



Veszprém-Balaton 2023
European Capital of Culture

In Progress

2021

Hungary's new cultural-creative region



About what follows



I think ECoC-type developments will only remain viable in the long run if they are in harmony with the ideas of the people who live in the area. Our programme must unfold intertwined with local identities so that we can make best use of the results reached by 2023 later on.

The fundamentals of the programme have already been laid down and it is right now that we are entering the second phase of development, in which we can show our first projects and events. As time goes on our intensity will also grow and we will be able to involve an ever-widening range of communities, institutions and organizations in joint work.

It is important that we do not intend to measure the ECoC programme's output in terms of how many concerts, exhibitions or theatre performances will have been put on by December 2023, but much rather on the basis of the consideration whether people nationwide and across Europe will continue to think of us as of an interesting or exciting city and region after 2024.

Alíz Markovits
CEO
Veszprém-Balaton 2023 Jsc.

About the European Capital of Culture programme

The European Capital of Culture title was won by the Municipal City of Veszprém in December 2018 with the integration of the city's and the region's institutions, actors of their cultural scenes, and civil society organizations. Upon gaining the title, Veszprém-Balaton 2023 Jsc. was put in charge of coordinating and implementing the programmes of the winning bid, including project development, the expansion of international relations and the creation of cultural-artistic content.

As early as at the point of submitting the bid, our team decided on three baseline principles to be met by every single programme element. Barrier-free, sustainable and child-friendly programme development is no mere aspect but a core concept for us and receives a major emphasis in all activities implemented by ourselves and together with partners.

Principles of the Veszprém-Balaton 2023 programme

Community building

Contributing to linking up fragmented and non-communicating layers of society.

Innovation

Stimulating cultural and economic interest in the region with the creation of novel market sector and intellectual products.

Volunteering

Helping locals across the region gain new experiences and get involved by activating communities.

Sustainability

Implementing developments to promote the region's modernisation in a way that these can serve the environmental and economic interests of the area in the long run.

Traditions

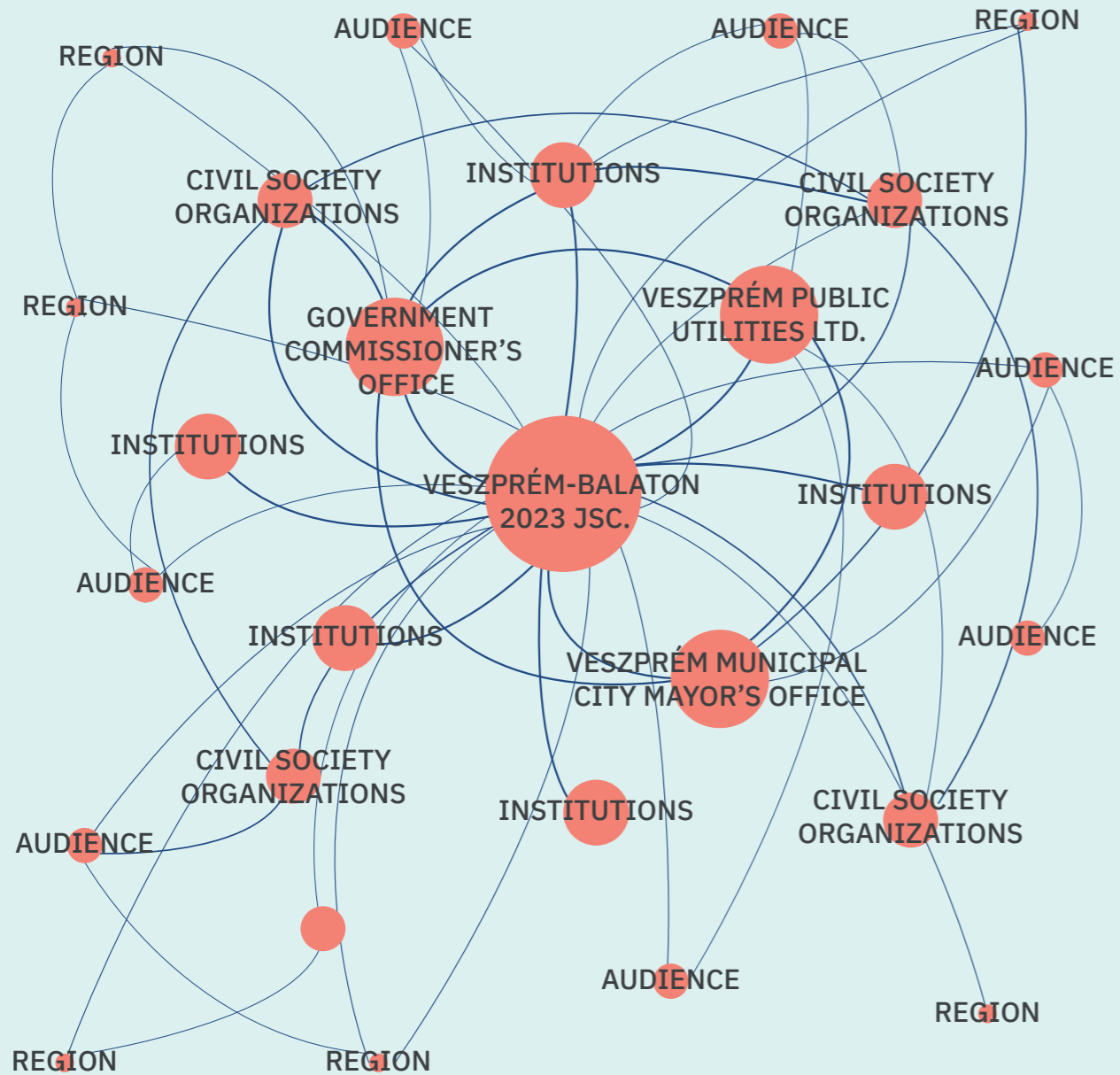
Supporting the creation of projects with an awareness of local values and planning developments in line with these concepts.

