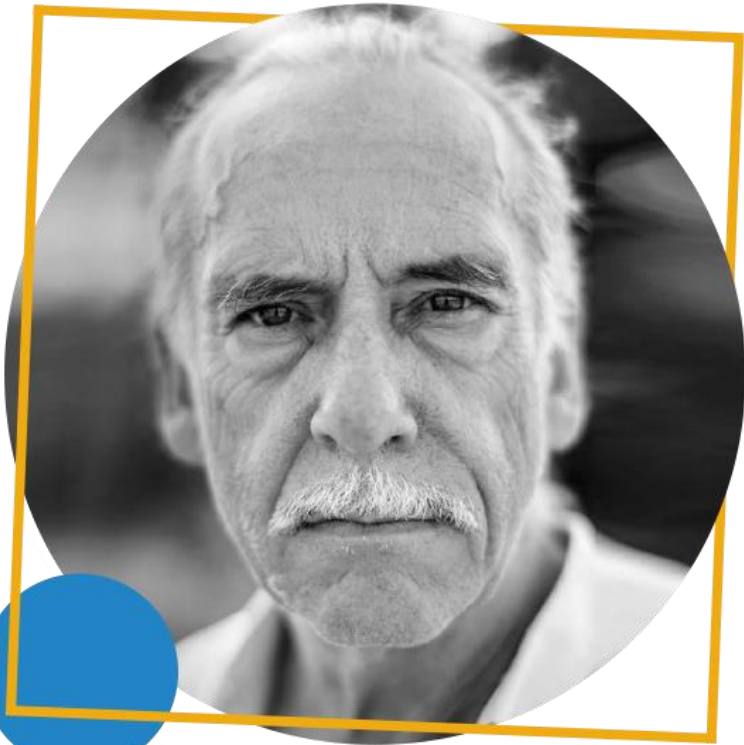


Cultural Capital of Europe - Mind The Gap



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Presentation by
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for EUNIC webinar

ECOC 2027– mind the gap!

FROM CAPITAL OF CULTURE TO CULTURAL CAPITAL

- **66 CITIES AND THEIR EXPERIENCE(S) SINCE 1984** TELL THE STORY OF HOW CULTURE AND THE CITY CAN ACT & REACT TOGETHER AND HOW THE UNIQUE SYNERGY OF THIS CAN CHANGE THE EVERYDAY AND OPEN UP FOR NEW UNDERSTANDINGS, NEW PARTNERSHIPS AND NEW FUTURES.

THE ECoC PROGRAMME ALLOWS AND ENCOURAGES EACH CITY TO FIND ITS OWN POSITION, ITS OWN MOTIVATION AND OWN PROFILE IN THE CONTEXT OF EUROPE

THIS IS MORE DIFFICULT FOR EACH YEAR BUT THIS IS THE MAIN CHALLENGE

YOU CAN LEARN FROM MANY CITIES BUT YOU CAN COPY FROM NO-ONE

THE PROJECT MUST BE SPECIAL FOR THE CITY, THE YEAR AND THE PEOPLE ENGAGED

- EACH
- CITY
- HAS
- FOUND
- ITS
- OWN
- ROLE

- **GLASGOW 1990** SHOWED US HOW TO LOOK AT THE PROGRAM AS AN URBAN STRATEGY
- **ANTWERP 1992** SHOWED US THE VALUE OF ARTISTIC CREATION
- **COPENHAGEN 96** SHOW US HOW TO CHANGE PERCEPTION OF EUROPE AND SELF PERCEPTION OF THE CITY
- **LILLE 2005** SHOWED US HOW TO MAINTAIN FOCUS EFTER THE YEAR WITH LILLE 3000
- **LIVERPOOL 2008** SHOWED US HOW TO MARKET AND POSITION A ECoC
-
- **RUHR 2008** SHOWED US HOW TO DEFINE AND ENGAGE AN URBAN REGION

- **VILNIUS 2011** SHOWED US HOW TO MANAGE DESPITE HUGE BUDGET CUTS IN THE FINANCIAL CRISIS
- **MARSEILLES 2013** SHOWED US A CITY LINKING EUROPE WITH THE MEDITERANEAN
- **UMEÅ 2014** SHOWED US HOW TO WORK OPEN SOURCE IN AN OPEN SUB ARCTIC LANDSCAPE
- **AARHUS 2017** OFFERED US THE CHANCE TO CHANGE THE MINDSET OF A CITY AND TO RETHINK IN A EUROPE IN CRISIS
- **WHAT WILL YOIUR CITY SHOW US**

