



MARSEILLE-PROVENCE 2013

CAPITALE EUROPÉENNE DE LA CULTURE

Marseille-Provence 2013

- 1 European Capital of Culture
- 2 Bid Period
- 3 Implementation – Key elements
- 4 A long term project
- 5 Programme on the Year

European Capital of Culture



1985 – European Commission

An event on an international scale

Exhibitions, performances and festive gatherings that take over cities or regions for an entire year.

The form this programme takes is constantly evolving.

Success stories

- Glasgow 1990
- Lille 2004
- Liverpool 2008
- Essen-Ruhr 2010
- *etc.*





Economic impact

Lille 2004:

- **22% more jobs** in culture
- **15% more jobs** in accommodation

Liverpool 2008:

- **£800 million** in economic impacts

Social and cultural impact

Lille 2004:

- **4,000 journalist visits**

Liverpool 2008:

- **70%** of residents visited a museum in 2008

Linz 2009:

- **67,000 children** took part

Better global visibility



Lille 2004:

Lille Métropole considers it has **gained 10 years** in terms of image building.



Changing the region's image

Marseille-Provence 2013

Bid period 2006-2008

A stylized map of the Marseille-Provence region, composed of various colored shapes and letters. The map is centered on the text 'marseille provence 2013'. The letters are filled with a variety of colors including red, blue, green, yellow, orange, purple, and black. The map's outline is formed by these colorful elements, with some letters and shapes extending beyond the main text area.

marseille
provence
2013

**european capital
of culture**

application



The area implicated in the bid





Map indicating our Euro-Mediterranean partnerships.

A collective elaboration

Transversal groups

- Europe & International
- Publics spaces & Territories
- Citizens & Audiences
- Sustainable development

Group referents

Scientific referents

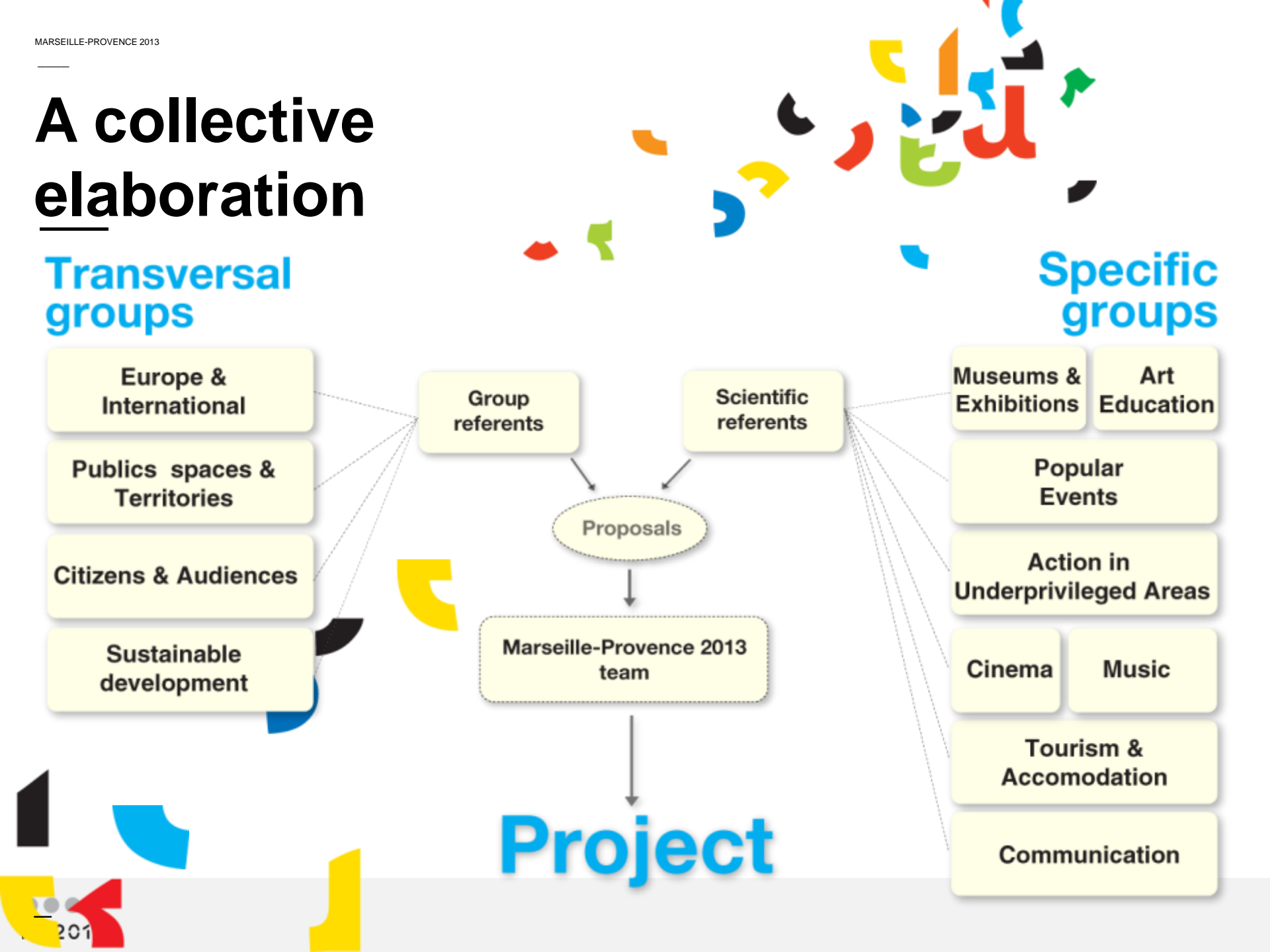
Proposals

Marseille-Provence 2013 team

Project

Specific groups

- Museums & Exhibitions
- Art Education
- Popular Events
- Action in Underprivileged Areas
- Cinema
- Music
- Tourism & Accomodation
- Communication



THE GOALS TO BE ATTAINED

Goal No. 1

To enrich the cultural element of the Barcelona Process by creating a permanent hub for intercultural, Euro-Mediterranean dialogue in Marseilles.

