

The Achievements for Internationalization - The European Capital of Culture Program

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selection and monitoring Panel

Kufstein, April 2016

European Capitals of Culture

Long-term project:

- 2-3 years: preparation of application
- 5 years: preparation of ECoC-Year
- 1 year: European Capital of Culture
- Sustainability

Financial aspects:

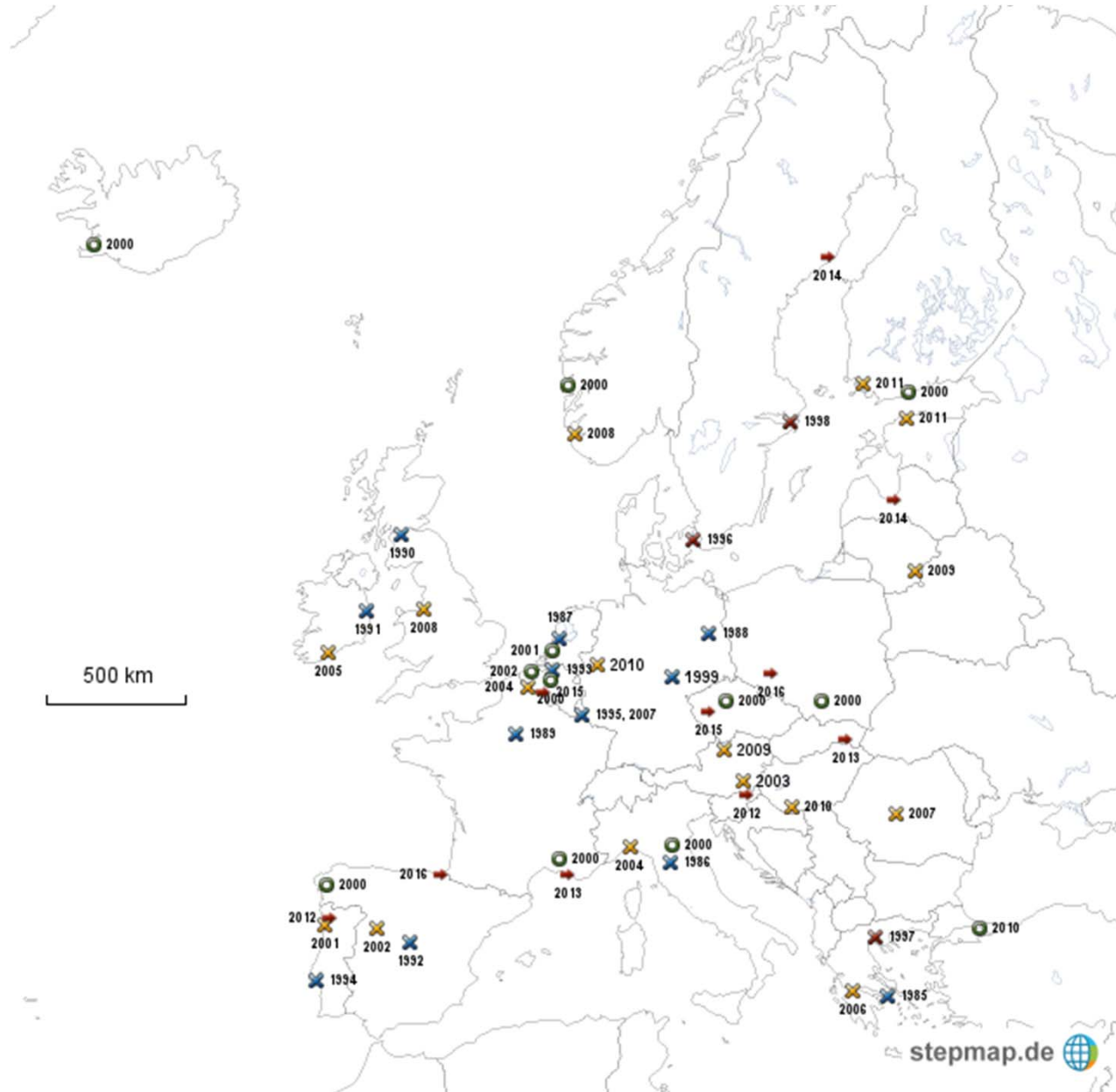
- EU: Melina Mercouri-Price (1,5 Mio €)
- Program: average 50 Mio €
- Public funds, sponsorship, EU structural funds, EU support programs
- No realization of profits (entrance fees used for project financing)

