



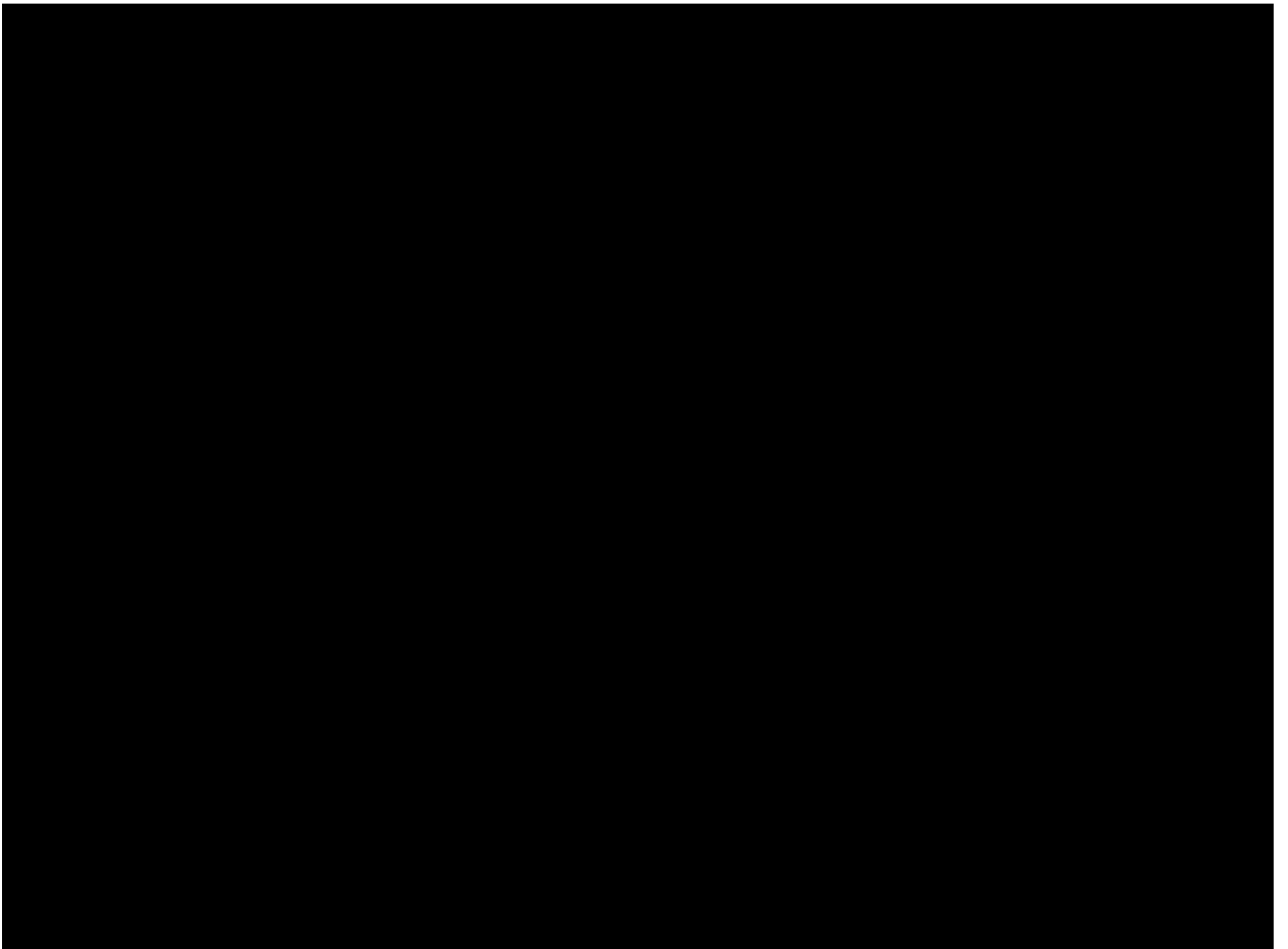
**KOŠICE 2013**

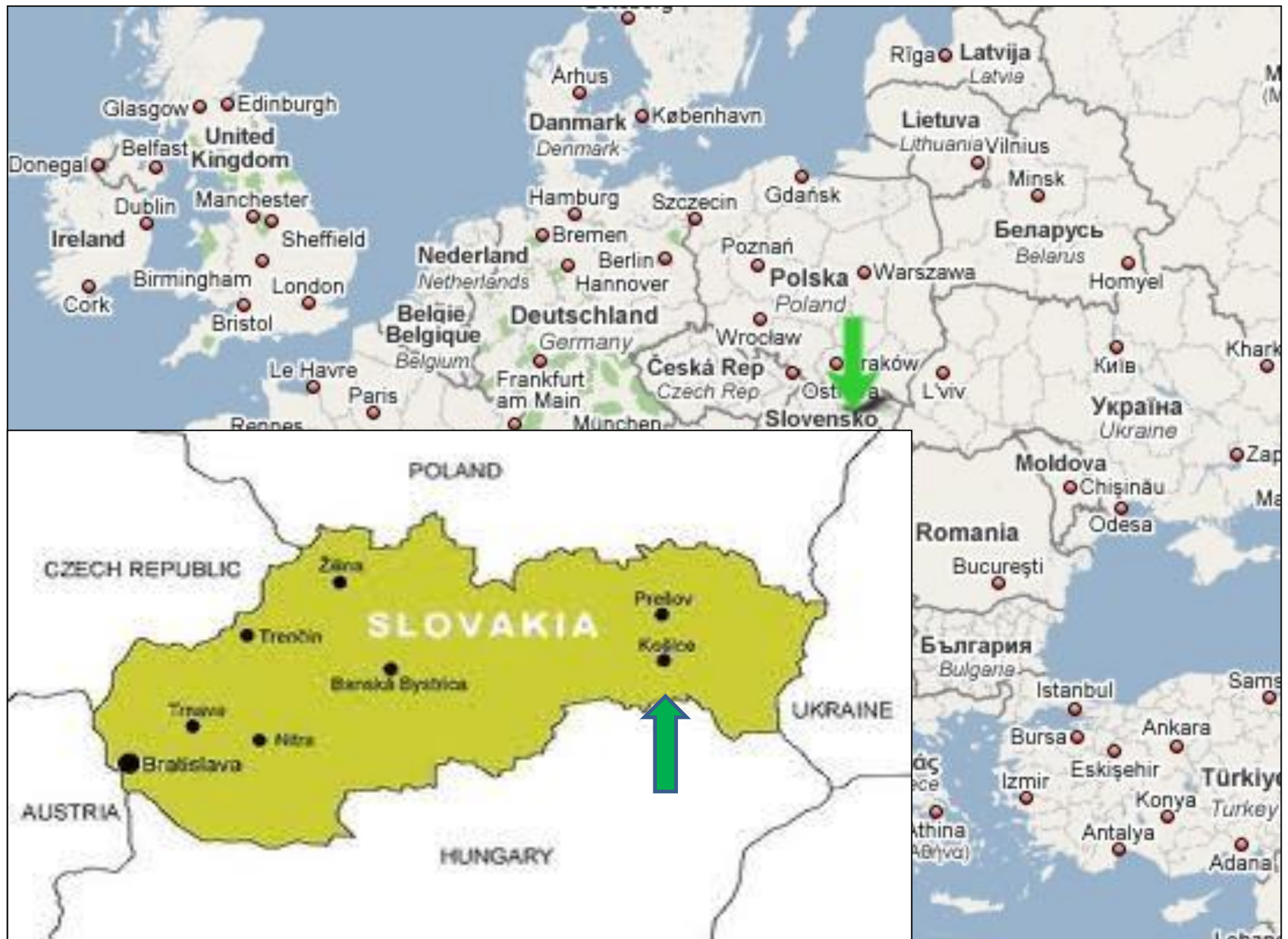
EURÓPSKE HLAVNÉ MESTO KULTÚRY

EURÓPSKE HLAVNÉ MESTO KULTÚRY  
EUROPEAN CAPITAL OF CULTURE

**TRANSFORMATION CITY THROUGH THE CULTURE**

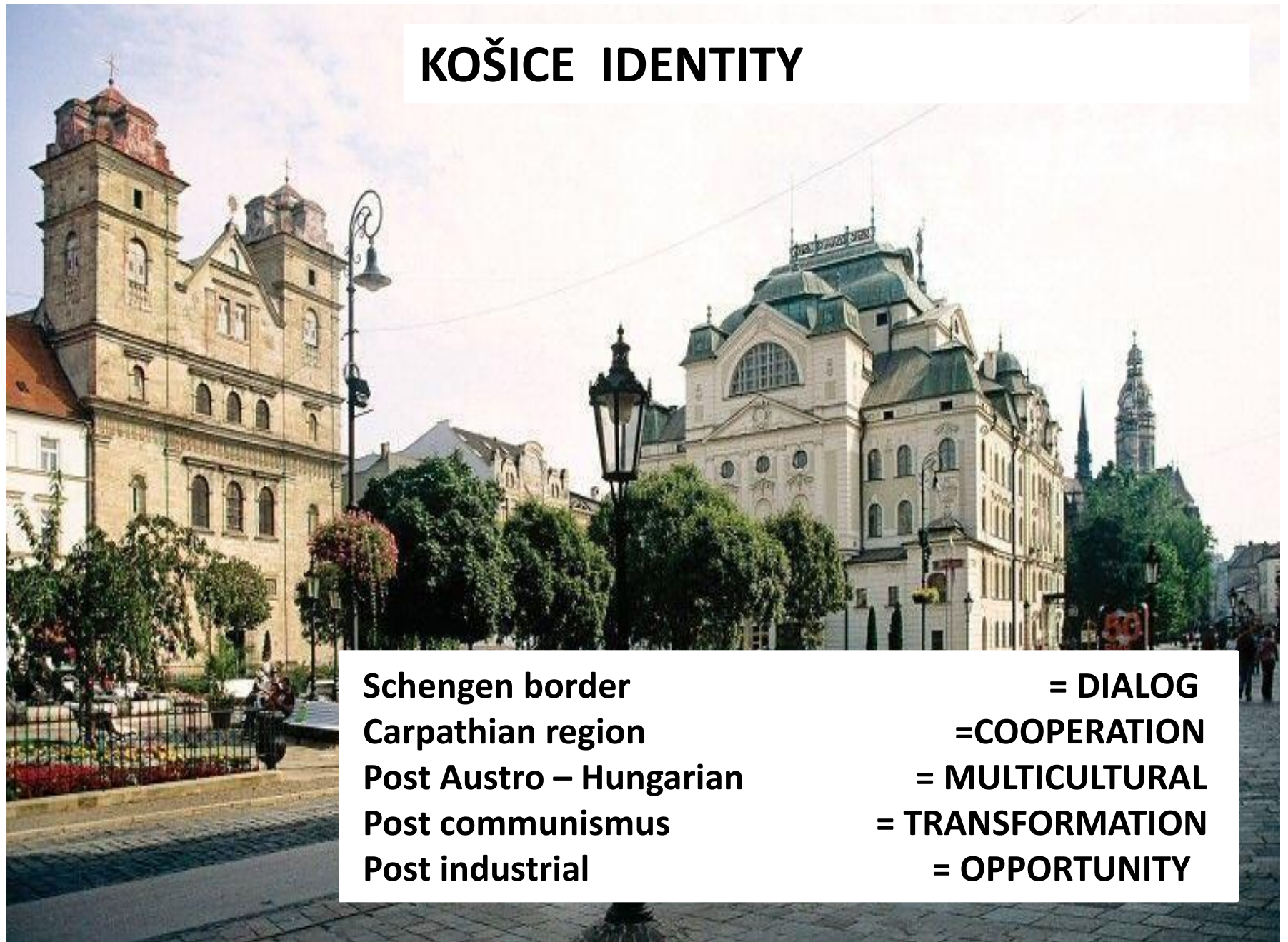
*Blanka Berkyová, blanka.berkyova @kosice2013.sk*







# KOŠICE IDENTITY



**Schengen border**  
**Carpathian region**  
**Post Austro – Hungarian**  
**Post communism**  
**Post industrial**

**= DIALOG**  
**= COOPERATION**  
**= MULTICULTURAL**  
**= TRANSFORMATION**  
**= OPPORTUNITY**





# KOŠICE VISION

**Transformation city through the culture**  
**New model of culture institutions**  
**Community development and reusing public space**  
**Creative economy and