



Veszprém-Balaton 2023  
European Capital of Culture

# KEEP SHINING, VESZPRÉM-BALATON!

EUROPE'S CULTURAL AND CREATIVE REGION:  
LESSONS OF A SEASON, THE FUTURE OF A REGION  
international conference



# LET'S EXPLORE TOGETHER

Stories about Veszprém, the Bakony and Lake Balaton



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European Capital of Culture



EUROPEAN CAPITAL  
OF CULTURE

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## RECOMMENDATION

Inheritance is only good if there is a real harmony between the testator and the heir. They listen to each other. They understand each other. They have empathy for each other. I think we in Veszprem are lucky for two reasons: partly because we inherit from ourselves, and partly because we have undertaken the European Capital of Culture project not for its own sake, but to bring us closer to the future we want, to be in the top 20 of European cities of similar size in terms of liveability by 2030. From the outset, we wanted to ensure that the changes we make meet a real community demand and provide a manageable burden for the future.



**Gyula Porga**  
Mayor, Veszprém

This conference, among other things, is also a frame of a structure for me. In November 2022, I chaired the day in House of Music Hungary where the ECoC programme of Veszprém and the Bakony-Balaton region was presented. Talks, round tables and presentations alternated, highlighting the venues and the thousands of programmes that would be delivered in partnership with the region. The energy flowing in that space was superb: the focus of the plans and ideas was on the artists living there, and the aim was that the season should reveal and showcase the cultural strength, human capacity and creative potential of the region, especially by putting these people into position. Let us now take a closer look at what has been achieved, what has not, how the season has moulded this landscape and how it will build on this in the long term.



**Nóra Winkler**  
Cultural Affairs Expert

## IN FOCUS

By winning the title of European Capital of Culture, Veszprém and the Bakony-Balaton region were given the opportunity to showcase their outstanding cultural treasures. We have gained unique opportunities and experience that help us to develop a high quality cultural offer not only during the programme year, but also in the long term. Thanks to these partnerships, we have opened doors to each other and to the world, and we have realised that, together, we are more.



**Alíz Markovits**  
CEO, Veszprém-Balaton  
2023 Jsc.

The Bakony-Balaton creative region is now more than just a desire. It has genuine foundations, which have been developed and strengthened over the past four years, creating a real community framework for the municipalities in the region. The biggest challenge of the present is whether to be satisfied with the successes of the previous year, with the fact that the region has held the title of European Capital of Culture for a year, or to undertake an attempt, new in Hungary, to make our presence on the cultural map of Europe a lasting one.



**Tibor Navracsics**  
Minister of Public  
Administration and  
Regional Development

“We are in the world to be somewhere at home in it.”  
At the University of Pannonia, we believe our university should feel at home in both its immediate and wider surroundings. We also believe a modern university should first and foremost serve the common good. This mission means that, even while we pursue international academic excellence, we know that an institution relies primarily on the urban areas which are home to its campuses, and that the primary focus of the university and its partners must be on improving its home for its success and for the common good. My presentation outlines the rationale for this approach in the context of the ECoC programme, providing ideas for further joint development of our home.



**János Abonyi**  
Rector,  
University of Pannonia

What is the greatest cultural project of our times?  
It is the transition we need to survive as a civilization.  
This has an impact on how we think, plan and act.  
We need a mindshift. What role does culture and creativity have in this? Culture, broadly defined, is who we are and creativity helps shape what we can become. And what role do the various art forms and cultural institutions have? They can address the big issues that really matter and so restate their public value in the new conditions. The question is not: What is the value of arts and culture, but what is the cost of not valuing them.



**Charles Landry**  
author, founder of  
Comedia, co-founder of  
the Creative Bureaucracy  
Festival

The cultural and creative sectors play a crucial role in societal development, serving as powerful drivers of economic, social and cultural growth. They create numerous jobs, stimulate innovation and entrepreneurship, and contribute to community engagement. By enhancing the attractiveness of cities and regions, these sectors also invigorate local economies. Additionally, they contribute to personal development by fostering critical thinking, problem-solving skills and emotional intelligence. In my presentation, I will introduce various EU support tools, including the Cultural and Creative Cities Monitor.



**Vladimír Šucha**  
Head of the European  
Commission  
Representation in the  
Slovak Republic

Large scale events such as the ECoC usually focus on creating impact and becoming 'pulsar events' for cities. As the ECoC has developed, however, more attention has been paid to longer-term legacies. This presentation examines the legacies of ECoC events over the longer term and examines the different forms of value that are delivered for stakeholders. While the measurement of immediate impacts is often centered on instrumental value creation in the form of tourism, legacy planning should lead to increased intrinsic and institutional value creation that builds a platform for future cultural development.



