



The background of the entire image is a light blue color, covered with a dense, random pattern of small, white, horizontal dashes. These dashes vary slightly in length and are distributed evenly across the entire surface, creating a textured, speckled effect.

THE REGION WHERE AN UNUSUAL DENSITY OF GOOD THINGS AWAITS.



Veszprém-Balaton 2023
European Capital of Culture

PROGRAMME CONCEPT



CONTENTS

Introduction to the booklet	11	FRAGILE LAKE BALATON	88
Greetings	12	Balatorium	91
What is the European Capital of Culture programme?	17	Are you also a basalt school?	94
Elefsina 2023	18	Hello Wood Builder Summit	97
Timișoara 2023	19	Eger-víz Creek Art Guard	98
Veszprém and the Bakony-Balaton region	21	Monsters and Mermaids	99
CELEBRATION	28	OUT-OF-THE-ORDINARY	100
Grand Opening	31	Inota	103
Day of hungarian culture	32	Ruin concerts	104
InterUrban	35	Out-of-the-Ordinary Spaces	107
Petőfi 200	36	Reading Cabin	108
Factory yard	39	BRIDGES	110
Balaton Wine & Gourmet	40	Romani Design – Together for Berhida	113
Regional Show	42	Agóra Roots Festival	114
THE BUSY WORLD OF VESZPRÉM	46	Christkindl Fest	115
Off-Season Contemporary Literary Festival	49	On the Table – Bring value to the table!	116
Jutas Circle	50	Generational Bridges	117
S.T.A.M.P – Studio where The Art Meets Practice	52	REFLECTIONS	118
Gizella Days	54	Lake Balaton-inspired fresh artistic trends	121
In the land of queens	56	Boglár 50	122
Street Management programme	59	Imre Bak: Situations	124
MUSIC/CITY	62	Dóra Maurer Exhibition	125
Soundplay	65	József Egry 140	126
Mini Carnegie Hall	66	Personal Balaton	128
Symphony of a Thousand	67	BEYOND	130
MusiColours European Youth Music Festival	68	CODE – Centre of Digital Experience	133
Song Valley	69	ActiCity Dance and Movement Centre	134
Balkan:Most	70	Human Behind Bars	137
Chaconne Festival	71	Hungarian Motion Picture Festival	138
REGION ALIVE	72	FOTON Audiovisual Centre	141
CultNet	75	OUTREACH	142
Barn Programme	77	Shinies	144
Land P/reservation	78	Pannon Community Hub, Jutas Community Hub	147
Nothing special?	81	Horizontal core values	148
Vöröstó Game Festival	82	Where tradition meets innovation	154
Vallis Musicalis	85	PROGRAMME SCHEDULE	156
Kőfesz	86	Contacts	168



INTRODUCTION TO THE BOOKLET

IN A UNIQUE WAY, WE HOLD THE EUROPEAN CAPITAL OF CULTURE TITLE IN 2023 NOT AS A SINGLE CITY, BUT AN ENTIRE REGION, IMPLEMENTING OUR PROGRAMMES IN COOPERATION WITH OVER A HUNDRED MUNICIPALITIES. THE NEW CULTURAL-CREATIVE REGION WITH ITS POWERHOUSE IN VESZPRÉM, SPANNING THE WHOLE LAKE BALATON AND BAKONY AIMS TO CREATE OPPORTUNITIES THAT RESPOND TO THE LONG-STANDING CULTURAL ISSUES AND PROBLEMS OF VESZPRÉM AND ITS SURROUNDINGS, AND DEVELOP IT IN THE LONG TERM, OPENING UP NEW PERSPECTIVES FOR FUTURE GENERATIONS. THE VESZPRÉM-BALATON 2023 ECOC PROGRAMME TACKLES A RANGE OF QUESTIONS RAISED IN SEVERAL THEMATIC AREAS, DIVIDED INTO NINE CLUSTERS, RANGING FROM MUSIC AND ECOLOGICAL MATTERS TO SENSITIVE TOPICS SUCH AS THE SEARCH FOR IDENTITY OR THE COEXISTENCE OF GENERATIONS.

DEAR GUESTS,



When Veszprém, jointly with the Bakony-Balaton region, was awarded the title of European Capital of Culture 2023, it was given an exceptional chance to create a creative cultural region that builds on tradition, yet is also modern. The charm of nature, the openness and traditions of its people and its rich cultural heritage provide an environment that allows it to be presented to Hungary and to Europe as a region of vitality.

We have come a long way from winning the title to publishing this book. Much work has been done by many over the years to ensure that 2023 is a memorable experience for residents and visitors alike. Together with the municipalities, institutions and hundreds of partners from the towns and cities that have joined the programme, we have put together a programme that represents and communicates local values, and seeks to cater for all fields of interest, entertain and at the same time educate. To help us better understand the historical and environmental treasures, the past and present of Veszprém, the Bakony and Lake Balaton, and to build its successful future.

We have put together a programme of film, music, gastronomy, music education, sustainability, visual arts and a wide range of community events. We are convinced that it will be worth visiting here all year round, as our programme will show the region in a different light in each season.

2023 is a celebration not only for the region, but for our whole country. It is a year when we will be noticed across Europe, when we can showcase the diversity and potential of this brilliant region. We see the title of European Capital of Culture not just as a year-long series of events, but as an opportunity to demonstrate that, through regional cooperation, long-term development can be achieved and sustained beyond 2023.

Let us immerse ourselves in tradition, in culture, in the promise of the future. Let's celebrate Veszprém and the Bakony-Balaton region, this important venue of the European Capital of Culture series! I wish you wonderful and lasting experiences for 2023!

Alíz Markovits

CEO, Veszprém-Balaton 2023 Jsc.

DEAR VISITORS,



2023 is a celebration of the region's creativity. VEB2023 will see hundreds of projects and programmes in the ECoC year, many of which were already launched in their own way in the lead-up period, and we hope that there will be a significant number of projects that will be sustainable in the life of the city and the region after the Cultural Year.

As chief artistic and creative adviser I have been involved in many projects as an initiator or accompanying consultant. I am delighted that the Hungarian Motion Picture Festival has found a home in the region; I look forward to the permanent Castle Dungeon Exhibition and the opening of our Centre of Digital Experiences (CODE). I hope that the Off-Season Literary Festival and Chaconne Festival will be an attraction of Veszprém for many years to come, and for my part will do my best to make our initiative Balatorium, an artistic-cultural event dedicated to the ecology of Lake Balaton, contribute to the future of the Lake in the medium and long term. We hope to achieve our objectives, the desire to strengthen the creative efforts that have enriched this landscape in recent years and made the relationship between Veszprém and the region ever closer and more inspiring.

Can Togay

Chief Artistic and Creative Adviser for the Veszprém-Balaton 2023 European Capital of Culture programme

DEAR GUESTS,



You are in the right place. Our hearts tell us you're in the best place. Even though Veszprém is not one of Hungary's largest municipalities, its mineral wealth is negligible and it is not on the main trade routes. There is no reason in nature to call ourselves rich. It is only the ingenuity, creativity, love of work and culture of the people who live here that raise the town above the national average.

That's why we can be the seat of an archdiocese and a university, a community worthy of the UNESCO City of Music title. That is why we have three theatres, two cultural centres, many choirs, orchestras, dance groups, sports clubs. It's why our streets and squares are home to the increasingly popular and recognised Hungarian and international festivals.

Because of our size, we were not seen as a favourite for the title of European Capital of Culture. But we did apply. And still, we won. Because we believed in ourselves, in our communities, in our accumulated knowledge, and in the fact that if we really want something, we can achieve it together.

This is evidenced by our history, especially the past decades, when we have raised awareness throughout Hungary that Veszprém - together with the Bakony and

Lake Balaton region - is the best place for recreation, for cultivating all forms of culture and for preserving health.

The best place to live life to the full.

I am determined that by the end of the decade we should be one of the most liveable cities not only in Hungary, but on the whole continent. My belief in success was reinforced when the international jury declared our bid the best. Winning the title of European Capital of Culture has made our community more dynamic, but at the same time our outstanding performance has brought the government behind us. As a result, we have been able to build on this with tremendous momentum for years.

The European Capital of Culture project is not an end in itself, but a refreshing, energising stop on our journey. In 2023, we will show Hungary and the world why we love this city, this region. So that those who come among develop a feel for us! We want to make them feel welcome. And come back again. We'll keep going after 2023 - to the best of the best. We won't stop for a minute - yet we'll be here forever.

Gyula Porga

Mayor of the Municipal City of Veszprém

DEAR VISITORS,



We are proud to welcome you here, in the Veszprém-Balaton region. We have been looking forward to this moment for many years and we hope that we will look back on the 2023 cultural season with delight many years from now. Not as a finished story, of course, but as a new beginning, a new era in the lives of the people of Veszprém and its surroundings. We have always known that we live in a unique region, with all its natural, historical and cultural heritage, but now we have the opportunity to show ourselves to the whole world. It is both an opportunity and a challenge to bring you all this beauty and experience as we see and experience it every day. Nevertheless, we find it easy, because culture is a common European language that allows us to understand each other within our country's borders and beyond.