TIMING IS EVERYTHING

IS THE TIME RIGHT FOR YOUR CITY

CAN YOUR CITY FIND AND 'REFLECT OUR "NOW"

HOW WILL THE IMPRINT OF TIME IMPACT

- THE
- ECoC
- HAS
- CHANGED

- 1984 – 2021/37 YEARS WITH 63 CITIES UNTIL NOW AND THEIR EXPERIENCE
- FROM SIMPLE PROGRAMS OF FESTIVALS & CULTURAL EVENTS TO CULTURALLY DRIVEN **INTEGRATED ACTIONS**
- FROM ONE YEAR TO **A DECADE** AS PERSPECTIVE
- FROM A PROJECT FOR THE CITY TO A PROJECT **WITH THE CITY AND BY THE CITY**

- THE ECoC HAS BECOME A TESTING GROUND FOR THE BELIEF IN **THE CITY AS A CREATIVE CULTURAL PHENOMENA**
- AND OPENS UP FOR THE WAY WE **UNDERSTAND, PLAN, ORGANISE AND PRESENT OUR CITIES**
- AND THE OPPORTUNITY TO **RE-ENGAGE THE WHOLE CITY IN A PROCESS**
- A CITY MUST CHANGE FROM A CITY IN EUROPE **TO A EUROPEAN CITY**

WHAT
ARE
THE
MOTIVATIONS

- HIGHER INTERNATIONAL AWARENESS AND **ATTRACTION** (every city)
- MORE TOURISTS AND **VISTORS** (every city)
- HIGHER LEVEL OF **CULTURAL PROVISION** (most cities)
- A HIGHER QUALITY OF **URBAN LIFE** (some cities)
- CULTURALLY LEAD **REGENERATION** (some cities)

- INCREASED **OPPORTUNITIES FOR ARTISTS** AND CULTURAL OPERATORS (**most cities**)
- STIMULATE THE **CREATIVE INDUSTRIES** AND CREATIVE SECTOR (**some cities**)
- TO **LINK THE CITY** TO THE REGION (**some cities**)
- **EUROPEAN** COLLABORATION (**some cities**)
- A MORE **INTEGRATED AND OPEN CITY** (a few cities)

- OPPORTUNITY TO WORK TRANSSECTORAL AND CREATE NEW ALLIANCES IN THE CITY (increasing number of cities)
- ENGAGEMENT OF CITIZENS (increasingly important)
- TO CREATE A STRONGER CITY IDENTITY AND CITIZENSHIP (most cities)
- TO REFLECT DIVERSITY IN THE CITY (increasing number of cities)
- TO MAKE RADICAL EXPERIMENTS (a few cities)

PUBLIC **DEBATE AND REFLECTION** (few cities)

TO MAKE **RADICAL EXPERIMENTS** (a few cities)

TO ADDRESS ISSUES OF **MIGRATION** – RURAL/URBAN – GLOBAL-
SHRINKING CITIES (increasingly important)

TO CHALLENGE **CLIMATE CHANGE AND SUSTAINABILITY** (will impact
in the coming years)

- SO
- WHAT
- TRENDS
- CAN
- ONE
- SEE

- FROM EVENTS TO CULTURAL PROCESSES
- FROM PROMOTION TO PROBLEM SOLVING
- FROM SHORT TERM TO LONG TERM PERSPECTIVES
- FROM PLANNED AND CONTROLLED PROGRAMMES TO OPEN AND RESPONSIVE PROCESSES
- FROM CULTURAL "SECTOR TO CULTURAL INTEGRATION

- FROM CLEAR INDIVIDUAL RESPONSIBILITY TO SHARED RESPONSIBILITY
- FROM CULTURAL INFRASTRUCTURE TO CULTURAL PLATFORMS AND CULTURAL (ECO) SYSTEMS
- FROM INFORMATION TO COMMUNICATION
- FROM COMMUNITY AS TARGET TO COMMUNITIES AS BASE FOR ACTION

WHAT
ARE
YOUR
MAIN

CHALLENGES ?