Goal No. 2

To develop artistic and cultural activity as a force for renewal in the city by conjugating four issues: quality of public space, cultural irrigation of the area, widespread citizen participation and the appeal of the metropolis.

THE CONCEPT

**The "Ateliers de l'Euroméditerranée"
(Euro-Mediterranean Workshops)**

THE PROJECT

Strategy 1

European dimension
A cultural project for a Euro-Mediterranean project
Testing ground for cultural dialogue

Strategy 2

Local dimension
A cultural project for an urban project
Testing ground for urban renewal through culture

Hosting
Sharing & transmitting
Experimenting & creating
Renewing
Participating

**"Le Partage des Midis"
(Sharing the South)**

Themes :

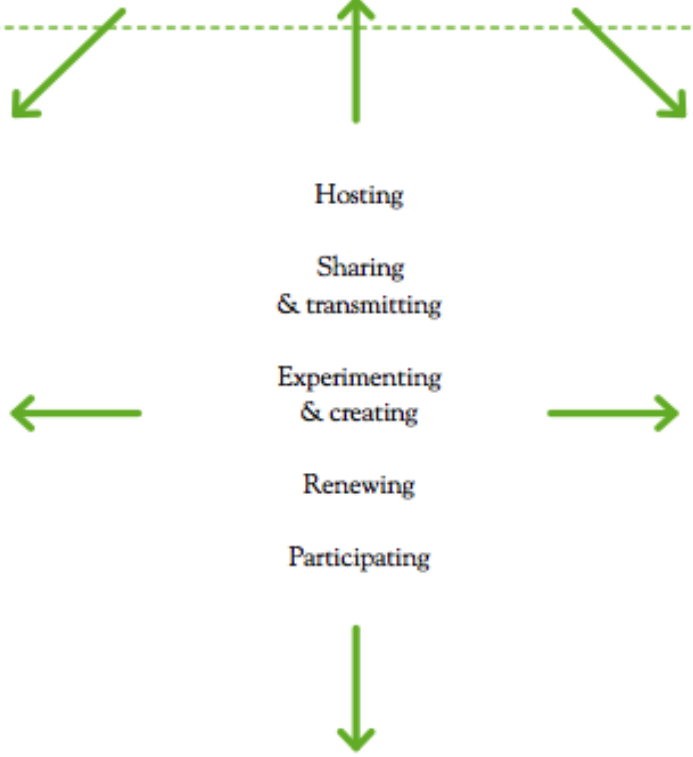
- 1. Migrations and Memories
- 2. Values and Beliefs
- 3. Genders or Genres
- 4. The Sharing of Water

**"La Cité Radiieuse"
(The Radiant City)**

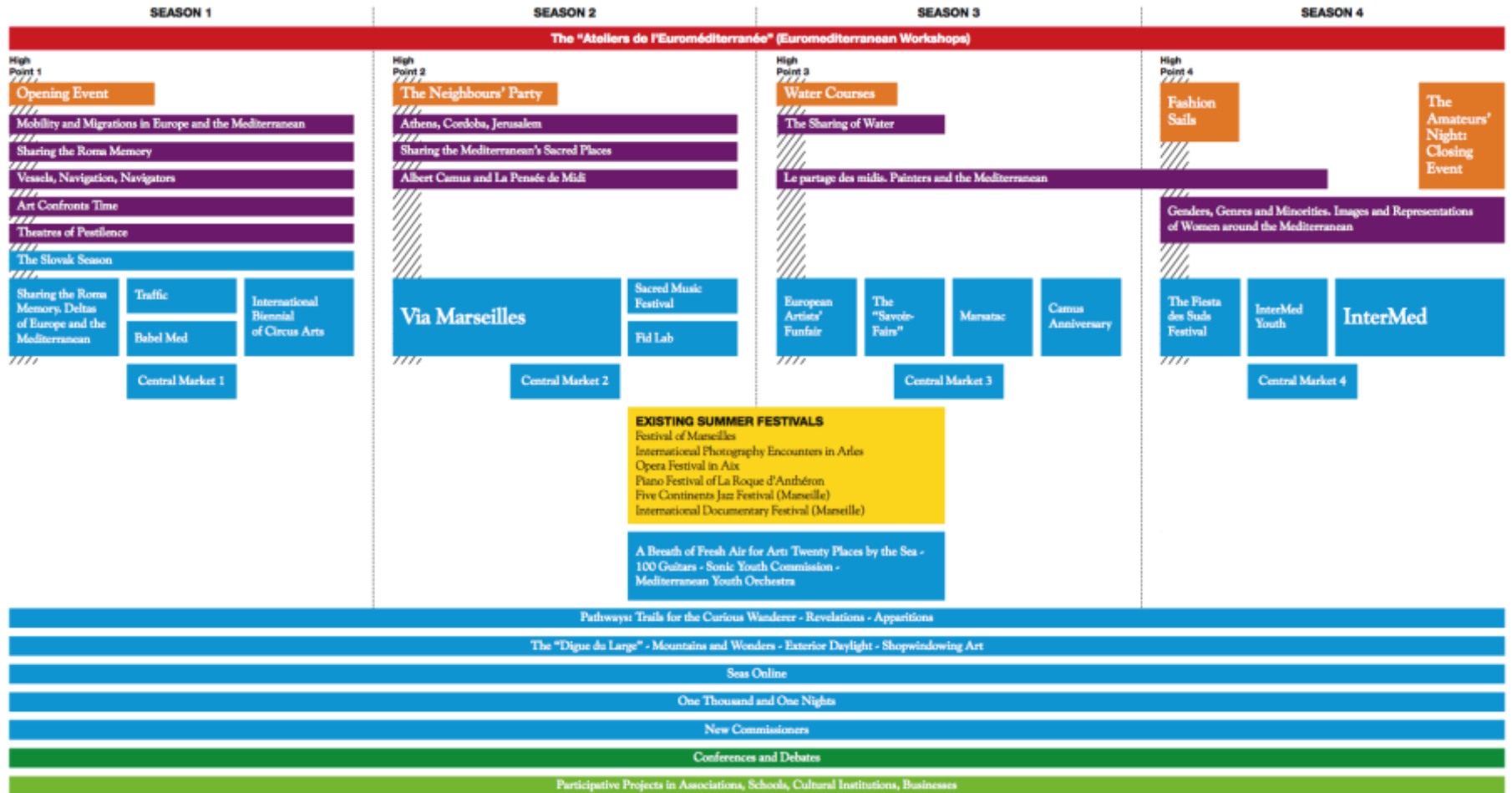
Themes :

