

WROCŁAW – EUROPEAN CAPITAL OF CULTURE 2016 PRESENTATION FOR BUSINESS PARTNERS



Significant dates for Wrocław's candidacy to the **ECoC** 2016 title

27 August 2010

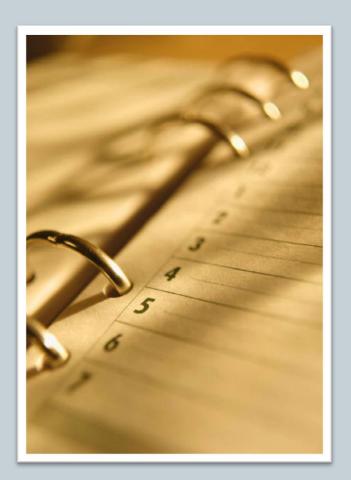
After 7 months of intense work our first application is handed in to the Ministry of Culture and National Heritage – symbolic first step on the path to ECoC 2016.

13 October 2010Wrocław has been shortlisted for the final round of the competition (with Gdańsk, Katowice, Lublin and Warsaw).

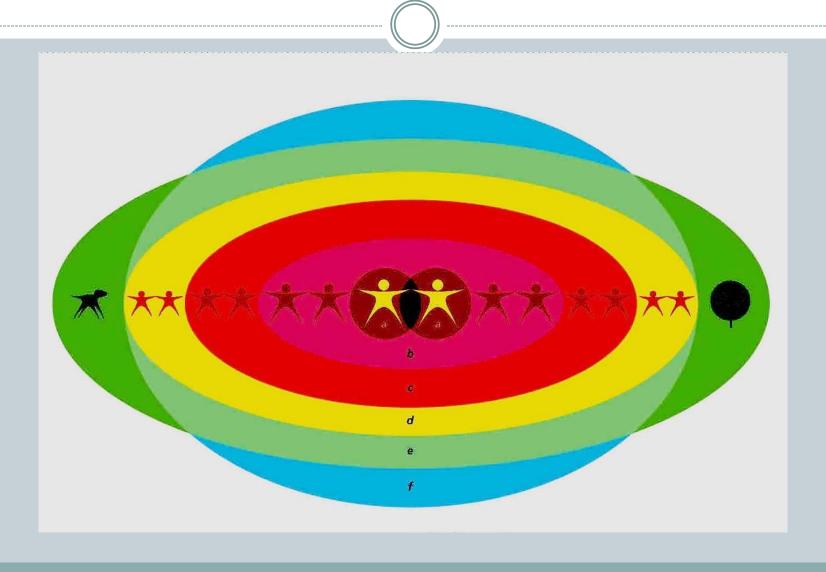
16 June 2011 Visit of jury representatives in Wrocław.

21 June 2011 - success!

Presentation of our candidacy and final of the contest in Warsaw. The Selection Panel, lead by Manfred Gaulhofer, announces that in 2016 Wrocław will hold the title of European Capital of Culture!



The spheres of human life



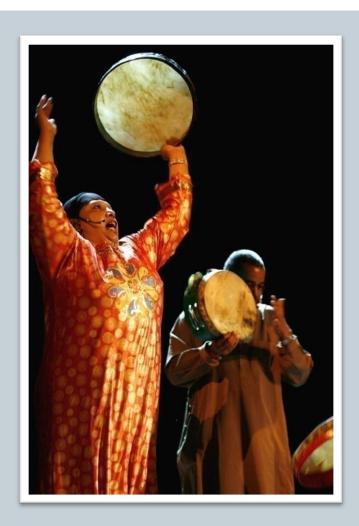
Our leading idea: *Metamorphoses of Cultures*Our slogan: *Spaces for Beauty*



Our proposal is *Eutopia*: Europe of diversity, opportunity, and responsibility.



Wrocław as ECoC 2016: Laboratory of Many Cultures!



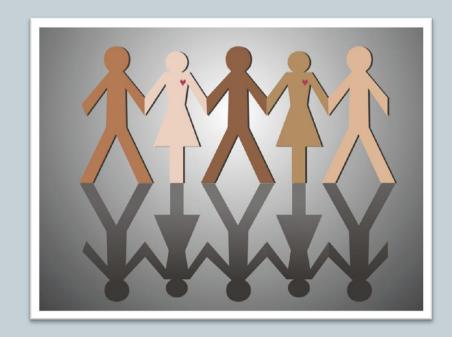
One of the challenges facing European culture today has to do with the modern-day **migrations of large groups of people** forced to leave their native lands and seek new homes in foreign countries.

In Europe, this issue has an **important** historical dimension and is also very topical: on the one hand, Europe has been shaped by centuries of migrations; on the other hand, migrations continue to shape its face today, and with increasing intensity.

Brave Festival – Against Expulsion from Culture (special edition in 2016)

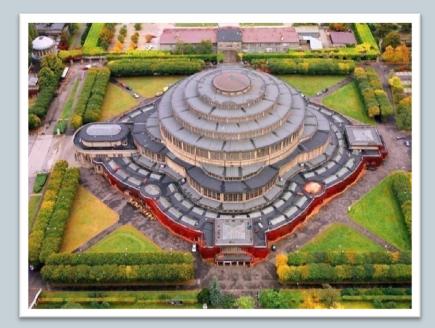
Among several social groups our programmes and projects are particularly addressed to:

- seniors,
- the unemployed and people with low incomes,
- ethnic minorities living in Lower Silesia and Poland,
- people with disabilities,
- families with many children.





Reclaiming Beauty



The Centennial Hall was listed UNESCO World Heritage Site in 2006.

Wrocław will have renovated a number of buildings, districts, and urban areas of the city by 2016.