artist in residence**  
**Destination management**



A silhouette of a construction crane against a sunset sky with a full moon. The crane's lattice structure and hook are visible against the warm, orange and yellow tones of the sky. A full moon is visible in the lower right quadrant of the sky.

# 20 INVESTMENT PROJECTS – | 60 mil. EUR

## CITY INVESTMENT

1. Barracks / KULTURPARK
2. Kunsthalle / ART OF HALL
3. City Park |
4. Moyzesova Park
5. Komenskeho Park
6. Crafts Lane | Artistic quarter
7. Kosice Castle
8. Amphiteatre reconstructino
9. SPOTs heat exchangers

# **INVESTMENT PROJECTS – Kosice Region**



- 1. East Slovakia Gallery**
- 2. East Slovakia Museum**
- 3. Puppet Theatre**
- 4. Barkoczy Palace**
- 5. Jan Bocacio Public Library**
- 6. Thalia hungarian theatre**
- 7. Lapidarium – historical crafts / interactive public space**



# **INVESTMENT PROJECTS – Ministry of Culture**

- 1. State Theatre – Small Scene**
- 2. Scientific Library Kosice**
- 3. Slovak Technical Museum**

## **Civic associations**

- 1. Manor in Krásna**
- 2. St. Elizabeth Cathedral**



# KASÁRNE / KULTURPARK

The image shows a modern architectural complex. In the background is a multi-story white building with a grid-like facade and small, dark windows. In the foreground, there is a paved plaza with several white, angular, geometric seating structures. To the right, a large, white, fabric sculpture is suspended from tall black poles. The sky is clear and blue, and there are green trees in the background.