An alliance of Veszprém and the Bakony-Balaton region

Veszprém has become a four-season city by virtue of its rich history and favourable location - whether it is winter, summer, spring or autumn, there are different ways of relaxation offered here. Veszprém's cultural palette in fine arts, dance and music is outstanding in Hungary outside the capital: it received the City of Music title, an honour of culture from UNESCO, in 2019. Most infrastructural developments and programmes of the ECoC VEB2023 programme will be implemented here by 2023 and Veszprém is also going to be the centre of the ECoC year.

Veszprém has won the European Capital of Culture title for 2023 jointly with the Bakony-Balaton region: this means that the settlements of the region are going to be prioritised locations during the lead-up period as well as the programme year. The aim of the ECoC VEB2023 programme is to help institutions, organizations and civil actors of the region to jointly create cultural products which add to the cultural and touristic attractiveness of the area and facilitate the birth of a new cultural-creative region.





Let's connect!

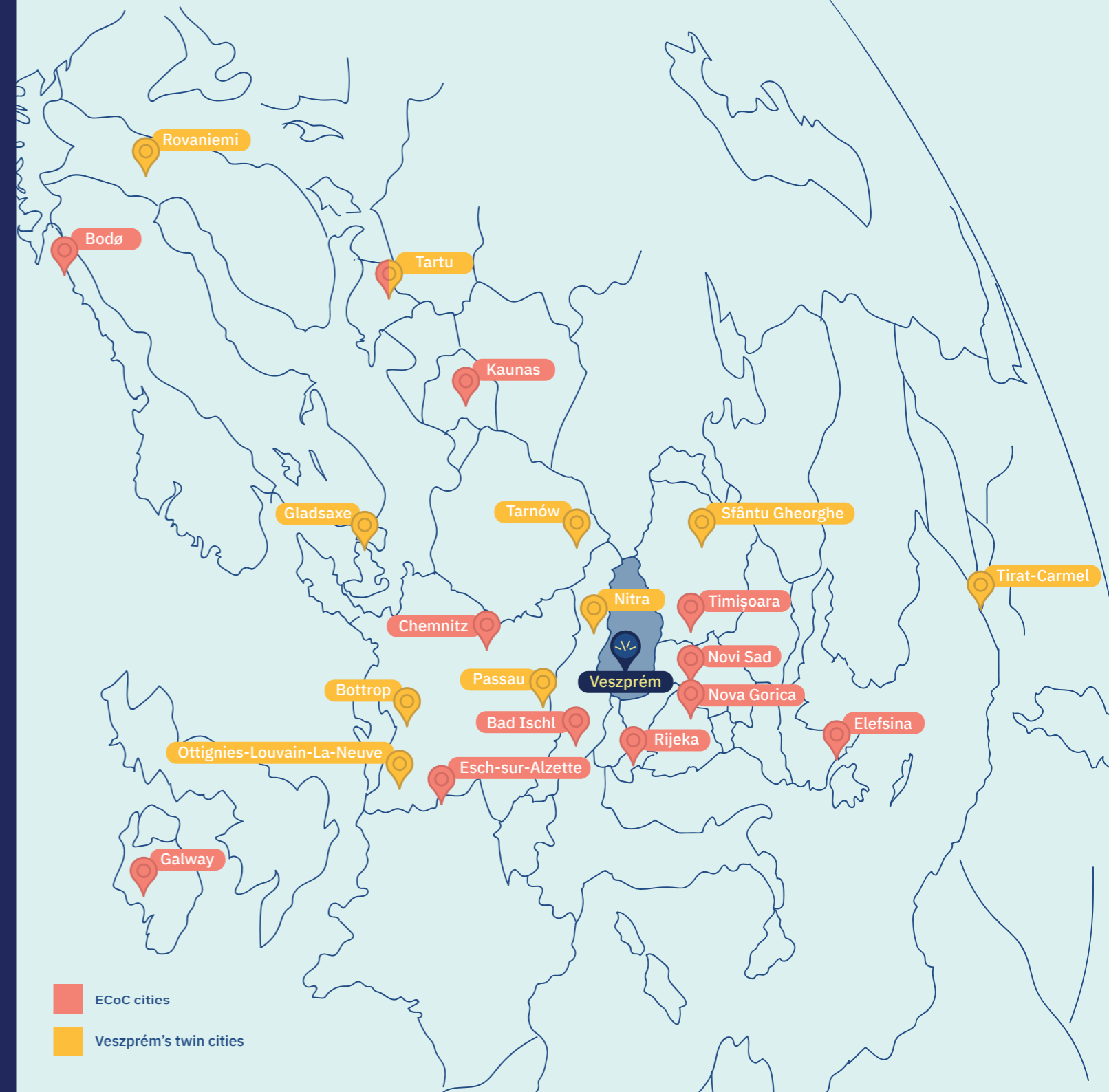
A fundamental principle of the ECoC VEB2023 programme is to reach the goals set for the European Capital of Culture title together with the region. For this very reason we have been thinking in terms of a network system in our programme development: a partnership network which connects Veszprém and the region's market sector operators, service providers and civil communities, creating partnerships with ECoC VEB2023 organizers, domestic and international partners and a range of supporters.

Regular contact with our partners is important for us: we would like to make this more interesting and intensive through a series of events, workshops and professional talks.

International links and ties x ECoC VEB 2023

International partners contribute greatly to our programme's success: we are involved in active dialogue with Veszprém's twin cities and the teams of former or future ECoC title winning cities, as our programme is not only aimed for domestic audiences but the whole world. It is important for us that linking up with our international network should not only produce short-term collaborations but long-term connections and that this social capital remain there for Veszprém and the region after 2023.

In addition to former and future ECoC cities and Veszprém's twin cities, we are in active contact with the Hungarian EUNIC Cluster and international institutes working in our country as well as embassies and consulates in Hungary. It is a major consideration for us to involve in our programme international partners of Veszprém city and the settlements across the region or international partners of their organizations to broaden our collaboration network on a European and global scale.