Changes:

political, social, cultural and economical



European Capitals of Culture 1985 - 2016



European Capitals of Culture 1985 - 2019

- 1985: Athens (GR)
- 1986: Florence (IT)
- 1987: Amsterdam (NL)
- 1988: Berlin (DE)
- 1989: Paris (FR)
- 1990: Glasgow (UK)
- 1991: Dublin (IR)
- 1992: Madrid (ES)
- 1993: Antwerp (BE)
- 1994: Lisbon (PT)
- 1995: Luxemburg (LU)
- 1996: Copenhagen (DA)
- 1997: Thessaloniki (GR)
- 1998: Stockholm (SE)
- 1999: Weimar (DE)
- 2000: Avignon (FR), Bergen (NO), Bologna (IT), Brussels (BE), Helsinki (FI), Kraków (PL), Prague (CZ), Reykjavik (IS) and Santiago de Compostela (ES)
- 2001: Rotterdam (NL) and Porto (PT)
- 2002: Bruges (BE) and Salamanca (ES)
- 2003: Graz (AT)
- 2004: Genoa (IT) and Lille (FR)
- 2005: Cork (IR)
- 2006: Patras (GR)
- 2007: Luxemburg (LU) and Sibiu (RO)
- 2008: Liverpool (UK) and Stavanger (NO)
- 2009: Linz (AT) and Vilnius (LT)
- 2010: Essen/Ruhrgebiet (D), Pécs (HU) and Istanbul (TR)
- 2011: Turku (FI) and Tallinn (EE)
- 2012: Guimarães (PT) and Maribor (SI)
- 2013: Marseille-Provence (FR) and Košice (SK)
- 2014: Umeå (SE) and Riga (LV)
- 2015: Mons (BE) and Plzen (CZ)
- 2016: Donostia-San Sebastian (ES) and Wrocław (PL)
- 2017: Århus (DK) and Pafos (CY)
- 2018: Leeuwarden (NL) and La Valletta (MT)
- 2019: Matera (I) and Plovdiv (BG)
- 2020: Rijeka (HR) and Irish city (July 2016)
- 2021: Greece and Romania
- 2024: Austria and Estonia

European Capitals of Culture

1985: European Commission



A major international project

Exhibitions, performances, theatre, many events in public space all over a city or even a region during a year.

excellent references:

- Glasgow 1990
- Lille 2004
- Liverpool 2008
- Linz 2009
- Essen-Ruhr 2010
- Marseille-Provence 2013
- Mons 2015



Marseille-Provence 2013 (France)

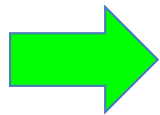


Marseille-Provence 2013 (France)

*„European Capitals of Culture
are more than cultural and artistic events –
they are long-term projects
for sustainable development
in the city and the region“*

The EU-jury's argument to be chosen in the final round:

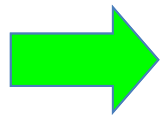
„Marseille needs the title most“



ECOCs help to create/transform destinations!

Marseille-Provence 2013 (France)

- 2600 years, oldest city of France
- 850 000 inhabitants (2nd largest city of France, cosmopolitanism)
- 4th largest harbor city in Europe, biggest harbor in the Mediterranean
- Bad image/stereotypes: problems due to immigration, insecurity, dirt, mafia, war on drugs, “kalaschnikow”, ...