**Cultural center – dance, theatre, exhibitions**  
**Artistic residency space**  
**Creative industry – incubators**  
**Steel park – interactive museum of science**  
**Team Office**

# RECONSTRUCTION COSTS



**Building reconstruction : 24.000 000 €**

**Technical equipment, fixtures & Fittings: 2. 000 000 €**

**TOTAL : 26 000 000 €**



# PROGRAM COSTS



**2010: 100 000,- €**

= 200 events

**2011: 140 000,- €**

= 200 events

**2012: 100 000,- €**

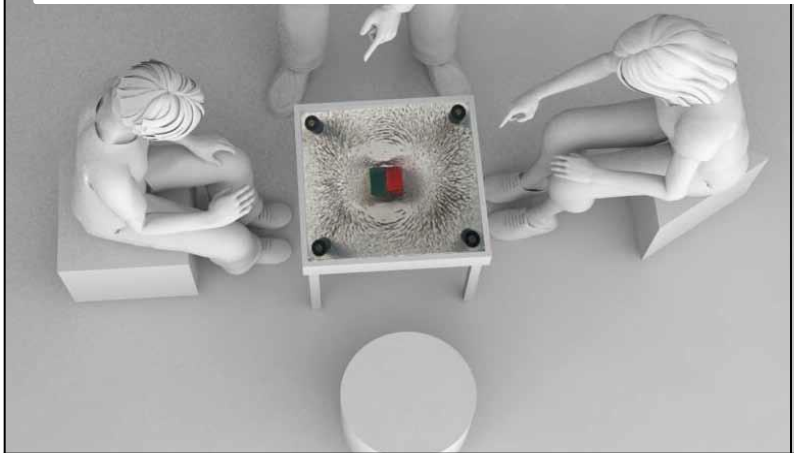
= 100 events in the city

**2013: 230 000,- €**

= 230 events



# STEEL PARK – interactive museum of sciences



## PARTNERS:

U.S. Steel Košice,

Košice 2013, NGO

Technical University Košice

University of Pavol Jozef Šafárik

Slovak Academy of Sciences



# SELECTED EVENTS



# KUNSTHALLE



KOŠICE, EURÓPSKE HLAVNÉ MESTO KULTÚRY 2013, STARÁ BRITTA PLAVÁREN - KUNSTHALLE



MESTO KOŠICE



ARCHITECTURAL PROJECTS, s.r.o. Bratislava



KOŠICE, STARÁ BRITTA PLAVÁREN - KUNSTHALLE

2013



# PROGRAM

**Workshops**

**Seminars and conferences**

**Exhibitions**

**Multimedia ,interactive instalations**





# **Creative economy**

**Transforming Košice  
Conferences – education  
Creativity and development**



The background of the slide features a grayscale, embossed design. On the left side, there are several interlocking gears of various sizes, some with spiral patterns on their faces. On the right side, there is a complex maze-like structure with multiple paths and dead ends. The overall aesthetic is technical and industrial.

# Programs

Education & Talent development

Business support - infrastructure

Networking

Awareness

A blue-tinted photograph of an escalator, showing the steps and handrails. The image is used as a background for the text.

