

European Capitals of Culture Open Days seminar the 8<sup>th</sup> of October

## ***“Culture as a recipe for territorial cooperation”***

***Can European Capitals of Culture be driving forces for local and regional development?***

***Do we have the ingredients to unlock all creative potential?***

14:30 **Welcoming Words**

*Marie-Louise Rönmark*, Mayor of Umeå, President of Umeå2014 steering committee

**Moderator’s Introduction**

*Neil Peterson*, Inside Track - UK Creative Consultancy

14:45 **In the City – Building Cultural Capital**

**The European Commission’s perspective**

*Karel Bartak*, Head of Creative Europe programme – Culture, DG EAC, European Commission

**City as a Stage**

*Claire McColgan MBE*, Director of Culture, Liverpool City Council

**Model District as a Creation of New Civil Society**

*Zbigniew Maćków*, Curator of European Capital of Culture Wrocław 2016 in charge of Architecture

***Time for reflections and open discussion***

15:45 **City limits are not a boundary for Cultural Growth**

**Drawing the City and Countryside closer**

*Oeds Westerhof*, Board of Directors of Leeuwarden - Fryslân 2018

**Looking Outwards across Malta and across the Sea**

*Graziella Vella*, Research Coordinator for the Valletta 2018 Foundation

**Working with Regional Networks and Inspiring Culture led Growth**

*Anna Olofsson*, Head of City marketing, City of Umeå

***Time for reflections and open discussion***

16:45 **Closing Words**

17:00 **Networking Reception**

Liverpool (UK)



Umeå (SE)



Wrocław (PL)



Valetta (MT)



Leeuwarden (NL)



## Speakers presentation



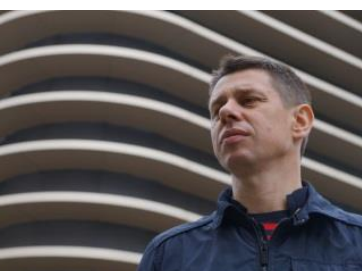
**Neil Peterson:** Director and founder of Inside Track, a consultancy group that accommodate demands to support cities in developing major cultural programmes, events and festivals, helping major UK and European Cities to deliver social and economic changes. Neil's special experience is the role of culture and sport to encourage more active participation in City life and he has had held a range of senior positions. He joined the Liverpool Culture Company in 2004 and led several programmes forming Liverpool's successful year and legacy. Neil has after that played a role in successful European Capital of Culture bids and was a founder member of the European Capital of Culture (ECoC) network.



**Karel Bartak:** Head of the Unit "Creative Europe programme – Culture" within European Commission Directorate General for Education and Culture. He has also been Head of the Communication Unit respectively the unit for Youth Policy within DG Education and Culture. Before entering the European Commission did he work as journalist for different media and as correspondent in Moscow and Paris and for more than ten years also in Brussels as Chief Correspondent of the Czech News Agency.



**Claire McColgan MBE:** Director of Culture Liverpool, Liverpool City Council. She was the first person appointed to Liverpool's Capital of Culture bid team in 2000 and led the participation part of the bid cited as the reason for Liverpool's success. She went on to head up the award winning Creative Communities Programme and was made Executive Producer in 2006 responsible for community engagement and major events including the opening and closing ceremonies of European Capital of Culture. She received the MBE in the Queens Honours in 2009 for Services to the Arts and produces currently major work and leads on the legacy of 2008. She advises other cities and governments on cultural development.



**Zbigniew Maćków:** Architect and head of the Lower Silesian Regional Chamber of Architects, Curator of the European Capital of Culture Wrocław 2016 in charge of architecture and co-author of the Nowe Żerniki idea & district. Since 1995 he runs his own project office Maćków Pracownia Projektowa (MPP). As an architect he designs residential, commercial, industrial as well as public buildings. Projects authored by the MPP have been frequently awarded in the national and international competitions (among others: 'Life in Architecture' 2012 Award, Gold Medal at the Leonardo 2009 Biennale, multiple awards of the Polish Association of Architects, nomination to the Ludwig Miese van der Rohe Award).



**Oeds Westerhof:** Member of the Board of Directors of Leeuwarden - Fryslân 2018, responsible for network, communication and legacy. As managing director, he was responsible for the last phase of the competition for European Capital of Culture 2018. For almost twenty years he has been managing director of Cultural Organisations and consultant in arts policy. On the list of organisations he led, are several organisations for arts education, an art house cinema, a theatre, a theatre festival, the National Fund for Performing Arts, a library and a pop venue. As a consultant he advised local, regional and national governments, art funds, museums and heritage institutions.



**Graziella Vella:** Research Coordinator for the Valletta 2018 Foundation. Her responsibilities include documenting the European Capital of Culture process through evaluation and monitoring all aspects and promoting research projects and collaborations. She holds a first degree in Tourism Studies and has obtained an MSc in Cultural Management with distinction from the University of Ulster. Her research has focused on the impacts the European Capital of Culture title produces on the regeneration of the cultural tourism product. Her professional background includes financial management and administration and customer relations, through her experience as Executive within Heritage Malta.



**Fredrik Lindegren:** Fredrik is responsible for the artistic quality of the Umeå 2014 project. He is also in charge of the capital of culture year program group that has the overall responsibility for the contents of the program throughout 2014. The program group receives and handles projects and keeps an active dialogue with all co-creators.