So being European Capital of Culture is no less than showing how fluently we speak this common language, and in what dialect. I invite you to join us in this extraordinary year, to discover the treasures of our region and to visit us as often as possible after 2023, enriched by the new experiences you have had here!

Tibor Navracsics

Minister for Regional Development, Member of Parliament

WHAT IS THE EUROPEAN CAPITAL OF CULTURE PROGRAMME?

The European Capital of Culture programme was launched in 1985 by the then Greek Minister of Culture, Melina Mercouri. Mercouri identified the main driving force behind the development of the programme as the visibility of Europe’s cultural diversity, which has been a priority for the cities that have been awarded the title ever since. The programme also enables Europeans to discover their cultural similarities and even differences and to learn about each other’s cultures, while at city level the ECoC title enables the revitalisation of the communities of the inhabitants, the promotion of local values and the improvement of the image of each city or region.

The title of European Capital of Culture also serves to raise awareness of the fact that the common space of European culture is created by the joint contribution of different countries and cities. It conveys, in the language of the arts, that European culture is shared and is always the result of the cultural and artistic activity of a given region. This is illustrated, among other things, by the community that has developed around the ECoC title, the ECoC family, where the cities that have been awarded the ECoC title help each other by sharing knowledge and experience.

For cities and more recently, regions that have been awarded the title of European Capital of Culture, the programme provides an opportunity to boost both domestic

and international tourism, as the projects and events of ECoC cities become visible at European and global level.

European Capitals of Culture are always selected four years before the year in which the title is to be held. The title is awarded on the basis of a set of pre-defined criteria. One of the main elements of the bid is the ‘bidbook’, also frequently mentioned by us, which summarises the projects, programmes, developments and global objectives of the cities planned during the period of the ECoC title. The bid is assessed by a panel of 12 international experts appointed by the European Commission. Initially, only one city could host an ECoC programme each year, but now up to 3 cities can host the title in a the same year. However, ECoC holders can actively promote their city or region’s culture not only in the title year, but also in the run-up years starting with winning the award, thus laying the foundations for the success of the programme year.

In the 37 years since the title was created, more than sixty cities have been awarded the title of European Capital of Culture. Only one city in Hungary, apart from Veszprém and the Bakony-Balaton region, has been able to join the ECoC family: Pécs was named European Capital of Culture in 2010. Parallel with Veszprém, Timișoara and the Greek city of Elefsina will implement their ECoC programmes in 2023.



ELEFSINA 2023

MYSTERIES OF TRANSITION

2023 ΕΛΕΥΣΙΣ
EUROPEAN CAPITAL
of CULTURE
2023ELEUSIS.EU

ELEUSIS is the fourth Greek city to win the title of European Capital of Culture for 2023. Driven by culture, art and research, and socially sensitive plastic thinking, ELEUSIS (Elefsina), one of the five holy cities of antiquity through the legendary Mystery of Eleusis, is seeking to build a bridge between the city's industrial past and its present-day art in 2023. Economic development will take on a novel cultural focus, ushering in a new era for the city and its inhabitants.

Above all, the 2023 European Capital of Culture ΕΛΕΥΣΙΣ aims to create a sustainable heritage beyond the title year, transforming Elefsina into a multifaceted cultural centre with an international orientation. By supporting and promoting local communities, local people and artistic

programmes, the city of Elefsina will create a unique mix of artistic centres: a model for the development of a European city just before “transition”. Drawing inspiration from the city's rich history, Elefsina is implementing a comprehensive programme of art, research and education under the title MYSTERIES OF TRANSITION.

Reflecting on the unique characteristics of the city and the modern challenges facing both Elefsina and Europe, the programme will be structured around three distinct but interrelated thematic areas: PEOPLE/SOCIETY, ENVIRONMENT and WORK.



TIMIȘOARA 2023

SHINE YOUR LIGHT! LIGHT UP YOUR CITY!

2023 Timișoara 2023
European Capital of Culture



Sometimes the big changes start at street corners. In 1884, Timișoara was the first city in continental Europe to have electric street lighting. In 1989, the sparks of the revolution against the Ceaușescu regime flared up on the streets of Timișoara. And in 2023, the streets of Timișoara, as one of the European Capitals of Culture, will be the starting point for the necessary dialogue on resilience and tolerance. What to expect in 2023?

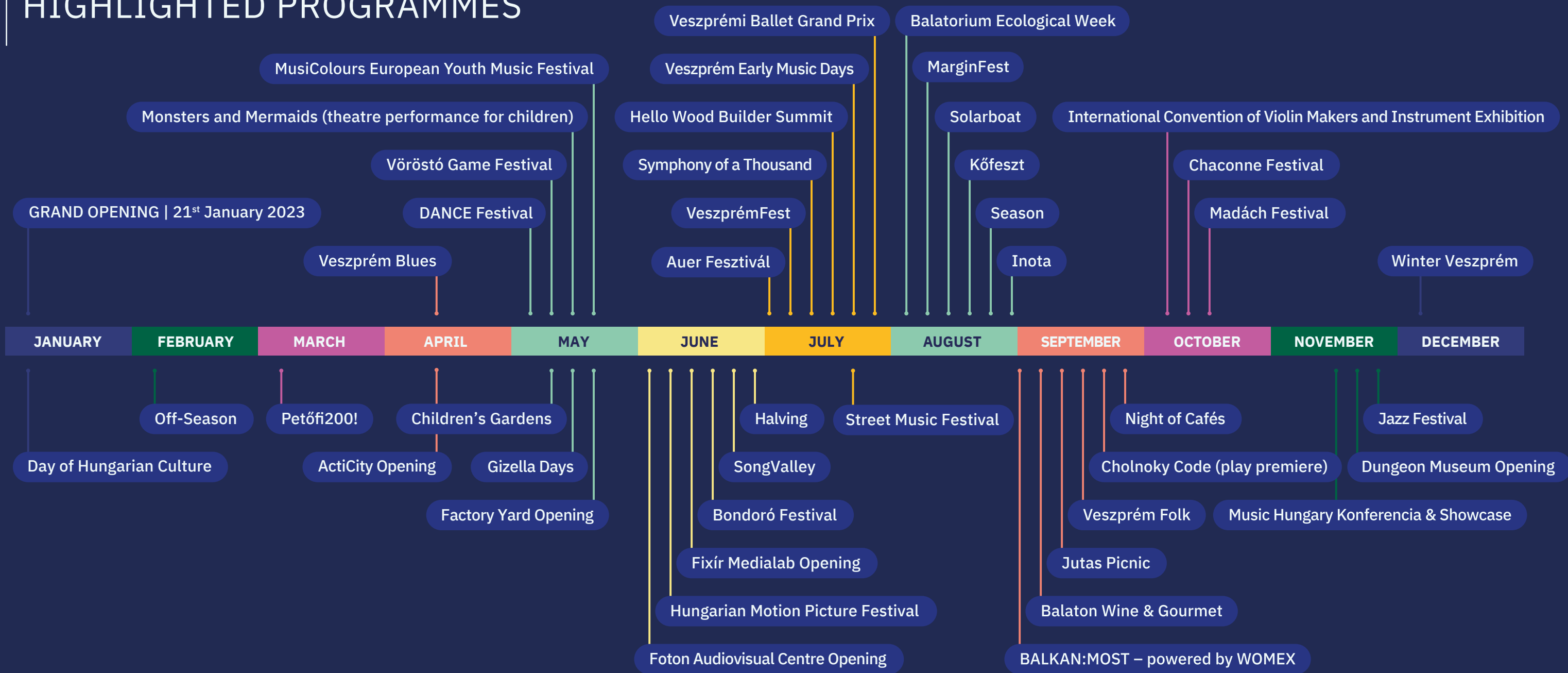
Openness. With a population of more than 300 000, the city currently embraces the cultures of 21 nations and 18 religions. Get ready for a city-wide celebration of diversity, from performances in hidden courtyards to sound installations in synagogues.

An opportunity for insight. Timișoara is a friendly and visitor-friendly city with over 40 000 students and a vibrant creative community. In 2023, the city will host captivating art exhibitions, while its squares and parks will be transformed into international spaces for the arts.