- 1. Art in the Public Arena
- 2. Walkers - Nomads - Territories
- 3. One Thousand and One Nights
- 4. Everyone is Involved

**Programmes
2009-2010-2011-2012-2013**

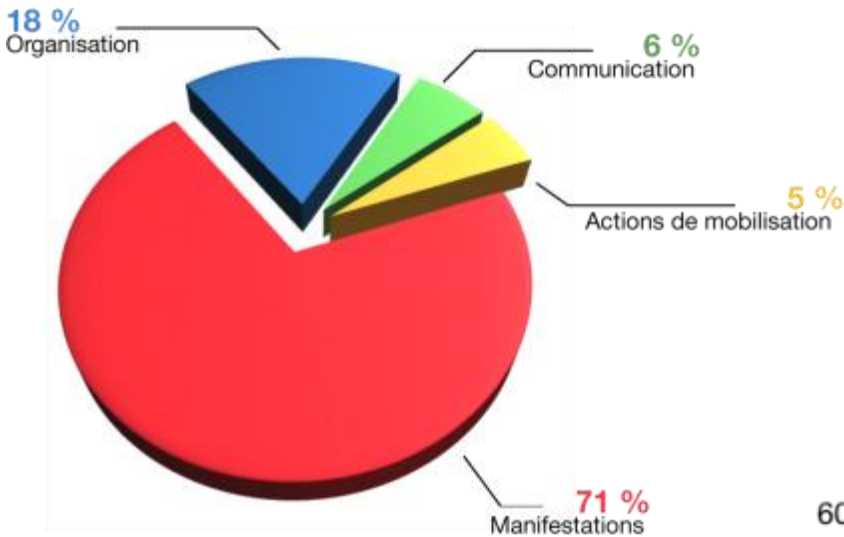


Tentative calendar

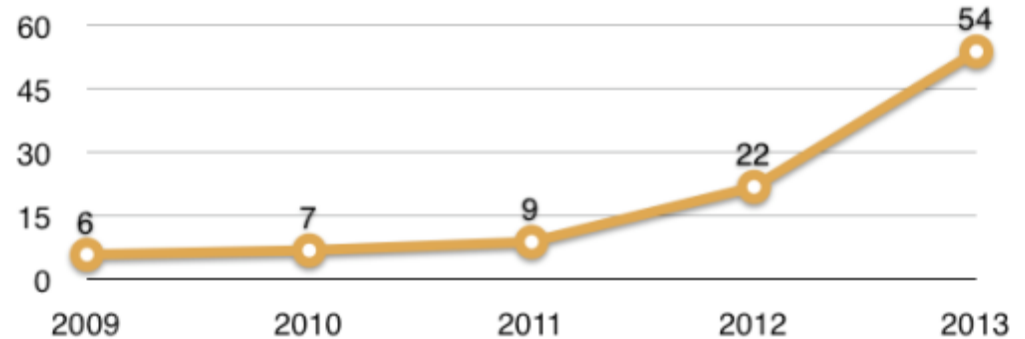
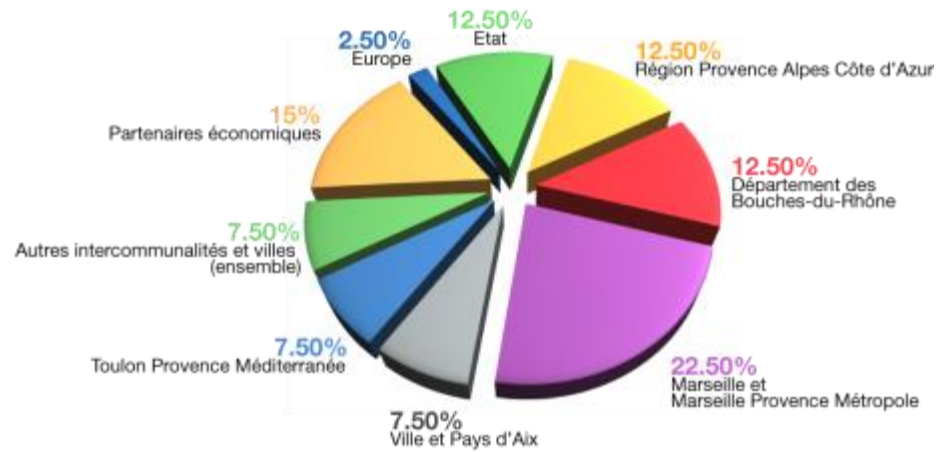


Financial planning and funding

Expenses : 98 M€



Revenues : 98 M€



Budget growth in M€ (inc. Taxes)

Administrative Board

Defines and commits the resources needed to implement the project

20 seats each representing 1 member
(1 representative = 1 vote)

Steering Committee

Analyses the project and makes recommendations

20 civil servants each representing 1 member of the Association + qualified persons