CHANGE OF IMAGE

**“European Capital of Culture” &
“Euroméditerranée”
helped to contribute ...**



Euroméditerranée

FACTS & FIGURES: URBAN PLANNING PROJECT

- 1995 - 2025
- 2 phases
- 480 ha + 170 ha
- 7,5 billion Euro of investment
- Renovation of historic sites
- Transformation of industrial wasteland
- Eco-Cité



Marseille – Cultural Infrastructure

New buildings of cultural and artistic facilities:



FRAC: Kengo Kuma, 2013



MuCEM: Rudy Ricciotti - Villa Méditerranée: Stefano Boeri, 2013

Marseille – Cultural Infrastructure

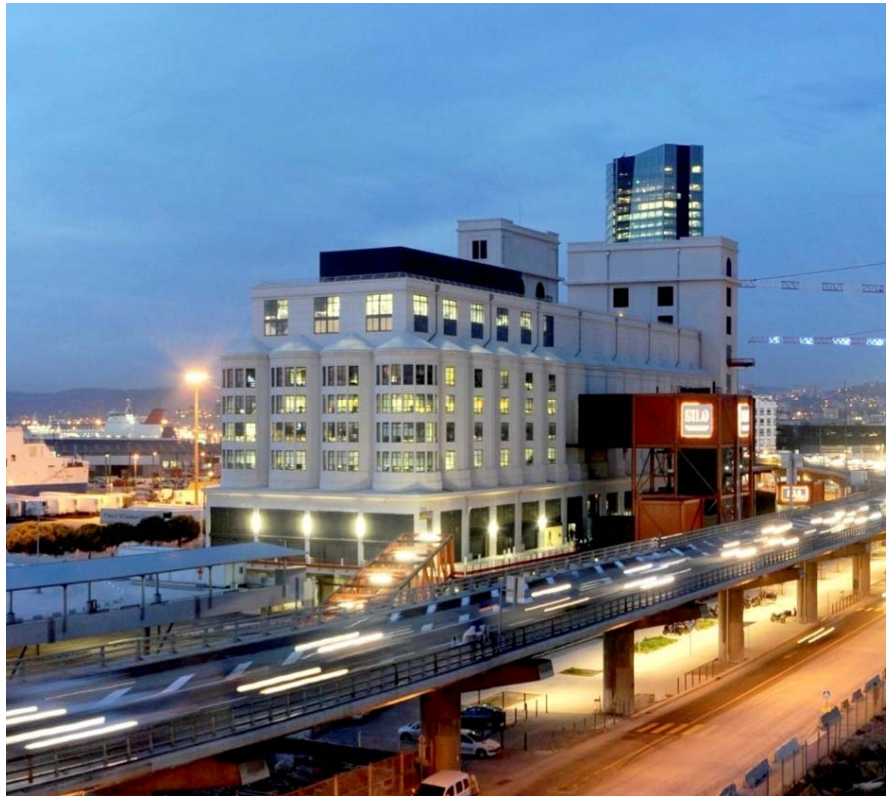
MuCEM – Museum of European and Mediterranean Civilization



Rudy Ricciotti, 2013

Marseille – Cultural Infrastructure

Refurbishment of cultural and artistic facilities:



SILO: Eric Castaldi, 2011



Friche La Belle de Mai: ARM & Patrick Bouchain

Marseille – Cultural Infrastructure

Refurbishment of public spaces:



Vieux Port: Norman Foster, 2013



Esplanade J4, 2013

Marseille: New Waterfront



Zaha Hadid, Yves Lion, Jean Nouvel, Roland Carta, Jean-Baptiste Pietri



Marseille Provence

Euro-Mediterranean Dimension



Wide Range of Disciplines

EXHIBITIONS



STREET ARTS



GASTRONOMY



DANSE

CIRCUS

CINEMA

DESIGN

MUSIC

LAND ART

THEATRE

OPEN AIR CONCERTS

Transhumance

Europe's largest animal gathering



From Morocco, Tuscany, Piedmont ... and Camargue, thousands of horses, sheep cattle crossed the Provence, converged the Crau-plaine and finally arrived in Marseille.
A great course poetic and festive during several weeks, with herds and men.