- YOUR **GREATEST COMTETITOR** IS YOUSELF(VES) NOT THE OTHER CANDIDATE CITIES
- KEEP TO YOUR OWN - **AUTHENTIC** - CONCEPT
- BE CLEAR OF YOUR **MOTIVATION(S) WHY DO YOU NEED THIS "TITLE"**
- WHAT DO YOU HAVE YOU TO **OFFER**
- DO NOT UNDERESTIMATE THE **LONG PROCESS**
- IDENTIFY **CONFLICTS, GAPS** AND ADDRESS THEM

- DEVELOP A REAL PROCESS AND A **REAL & LIVING PROJECT**
- THINK 10 YEARS AND FOCUS ON THE **YEAR AFTER**
- **CULTURAL CAPITAL** IS MORE IMPORTANT THAT CAPITAL OF CULTURE
- **THE PROCESS MUST MAKE A DIFFERENCE** - EVEN IF YOU DO NOT WIN
- **ENGAGE AND INVOLVE**

- CREATE A PROJECT AND **DO NOT JUST WRITE A BID**
- **BUILD AN INDEPENDENT PLATFORM** BETWEEN THE LOCAL AUTHORITY AND CIVIL SOCIETY
- **NEED TO HAVE** IS A BETTER STARTING POINT THAN NICE TO HAVE
- **COMMUNICATE** RATHER THAN INFORM

- **TRANSPARENCY** TO CREATE TRUST
- ENSURE **STAKEHOLDERS ARE COMMITTED**
- **BUILD FROM INSIDE** BUT HAVE OUTSIDE REFERENCES AND CRITIQUE
- DARE TO THINK **OUT OF THE BOX** AND ACT OUT OF THE BOX
- **DARE TO CHALLENGE** THE CONCEPT OF CULTURAL CAPITAL
- DOES **EUROPE NEED** ANOTHER CULTURAL CAPITAL

so what are you in fact creating over the next 5 years

are you choreographing the city and offering new movements and patterns and connections in the city

are you re-writing / re-editing the history of the city

are you composing a new soundscape in the city with new and unheard voices and tonal structures

are you reconnecting the city with nature and redefining the notion of rural and urban

are you opening up the dramaturgy of the everyday and the ordinary becomes extraordinary

will you work site and situation specific and adapt and improvise to challenges of global reality?

MUST HAVES FOR THE 1. ROUND APPLICATION

A CULTURAL STRATEGY AS CONTEXT

GOOD REASONS AND MOTIVATION TO APPLY

CLEAR IDEA OF HOW YOU SEE THE CITY CHANGE IN THE NEXT 5 YEARS

A CLEAR WILL TO CREATE AN INDEPENDENT STRUCTURE

A CLEAR COMMITMENT TO SUPPORT THE PROJECT ECONOMICALLY

CROSS PARTY POLITICAL SUPPORT AT LOCAL AND REGIONAL LEVEL

SIGNS OF ENGAGEMENT AND SUPPORT FROM THE **CULTURAL SECTOR**
REFER TO CONCRETE INITIATIVES

SIGNS OF **INCLUDING CITIZENS AND CIVIL SOCIETY**
REFER TO CONCRETE INITIATIVES

AN OUTLINE **PROGRAM CONCEPT AND STRUCTURE** AT THIS STAGE

A SIMPLE **AND REALISTIC BUDGET/FINANCING**, ORGANISATION AND
COMMUNICATION

THE INTERVIEW

EVERYONE MUST HAVE A ROLE

EVERONE MUST HAVE A VOICE

YOU ARE A TEAM

YOU ARE THE CITY

REHEARSE THE SPEECHES

BUT ALSO MORE THE CRITICAL QUESTIONS

HOW WILL THE PANEL REMEMBER YOU?



Thank you for attention!
#FCC #ECoC2027

Webinar series

Future Creative Cities



13 April 11:00 EEST CULTURAL PLANNING FOR CULTURAL PLACES

In cooperation with Danish Cultural Institute

Emils Rode Cultural Planning as a Method for Urban Social Innovation
Travor Davies Cultural Capital of Europe - Mind The Gap
Hans-Peter Degn Case study: Aarhus - European Capital of Culture 2017



23 April 11:00 EEST ARTISTIC CREATION IN PUBLIC SPACES. Experience of Marseille - European Capital of Culture 2013

In cooperation with the French Institute in Latvia

Sébastien Cavalier Overview of Marseille 2013
Loïc Magnant Presentation of the GR2013 project
Jean-Sébastien Steil Artistic creation in public spaces



11 May 14:00 EEST METHODS OF URBAN PLANNING: towards a smarter and more sustainable society

In cooperation with Goethe Institut and the Nordic Council of Ministers

Prof Dr. Elke Pahl-Weber Urban Design Thinking – the HOW of Coming to Future Creative Cities
Marielle Furnes Mannseth Major Agenda 2030 – Action now with United Future Lab Norway
Dr. Anne-Lise Sagen Major Agenda 2030 – Action now with United Future Lab Norway



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