Operations Team

Designs and implements the project

Administration,
Finances,
Sponsorship

General
Management

Promotion,
Mobilisation,
Tourism

Event
Production

Programming,
European, National,
and International
Partnerships

Evaluation and Supervisory Committee

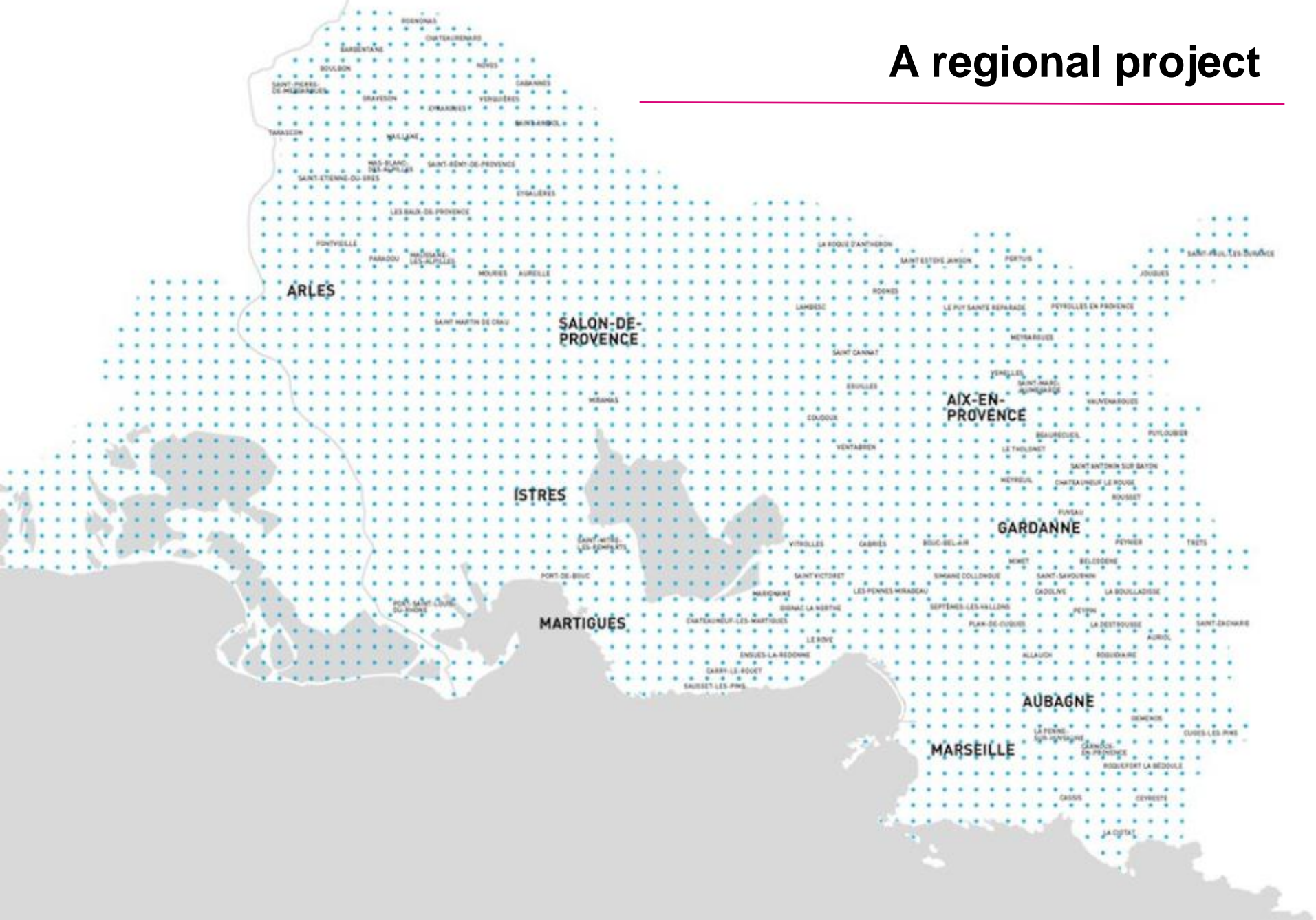
Audits the project in relation to economic impact, image and management

Marseille-Provence 2013

Implementation phase

Key elements

A regional project



Sharing the South



Budget

Funding of Marseille Provence
2013 Association is
91 M€ from 2009 to 2014.

This does not include
Investments (660 M€)

Subsidies

- 15 M€ sponsorship
- 2,5 M€ European fundings
- 11 M€ French State
- 15 M€ City of Marseille
- 12,5 M€ Region and Province
- 10 M€ MPM
- 7,5 M€ Aix and Pays d'Aix
- 7,5 M€ rest of the area



- Union Européenne
- Mécénat et parrainage
- Etat
- Région PACA
- Département 13
- Ville de Marseille
- Communauté urbaine MPM
- Aix en Provence et Pays d'Aix
- autres villes

