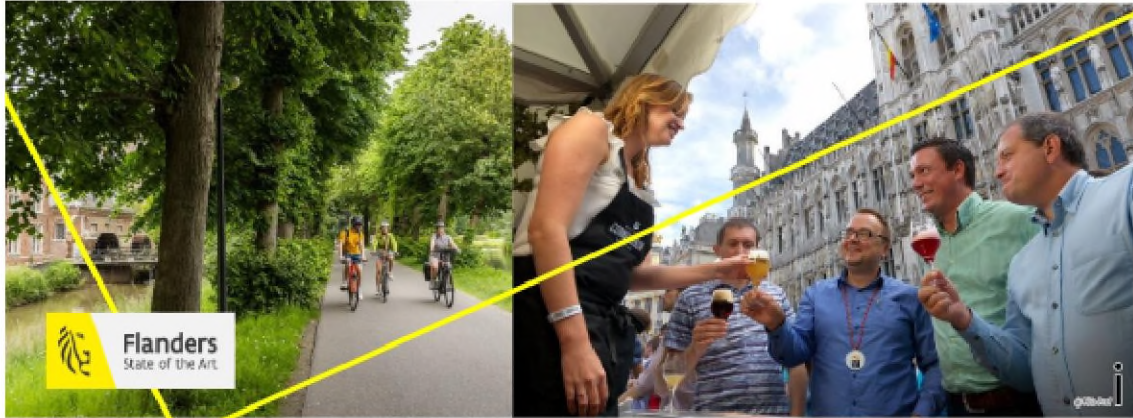
**News from VISITFLANDERS - July 2025**


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From Jillian Sliwinski <jillian.sliwinski@visitflanders.com>

Date Wed 7/16/2025 4:19 PM

To Jillian Sliwinski <jillian.sliwinski@visitflanders.com>



## News from VISITFLANDERS - July 2025

As summer settles over Flanders, the region brims with anticipation and celebration. In Leuven, hopes are high as the city awaits a pivotal decision that could crown it the European Capital of Culture in 2030. Meanwhile, in Antwerp, history takes a fresh turn as the renowned Plantin-Moretus Museum unveils a new exhibition spotlighting the influential women who helped shape its legacy, both in print and powerful business roles. Further fueling the summer spirit, Belgium Beer Week kicks off in late August, pouring into the lively streets of Brussels for its celebration shortly after. It's a season where tradition meets festivity, and there's no better time to raise a glass to Belgium's iconic brewing heritage. Beyond the cities, Cycling legend Eddy Merckx is honored across Flanders with tributes to his enduring legacy, while Flanders Fields welcomes a new wave of artists in residence. In this newsletter, we bring you the latest cultural highlights and a dose of inspiration for enjoying the rich tapestry of summertime in Flanders.

**Arts and Heritage:**

**Women's Business**

**Sept 13, 2025-Jan 11 2026**

## **Will Leuven be European Capital of Culture 2030?**

**September 24, 2025**

### **Leuven**

Leuven, together with the wider East Brabant region, is in the running to be named European Capital of Culture for 2030.

The organization LOV2030 is harnessing the unifying power of culture to address some of today's most urgent challenges – including climate change, inequality, and polarization. By drawing on the region's cooperative spirit, it aims to use culture as a catalyst for social cohesion. A new bid book will be submitted in mid-July, followed by a jury visit, with the final decision due on 24 September.

If Leuven is awarded the title, an ambitious and inspiring cultural journey will begin in 2026. Audiences can look forward to art trails, music, and dance set in natural landscapes, and a vibrant, inclusive nightlife.



Image credit: (c) Jan Crab

[Find out more](#)

## **Plantin Moretus Museum**

**Antwerp**

For 300 years, women lived, worked, and moved through the printing house of the Plantin-Moretus family – not behind the men, but alongside them. The Museum will be highlighting these multifaceted women in various ways. It holds over 200 meters of archival material – thousands of sheets of paper: letters, notes, diaries, account books, ledgers, and administrative records. And within all of this, we find countless traces of the women who lived and worked here over the centuries. Discover it all during a fascinating guided tour run by the museum.