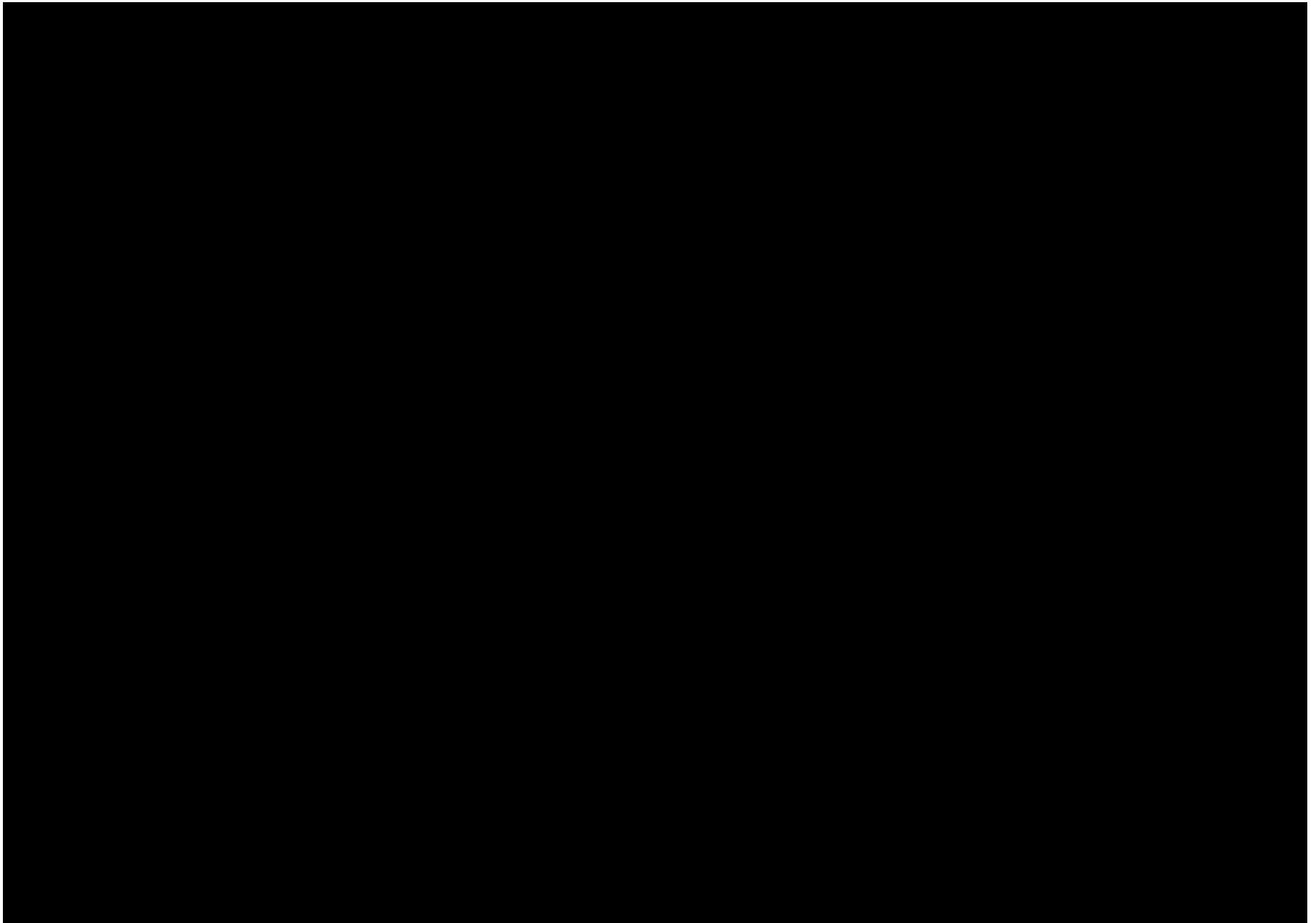
Escalator

Education & Talent development

Tailor-made program

Personalized approach





# Residencies





**KWAR**

**Košice Artist in Residence**



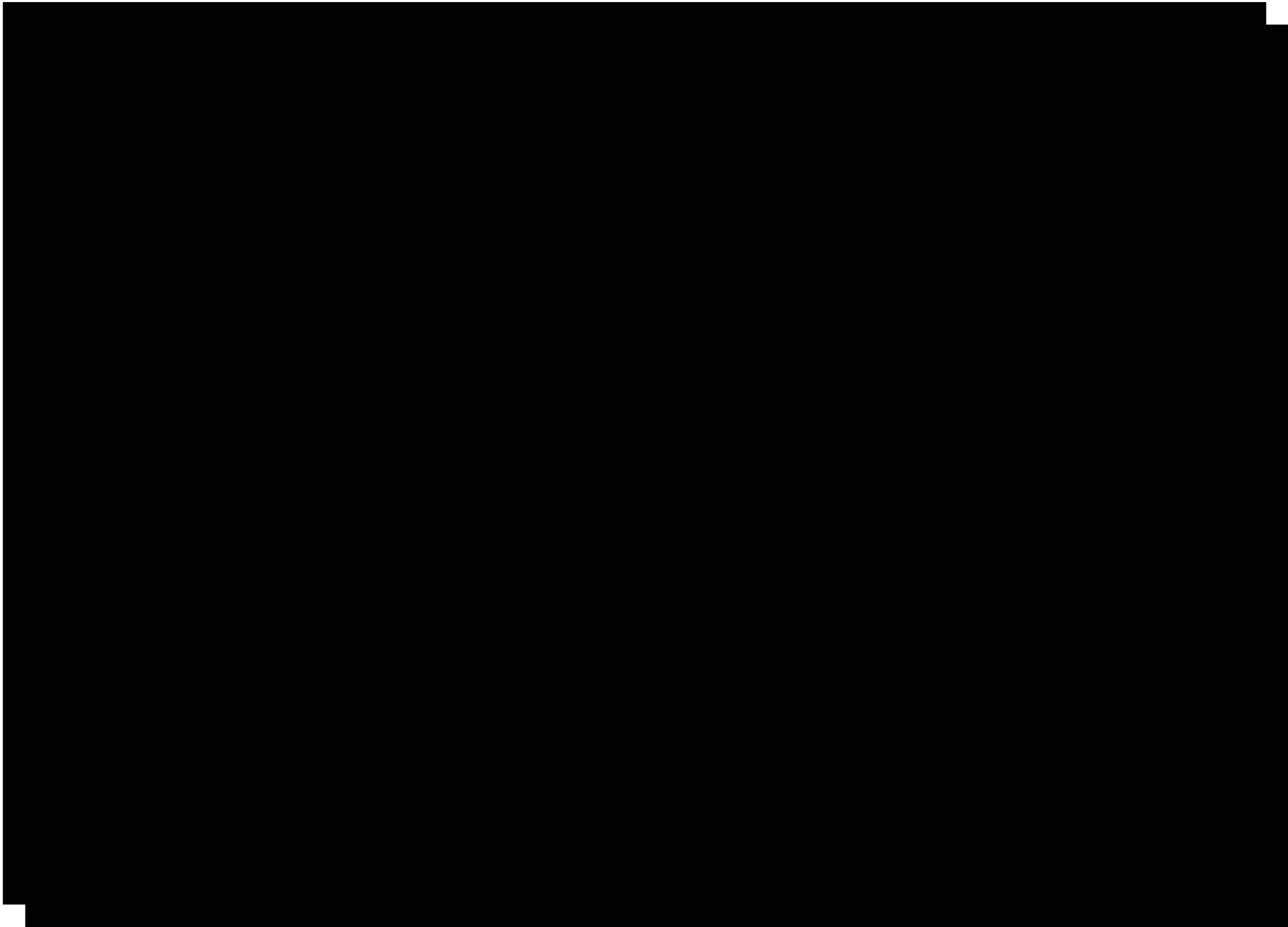
michalrohal











# CREATIVE TOURISM




Tourism that offers visitors a creative pursuit (including arts, crafts and cookery workshops), with the Opportunity to stay in high quality accommodation, and to connect with local people in a distinctive destination



# **CARAT Project– Carpathian Region / HU-SK-RO-UA**

**VISITOR ECONOMY 2013 - 2018**  
**Networking / Visitor Economy**  
**New Methodology**  
**New Strategy – 1st DMP for Košice**  
**New Marketing Strategy –**  
**New thematic / experience**  
**Posiibilities for Creative Tourism**



A bronze statue of Sándor Márai, an elderly man with a white bow tie, is seated in a dark chair. A young girl with a