A unique group of partners

Partenaires officiels



Fournisseurs officiels



Partenaires grand projet



Partenaires projet



Institutions partenaires



Partenaires media



Fournisseurs



Supporters

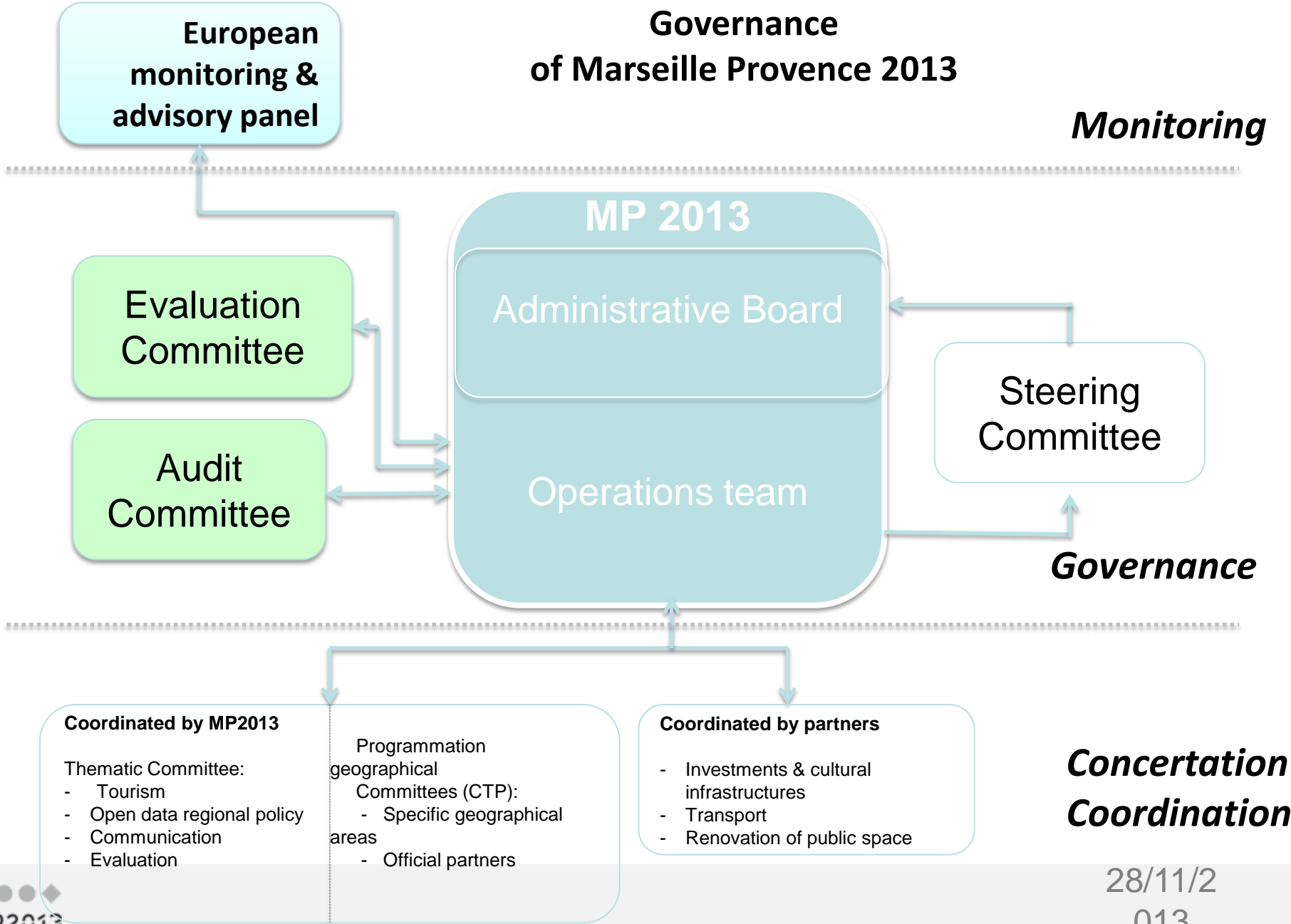


Governance of Marseille Provence 2013

Monitoring

Governance

**Concertation
Coordination**



A project conceived On the long-term

Marseille Provence 2013

A catalyst for investments

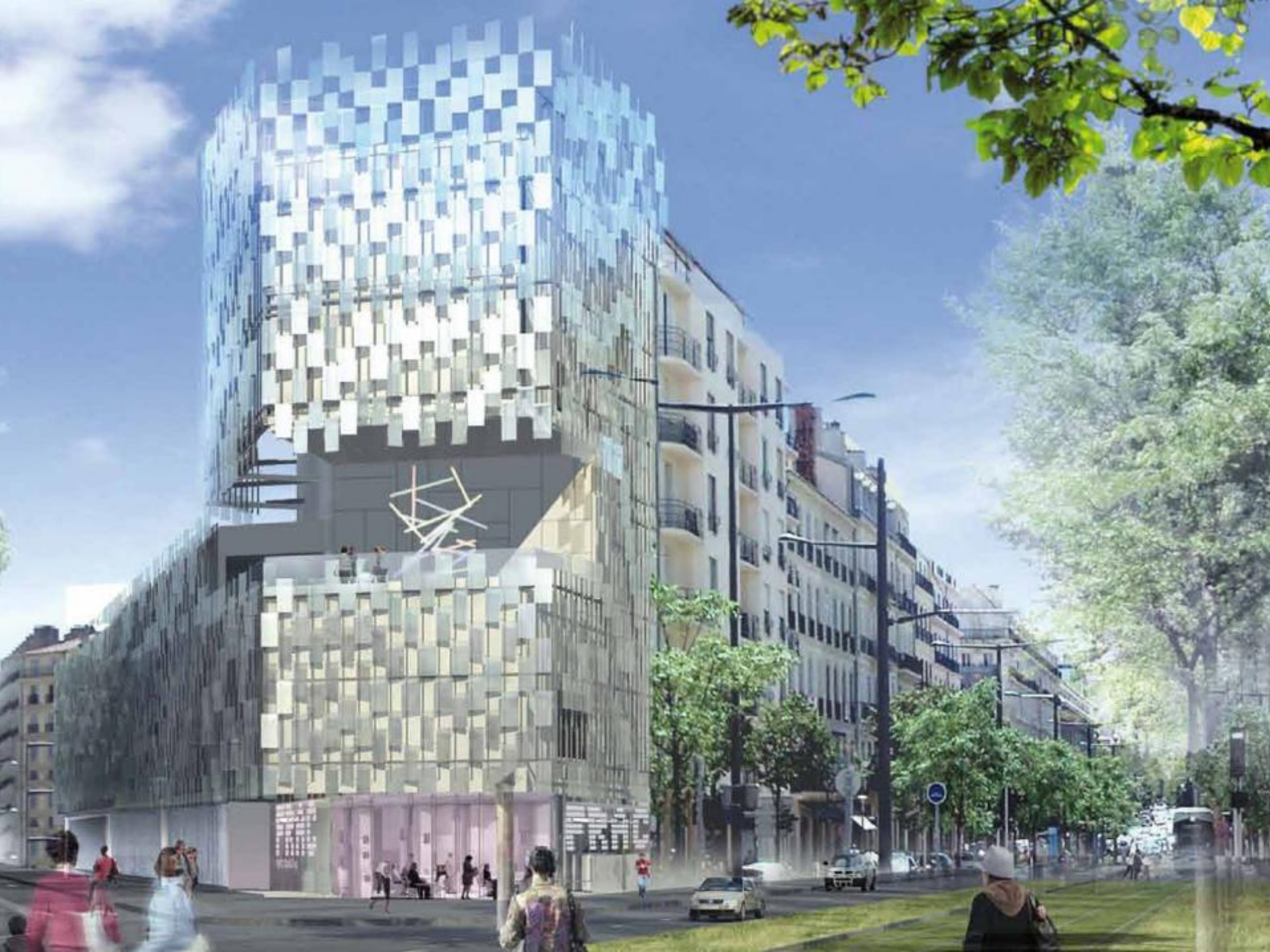
Major cultural facilities



€660 million invested
in new cultural facilities:

MuCEM, Villa Méditerranée, FRAC, Silo, Friche la Belle de Mai, Musée Longchamp, Conservatoire d'Aix, Musée de l'Arles antique II, Fondation Luma, Eden Théâtre de La Ciotat, ...