The rehabilitation effort will not be restricted to individual buildings and facilities but will rather focus on entire blocks, and such **areas of 'reclaimed beauty'** will be connected to create synergies.

The following are in our opinion the most important projects:

Centennial Hall, Szczytnicki Park, Four Temples Distric, WUWA, Psie Pole Regeneration, Przedmieście Odrzańskie Regeneration and many more.

Reclaiming Beauty

Renovation of Lower Silesian historic buildings

More than **8000** architectural monuments of Lower Silesia are an asset of the region and an element of European heritage.

Among the priorities of the *Reclaiming Beauty* programme for Lower Silesia is the establishment of the **11 tourist and historical routes**, which are to serve cultural and tourist purposes.



New Spaces for Beauty





The purpose of the implementation of these large-scale projects is to create spaces for cultural reinvigoration of our city.

We hope that these spaces will serve the organisation of the European Capital of Culture event in Wrocław.

National Music Forum

A new 1800-seat concert hall with three chamber halls, a recording studio, and exhibition space will open in Wolności Square in 2012.

We offer our European partners:

- 5 themes,
- **20** lead programmes
- **700** open call projects (public projects and events)
- 17 great key events, designed by Wrocław 2016 in consultation with city's main art centres.



Wrocław's Application for the title of European Capital of Culture 2016

Structure of themes, lead programmes, projects and events:

Themes	Opening up Spaces	Beauty in Sight	Intimate Beauty	Beauty in Cyberspace	Forces of Nature – Power of Culture
Lead programmes	Inculturator	Concrete and Greenery	Home for Art - Art for Home	Wrocław Museum Pavilion	City of Parks and Gardens
	Cultural Bond	City Figures	Human Body: Artefact-Economy- Politics	CulTube	Human Needs - Animal Rights
	Lower Silesian Cultural Passport	Art in Space	Parenting Culture	LiveArtNet	River of Culture
	Church: Beauty and Kitsch	Presence of Form	Table and Wine Culture	CyberArchive of Art	Energy Recycling
Projects (examples)	Theatre Without Borders	Artists in Residence	Body and Soul	E-Teatr TV	Ecological FootPrint
	Discussion Marathon	Silesia Art Festival	Cool Kids	Poetry on CyberStreet	EcoArchitecture
	WroBus	Vuelta de Cultura	Women in the Cinema	Loneliness in the NET	River over the River
Events (examples)	Kids' Guernica	Building a City of Art	Cultural Guerilla	RE-collection	Odra Water Tour
	Art and Science Festival	Installation Festival	Flamenco Festival	Komiksofon	ECO-ECoC
	Live Library	Outdoor Cinema	Body Taboos: Body Art Exhibition	Immediate Culture	Bike Strike!

OPEN CALL Projects

More than **700 projects** have been sent to the Institution of Culture Wrocław 2016 by citizens, artists and NGOs from the country and abroad after our OPEN CALL action!

We want to implement most of them with cooperation with their authors.

OPEN CALL projects open up spaces for culture and social participation!





- No More Walls and Protest and Freedom Song Festival
- Winter Carnival of European Culture
- European Capital of Literature
- Brave Festival Against Expulsion from Culture (special edition)
- Opening of Wrocław's Modern Museum
- Exhibition of Pablo Picasso's works

Our lead events



Second World Congress for Peace: Culture for Democracy Wrocław 2016



on the left:

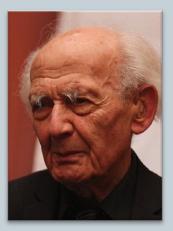
Rage Against the Machine (political rock-band)

below:

Arundhati Roy (novelist, human right activist),
Didier Drogba (footballer, involved in peace process in Africa),
Zygmunt Bauman (sociologist),
Naomi Klein (author and social activist),
Umberto Eco (philosopher).











Why become a partner of Wroclaw 2016?



Uniqueness and scale of the event

Chance to improve organization's visibility and strengthen its brand

Contribute to the region's transformation and counteract important social problems

Strengthening the relations between business and culture

Participation in the international, unique meetings

What can we offer our Partners?

Presence in our and paid media: webpage, newsletter, podcast, magazines and brochures published online and in paper versions, ads of Wroclaw 2016 on the web, in TV, radio and press.

Visibility in our "earned" media: our profiles in the social media: Facebook (10 000 fans in October 2011), NK.pl (the largest social media portal in Poland) and Twitter.

Presence in public space within our "Wroclaw 2016" info points located in Wroclaw, Lower Silesia region and other European cities during the tourist fairs and other events. We are also planning to run "Wrocław 2016 Café" in 2013, which will be located in the city center.

Membership in the programme boards of the selected programs that will be implemented with the support of the Partners.

Support and cooperation of Wroclaw 2016 team in organizing events and projects of our Partners.

Invitation for special events which will be organized for our partners; ticket quota for clients and staff of our Partners.

How to become a Partner?

We offer the following forms of partnership for the organizations that would like to support Wroclaw 2016 project:

Strategic Partner of Wroclaw 2016 project - for the organizations that would like to support Wroclaw 2016 institution or its projects with:

major financial support

Leading Partner of Wroclaw 2016 project - for the organizations that would like to support Wroclaw 2016 institution or its projects with:

- significant financial support;
- or significant promotional support;
- or significant organizational support

Partner of Wroclaw 2016 project - for the organizations that would like to support Wroclaw 2016 institution or its projects with:

financial support

Let's cooperate!



Engagement of the organizations in the Wroclaw 2016 project is also possible on a **mutual support principle**, based on a provision of the services by the partner, free of charge or at a discount.

Detailed agreements on the partnership between private organizations and the institution of Culture Wroclaw 2016 will be a subject of **individual negotiations** each time.

THANK YOU FOR YOUR ATTENTION!

WROCŁAW 2016



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