**Greg Richards**  
Professor of Leisure  
Studies,  
Tilburg University

## WEDNESDAY, 11TH SEPTEMBER

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08.30- Registration  
09.30

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09.30- Opening  
10.00 Greeting words: Gyula Porga, Mayor of Veszprém Municipal City

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### CREATIVE CITY, CREATIVE REGION

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10.00- What is the **Biggest Cultural Project of Our Time?**  
10.30 Speaker: Charles Landry, author, founder of Comedia, co-founder of the Creative Bureaucracy Festival

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10.30- **Cultural and Creative Cities Monitor – A Ranking of Creative Cities**  
10.50 Speaker: Vladimír Šucha, Head of the European Commission Representation in the Slovak Republic

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### KEEP SHINING, VESZPRÉM-BALATON!

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10.50- **Keep Shining, Veszprém-Balaton! Lessons of a season, the future of a region**  
11.15 Speaker: Alíz Markovits, CEO, Veszprém-Balaton 2023 Jsc.

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11.15- **Round Table Talk: The Experience of the Veszprém-Balaton Region**  
12.25 Moderator: Zoltán Mészáros, Chief Adviser to the CEO, Veszprém-Balaton 2023 Jsc.  
Participants: Bernadett Grászli, Art Historian, Director, House of Arts Veszprém  
Natalia Oszkó-Jakab, Festival Director, Valley of Arts Festival; President of the Board of Trustees, Hungarian Tourism Programme Foundation  
András Szöllősi-Nagy, MOMÚ/Szöllősi-Nagy – Nemes Collection, Balatonfüred  
Erika Bebesi, Director, Boronclassic Festival, Marcali  
Réka Oszkai, Director, Kisfaludy Sándor Community Centre, Library and Memorial House, Sümeg;  
Táj-Kapocs Foundation

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12.25- Lunch break  
13.30

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13.30- **What Does the Data Show? Veszprém-Balaton 2023 and Timișoara 2023 Monitoring Experience**  
13.45 Speaker: Dóra Kanizsai-Nagy, Monitoring Officer, Veszprém-Balaton 2023 Jsc.  
Raluca Iacob Monitoring and Evaluation Coordinator, Timișoara 2023

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### GENIUS LOCI

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13.45- **Kraft Veszprém 2017-2024: lessons from a large-scale survey on the path to becoming a creative city region**  
14.00 Speaker: Mariann Szabó, researcher, project leader, Institute of Advanced Studies (IASK) Kőszeg;  
General Vice-Head, senior lecturer, Department of Environmental Economics and Sustainable Development, Technical University Budapest

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14.00- **Veszprém on the Way to Becoming a Good Place, or Keeping Up the Shine**  
14.15 Speaker: Gábor Michalkó, Professor, Department of Tourism, University of Pannonia; Scientific adviser, HUN-REN CSFK Institute of Geography

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14.15- **Round Table Talk: What Makes Veszprém and the Region a Good Place, and What Will Make it Even Better a Lifetime From Now?**

Moderator: Katalin Lőrincz, Vice-Dean, University of Pannonia Faculty of Economics

Participants: Gyula Porga, Mayor, Veszprém

Ferenc Miszlivetz, Director General, Institute of Advanced Studies Kőszeg

Gergely Kabai, social researcher, policy analyst, Mayor of Hollád

Balázs Kovács, tourism expert, Head of Office, GD Consulting

Vera Schleicher, ethnographer, Museum of Ethnography

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### HERITAGE AND FUTURE – DILEMMAS OF A CULTURAL LANDSCAPE

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15.15- **Europa Nostra – Cultural Heritage Protection**  
15.30 Speaker: Graham Bell, Board Member of Europa Nostra

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15.30- **Future landscape scenarios around Lake Balaton**  
15.45 Speaker: Samu Szemerey, Professional Leader, Hungarian Contemporary Architecture Centre;  
Head of Architecture and Urban Studies, DANU

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15.45- **Round Table Talk: An Eternal Dilemma; Balancing Development and Conservation**  
16.30 Moderator: Beáta Fehérvölgyi, Dean, University of Pannonia Faculty of Economics  
Participants: Gábor Mayer, State Secretary Responsible for Regional Development, Ministry of Public Administration and Regional Development  
Ákos Czeglédy, Mayor, Paloznak  
Tamás Fejérdy architect, specialised engineer in monument conservation, DLA  
Eszter Dávida, Hungarian Contemporary Architecture Centre  
András Huszár, CEO, HelloWood Jsc.