pink bow in her hair, wearing a pink coat, is seen from behind, looking at the statue. The scene is outdoors in front of a brick building with windows.

## **SÁNDOR MÁRAI – Cultural tourism**

**Cross border partnership in tourism SK – HU  
+ 30 % overnight stays | 2010 - 2012  
Memorial room S.Márai  
Film + In the footsteps of S. Márai  
Brochure and guide**



# SPOTs















1962 – Prvé bloky na Luníku II





















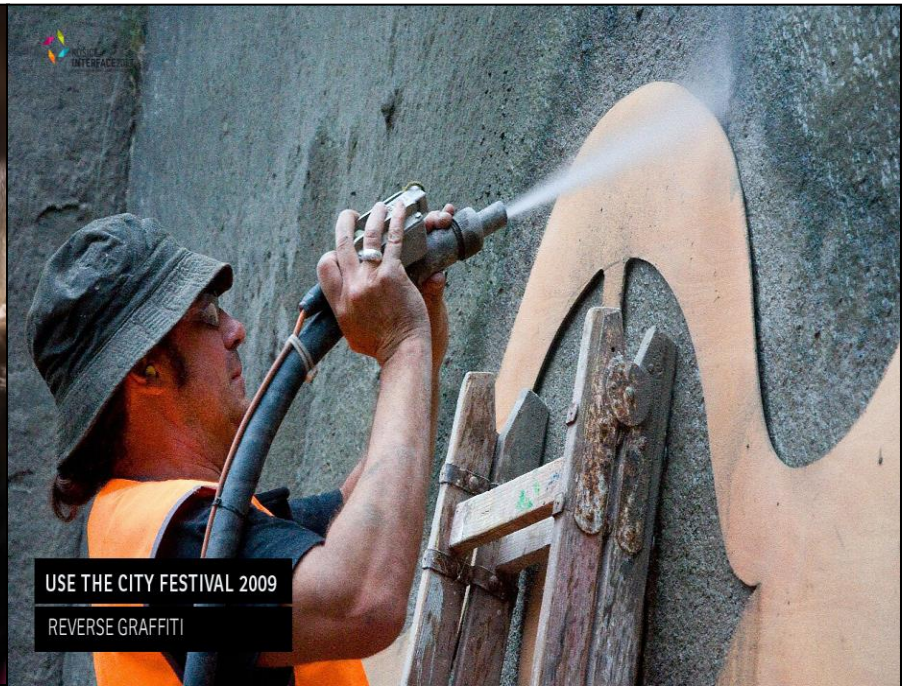












USE THE CITY FESTIVAL 2009

REVERSE GRAFFITI







<b>Terasa – district</b>				
<b>Events</b>	<b>9</b>	<b>117</b>	<b>180</b>	<b>220</b>
<b>Source group</b>	<b>8</b>	<b>16</b>	<b>26</b>	<b>34</b>
<b>Community members engaged</b>	<b>150</b>	<b>520</b>	<b>850</b>	<b>1300</b>
<b>Audience</b>	<b>380</b>	<b>1500</b>	<b>2100</b>	<b>2900</b>
<b>Artist , or group of artist</b>	<b>5</b>	<b>20</b>	<b>38</b>	<b>46</b>