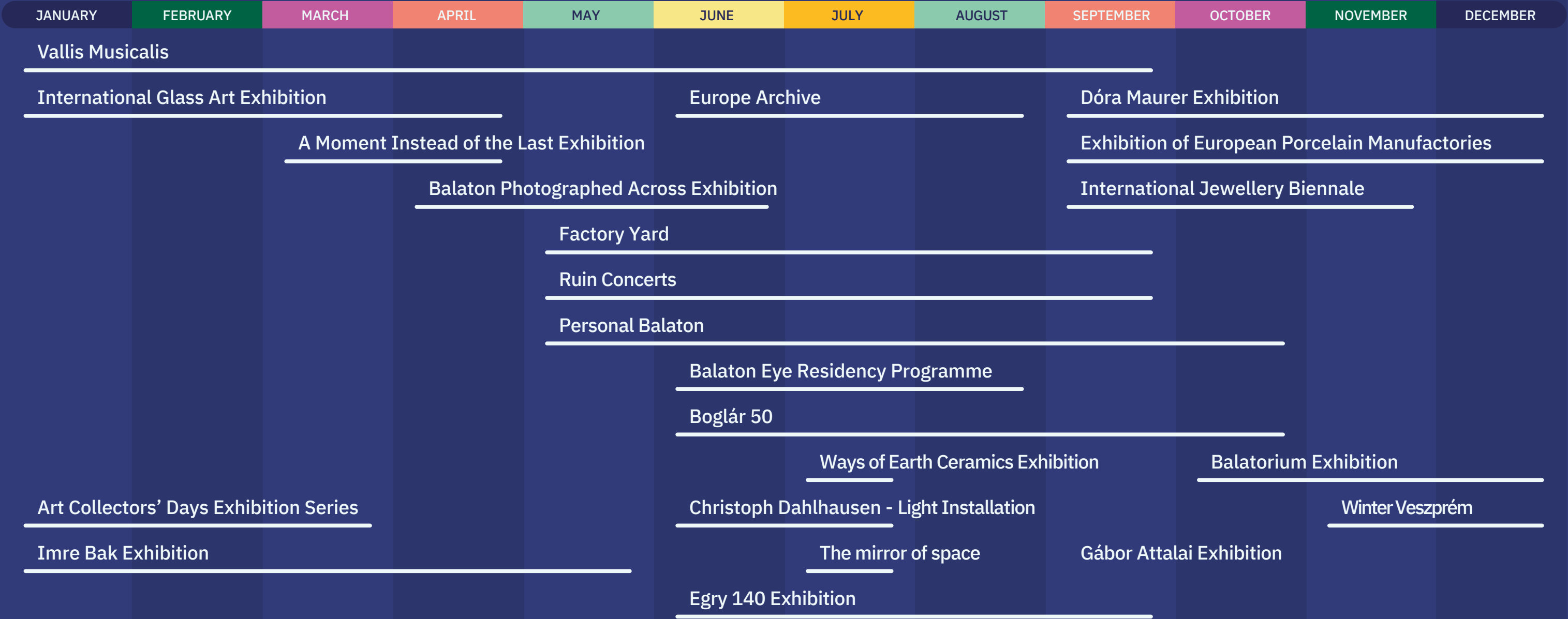
A miracle. Timișoara boasts a wealth of urban spaces, including more than 10 000 national heritage buildings and blue green corridors along the Béga canal. In 2023, you will have a unique opportunity to discover the city: enjoy a concert on the riverside and then park your bike next to an open-air cinema.

“Let’s not offer crumbs but a whole loaf of bread for the people who live here and for visitors.”

HIGHLIGHTED PROGRAMMES



HIGHLIGHTED PROGRAMME SERIES



ALL-YEAR-ROUND PROGRAMMES

Barn
Programme

CultNet

InterUrban

Soundplay

Personal
Veszprém

Value-circles

Land
P/reservation

Out-of-
the-Ordinary
Theatre
Spaces

Basalt School



CELEBRATION

FOR US, HOLDING THE ECOC TITLE AND THE ECOC YEAR IS A CELEBRATION, A UNIQUE AND UNREPEATABLE OPPORTUNITY TO EXPRESS THE PRIDE WE FEEL AND LIVE THROUGH THE COUNTLESS EXPERIENCES THE REGION OFFERS US. A YEAR-LONG PROGRAMME OF A MYRIAD EVENTS THAT NOT ONLY CELEBRATES THE REGION OF VESZPRÉM AND LAKE BALATON, BUT ALSO CELEBRATES EUROPE - EVEN BRINGING FAR-AWAY CONTINENTS CLOSER TO US.

FOR WE BELIEVE THAT ONCE-IN-A-LIFETIME, UNREPEATABLE EXPERIENCES ARE INDEED THE DEFINING MOMENTS NOT JUST FOR A CITY OR A REGION, BUT FOR ALL OF US. EVERYONE WILL TAKE AWAY SOMETHING DIFFERENT; SOMEONE WILL TAKE AWAY A LIFETIME OF CONCERT EXPERIENCES, A DANCE UNTIL DAWN, A MEETING OR A DEFINING PROFESSIONAL EXPERIENCE, WHILE OTHERS WILL BE SUCKED IN BY A SIGHT THAT COMES FROM ALMOST THE FUTURE.

WE CANNOT PREDICT, BUT WE ARE SURE IT WILL BE UNIQUE AND UNREPEATABLE.



GRAND OPENING



Veszprém and the Bakony-Balaton region launches the European Capital of Culture programme year on 21st-22nd January 2023 with a spectacular celebration to mark the 200th anniversary of the birth of the Hungarian national anthem and the Day of Hungarian Culture.

The opening event is always the jewel in the crown of the European Capitals of Culture's programme, so in keeping with the decades-long tradition of ECoC, the title holders of the year will start off with a grand opening ceremony.

We will not break this tradition. On 21st January, the events leading up to and accompanying the opening will start in the morning in many parts of the city. Veszprém's cultural institutions will be hosting exhibition openings and special guided tours throughout the weekend, while at the gastronomic and community venues, colourful programmes and concerts will be awaiting guests from Veszprém, the region, Hungary and Europe.

The event culminates in a grand, multidisciplinary art experience in the city's squares, under the title Shine! The nearly one-hour production consists of a series of interlinked musical performances, dance productions, musical events, light paintings, building projections and other impressive visual effects throughout the show. The narrative of the past and present of the city of

Veszprém is magical, fabulous, sometimes dreamlike, at other times grotesque, humorous, celebrating the city, a sort of 'urban fantasy'. The grand show, which is expected to attract tens of thousands of people, will close with a street party into the night.

The musical, dance, theatrical and audiovisual elements of the performance are composed by internationally renowned contemporary artists and creators like the Glowing Bulbs visual arts company; Kossuth Award-winning ballet artist Yvette Bozsik, a perpetual member of the company of Immortals, choreographer; Oscar-nominated composer Attila Pacsay; Palme d'Or-winning director and producer Marcell Iványi; and Zoltán Zsuráfszky Jr, Prima Primissima Junior Award winner and Harangozó Gyula Award winner dance artist and choreographer.

The official opening ceremony was conceived by Oscar-nominated film director and producer Géza M. Tóth. The event, which takes place in Hangvilla, is to be attended by local and Hungarian guests as well as leading figures from the cultural scenes of European countries.

Date: 21st January 2023

Location: Veszprém

DAY OF HUNGARIAN CULTURE



On the day following the Opening Ceremony, we wake up to a series of festive events: 22nd January is the Day of Hungarian Culture, so Veszprém is offering a wide range of programmes for everyone on this day: theatre premieres, youth performances, a joint recitation of 'Hymn' and a little bit of 'Hymn' scholarship.

On the occasion of the 200th anniversary of the birth of 'Hymn', we explore the literary and musical history of the poem and the anthem at an event in the University of Pannonia's Great Hall. The backbone of the programme is a moderated discussion between writer and literary historian Krisztián Nyáry, who has also written a book on the subject, and music historian Ádám Bősze, complemented by musical interludes by Mendelssohn Chamber Orchestra.

The programme presents the exciting and interesting aspects of the lyrics and music of the anthem, its birth and development in a unique, elegant and clear format.

Other events of the Day of Hungarian Culture include the premiere of the Hungarian folk tale *The Stone from the Sky* by Kabóca Puppet Theatre, the premiere of the reader's theatre based on the play by János Háry by Pannon Várszínház, the premiere of the Festival of Adams and Eves by Petőfi Theatre and the premiere of *The Hammer of the Village* by Forte Company. The House of Arts also opens its contemporary glass art exhibition, the Art Collectors' Days is launched and Vaszary Gallery in Balatonfüred opens its Imre Bak exhibition.

Date: 22nd January 2023

Location: Veszprém





INTERURBAN



In 2023, we bring the whole world to Veszprém: 25 cities from 25 countries introduce themselves, alternating every two weeks, bringing in the melodies, flavours, and talent of distant lands.

We take a real trip around the world without leaving Veszprém and the region. A photographer from Katowice, a singer from Trenčín or even a Finnish mumín from Tampere, may move into our neighbourhood or, maybe, appear at the nearest railway station. You might unexpectedly run into a flamenco guitarist from Seville or even an Ibagué fiesta or get acquainted with traditional Colombian folk music and dance such as ‘bunde’, ‘bambuco’, or ‘pasillo’ not only in Veszprém but also on the shores of Lake Balaton or in a shady Bakony village store. Music is the main focus, but each city brings something it is particularly proud of. In the yearlong programme, almost everything is on offer, from fine arts to sports to gastronomy.

What links Veszprém to Seville, Ghent, or Kingston, Jamaica? Music plays a prominent role in everyday life in these cities. Not a week goes by without a musical programme for young or old, amateurs and professionals. Around the world, nearly 60 cities proudly bear the

UNESCO City of Music title – they are the main protagonists who make up the cultural mosaic ‘InterUrban’. Sister cities with whom we have decades-long friendships and former and future European Capitals of Culture also arrive to Veszprém to participate.

Opening the series is Kaunas, the 2022 European Capital of Culture city, which symbolically hands over the baton to Veszprém. The festive year begins with a unique experience, a concert by a Lithuanian loop artist, the one-person band Daumantas Lukošius, who is sure to steal the audience’s heart as he involves them in his performance. In December, we say goodbye and end the InterUrban series wishing good luck to Bad Ischl in Austria, the host of the 2024 ECoC season.