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*The conference is held in Hungarian and English, with simultaneous interpretation.*

16.30-16.45	<b>Small Settlement Cultural Capacity Building as a Means of Community Building – Results of the Pajta (Barn) Programme Research</b> Speaker: Judit Sulyok, Senior Researcher, Department of Tourism, University of Pannonia Krisztián Nagy, senior cultural project manager, Veszprém-Balaton 2023 Jsc.
16.45-17.45	<b>Round Table Talk: Small Settlement Communities As the Driving Force of the Region</b> Moderator: Izabella Agárdi, Historian, Cultural Researcher, Institute of Advanced Studies, (IASK), Head of Campus, University of Pannonia, Kőszeg Participants: Antal Varga, President, Retirees' Community and Traditional Values Preservation Association, Olaszfalu Edit Szabó Posza, Mayor, Somogyzentpál Csaba Tóth, Mayor, Lesenceistvánd Tibor Hoffner President, Central Transdanubian Alliance for the Youth (KÖSZI), Taliándörögg Mária Ivicz Boros, Chairman of the Board, Public Foundation for the Survival of Vászoly Mrs Tibor Szirbek, Mayor, Nagyesztergár
18.00	<b>Opening of the retrospective exhibition of sculptor Mária Lugossy</b> Dubniczay Palace, Castle Gallery, 29 Vár utca Veszprém 8200
19.30	<b>FOOD FOR THOUGHT</b> Standing reception and cultural programme at ActiCity

## THURSDAY, 12TH SEPTEMBER

08.30-09.30 **Registration**

### WHAT'S NEXT, VESZPRÉM-BALATON?

9.30-10.00	<b>A Region's Dream or a Region of a Dream?</b> Speaker: Tibor Navracsics, Minister of Public Administration and Regional Development
10.00-11.00	<b>Round Table Talk: The Significance of the Bakony-Balaton Region on the Cultural Map of Europe</b> Moderator: Nóra Winkler, Cultural Affairs Expert Participants: Balázs Hankó, Minister for Culture and Innovation Tibor Navracsics, Minister of Public Administration and Regional Development Alíz Markovits, CEO, Veszprém-Balaton 2023 Jsc. János Can Togay, Chief Artistic and Creative Adviser, Veszprém-Balaton 2023 Jsc.
11.00-11.20	<b>The Role of the University in Strengthening a Cultural Creative Region</b> Speaker: János Abonyi, Rector, University of Pannonia
11.20-11.35	<b>Direct EU Funds, International Cooperation, Bidding Opportunities</b> Speaker: Bernadett Petri, Ministerial Commissioner for the Coordination of the Use of Direct EU Funds, Ministry of Public Administration and Regional Development
11.40-12.00	<b>Coffee break</b>

### LONG-TERM PLANNING: THE CONTINUED EXISTENCE OF ECOC PROGRAMMES

12.00-12.20	<b>From impact to legacy value: developing long-term effects from cultural programmes</b> Speaker: Greg Richards, Professor of Leisure Studies, Tilburg University
12.20-13.20	<b>Round Table Talk: Walking in the Same Shoes. European Capital of Culture Programme Lessons Learned</b> Moderator: Neil Peterson, International Relations Liverpool 2008 Participants: Nemanja Milenković, Director, Foundation "Novi Sad 2022 – European Capital of Culture" Ramóna Laczko-David, International Relations, Timișoara 2023 Zetta Pasparakí, Director of Performing Arts, Eleusis 2023 Friderika Mike, Programme Director, Veszprém-Balaton 2023 Kuldar Leis, CEO, Tartu 2024 András Horváth, architect, Vice-President, South Transdanubian Chamber of Architects; Pécs 2010
13.25-14.10	<b>Round Table Discussion: The Role of Rural Mobility in Building a Creative Region</b> Moderator: Dóra Kanizsai-Nagy, Monitoring Officer, Veszprém-Balaton 2023 Jsc. Participants: Lóránd Bói, Deputy State Secretary responsible for Transport Strategy, Ministry of Constructions and Transport László Reich, Director of Business and Service Development, MÁV-START Railway Passenger Transport Jsc. István Polgári, CEO, V-Busz Bus Transportation Ltd. Kinga Temesi Tóth, Head of Office, Institute for Transport Sciences and Logistics
14.10-15.30	<b>Lunch break</b>
15.00	<b>Hungarian Development Promotion Office (MFOI) – ForrásTÉR Community Office opening ceremony and bidding briefing – 25 Óváros Square, Veszprém</b>
16.00	<b>Ceremonial Inauguration of the Millennium Monument in Szabadság Square</b>