***Enhance international
cultural exchanges and
artists' works on site***

L'excellence populaire



Artistic excellence and international visibility

Establish Marseille Provence as one of Europe's main centres for cultural creativity and artistic performance.

Wide public participation

In events and preparatory activities

- Participative projects
- Euro-Mediterranean ateliers
- Volunteers



Ateliers de l'Euroméditerranée

65 artist residencies in public and private organizations non dedicated to art
(*image: Wael Shawky – Cabaret crusade*)



TOUTE PERSONNE A LE DROIT DE CIRCULER
LIBREMENT ET DE CHOISIR SA RÉSIDENCE
À L'INTÉRIEUR D'UN ÉTAT.

TOUTE PERSONNE A LE DROIT DE QUITTER
TOUT PAYS, Y COMPRIS LE SIEN, ET DE
REVENIR DANS SON PAYS.



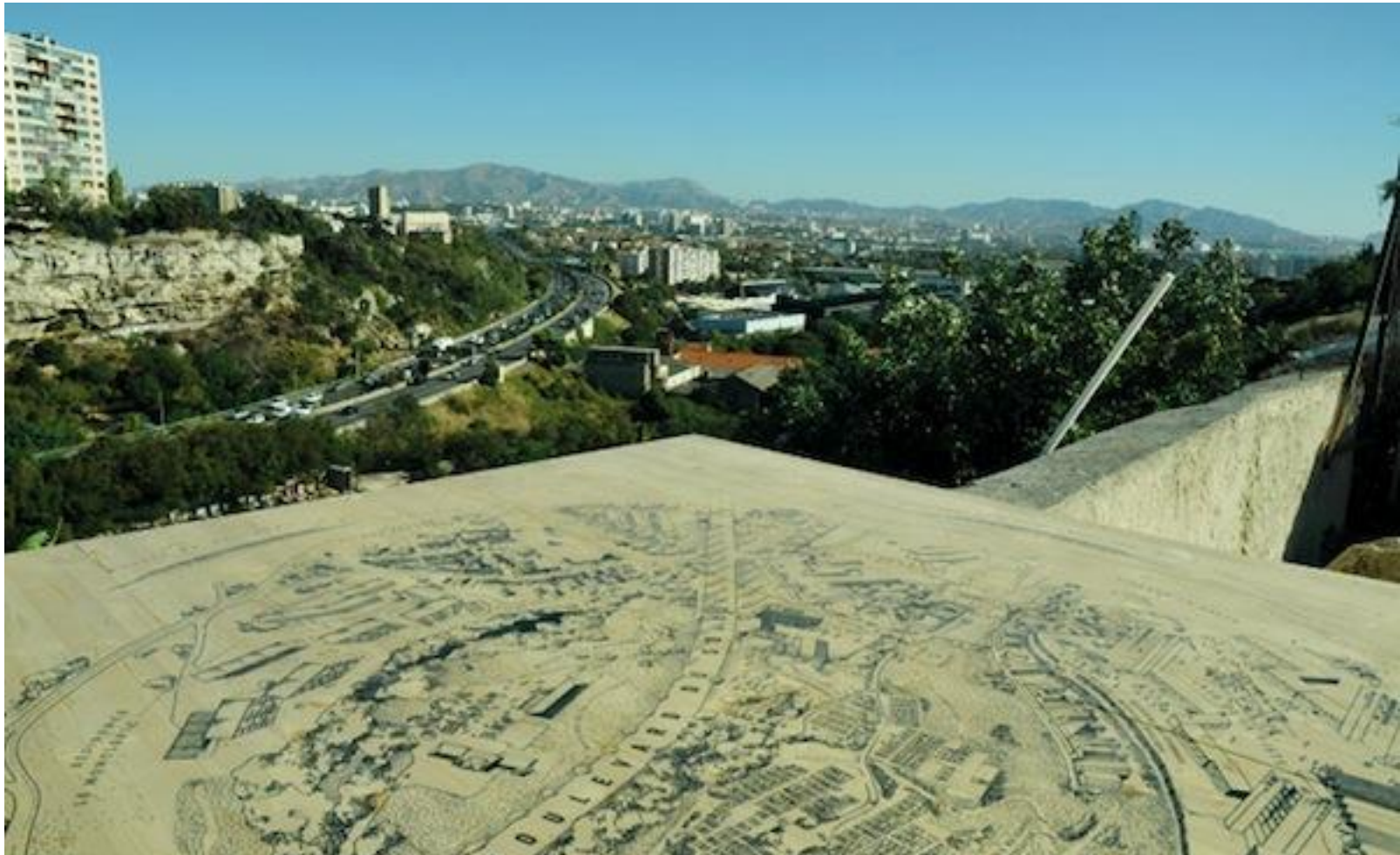


Quartiers créatifs

12 artist residencies on art & urban renovation