Implemented by: Hangvető Zenei Terjesztő Társulás Kft.

Date: 16 January 2023 - 31 December 2023

Location: Veszprém and Bakony-Balaton region

PETŐFI 200

PETŐFI MEMORIAL YEAR IN THE VEB 2023 PROGRAMME



The year 2023 marks the 200th anniversary of the birth of one of the most important and internationally best known Hungarian poets, Sándor Petőfi.

The year opens with an unconventional, experimental theatre performance by the Forte Company of Petőfi's humorous epic poem, *The Hammer of the Village* (A helység kalapácsa) on 22nd January, the Day of Hungarian Culture. The Mendelssohn Chamber Orchestra of Veszprém accompanies the performance.

For the occasion of the bicentenary, Pannon Várszínház has initiated a drama writing competition to complete Petőfi's play fragment, *Karaffa*. It was shortly before his death that the poet began writing the play. He managed to complete only 15 pages before he died. This fragment has been completed by the writers participating in the competition - well-known Hungarian playwrights, authors from abroad and locally connected young playwrights. The project has produced fourteen new contemporary Hungarian dramas, in itself a considerable achievement.

The first prize has been awarded to Balázs Szálinger. His play is to be staged by the Pannon Várszínház Company in March 2023, while the other entries are presented in readings. The texts of all the entries are made available to Hungarian theatres and libraries in Hungary and beyond, in both print and electronic format.

Sándor Petőfi is also to be commemorated with playful community programmes and a popular music concert.

Implemented by: Pannon Várszínház, Forte Dance Foundation

Date: 21st January 2023 and 18th February 2023

Location: Veszprém





FACTORY YARD

There is a two-hectare fenced-off area in the centre of Veszprém where not even grass will grow. We have avoided it for so long that we no longer bother to grumble and be perplexed about it. And now we have a year to offer Veszprém citizens a memory of a time when, despite all the long-term and conceptual thinking, the city could afford to turn its own world upside down.

So, with the help of some of the country's leading pop-up architects, we pulled out the magic pencil and drew up plans for an event venue with a capacity of 5,000, two stages and dozens of catering units. At first glance, that would only serve the events of immediate fleeting pleasure, capable of accommodating everything for a period of six months, though, with luck, it could become much more than that. Factory Yard, for us, is a place of belonging and shared memories, so the concert of ten to twelve international headliners, national and city favourites, is only half of the project. The other half is about demonstrating Europe's diversity and the opportunity to connect internationally. Our dream is to see the hospitality venues mentioned above being run by young people from European cities as outposts of culture for their nations.

We look forward to the moment when, after an evening well spent, the proprietors of the twelve food and beverage stands ring the bell and call, in twelve different languages, "Closing time; see you tomorrow".

Implemented by: Veszprém 2030 Ltd, VEB2023 Jsc.

Date: May-October 2023

Location: Veszprém

BALATON WINE & GOURMET



Balaton Wine & Gourmet is a gap-filling and tradition-making festival of the Lake Balaton region, which is also a premium gastronomic event of VEB2023. The festival will be held in early autumn, after the traditional summer holiday period, and its gastronomic and cultural offer will extend the Balaton season.

The venue is Veszprém Valley, one of the most attractive green areas of Veszprém, bordered by a stream and shady trees, and the festival space includes the inner hall of the Jesuit church, with its special atmosphere.

With a rich programme of activities, the four-day festival aims to appeal to both the general public and professionals interested in gastronomy and wine culture, without forgetting the youngest visitors, offering them a special gastronomic experience as well as other family activities.

In addition to the Hungarian exhibitors and programmes, special attention will be given to the food and beverage culture of neighbouring countries, and we welcome Japan and Spain as guests of honour in 2022, and France and Italy in 2023, thus bringing Hungarian culinary heritage and wine traditions into an international context.

Masterclasses, large stage cooking demos, presentations, roundtable discussions, stage performances, guided tastings, seated dinners, national and international experts and a relaxed, easy atmosphere with the best bites and the finest wines and drinks.

Implemented by: BWG Balaton Wine
Balaton Wine and Gourmet Nonprofit Ltd.
Date: 21st-24th September 2023
Location: Veszprém
Website: bwg.hu



REGIONAL SHOW

OR 12 CITIES CELEBRATING

We have asked the district centres in our region to dream up an event for their town or city that will make 2023 a memorable year for everyone living there. Some dreamed up something new, some put a twist on their existing festivals, some imagined one big bang, some two smaller ones. Whatever they are, we expect them all to be experiences that will be talked about long after 2023.

Ajka Art City

In 2023, the world's first kryptonite factory will reopen in the heart of Ajka's tree-covered district. Music and light shows will fill the vast industrial-style space. To celebrate the event, stars and natives of Ajka will gather once again in their hometown. The opera singers, actors, musicians, and artists, together with local arts groups, will put on spontaneous performances and will also allow the audience a glimpse behind the scenes. Folk dancing and rock-and-roll, a festival of wild game and fish dishes will revive the traditions of the Bakony region, the nostalgia of the 'Miners' Day' of the 70s and 80s. Street art events in the parks and squares of the city centre await visitors to Ajka.

Date: August and September 2023

Balatonalmádi, Balaton Soundtrack Festival

The three-day festival will feature symphony and chamber orchestras performing some of the most exciting Hungarian and international movie soundtracks of recent decades.

The main performances will be preceded by unconventional concerts performed by well-known Hungarian pop groups, accompanied by symphony orchestras in a never-before-seen or heard line-up. The event, recommended for all ages, will be enriched by a film poster exhibition and a competition of music written for movies by young talent and judged by national and international composers.

Date: June 2023

Fonyód: Earth – Water – Air

WATER. On 24th June 2023, a day-long cultural history programme will be organised along the Badacsony-Fonyód axis. In the meantime, hundreds of people will set off, oar in hand, to cross Balaton along the same route.

EARTH: On 22nd July, past and present will meet at the Fonyód marketplace. We will evoke the Fonyód of past decades with vintage cars and motorbikes, an authentic fair atmosphere, and a unique collection of old posters of the town. In the evening, a musical show with evergreen songs of 'Hello, this is Balaton' will offer entertainment.

AIR: On 26th August, a grand Air Show will take place at Vigadó Square, commemorating Antal Lányi, the first man to fly over Lake Balaton. It will be accompanied by a model exhibition and a spectacular drone show.

Date: June-August 2023



Keszthely: Helikon Celebrations 2023 – A Celebration of Encounters

Hungary's largest secondary school talent festival will take an unconventional approach in 2023 and go outside its usual framework. The most successful productions and schools in past years' competitions, the artists and star performers of previous Helikons, and the professionals, creatives, the respective juries, art groups and associated local creative communities will all gather and perform in one series of festivities.

Date: April 2023

Keszthely: KeszthelyFest – Tuned for Summer!

A Mediterranean atmosphere with a cavalcade of lights, aromas, tastes and melodies - that is what KeszthelyFest is

all about. The most important festival on the western tip of Lake Balaton is just as good a venue for a 'one-guitar' street musician as for 'big stage' headliners, Zala winemakers and artisans, modern street food and traditional roasts.

Date: July 2023

Eurofolk Festival in Marcali – Dancing on the Road of Nations

In the middle of August, the town of Marcali will be all about dancing: dance groups from all over the world will present their countries' culture, folk music, dances, songs and costumes. Family programmes during the day and dance parties in the evening will fill the streets. Count on an authentic open-air carnival atmosphere!

Date: August 2023



Kálmán Imre International Conductors' Competition – Operetta, re-tuned

Imre Kálmán was a native of Siófok, and his compositions are still often heard in the streets of the town. In 2023, twelve young conductors from around the world will perform the composer's most important works and match their talents against each other in front of an international jury. The three-round competition will be open to the public: Imre Kálmán's legacy will be brought to life by the Budapest Operetta Theatre orchestra, dancers and singers in the city's most beautiful squares.

Date: June 2023

BAROCK – Flintstone Festival

Sümeg, the heart of the Pannonian land, will present a new profile to its guests. How do we go from a caveman's mine to Baroque Sümeg? What is the link between Sümeg's diverse rock formations and its wines? These questions will be answered over three days of concerts, family activities, and a little bit of science in a historical setting.

Date: July 2023

All Men Become Brothers – The World Comes to Tapolca

Delegations of Finnish, German, Italian, Transcarpathian,

Transylvanian, and Turkish twin cities will come to Tapolca to reaffirm their friendly relationships and learn about each other's culture with joint concerts, dances, exhibitions and gastronomic programmes.

Date: August 2023

Tapolca Summer Festival – Colours, Flavours, Sounds, Moods

Theatre, music, and visual arts invite, entice and enchant everyone who visits this unique town with its unparalleled atmosphere. Large-scale open-air theatre shows, music and light painting, wine, and trout - all by the candlelit dinner tables on the shores of legendary Lake Tapolca. During the day, the banks of the stream, the church and the parish courtyard will be transformed into special exhibition spaces with exhibitions of contemporary artists from the area.