VEB2023 regional join-up

In order to increase the efficiency of collaboration with regional actors a regional join-up programme has been launched aimed at allowing settlements within the Bakony-Balaton region to participate in the ECoC VEB2023 programme with their own projects and events – with professional assistance from Veszprém-Balaton 2023 Jsc.

For the range of settlements, joining up in many cases may present an opportunity of a lifetime. A sustained professional background is provided to joining settlements and projects implemented by them, including areas of project management, event management and bidding for supplementary tendered resources.

Set monetary pockets belong to the various bid constructions accessible to joined regional self-governments, institutions, civil society organizations or even business companies upon meticulous assessment to finance VEB2023-related programmes in their respective settlements. In addition to

supporting projects implemented by settlements across the region, the Jsc. is planning to put on its own or co-produced programmes at venues provided by the joined settlements.

Over eighty settlements have so far joined up to the programme and we hope this number will rise month by month. In order to make involvement more efficient, we embarked on a regional roadshow in May 2021 to hold talks and provide counselling sessions to settlements interested in joining at selected locations within the Bakony-Balaton region.

VEB2023 x Bids

A main aim of the ECoC VEB2023 programme is to make actors, operators, organizations and institutions of the Veszprém-Balaton region join forces to develop and shape the region: assistance is provided under our tendering constructions.

Our first call was opened in March 2021: this construction is to support cultural-creative programmes to be implemented by 31st October 2021 – exhibitions, festivals, concerts, a series of talks on art and culture, book reading sessions, workshops, art camps, local history programmes and cultural heritage protection events.

In the spring we also opened our regional call to implement the Culture Points programme with an aim

to create micro-community events which are dynamic and capable of growth to provide an alternative in the face of mass tourism by linking up high art, local artisanship and the civil sphere. We have also launched our street look management programme in Veszprém, wishing to fill currently vacant inner city shops with vibrant life again.

The categories of our tendering scheme are continuously broadening. Calls will be opened on a regular basis up to 2023, with themes like the creative industry or regional values, sport and recreation, community initiatives and gastronomy, among others.





VEB2023's programme

When formulating our VEB2023 programme packages, a primary consideration of ours was to collect a range of thematic fields among which everybody may find the most suitable one for themselves and which can help us show up the cultural diversity of our region.

Major project areas:

- Music festivals, concerts, music education
- Film programmes
- Gastronomy and wine
- Literary programmes
- Developing and building communities
- Fine arts and visual arts programmes
- Cultural landscape programme package
- Theatre and dance arts
- Urban studies and design projects
- Our horizontal principles (visitor-friendly events, environmentally sustainable programmes, child-friendly solutions)

Programme constructions:

01

Programmes prepared any implemented by Veszprém-Balaton 2023 Jsc.

- The Jsc. holds full responsibility for the preparation, coordination and implementation of certain elements of the ECoC programme. Such projects are e.g. the opening and closing events of the ECoC 2023 year, a range of programmes listed in the winning bid like capacity building programmes for cultural institutions, the volunteer programme or specific art programme series.

02

Co-produced projects

- This is a category for programmes prepared, coordinated and implemented by VEB2023 Jsc. and its circle of partners, which varies project by project.
- VEB2023 Jsc's colleagues work together on co-produced projects supported by the professional skills, local knowledge and organization know-how of the partners. With co-produced projects our aim is to create the optimal circle of collaborators; to reach this we remain in touch with potential partners.

03

Projects implemented under a tendering scheme

Under Hungarian legislation the Veszprém-Balaton 2023 programme may pass on subsidies in a tendering scheme. In the upcoming period including the calendar year 2023 we are preparing to launch several tendering construction types:

- a) Small-scale community tenders:
Our aim here is to support smaller-scale projects to be implemented in Veszprém and the region in the pre-2023 run-up years – this might be supporting self-governments, civil actors or even market sector operators, provisionally up to a 300,000 HUF limit.
During the run-up years the aim of these programmes is to kickstart thinking about ECoC, strengthen local communities and support gap filler programmes, even with an eye to tradition-making.
- b) Open calls:
Our goal with this construction is on the one hand to add even more colour to Veszprém-Balaton 2023's cultural programme by giving an opportunity to new local or regional initiatives to be presented and/or gain more visibility, and on the other hand to enable already existing events and initiatives to step up in quality under the ECoC programme.