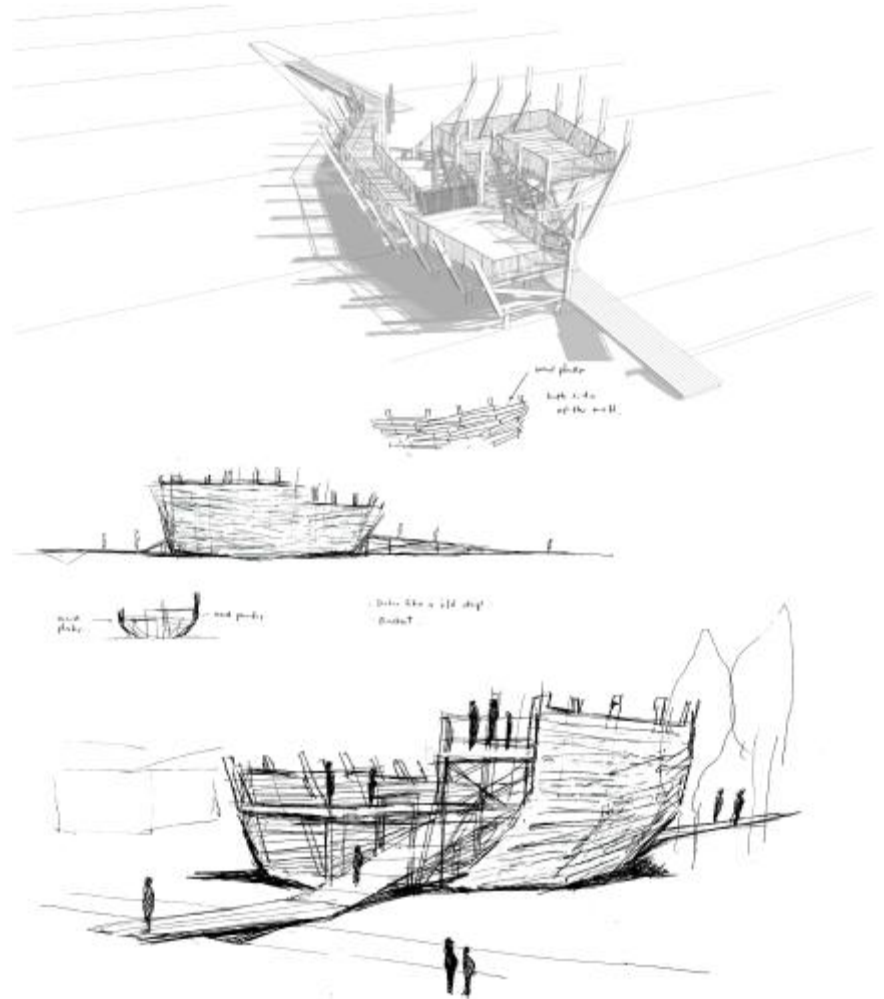
Quartiers créatifs – Stefan Shankland Hauts de Mazargues



Quartiers créatifs – Ruedi Baur aux Aygalades



Quartiers créatifs – Martine Derain à La Ciotat



Nouveaux Commanditaires

Programme in partnership with the French Fondation on new artwork for public space



Programme highlights



In all disciplines



L'année 2013
en quelques repères



ÉPISODE 1

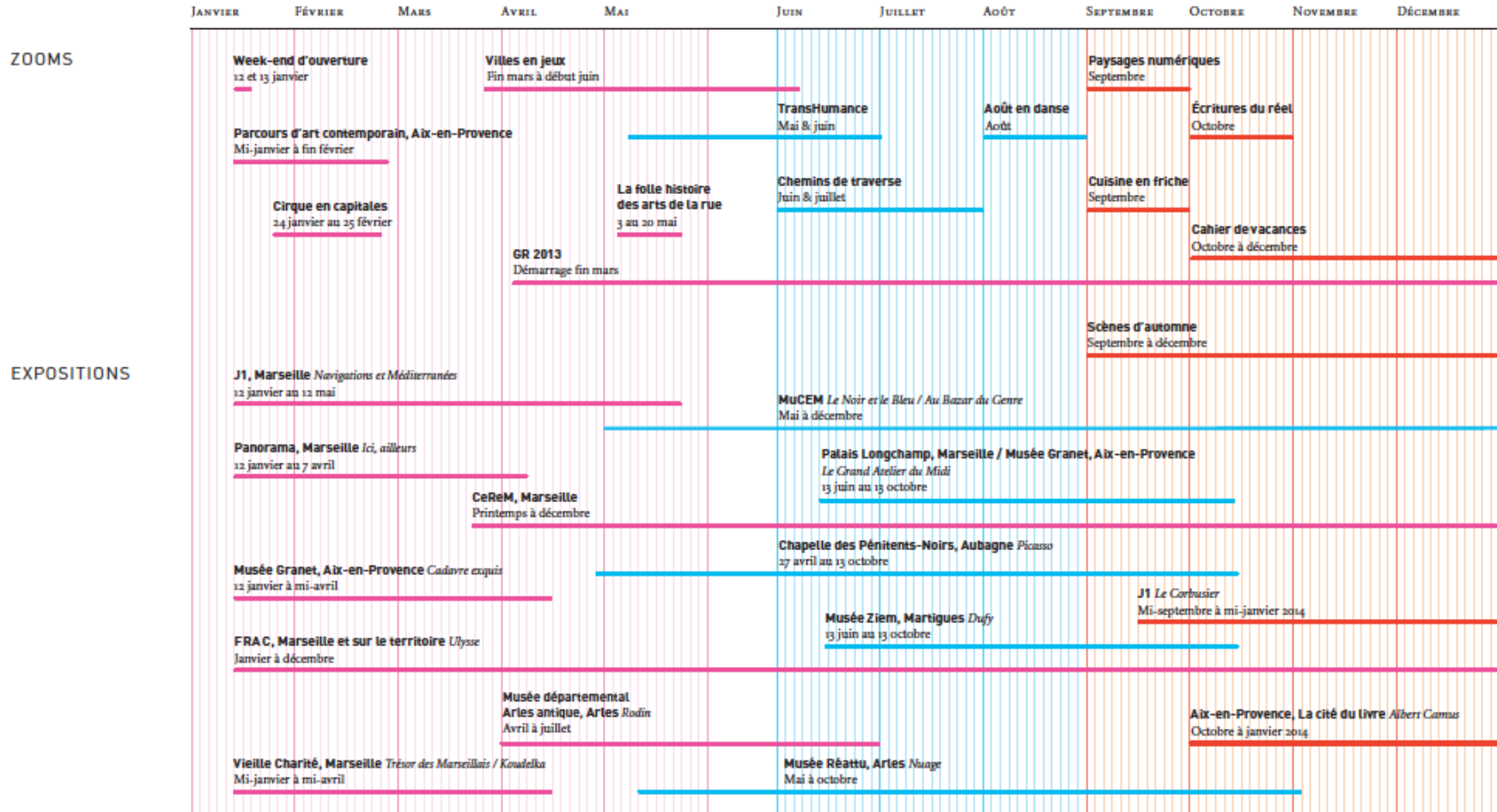
MARSEILLE PROVENCE
accueille le monde

ÉPISODE 2

MARSEILLE PROVENCE
à ciel ouvert

ÉPISODE 3

MARSEILLE PROVENCE
aux mille visages



1st season

Marseille Provence

Accueille le monde



Opening weekend – Aix-en-Provence – January 12

Contemporary art trail in the center with international artists



Opening weekend – Main evening in Marseille – January 12

On January 12, programming in the City center with more than 400 000 participants