# KOŠICE 2013 HIGHLIGHT



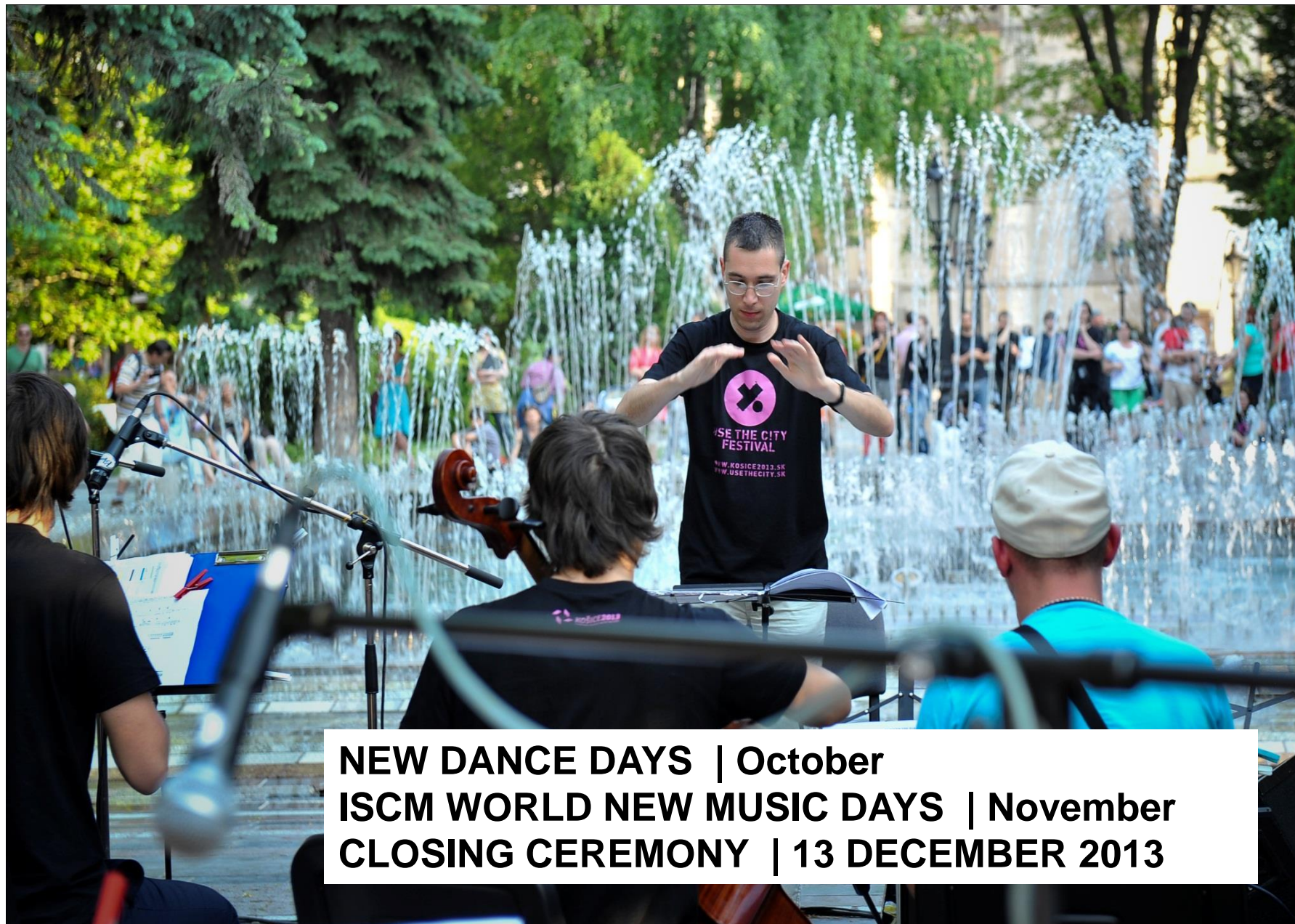
**CONCERT – JORDI SAVALL | 22 MARCH  
(Grammy awards 2011 winner)**