TransHumance



TransHumance – Arrival in Marseille



EXPOSITIONS



Méditerranéées

Des grandes cités d'hier
aux hommes d'aujourd'hui

*Une odysée au coeur de l'art
Méditerranéen, de l'Antiquité
à nos jours.*

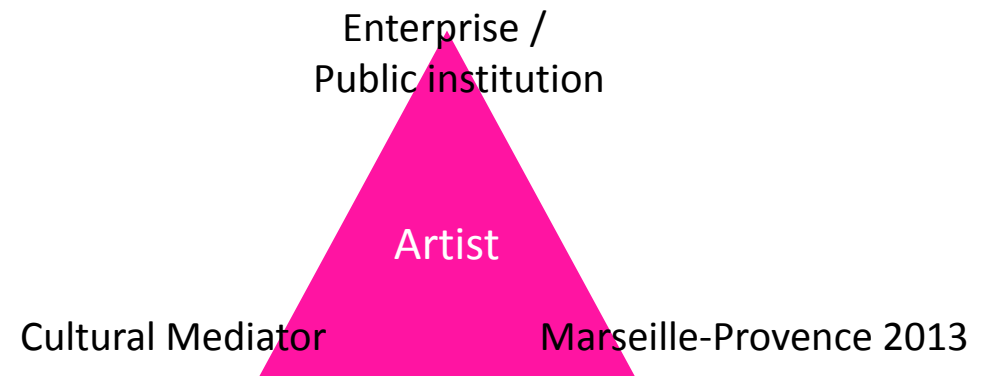
Marseille

J1, place de la Joliette
12 janvier au 25 mai



Project: Euro-Mediterranean Ateliers

Innovative & sustainable way
to produce art works
and cause encounters between art & society



3 objectives:

- Support the creation of contemporary art work (all disciplines) with international artists
- Mobilise new audiences
- Initiate new ways of producing and financing

Project: Euro-Mediterranean Ateliers



Project: La Folle Histoire des Arts de la Rue



culture pilots

training discovery city culture





The international impact

International partners

Logos of international partners:

- INSTITUT FRANÇAIS
- GOETHE INSTITUT
- EU JAPAN Fest
- forum culturel autrichien par
- fondation suisse pour la culture prohelvetia
- Istituto Italiano di Cultura Marsiglia
- aa rc (Agence Algérienne pour le Rayonnement Culturel)
- OH! PAYS-BAS: L'officiel de la culture néerlandaise à Marseille
- SLOVENSKÝ INŠTITÚT / Institut slovaque Liège



MP2013 transborder

- Liège (BE)
- Munich (DE)
- Barranquilla (CO)
- Matera (IT)
- etc.

Marseille-Provence 2013 – facts & figures



A territorial project

Territory

- 2 millions inhabitants
- 97 municipalities

expenditures

- 680 millions Euro for cultural infrastructure
- 20 new buildings and places

A wide-ranging programme

Budget

- 98 millions Euros for the programme
- 230 economical partners
- 14,7 millions Euro as sponsorship

Programme

- 900 events
- 140 exhibitions

Marseille-Provence 2013: Facts & Figures

- 2 Mio more tourists than 2012 (+ 15%)
- 11 Mio visitors in cultural events
- 6 Mio visitors in exhibitions
- Budget: 91 Mio € program and 680 Mio € investment in cultural venues
- Start of image change

Legacy:



The New York Times
ON THE WEB

“Marseille, the Secret Capital of France”,
10/06/2013

Linz09 (Austria)