Date: July 2023

10th Popper Dávid International Cello Competition

Over the past 22 years, the whole world, from Denmark to Australia, from the Americas to South Korea, has learned where Várpalota and Hungary are on the map. On their road to success, the best cellists from both Hungary and the rest of the world compete in Várpalota, judged by a jury of internationally renowned cellists. The competition,

highly respected by the world's professional audience, will celebrate its 10th anniversary in 2023.

Date: November 2023

Rock Palota Festival

In 2023, the country's largest amateur rock music festival, featuring nationally renowned bands, will take place in the city.

Date: August 2023

Zirc (Hi)story – Historical and Gastronomic Time Travel

Zirc (Hi)story tells the story of the Bakony capital's values, rooted in the past but very much alive today. Many monasteries and abbeys across Europe have been brewing beer for centuries. We will welcome them and taste their beverages in the summer of 2023. In the meantime, you can learn about the botanical aspects of brewing beer at the Bakony Natural History Museum and stroll through the Bakony crafts fair.

Date: August 2023
Website: zirc.hu

THE BUSY WORLD OF VESZPRÉM

NO MORE BORING TUESDAYS! VESZPRÉM HAS ALWAYS BEEN FAMOUS FOR ITS BIG FESTIVALS, WHEN THE CITY BUSTLES FOR DAYS ON END. BY FINDING PARTNERS IN LOCAL INSTITUTIONS, ENTERPRISING YOUNG PEOPLE AND CIVIL COMMUNITIES, WE ARE CREATING BIG CITY OPPORTUNITIES FOR CULTURAL BUZZ - NATURALLY, ADAPTED TO VESZPRÉM, PRESERVING AND ENHANCING THE SPIRIT OF THE PLACE.

NEW PLACES AND SPACES ARE OPENING UP THAT ARE NOT JUST ABOUT CONSUMPTION, BUT ABOUT CREATING REAL COMMUNITY EXPERIENCES, OPPORTUNITIES, CONDITIONS AND PATTERNS FOR ALL OF US TO SHARE. WE ARE DESIGNING, TRANSFORMING AND OCCUPYING OLD AND NEW PUBLIC SPACES TOGETHER. INSTITUTIONS THAT MAY HAVE SEEMED REMOTE UNTIL NOW ARE OPENING THEIR DOORS WIDE, AND WE INTEND TO MAKE THEM KEY PLAYERS IN CITY LIFE BEYOND FORMAL OCCASIONS. NEW OPPORTUNITIES FOR KNOWLEDGE TRANSFER AND EXCHANGE ARE OPENING UP IN COMMUNITY SPACES, WHERE YOUNG PEOPLE AND ADULTS CAN PLAY AND LEARN THROUGH EXPERIENCE, WHETHER IT'S DRAMA, MUSICAL INSTRUMENTS, DIGITAL SKILLS OR MEDIA ARTS.

BY REWRITING AND INTENSIFYING EVERYDAY LIFE IN VESZPRÉM, WE MAKE NO SECRET OF OUR INTENTION AND HOPE THAT MORE AND MORE YOUNG PEOPLE WILL CHOOSE TO LIVE IN VESZPRÉM, STAY HERE OR RETURN HERE. BECAUSE THE CITY WHERE IT IS FUN TO BE ON A TUESDAY NIGHT HAS EXPERIENCES FOR EVERY DAY.





OFF-SEASON CONTEMPORARY LITERARY FESTIVAL

TEXTS AND PEOPLE

We believe that reading is cool. So is writing, playing music and any other creative activity. That's what 'Off-Season' is all about.

What is literature to you if you're 18? Or to a 23-year-old recent graduate? Secondary school and university students from Veszprém draw their own literary maps – and from their ingredients, the four-day Off-Season event was concocted.

Literature is not limited to what each of us considers it to be. It is crime stories, sci-fi, fantasy, series culture, comic and fanzine culture, youth and children's literature, ecological literature, contemporary poetry, song lyrics, etc. To prove that there is more, in February, frontier literature and exciting shifts in perspective steal the scene in Veszprém's pubs, cafés, clubs and restaurants, the month when, as we all know, everything is dead and nothing's going on.

We encounter emerging young performers who are dissatisfied with the old stylistic trends and formats and the tools of their own genre, and seek new adventures in other art fields. We may like the new forms and content and the many young artists but rarely come across them.

At Off-Season, however, we meet and talk about crossing boundaries and genres, experimental theatre and puppet performances, hip-hop and slam poetry nights, alternative

music, punk and experimental post-rock concerts that provide the audience with a good kick-off to start the following day.

We are not there to be just spectators – we are there to participate. If we like, we can participate in comic book creation, sci-fi writing or poetry workshops.

SEASON

There is no Season without Off-Season. After our heart-warming, but shivering, February get-together, we immediately start preparations for the next one. Even stronger that that is the impulse to organise a summer get-together. Outdoors, on a Tuesday evening in the shady grove of Veszprém Theatre Gardens, when it's warm and we can talk informally about our readings, make our voices heard and dance to the music. This is Season.

Implemented by: Veszprém-Balaton Régió Kulturájáért
Közalapítvány (Public Foundation for the Culture of the
Veszprém-Balaton Region)

Date: Off-Season 23rd-26th February 2023

Season 2023: 25th July 2023

Location: Veszprém

Website: <https://www.facebook.com/holtszezon>

JUTAS CIRCLE

WHERE PUBLIC SPACES BECOME COMMUNITY PLACES



Jutas, Haszková. . . there are several names for the largest housing estate in Veszprém - where about a third of the city's population lives. Schools, nurseries, playgrounds, a community centre, a skateboard rink - many ingredients are there, but something is missing. In 2020, we launched Jutas Circle, a programme that engages and mobilises local community life.

What is Jutas Circle? The basic idea is the need for exciting, liveable areas that people are happy to take possession of.

Jutas is a neighbourhood where people feel they own the streets and parks. Where families get together on Saturday afternoons. Where grandmothers can go for an after-school walk with their grandchildren on a Wednesday afternoon. Where young people can gather and feel free, safe and untethered – with skateboards under their feet or just sitting on benches and saving the world.

It all started with community planning: countless questionnaires, numerous interviews with the people who live here, and discussions led by architects, urban planners and community developers... Working with the locals, we formed a vision for the neighbourhood's future on the drawing board. This is how the layout of the 3.5 km Jutas jogging track was planned and the new functional parks of new old-new community areas at Táborállás Park, Kálvin János Park and the park in front of Deák Ferenc Primary School were created.

Construction work, of course, is not limited to installing benches, resurfacing pavements and renovating playgrounds. Building in harmony with the locals to create a real neighbourhood community is a far greater and more important task.

We started out with three different sets of ideas and approaches, though ultimately everything came together – in the mind of the participants, in the processes and the joint programmes. We believe that, in the end, this will all make living here a bit different, a bit better after 2023.

Jutas Community Hub – Where you can pop down in slippers

This is a special community space with the purpose of involving the micro-communities of the housing estate in various activities: a music nursery, a LEGO club for the young and the even younger, open-air educational lectures, family workshops... programmes for all ages, programmes that allow people to meet.

Since 2021, we have been stacking up the components of the Jutas Community Hub and in 2023, we will do even more. As we take possession of the jogging track and renew the parks, we will fill them with programmes: outdoor yoga, Nordic walking tours, a nursery and school fence drawing competition, asphalt drawing competitions, calls for photo and sound collecting and community games based on all of the above.

Circollective and Circulade – Community Circus

The transformative power of a circus derives from a combination of education, artistic motion and community experience. Community circus is far more than simply educating and performing circus acts and tricks: it teaches discipline, builds self-confidence and community, sparks creativity and, in the process, becomes a tool of artistic expression. Since 2021, walking around the Jutas housing



estate, we regularly see young people juggling and spinning sticks, bats, balls and plates with ever greater skill and courageously trying out acrobatic exercises.

As part of the programme, we

- organise community activities and programmes for all;
- create a common language and a common theme through the circus;
- organise events that involve the people of the city and the region as creators, not spectators;
- provide, through free professional training, the basics of circus pedagogy to local professionals who can then integrate those creative methods into their daily work. Our effort has already led to the formation of a number of small local circus clubs.

Another element of the community circus is the 'Circulade', by Kabóca Puppet Theatre, which allows families, schools and nurseries in Jutas to get actively involved in the life of the puppet theatre. At Circulade events, actors and puppeteers become acrobats and jugglers, moving giant puppets, and all this comes together in a single street theatre spectacle, a fair spectacle in the best sense of the word.

Jutas Picnic and Olympics

September 2023 will mark the third year in a row that the parks of the housing estate become filled with life, and things will happen that have probably never happened before.

A weekend when staircase communities will form teams to match wits, where stilt walkers, acrobats, professional and amateur jugglers will walk the streets, street theatre productions pop up around the corners and perhaps even a tightrope walker will balance on a rope strung between buildings. Table football and ping pong tables will line up in the shade of the trees, chess tournaments will be taking place on the benches, climbing walls will be erected for the brave, and teqball players will rotate at the tables. And, of course, there will be the PICNIC - when we'll sit together at the tables to enjoy each other's company over delicious snacks.