# TOKYO METROPOLITAN SYMPHONY ORCHESTRA







**NEW DANCE DAYS | October**  
**ISCM WORLD NEW MUSIC DAYS | November**  
**CLOSING CEREMONY | 13 DECEMBER 2013**



# WHITE NIGHT





# FINANCING



# FINANCING PROGRAM –MK SR

2009 / CITY BUDEGET	166.000 €
2010 / MKSR	<b>1 162 000 €</b>
2011 /MKSR	<b>1 992 000 €</b>
2012 /MKSR	<b>3 320 000 €</b>
2013 / MKSR	<b>3 320 000 €</b>

**CITY BUDGET / about 1 000 000 € per year for NGO**

**STRUCTURAL FOUNDS / INVESTMENT PROEJCT / 60. 000 000 €**



# **RESULTS AND NEW OPPORTUNITIES**



**New cultural infrastructure  
Investment project for 60 000 000 €**



**New artistic festivals  
Independent cultural scene**





## Audience and talent development

PHOTO BY ALENA RENNEROVÁ



A close-up photograph of several hands of different skin tones stacked together in a circle, symbolizing teamwork and collaboration. The hands are positioned in a way that they overlap, with fingers pointing towards the center. The background is a plain, light color.

COLLABOR8





# CNN, 2.1.2013

## **Top travel destinations for 2013**

By Lara Brunt, Special to CNN, with CNN Travel staff

### **No.3 KOŠICE**

Thanks in part to its medieval old town and vibrant mix of Renaissance, Baroque, and art nouveau architecture, the compact yet captivating eastern Slovakian city of Košice (population 250,000) has been chosen 2013's European Capital of Culture

<http://edition.cnn.com/2013/01/01/travel/top-destinations-2013/index.html#cnn-disqus-area>

theguardian

GUARDIAN.co.uk, 4.1.2013

**10 of the best bargain city breaks in 2013**

New low-cost flights to Moscow and Dubai, the fast track to Barcelona and Slovakia's European capital of culture

2013 Košice

Jamie Lafferty

[The Guardian](#), Friday 4 January 2013 22.44 GMT

**No.1 KOŠICE**

<http://www.guardian.co.uk/travel/2013/jan/04/10-best-bargain-city-breaks-2013>



# The INDEPENDENT, 7.11.2012

## **Every street tells a story in Košice**

This intriguing city with Slovakian and Hungarian heritage is next year's European Capital of Culture

Adrian Mourby, Wednesday 07 November 2012

<http://www.independent.co.uk/travel/europe/every-street-tells-a-story-in-kosice-8390799.html>

# Le Monde

Le Monde, Culture, 2.1.2013

**Là où gisait l'industrie, jaillit la culture : le bon filon  
de Kosice**

**Where lay the industry, springs culture: the good  
old city of Košice**

LE MONDE | 02.01.2013 à 12h54 Par Laurent  
Carpentier - Kosice (Slovaquie)

Envoyé spécialsday 07 November 2012

[http://www.lemonde.fr/culture/article/2013/01/02/la-ou-gisait-l-industrie-jaillit-la-culture-le-bon-filon-de-kosice\\_1812083\\_3246.html](http://www.lemonde.fr/culture/article/2013/01/02/la-ou-gisait-l-industrie-jaillit-la-culture-le-bon-filon-de-kosice_1812083_3246.html)





# BBC.co.uk, Saturday Live, 29.12.2012

travel writer Adrian Mourby describes Košice, one of the 2013 European Capitals of Culture

BBC radio | 29. December 2012 , Adrian Mourby

[http://downloads.bbc.co.uk/podcasts/radio4/satlive/satlive\\_20121229-1126a.mp3](http://downloads.bbc.co.uk/podcasts/radio4/satlive/satlive_20121229-1126a.mp3)

## Some criteria for the selection of the European Capital of Culture

- program activities within the City of Culture project should include a balanced events that emphasize the European dimension and European added value
- **city should be involved in the formation of European culture** ,
- the city has to pick up the richness of cultural diversity in Europe and the emphasis on the common aspects of European culture ,
- **program is to strengthen cooperation between cultural operators** ,
  - artists and citizens from the Member State with other Member States in different cultural areas
- program should last between 9-13 months
- **program should not be one festival lasting 12 months** ,
- strengthening the presence of the citizens living in the city and its surroundings and attract citizens as well as the interest of visitors and citizens from abroad
- **program is to have a sustainable character and should form an integral part of long-term cultural and social development of the city** ,
- Program project must clearly demonstrate concepts related to regional development , project must include at a town regarding the long-term strengthening of the role of culture in the region ( eg the later use of the institutions and systems of institutions incurred during the project ) ,
- concept must outline the various development plans related to culture and identify the extent to which allows consistency between the use of public squares , construction , arts , media , etc.**





**Good luck!**

**Do not forget to come and discover our city.  
You're welcome !**

**Thank you for your attention.**