LINZ 2009
EUROPEAN CAPITAL
OF CULTURE

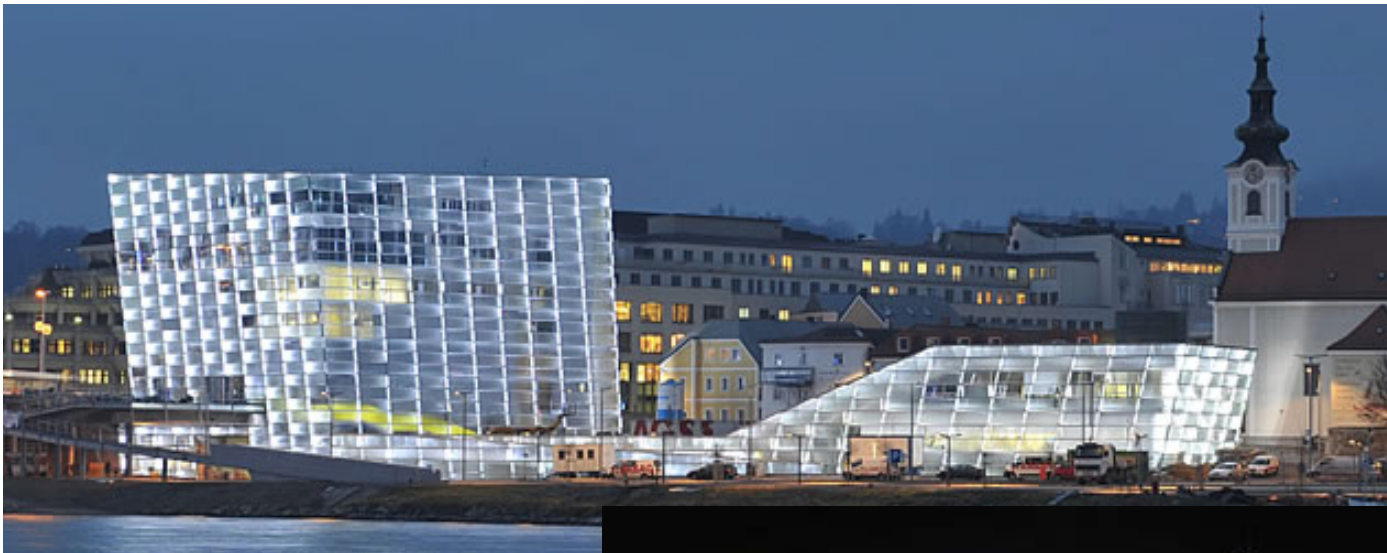
WWW.LINZ09.AT

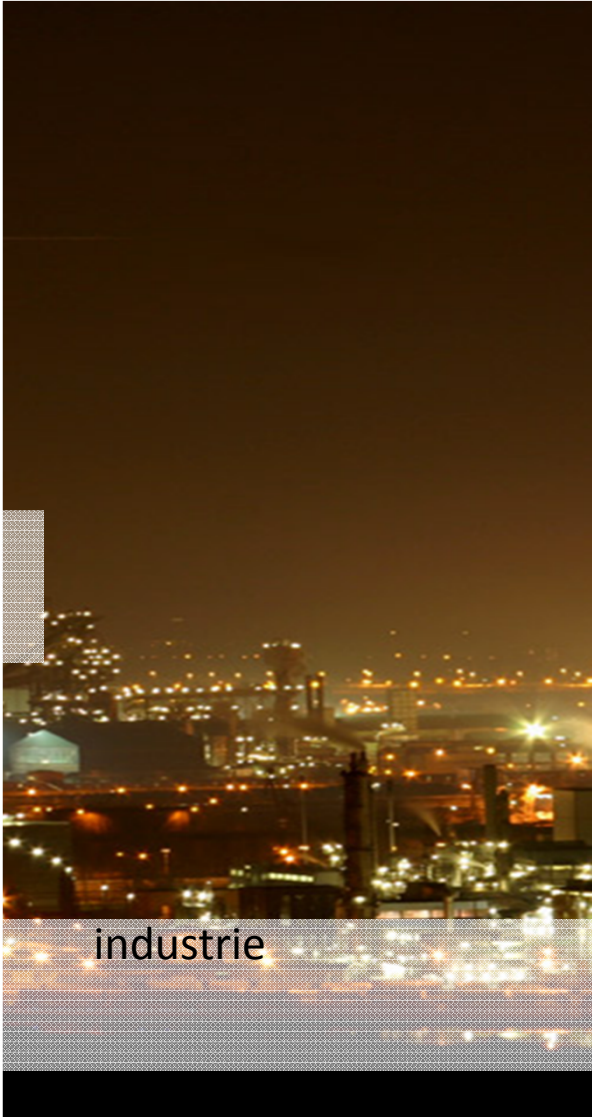
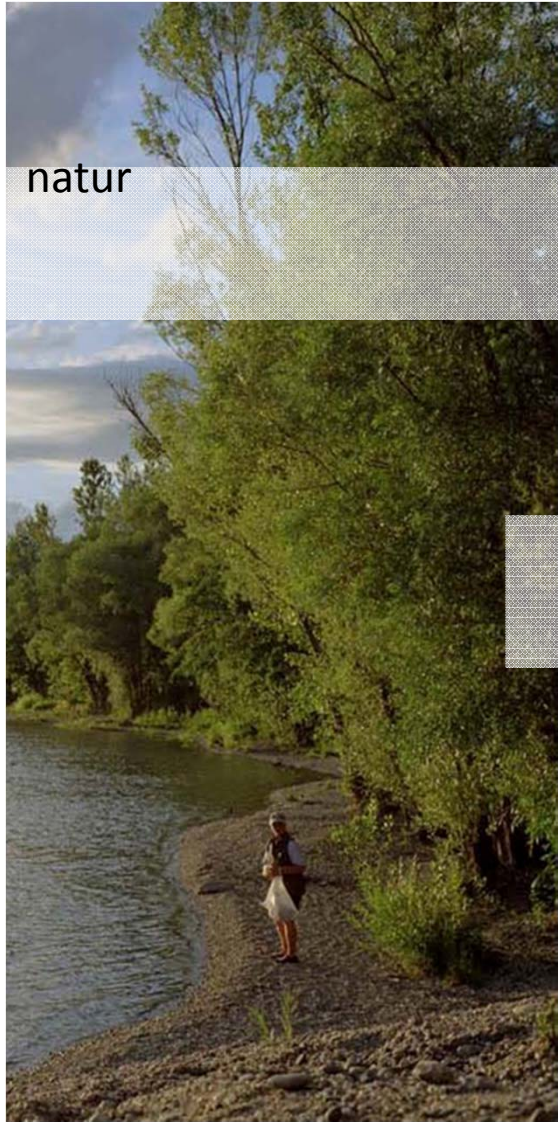




Linz – Cultural Infrastructure

Ars Electronica Center (Treusch architecture ZT GmbH, 2009)





The goals of Linz09 – Mission statement

- **Positioning Linz as a modern and dynamic city of industry and technology** featuring an attractive cultural programme that enabled the city to compete with Austria's traditional bastions of cultural tourism Salzburg and Vienna. Creating a new narrative about the difficult history of Linz as one of Hitler's favorite cities