This weekend is not going to be about big-name performers; it will be about the joy of being together, of playing together. Organised by the locals, for the locals.

S.T.A.M.P – STUDIO WHERE THE ART MEETS PRACTICE



A cultural imprint through children's eyes

S.T.A.M.P. is short for the Studio Where The Art Meets Practice. We address children between 5 and 15 years of age with tailor-made implements of art and design. We stimulate their imagination and give them the tools to formulate strong opinions and ideas about Veszprém's built and physical environment.

Since Veszprém is also a city of children, we believe we need to pay attention to their needs and ideas to use and preserve them as a value for the future.

For a long time, DEMO Association has been active in creating and organising communities in Veszprém. At S.T.A.M.P., we thoroughly map the children's communities of seven districts (Dózsaváros, Bakonyalja, Újtelep, Belváros, Cholnoky, Egyetemváros, Egry Housing Estate) and the unique connection linking them to their homes. As a next step, in their own way, and working closely with these communities, they will discover, recreate and complete the streets and parks of Veszprém, even the environs of their own schools, through playful, creative

activities, excursions, workshops, exercises and interactive lessons.

Be it a media workshop, a video and animation creating session, a design workshop, a full day of tinkering, drilling and carving, dedicated project days, creative weeks, volunteer programmes, family events or creative community workshops... everyone will find the opportunity, the format and the tools to breathe life into their ideas.

S.T.A.M.P. encourages children to discover, shape, imagine and show things and, in the process, makes them realise that they have a stake in their creative communal activities: they can actively influence the life and culture of forms in a city.

Implemented by: Design és Egészség Modell Egyesület
(Design and Health Model Association)

Website: <https://www.facebook.com/S-t-a-m-p-107066328667704/>
<https://www.demoegetesulet.hu/ekf-2023>

Date: Continuously during 2022 and 2023

Location: Veszprém



GIZELLA DAYS

CELEBRATION OF A THOUSAND-YEAR-OLD CITY



Gizella Days are festivities when we, the people of Veszprém, celebrate ourselves. It is a true festival in the city – a weeklong event with nearly four dozen venues in the centre offering a wide range of free music, art, religious, literary and family entertainment. It is the first time each year that the streets of the Castle District and the city centre fill up and various happenings offer themselves on every corner from morning till night.

We enjoy contemporary programmes while honouring the city's thousand-year-old history and religious tradition and celebrating the life of the Blessed Gizella.

Gizella Days in Veszprém have always provided the most important opportunities to demonstrate the achievements of local creative communities. In 2023, we will provide those entities with even more show opportunities and many new, VEB2023-inspired initiatives will be featured.

- The communities of Veszprém's 15 districts will parade through the city, dressed in traditional costumes, with their newly designed flags and symbols.
- Secondary school students in costumes from a winning national design competition will recreate the court of King Stephen and Gizella and join the parade in an historical fashion show.
- Erkel Ferenc Brass Band, revived with ECoC financial support, will demonstrate the joy of community music making.



In 2023, 'Gizella' will also be a time for international meetings. We will revive the somewhat obsolete tradition of **inviting and hosting our twin cities**, not only their mayors but their artists and other creative parties, to jointly evoke (or rediscover) the unique link connecting our cities and the foundation of our friendship.

We expect to host literary figures from Passau, Saumur, Tarnow and Tartu who will present their exciting worlds in the form of music and puppet shows. The works, translated

into Hungarian, will be presented in special performances to provide examples of the relationships between their creative communities and cities, often mirroring the relations between Veszprém artists and our city.

Implemented by: Veszprémi Programiroda Ltd

Date: May 2023

Location: Veszprém

Website: gizellanapok.hu

IN THE LAND OF QUEENS

Veszprém is the ‘City of Queens’. It has been so since Saint Stephen gifted the town and its estates to his wife, Queen Gizella. The queens who followed her were traditionally crowned by the Bishop of Veszprém. ‘In the Land of Queens’ is a series of programmes that will revive that, perhaps somewhat forgotten, epithet of the city and give it new meaning.

Veszprém is a versatile, creative, stylish city and always on the move, with female energy being one of its main drivers. No one, however, has yet presented the essential diversity of women’s past and present contribution to strengthening the ‘Veszprém identity’. Now, civilians, mental health professionals, entrepreneurs, actresses, mothers and homemakers are joining forces to draw attention to the diversity and value-creating nature of women’s roles – and simultaneously explore how they reflect on the characteristics of our city.

Till the end of 2023, a series of programmes will present the power of the women’s community of Veszprém through interactive events, educational presentations, local history and gastronomy workshops. The nearly two-year joint effort will reach its climax in autumn, during ‘The Week of Queens’.

At that time, in addition to music and art, the city will be able to discover the essence of the community forged by the programme - for example, at the ‘Our Table’ event, where Veszprém homemakers will present the dishes of the region.

Location: Veszprém

Implemented by: Bakony-Balaton Média Ltd, Hangvilla
Multicultural Community Space

Date: Week of Queens: 15th-17th September 2023, Hangvilla

Website: <http://kiralynekkfoldjen.hu/>

<https://www.facebook.com/kiralynek.foldjen>

Partners: Reményforrás Egyesület (Source of Hope Association), Gizella Women’s Choir, Veszprém Women’s Round Table, Kálvin Square Reformed Community, Három Királyfi Három Királynő Mozgalom (Three Princes Three Princesses Movement), Veszprém, Családika Community Space, Integrated Family Support and Child Welfare Institution Veszprém, Kukkantó Baráti Kör Egyesület (Kukkantó Friends’ Club Association), Veszprém County Organisation of the Hungarian Federation of the Blind and Partially Sighted, Committee of National Remembrance





STREET MANAGEMENT PROGRAMME

AKA BIG CITY FLAIR
IN VESZPRÉM

The Street Management Programme is a big city (self) consciousness-building project. It aims to stimulate and support businesses that are financially risky to launch due to the size and the perceived or actual provincialism of Veszprém. If implemented, however, they will create an inexplicably positive memory for visiting artists, tourists, professional guests and wanderers, helping the city's campaign to go viral as the centre of the world. Moreover, creating a more liveable everyday environment will build local pride and help keep young people in Veszprém. After all, who would want to move from a place everyone yearns to be?

Veszprém is aware of its size constraints and we know that when the last guest turns off the lights on his way home, this project could quickly become counterproductive. Nevertheless, we sincerely believe that when the limelight fades and only candles illuminate the still new just where we do. Probably not all businesses or ideas we support will be as successful as we have dreamed. Some may change hands or even close. There is no doubt, however, that the communities whose earlier absence had 'forced' the creation of these projects, and which will have seen them in full operation in 2023, will not want to give up the more intensive public life that will have become a natural feature of the city by then. That way, Veszprém can remain one of the cultural capitals, if not of Europe, at least of Hungary.

Kunszt!

KUNSZT! has quickly become a veritable feature of Veszprém, where the public can choose from the unique creations of designers and artisans of the area and Lake Balaton in a sophisticated environment. The speciality of KUNSZT! is its pop-up store concept, its workshops, its community programmes and the refined gastronomic offer that goes with them. Veszprém citizens can socialise at any time in a provincial yet multicultural environment and tourists can immerse themselves in the city's cultural life.

1 Óváros tér, Veszprém

Pekedli

Veszprém's newest General Store offers everything a household needs. Moreover, most of the useful and tasty goods are from the region, so transporting the products has no unnecessary environmental impact. It is a small marketplace you can visit every day.

1 Rákóczi Ferenc utca, Veszprém

Füge (Figs) Ice Cream Yard and Café

Would you like to start the day with a cosy breakfast in a café, eat your cake on the terrace in the afternoon or spoon up excellent ice cream at 8 p.m.? Before Füge Ice Cream Yard and Café opened, that would not have been easy to do. But that's not all Füge does. It is involved in the city's cultural life – it is open on the 'Night of Cafés' and it holds meet-and-greet parties for the Pannon Várszínház performers and their audience.

3 Rákóczi Ferenc utca, Veszprém

Wine and Vinyl Bar & Store

The idea of Wine & Vinyl was born four years ago in the mind of a DJ. It is a place where the synergy of carefully selected vinyl records and a selection of domestic and

international wines guarantees that your first visit will not be the last. The wine bar offers a selection of natural wines, sparkling wines, prosecco, special products from local wineries and a few foreign specialities. The wine list changes every month and a half, as do the records on the shelves. At Wine & Vinyl, you can select a bottle of your favourite wine to take home for the evening, along with a selection of vinyl records.

2 Szabadság tér, Veszprém

Papírkutya (Paper Dog)

It is the establishment with which we should have started this list. It was the first project of the Street Management Programme and we still think it was one of the best decisions we have made – the idea, the location and the operator are all great.

Walking in feels like Budapest or Berlin; it's nice to stand tall and realise, 'I'm in a street in Veszprém'. At 'Dog', you can have fun all day – come in for breakfast or for lunch and in the evening to let off steam. Evening concerts of almost every genre are presented in both free and ticketed versions in preparation for the years to come. As a sign of success, both the Jazz Association and the National Cultural Fund of Hungary have joined up as sponsors.