Opening weekend – closing in Arles – January 13

1st episode of Revelations from Groupe F on the Rhone river



Le J1



La Friche la Belle de Mai – Mathieu Poitevin



Le FRAC – Kengo Kuma



Cirque en capitale – January 24 to February 24

1st disciplinary focus of the Year

More than 200 circus shows on the entire area of MP2013





Le Vieux Port Entre Flammes et Flots – May 3 and 4

Installation from Carabosse company – 200 000 persons each night





2nd episode of Revelations – Groupe F in Cassis – May 20

2nd season

Marseille Provence

À ciel ouvert



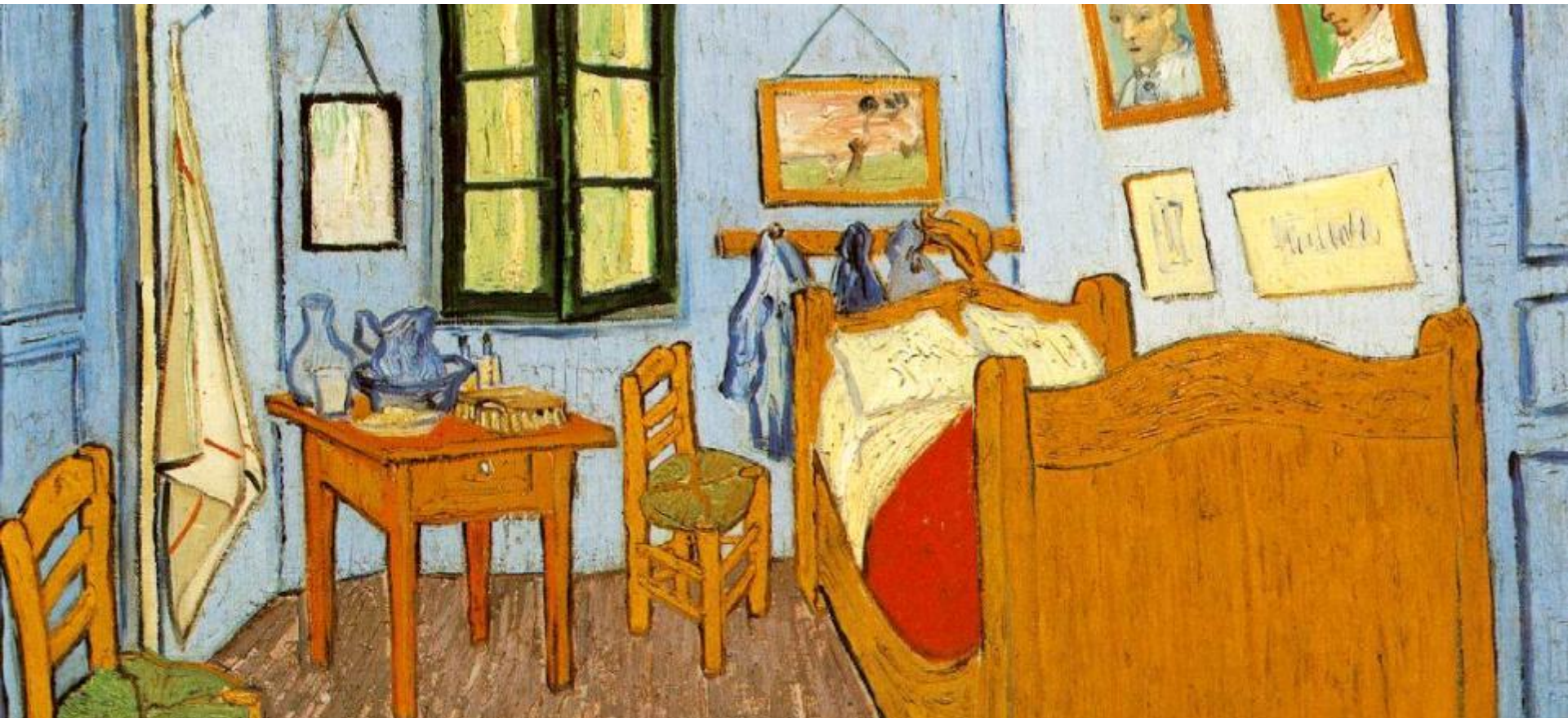
Le MuCEM – Rudy Ricciotti



La Villa Méditerranée – Stefano Boeri



Le Musée Borely



Le Grand Atelier du Midi – June 13 to October 13

Exhibition organized in both Marseille and Aix museums – 465 000 visits



TransHumance – Arrival in Marseille on June 9

More than 4000 animals for the arrival in Marseille and more than 300 000 persons attending



Programs conceived in partnership with summer festivals

In partnership with most festivals, a unique programming has been conceived



Août en danse – August 24 to 31

At the end of the summer, in a period usually quiet, a new event has been launched gathering most cultural operators working on contemporary dance

3rd season

Marseille Provence

Aux milles visages



Musée d'Histoire de Marseille



Conservatoire de musique et danse (Aix-en-Provence) – Kengo Kuma



Eden Cinéma (La Ciotat)



La Grande Parade Nautique – September 7



Cuisine en Friche – September 11 to 15

Along the year, a rich program on cuisine has been proposed including : piknik on the GR2013, Mediterranean Feasts, Cuisine festival...



Métamorphoses – September 20 to October 6

Art in public space festival



Programs of conferences and performing arts

In collaboration with various cultural organizations, in the last part of th year there are lot of performances (ActOral, Friche la Belle de Mai, litterature...) and conférences (Rencontres d'Averroes, Commun Mediterranean history book...)



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