- **Developing and promoting a programme** that takes into consideration both the characteristics of Linz and its region and European and/or global dimensions
- **Persuading Linz's artistic scene** to focus on competition, quality and international perspectives



The goals of Linz09

- **Boosting the numbers of day visits and overnight stays** by offering a programme of outstanding quality on 365 days
- **Creating networks and alliances** on a number of different levels: artists, cultural institutions, city and region, tourism, business community, administration and politics – local, national and international



communication dramaturgy

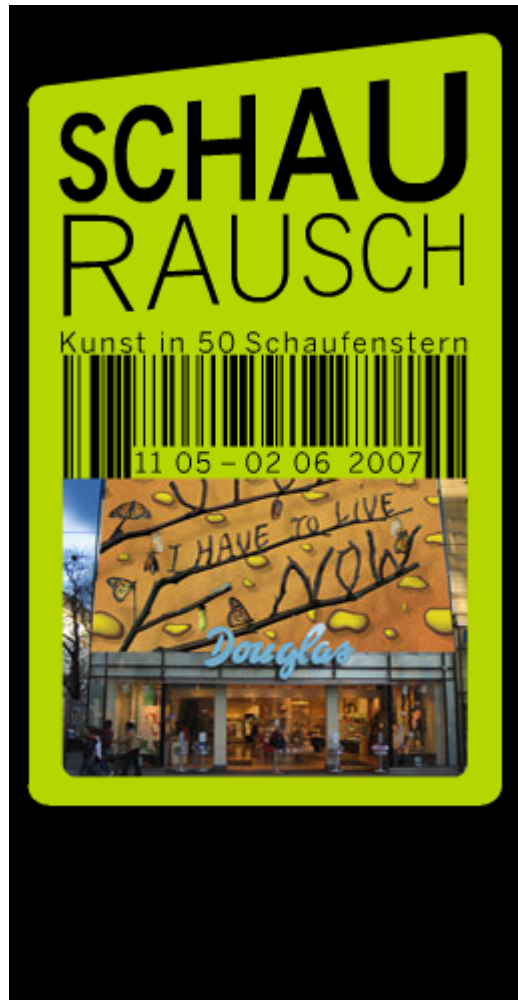
Linz09 Claim and
the **new** Logo of the City