## WHAT DOES THE DATA SHOW?

During the year 2023, the Veszprém-Balaton 2023 European Capital of Culture programme enlivened the everyday life of Veszprém and the Bakony-Balaton region with over 3,600 events in 24 genres, with the participation of more than 500 partners and 116 municipalities. There are innumerable and unforgettable memories of the ECoC programme year – but what does the data show? What good practices and achievements has the short-term evaluation of the ECoC programme highlighted? What are the long-term social, environmental and cultural impacts of the partnerships developed? What monitoring tools can be used to help ensure the lasting vitality of the creative region's ecosystem? We seek to answer these and many similar questions at our conference by reviewing data from the Veszprém-Balaton 2023 and Timișoara 2023 ECoC programmes.



Dóra Kanizsai-Nagy  
Monitoring Officer,  
Veszprém-Balaton 2023 Jsc.





## THE GOOD PLACE

“A good place is what we talk about, what we recommend, where we return to, where we feel at home”, reads a paper by the HUN-REN Institute of Geography of the Hungarian Academy of Sciences. But what makes a place, a geographical unit, a good place? What is the recipe for lasting success, so that good places can remain good places and become even better places in the future? This is the big question that has been on the minds of VEB2023 project managers and developers.

What makes Veszprém and the Bakony-Balaton region a good place, what is the secret, and what can we show others and pass on to the next generation? The participants of the panel discussion at our international conference will explore these questions and take a bird’s eye view of the VEB2023 project year. They will pinpoint good practices that help answer the question of how to sustain a positive sense of community life where local people, tourism and culture professionals and visitors alike can enrich themselves. In quality of life, material goods and also in experiences. Why is our region a good place? Answers will be given at the conference.



**Balázs Kovács**  
tourism expert,  
Head of Office,  
GD Consulting



## ACCOMPANYING PROGRAMMES



### ROMANI FOR BERHIDA

19.30 Wednesday, 11th September

In 2022 and 2023, the project Romani for Berhida was implemented under the European Capital of Culture Veszprém-Balaton 2023 programme, led by Erika Varga and Helena Varga, founding designers of Romani Design. Based on education and community building, the project targeted the 1,500-strong Roma community in and around Berhida, most of whom live in difficult circumstances, and provided music therapy and talent management, sewing, fashion design and styling sessions for a total of around 200 children on a weekly basis. In the local nursery and primary schools and in the community centre, specialists, development teachers and artists helped to nurture the talents of the young people.

As part of the programme, a music and dance group, a community children's orchestra, was formed, consisting of children and young people from Berhida, who continue to perform after the programme's closure, with the knowledge and values acquired during the sessions. These young talents are now presenting the conference with a short music and dance performance on the first day of the event.

### RESOURCE HUB COMMUNITY OFFICE CEREMONIAL OPENING

15.00 Thursday, 12th September

The Hungarian Development Promotion Office and the University of Pannonia have created a new community space at 25 Old Town Square in the centre of Veszprém, which invites cultural and creative industry players from the city and the region to meet and think together. The office will offer the opportunity to participate in various training courses related to the creative industries and to collaborate with educational institutions, as well as information on direct EU funding, tenders, project planning and business development.

### MILLENNIUM MONUMENT RE-INAUGURATION

16.00 Thursday, 12th September

The Millennium Monument was created to commemorate the 1000th anniversary of the founding of the Hungarian state, by Mária Lugossy, Munkácsy Mihály Award-winning Meritorious Artist. The work, erected by the Municipality of Veszprém, is a time gate symbolising the sense of identity of the Hungarian people that has crystallised over a thousand years of history. It is a transparent prism that receives and transmits sacral light; this is the essence of the work, both in content and form. The monument used to stand in Old Town Square before it was removed and restored in 2023.

# DUNGEON VESZPRÉM

## 'THE HUMAN BEHIND 'THE BARS' PRISON EXHIBITION

DUNGEON VISITOR CENTRE  
8 Jókai Mór utca, Veszprém 8200



<https://varbortonveszprem.hu/en/page/exhibition>



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 **VESZPRÉM**  
THE CITY OF QUEENS



**DUNGEON**  
Veszprém



MINISTRY OF  
PUBLIC ADMINISTRATION AND  
REGIONAL DEVELOPMENT

 **VESZPRÉM**  
THE CITY OF QUEENS



**Pannon Egyetem**  
University of Pannonia