The programme structure is a success. It quickly caught on and international performers who are in town for two or three days a week also take to its stage. On the second and third days, theirs are usually familiar faces to the ever-growing audience and all the artists leave with Veszprém taken to their hearts. During their stay, they write songs and spend time in the rehearsal rooms with local musicians and, for a while, they become part of the city's fabric. Fortunately, word of Paper Dog has spread quickly among local musicians and they are increasingly happy to come and play in the centre of Veszprém.

(Finally, the goal set at the beginning to feature Paper Dog in Lonely Planet looks increasingly promising.)

9 Szabadság tér, Veszprém



MUSIC/CITY

WE HAVE AN HARD-TO-GRASP GOAL: WE WANT VESZPRÉM TO BE THE CITY WITH THE HIGHEST PROPORTION OF PEOPLE PLAYING MUSIC AND SINGING. WE DON'T SO MUCH WANT TO MEASURE IT AS TO FEEL IT. BECAUSE ACCORDING TO MANY STUDIES, CITIES WHERE A LOT OF PEOPLE MAKE MUSIC ARE HAPPIER.

VESZPRÉM WAS AWARDED THE TITLE OF UNESCO CITY OF MUSIC IN 2019, AND SINCE THEN, IT HAS BEEN WORKING EVERY SINGLE DAY TO BE WORTHY OF THIS TITLE AND REMAIN WORTHY OF IT. VESZPRÉM IS THE BIRTHPLACE OF LEOPOLD AUER - AND THIS IS A SOURCE OF PRIDE AND ALSO, OF RESPONSIBILITY.

WE BELIEVE IN BUILDING FROM THE BOTTOM UP, FROM MUSICAL EXPERIENCES FOR THE YOUNGEST, TRAINING FOR PROFESSIONALS, INSPIRING VENUES FOR AMATEUR ORCHESTRAS, UNIQUE EDUCATIONAL AND COMMUNITY OPPORTUNITIES FOR YOUNG AND OLD, BEGINNERS AND NEWCOMERS, BREATHING NEW LIFE INTO CHORAL TRADITIONS, TO MUSICAL CURIOSITIES FOR THE DISCERNING AND DEMANDING AUDIENCES OF VESZPRÉM.

MUSIC HERE IS NOT JUST FOR US, BUT IT HAPPENS WITH US.





SOUNDPLAY

EVERYONE PLAYS MUSIC!



What would make Veszprém a true city of music? Perhaps if ours was the city in Hungary in which the most people played instruments, sang, or made music otherwise. The complex professional programme of Soundplay and the professional community it mobilises starts Veszprém along that path.

Why? Because active music making makes a person happier.

It increases one's sense of happiness and helps one live a more balanced life. Furthermore, making music together brings the people of the city closer to each other. We aim to involve people in music from infancy to old age, by developing music education and revitalising local music communities.

In Soundplay we build extensively on the experience of local musical communities and professionals, and in cooperation with them we launch programmes that complement the existing music education opportunities in Veszprém, and support the functioning of musical formations such as choirs or amateur wind ensembles and symphony orchestras.

Playing music in early childhood is particularly beneficial for cognitive, motoric and social development and is a major determinant of children's openness to music in later life. Developing young children's affinity to music is not yet part of the public education system. To fill the gap, we have launched music development sessions specifically for them, such as 'Ukulele - Learn with it! Music Nursery'. In addition, we have made training based on the 'Kokas' method available to crèche and nursery teachers, so that music can become part of the everyday life of the youngest set.

Learning their favourite songs and playing popular music makes it easier for many to get involved in music making. In the past, popular music education in Veszprém was available primarily through private lessons. In the spring of 2022, Hangar Popular Music Centre was created by combining all available assets in a single framework and inviting private teachers to participate. Hangar's mission is to allow music lovers to learn their favourite songs on their instrument of choice without constraints. To that end, we provide personalised lessons, soundproofed rooms equipped with sound equipment and the opportunity to play music together.

The need to make music is something you don't know exists until you have tried it. For those who would like to enjoy the benefits of music-making and singing more informally, we organise instant jam sessions free of charge, on a weekly basis, with drum jamming, themed singing groups, interactive sound baths and a supportive community, we welcome those taking their first, tentative steps towards making music and singing.

But we are taking things further, into the streets, to reach out to those who are not yet open to making music. At our greater events and festivals, we arrange playful, engaging, music-making sessions, because the best way to experience music is to play it yourself.

Implemented by: Hangvető Zenei Terjesztő Társulás Kft.

Date: Continuous, starting in 2021

Location: Veszprém

Website: www.hangjatek-veszprem.hu

facebook.com/hangjatek.veszprem

MINI CARNEGIE HALL

FROM BIG TO SMALL, FROM SMALL TO BIG



What can we do if Veszprém's very youngest talented musicians are tired of the old and dull routine of music school concerts, with no more inspiring, creativity-inducing adrenaline rush?

The answer is to create a concert hall similar to the most famous of the world! A mini concert hall. With dazzling lights, real velvet curtains, technology, glitter...

Make the illusion convincing! For 10 minutes in the evening, make the dream of every music-loving child on planet Earth come true right here in the centre of the world - downtown Veszprém.

„Embraced by the beams of floodlights, you can step onto the world's biggest stage, while applause roars in the world's most famous concert hall, with a giant banner flashing above the entrance that screams your name.”

Beyond dreams, this project is about music education, treated as a priority, not only because Veszprém is the European Capital of Culture but also because it is a UNESCO City of Music.

For the same reason, an essential participant in this yearlong series of concerts is the city dweller, the tourist, the onlooker, the passer-by, and the man on his way home from work, who usually would not attend such events, but will stop by the performing stars (children), the lights, the crowds... and the music.

Date: spring to autumn 2023

Location: Veszprém



SYMPHONY OF A THOUSAND

THE UNIVERSE SINGS

A monumental work by Mahler performed by thousands of instrumentalists and singers. In this case, the word 'thousand' is no poetic exaggeration: in 1910, at its premiere, 1,030 musicians took to the stage, and on 7th July 2023, we will try to live up to the task...

The Hungarian State Opera orchestra and choir and eight soloists with a thousand ties to Veszprém will form the basis of the performing team. They will be joined by members of local adult and youth choirs and by choirs of Veszprém's and ECoC sister cities. All this will go, in part, to prove that Veszprém deserves the title of UNESCO City of Music, but also to add to the feeling that the city is, for that hour and a half, the European Capital of Music.

Mahler, the artistic director and chief conductor of the Royal Hungarian Opera from 1888 to 1891, wrote of this work to his Dutch conductor friend. "Imagine that the universe began to sing and play music. These are not human voices, but suns and celestial bodies revolving around each other."

Implemented by: Hungarian State Opera

Date: 07th July 2023

Location: Veszprém

MUSICOLOURS EUROPEAN YOUTH MUSIC FESTIVAL

AN UNFORGETTABLE RENDEZVOUS OF YOUTH CHOIRS AND MUSIC ENSEMBLES



The name MusiColours refers not only to different musical styles but also to the range of young people from numerous countries coming to participate.

We believe that the essence of music, however diverse, is understood by all, and that it binds us all together. In our experience, playing any role in an art group teaches one to listen to others. For these reasons, it is particularly important to create opportunities for active youth ensembles and choirs to meet and perform, and to encourage them to continue.

What could be a better opportunity for that than a European youth music festival in the European Capital of Culture? On Pentecost weekend in 2023, at least 4,000 young singers and musicians are expected to gather in Veszprém and fill the streets, gardens, stages, and neighbourhoods. They will make music together, for each other and with each other, for over four days. Perhaps there have never been so many instruments playing in the city simultaneously.

Who do we expect to come? Youth choirs and music ensembles of ages 12-25 from all over Europe.

What do we expect? Each participating group will give at least two concerts in different venues. Depending on the number of ensembles, that may mean 10-17 simultaneous concerts on 10-17 stages.

Where will it happen? On open-air and indoor stages in Veszprém and the Bakony-Balaton Region, no farther than half an hour's drive from the city.

Date: 27th-31st May 2023

Location: Veszprém and the Balaton-Bakony region

Website: www.musiccolours.hu



SONG VALLEY

'SINGING HUNGARY'
CHOIR CONVENTION



Song Valley is an opportunity for amateur Hungarian choirs from the Carpathian Basin to meet professionally and socially, and for the public to enjoy their unique concerts.

There has not been a similar event on the choral scene in Veszprém or, for that matter, anywhere in Hungary for a long time. Choirs not only promote, cultivate, and disseminate musical riches, but being cultural communities, they are influential identity-building entities in their localities. The recent pandemic has hit choirs hard: their numbers, activities and the number of community events have dwindled, and in many cases, even their long-term viability has been called into question. There have been no opportunities to meet, train or perform, which has led to a number of cultural, community and mental consequences.

We will work to counteract those trends during Song Valley. The four days in June will offer opportunities to perform and talk shop in Veszprém, and the surrounding region. Choirs from the surrounding villages will host visitors from afar. No doubt, new friendships will be forged and old ones strengthened. The thematic studio concerts, open to the public, will be based on technical innovations that, in the longer term, will contribute to the creative renewal of choral music, its dissemination and the strengthening of the community experience.