A selection of projects and programmes to be implemented in first half 2021

Community planning at the Jutasi Road housing estate

Community-based planning is one of the basic ideas of the VEB2023 programme; its aim is to allow those involved to work out their own vision for the future of their communities and be actively involved in shaping their environments. This concept also informs the now starting infrastructural developments of the Jutasi Road housing estate.

The main target of this development based on community planning is to create a community space with the use of already existing and newly built

elements which gives countless opportunities to the area's inhabitants to connect and relax, thus improving their quality of life as well as the quality of the use of public space.

The development will bring a longitudinal running loop and pedestrian path to the housing estate, which encircles the whole district; fitness equipment, toys, benches and tables will be placed inside this 3500-metre ring, great spots for adults and the young to spend their free time.





Cultural landscape | Culture Points

The aim of the Culture Points programme is to support artistic and creative industry communities which are capable of engaging, activating and integrating the broadest layers of local civil society with their activities in addition to linking up local and European horizons of creating cultural values. We are planning to mold the region's culture points into an active and connected network, a platform with its own profile and premium communication presence, one of VEB2023's very own brands.

Grassroots self-organizing creative communities open up and make accessible hitherto unknown dimensions of a specific Balaton identity characteristic of one particular place. Encounters with art at Culture

Points are meant to start a tradition in social practice to think together and collaborate. The series of multidisciplinary art events, workshops and forums offers connecting and transition points as well as contiguity between the concentric circles of seemingly distant personages, local and big city scenes, traditions and genres, national and European self-definitions.

The most important target of the programme is to further the initiatives of already existing creative communities, working out the economically and ecologically sustainable models of the wider community integration which results from their efforts.

Pajta (Barn) Programme

The main goal of the Pajta Programme is to help local communities at small settlements reach important and relevant cultural services and broaden the cultural palette for them. The project supports those initiatives of local cultural institutions and civil organizations which have the potential to significantly develop cultural capacities. With this programme we are planning to endorse the running of multifunctional community spaces which are fit to accommodate a wide range of cultural events: they can serve as venues to concerts and exhibitions, clubs and barn

dancing, wine tasting and community festivities, education/trainings or free-time activities – anything that is important for programme organizers and audiences. Away from the buzz of tourism, 365 days a year these “barns” are going to become local centres for a more dynamic cultural life, homes for shaping tastes, places for living tradition and innovation, connecting values of contemporary culture with the spirit of the location and radiating all this towards the people who live there.

Hungarian Motion Picture Festival

Working together with the National Film Institute, we have restyled the celebration of Hungarian film, which is held from 23rd to 26th June in Veszprém, Balatonfüred and Balatonalmádi. Our aim is to present the latest Hungarian productions and well-known classics to large audiences and create a meeting point for the Hungarian film and television profession. The Hungarian Motion Picture Festival welcomes visitors

interested in movies and filmmakers to open-air screenings, premieres of the latest Hungarian films, international festival award winners, movie stars, artist-meets-audience events, programmes for children and teens, remastered classics, exhibitions, concerts and gastronomy programmes. The Hungarian Motion Picture Awards will be handed out at the closing of the event on 26th June.

The Competition of Balaton Wines

It is not only literature, music, film or the fine arts that the VEB2023 programme would like to show up to locals and visitors out of the wealth of culture within the region – there is also gastronomy and winemaking. In 2021 the Balaton Alliance will have held the greatest wine competition of the region for the 18th consecutive year – this time with backing from the

Veszprém-Balaton 2023 European Capital of Culture programme. All six wine regions of the Balaton wine territory will be presenting their top products of a wide selection of wine sorts. The official wines of ECoC VEB2023 and Veszprém City will be selected from the highest rated batches.





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