LinZ
verändert





Contemporary art in the city: Schaurausch (2007) in 50 shop-windows



Contemporary art in the city: Tiefenrausch (2008) in the caves and tunnels of Linz



- Cellar of a brewery
- Gallery of WWII

Contemporary art in the city: Höhenrausch (2009) on the roof tops



Höhenrausch (2009)

Contemporary art on the roof tops



Legacy of Linz09 programme

Höhenrausch.2 (2011)



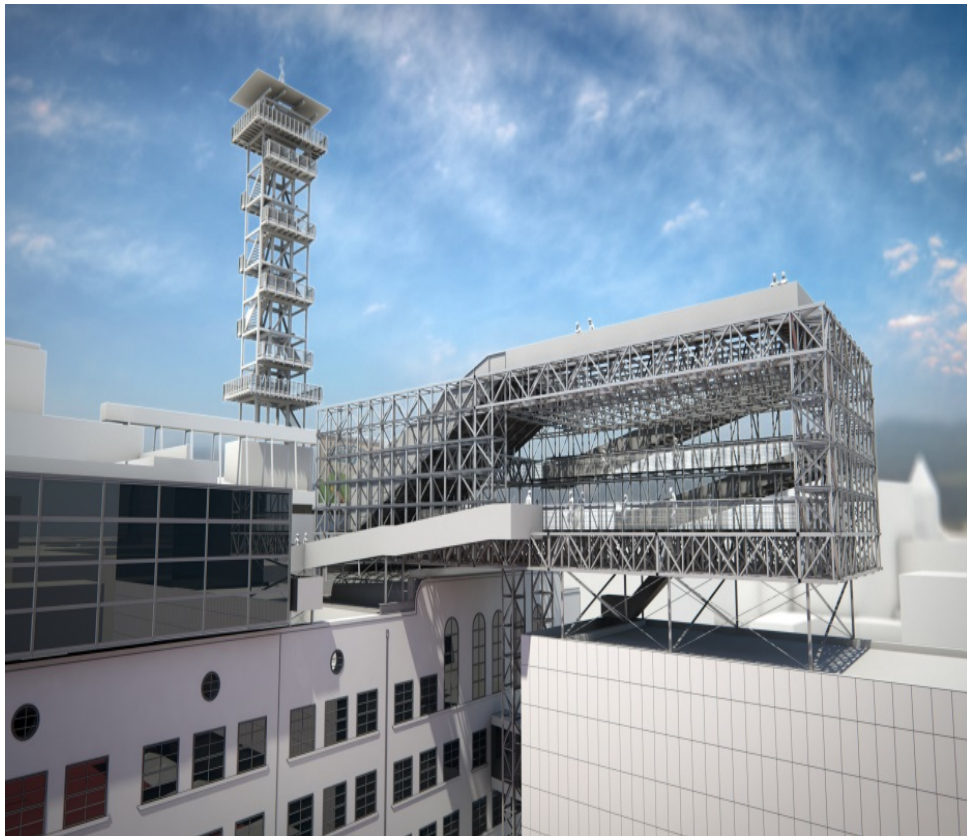
Legacy of Linz09 programme

Höhenrausch.3 (2013)



Legacy of Linz09 programme

Höhenrausch.4 (2014)