Image credit: (c) Jeroen Broeckx

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## **Cycling News**

**Eddy Merckx 80th honoured**

**Until end 2025**

**Ride Leuven**

**August 24, 2025**

## CRVV centre -Oudenaarde

To mark the 80th birthday of cycling legend Eddy Merckx the Centrum Ronde van Vlaanderen has opened a special mini-exhibition on entirely dedicated to Merckx's extraordinary sporting career. From his early days in the peloton to his most iconic victories, the mini-expo pays tribute to the greatest cyclist of all time. Visitors will be able to explore Merckx's remarkable career through a range of video clips, articles, and rare memorabilia. The mini-exhibition will be open from 7 June until the end of 2025 and can be visited during regular opening hours at the Ronde van Vlaanderen Center in Oudenaarde. The special exhibition is included in the standard admission price.



Image credit (c) CVV

[Find out more](#)

## Leuven

Leuven, will host its annual event, Ride Leuven this August, once again. Cyclists can choose from four distinct routes measuring approximately 19 miles, 37 miles, 50 miles, and 62 miles, suitable for riders of all skill levels. Each route offers a scenic tour of the Flemish countryside, passing through charming villages and historic landmarks. Participants will benefit from clear route signage, well-placed support stations, and a welcoming, well-organized atmosphere.



Image credit: (c) Bas van Oort

[Find out more](#)

## Flanders Fields News

**New artist in Residence**

**July 7, 2025 - January 4 2026**

**Talbot House - Summer Story  
Tours**

**July & August**

## In Flanders Fields Museum

### Ypres

Each year, the In Flanders Fields Museum in Ypres hosts a contemporary artist as part of its long-running Artist in Residence program, inviting new reflections on the legacy of war and peace. Since 1999, artists from around the world have created powerful installations engaging with the history of the First World War and its relevance today. The next residency, “Nightwalker” by Reniere & Depla, runs into early 2026. This immersive 360° painted panorama—created using acrylic on canvas and wooden panels—will span the museum’s main galleries. Inspired by the night-time walks of WWI poet and artist Ivor Gurney, it blends the horrors of war with the enduring beauty of nature. Paul Reniere (Poperinge, 1956) and Martine Depla (Ostend, 1954) are based in West Flanders and France. They are known for transforming photographic source material into richly atmospheric and contemplative works.



Credit image © Eric Compennolle

[Find out more](#)

## Talbot House, Ypres

This July and August, Talbot House in Poperinge offers visitors a unique opportunity to explore its rich wartime past through daily guided story tours. As a living museum and former soldiers' club, the House comes alive each morning at 10:30am with free storytelling sessions filled with fascinating anecdotes and little-known facts, such as all military ranks being left at the door. Guests will wander through the peaceful historic garden and climb the iconic ship's stairs to the chapel, retracing the steps of thousands of soldiers. The tour is inspired by \*Tubby's Tales of Talbot House\*, offering an engaging way to connect with the past. On Wednesdays, a special family-friendly tour led by 'Soldier Arthur' brings history to life for younger visitors. No registration is needed, and the tours are free with admission.



Image credit: © Talbot House

[Find out more](#)

## Gastronomy and Beer

### Belgium Beer Week

## Belgian Beer Weekend

September 5-7, 2025

**August 25-31, 2025**

**Worldwide**

Belgium Beer Week celebrates the country's legendary beer culture with events across Belgium and beyond—including six UK breweries, bars, and beer shops that will take part with tastings, tap takeovers, talks, and food pairings that highlight both Belgian tradition and modern craft. Organised by Beer Idiots vzw, the week includes contributions from these UK venues, showcasing Belgian brews and beer culture through curated events. Whether you're a seasoned beer lover or simply curious, it's a great chance to discover the depth and diversity of Belgian brewing and inspire a visit to its homeland to discover more.



[Find out more](#)

**Brussels Grand Place**

Brussels' iconic Grand-Place transforms into a beer lover's paradise for the Belgian Beer Weekend. This lively, free-entry festival brings together over 50 Belgian breweries, offering more than 500 beers to sample—from world-famous Trappist ales to small-batch craft brews. With live music, parades, and a buzzing atmosphere, it's the perfect way to soak up Belgium's brewing culture. Tasting is done via a token system, and commemorative glasses are available to rent or buy. It's a unique opportunity to discover Belgium's beer culture in the heart of its capital, attracting locals and international visitors alike and an unmissable weekend for beer enthusiasts.



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[Find out more](#)



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