Legacy of Linz09 programme

Höhenrausch.5 (2015)

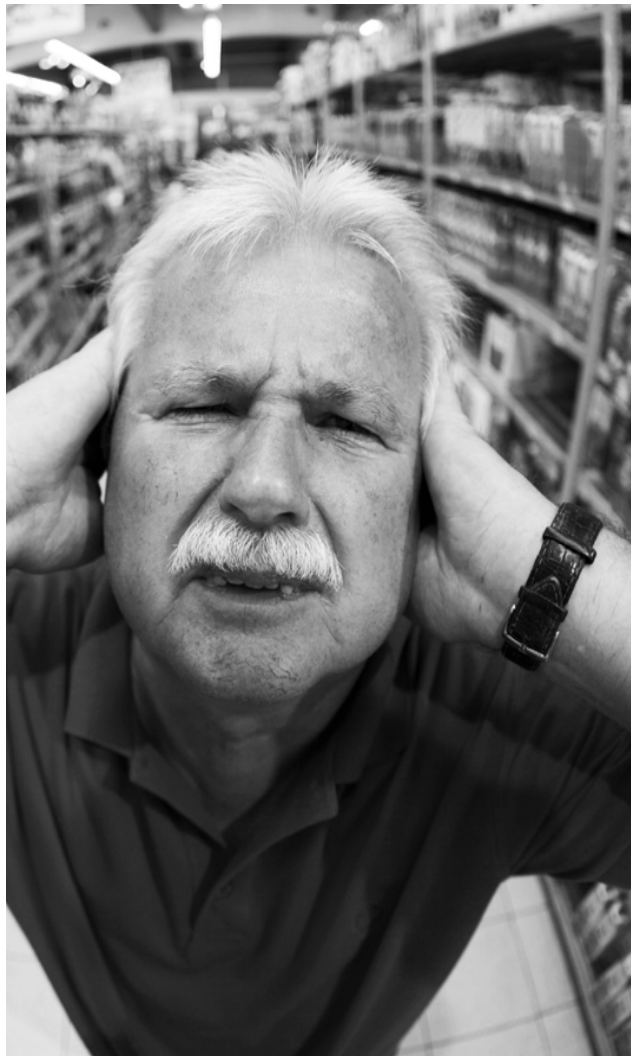


Legacy of Linz09 programme

Höhenrausch.6 (2016)



Hörstadt / Acoustic City



Acoustic City



Capital expenditure „Salzamt“ - venue for international artists in residence



exhibition „Kulturhauptstadt des Führers“



Installation “Unter Uns” (Among Us)



Public space: In Situ (Linz) / Ici Même (Marseille)



Linz09: Facts & Figures

Visitors: 2009 **2,903.000**

2006 - 2008 **580.000**

2006 - 2009 **3,483.000**

Budget: 71 Mio € program and 330 Mio € investment in cultural venues

Events: 7.700

Projects: 220

Artist: 5.000 from 66 countries



Legacy of Linz09 Network

Cultural stakeholders and **tourism board** working together on content and marketing.

Theme of the Year

2011	Nature
2012	Architecture and Technics
2013	Music (opening New Opera)
2014	River Danube
2015	Memory (Zeitgeschichte)
2016	Media Art (UNESCO-City)

Legacy of Linz09 Tourism

The overnight stays in Linz:

2008: 674.119

2009: **738.555**

2010: 693.011

2011: **741.886**

2012: **793.315**

2013: **775.396**

2014: **775.514**

2015: **777.292**



The most interesting city ...

Result of a Voting of ORF (national broadcast) April 2014:

Which is the most interesting city of Austria?

- Bregenz - 4,17%
- Eisenstadt - 2.82%
- Graz - 23.77%
- **Linz - 26.21%**
- Innsbruck - 13.13%
- Klagenfurt - 4.93%
- Salzburg - 14.58%
- St. Pölten - 3.06%
- Wien - 17.32%



Thank you for your attention and your interest!

Archives (English language):

Marseille-Provence 2013: www.mp2013.fr

Linz09: www.linz09.at

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