We will compile new books of music for Song Valley. We will also add works by contemporary composers to the choral repertoire and organise conducting courses to find creative solutions to the new cultural, community and mental challenges.

Implemented by: Veszprém City Choir Association

Date: 1st – 4th June 2023

Locations: Veszprém, Sümeg, Zirc, Balatonfűzfő, Ajka, Litér, Küngös, Vászoly, Várpalota, Paloznak

Website: <https://www.vvve.hu>

BALKAN:MOST

FESTIVAL IN COLLABORATION WITH WOMEX



How about a road trip through the Balkans from Istria to the Black Sea? From Croatia to the southern tip of the Balkan Peninsula? **BALKAN:MOST Festival** will provide you with that same travel experience in the heart of Veszprém, through music, art, and gastronomy. It will come to you in the form of the atmosphere of Sarajevo, of the alleys of Kotor or Mostar, the aroma of cevapi, the most exciting musicians of contemporary Balkan culture and the energy of a real Balkan party.

The music of the Balkans is full of undiscovered treasures and energy, guaranteed to shake up the streets of Veszprém. We will create a musical world that is honestly spirited, astonishingly beautiful and rooted in tradition, inviting your feet to dance for three days. There will be more than thirty acts: emerging bands and world music, ethno and jazz concert superstars, as well as gastro programmes and, to top it off, professional programmes that will attract hundreds of music professionals from all over Europe. All that is BALKANS: MOST Festival, the closing celebration of the summer of VEB2023.

Why MOST?

BALKAN:MOST is not just a festival of joy and release. It is the final top priority event of a four-year European project, **‘MOST Music’**. The word ‘most’ means ‘bridge’ in the Slavic languages, and ‘MOST Music’ is a bridge to Balkan music. The mission of the project, coordinated by Hangvető in Hungary, is to bring Balkan world music (including genres such as electro-folk, ethno jazz and dark folk rock) closer to audiences in the western part of Europe.

The MOST project involves more than thirty bands, nearly eighty managers and sixty festivals, clubs, and cultural centres. A series of training sessions, internships and

networking meetings lead up to the big final event in September. As part of the professional programme, a music industry-focused conference will be organised, with networking programmes, a record fair open to the general public, a listening session and an exhibition.

Implemented by: Hangvető Zenei Terjesztő Társulás Kft.

The programme is co-funded by Creative Europe.

Date: 7th -9th September 2023

Location: Veszprém

Website: <https://mostmusic.eu>



CHACONNE FESTIVAL



Chaconne is a festival that seeks to raise awareness of the infinite potential of human creativity. It is a celebration in which a 16th century genre gains new meaning and classical and contemporary go hand in hand.

Originally, chaconne was a fast dance tune often accompanied by mocking lyrics and suggestive movements. It is of New World origin and appeared in Spain at the end of the 16th century. It quickly spread through the courts of Europe and among the people. By the early 17th century, in the Baroque period, it was transformed into a slow triple beat, mostly instrumental music form. It consists of a few stubbornly repetitive bass notes and a series of variations on the melody that appears above it. It was one of the most popular forms of Baroque music and the principle itself, the duality and parallelism of constancy and change, is not only reflected in the associated arts but is also a fundamental concept in social and natural sciences.

Although it abandoned its original name, the formula has survived, and remained fundamentally unchanged, with just a few modifications, in other musical eras and genres. Think of folk music, repetitive music, contemporary genres, or jazz.

Upon hearing the word chaconne, everyone thinks of the final movement of J.S. Bach’s Partita for Violin No. 2 in D minor. That work will be the festival’s focal point, surrounded by the inexhaustibly rich Baroque chaconne repertoire, written for a wide variety of instruments, offering solo, vocal, orchestral and chamber ensembles the opportunity to perform.

Contemporary arrangements of the form can be particularly inspiring, even within a competition for composers. The same is true of jazz, with opportunities for comparing improvisation skills.

Chaconne was very much in vogue in the Baroque period, at the time when stringed instruments were taking on their present forms, and the most famous violinmaking dynasties,



such as Amati, Guarneri, and Stradivari, were all active. It should therefore come as no surprise that, together with the master violinmaker Elemér Sümegi, who works in Veszprém, we dreamed up an international meeting of instrument makers and an instrument exhibition. It debuted in 2012 and is crying out for continuation as an essential complement to the Chaconne Festival.

Although the boundaries of the chaconne as a musical principle extend far beyond the eras of early music, the festival will nevertheless focus on the Baroque. After all, that has played a lasting and decisive role in the architectural past of Veszprém although, unfortunately, very few traces can be seen today outside of the castle buildings.

Joshua Bell wrote of Bach’s Chaconne: “It is not only one of the greatest pieces of music ever written, but one of the greatest intellectual achievements in the history of mankind: it is spiritually and emotionally moving, and its structure is simply perfect.”

Date: 18th-22nd October 2023

Location: Veszprém

REGION ALIVE

THE BAKONY-BALATON REGION: AN UNUSUAL DENSITY OF UNEXPECTED GOOD THINGS. A LANDSCAPE IN CONSTANT MOTION, WHERE STORIES, DESTINIES, HIDDEN TREASURES AND CULTURAL TREASURES AWAIT VISITORS AT EVERY TURN. BY JOINING OUR PROGRAMME, NOT ONLY THE WELL-KNOWN SITES BUT ALSO THE HITHERTO QUIETER VILLAGES WILL BE HEARD - PUTTING THEIR PRESERVING TRADITIONS AND FUTURE-SHAPING ASPIRATIONS INTO A NEW AND EXCITING PERSPECTIVE.

OUTSIDE THE PEAK TOURIST SEASON, LAKE BALATON SHORE TURNS TO US AS A MEETING PLACE AND HIDDEN BACKDROP FOR CONTEMPORARY ART; THE BAKONY VILLAGES ARE BROUGHT CLOSER TO US BY UNLEASHING THE CREATIVE ENERGIES OF LOCAL COMMUNITIES. THE NEW REGIONAL NETWORKS AND COLLABORATIONS BASED ON AUTHENTIC AND RECOGNISED COMMUNITIES OF INTERESTS AND VALUES, WHICH ARE BUILT ON THIS, WILL HOPEFULLY BECOME EVEN MORE THE PROPERTY OF THE PEOPLE LIVING HERE BY 2023. A FULLY-FLEDGED NETWORK COULD, EVEN AFTER 2023, BE ABLE TO REPOSITION THE WHOLE REGION, OPENING UP NEW PERSPECTIVES AND PRESENTING THE UNIQUENESS AND INDIVIDUALITY OF A HIGH-QUALITY AND VIBRANT CULTURAL LIFE.

LITERATURE AS AN EXERCISE IN EMPATHY, LIBERATING CLASSICAL AND POPULAR MUSIC, TRADITION-SENSITIVE OR EVEN RADICAL VISUAL ART, CONTEMPORARY DESIGN, ADVENTUROUS GASTRONOMY, CULTURAL MEMORY THAT SHAPES THE PRESENT, INTELLIGENT USE OF LANDSCAPE - AND WE COULD GO ON AND ON WITH THE CATCHWORDS, THEMES AND FORMATS THAT WILL HELP THE REGION OPEN UP HITHERTO UNKNOWN DIMENSIONS OF A UNIQUE BAKONY-BALATON IDENTITY IN 2023.





CULTNET

CONTEMPORARY ARTS – REGIONAL CREATIVE COMMUNITIES



The CultNet VEB2023 programme is a collaboration between places and artists who can open up the ivory towers of art and show their community-building power in the region's more remote communities.

At each CultNet base, artist friends, musicians, writers and painters, locals and masters gather to mould the spirit of the place into an experience of dialogue, initiation and wonder. From painting to classical music, creative industries to jazz, and poetry to underground endeavours, a series of multidisciplinary art events, workshops and forums offer opportunities to connect.

At CultNet bases, one can meet the arts, artists, art history and contemporary culture in an unusual proximity and an intimate setting, and sometimes participate in the proceedings.

The events of mediation, localism and proximity to the arts had already formed a network by 2022. In 2023, they will have completed their development, opening up hitherto unknown dimensions of a specific Bakony-Balaton identity unique to the region, while also becoming noticeable to other European eyes.

The CultNet programme was launched in 2021 at three venues in three communities. In 2022, their number doubled: six venues and six communities successfully applied and implemented artistic seasons. In 2023, we will have at least twice as many venues, with a stronger international dimension, to give us access to the world of contemporary art.

<https://kulthalo.hu/oldal/rolunk-kulthalo>



BARN PROGRAMME

WHEN PLACES OF RESIDENCE
TURN INTO REAL COMMUNITIES

The main objective of the Barn Programme is to help small communities in accessing important cultural services relevant to their local communities and in expanding the cultural offer to them. The project supports proactive efforts by local cultural institutions and civil organisations to develop meaningful cultural capacities.

The multifunctional community spaces of barns can host a wide range of cultural events: concerts and exhibitions, clubs, community celebrations, educational, training and leisure activities - whatever is relevant to the organisers and the public.

Away from the hustle and bustle of tourism, and working 365 days a year, modern barns will be local hubs of cultural dynamics. They link the locality's spirit with the values of contemporary culture and communicate those values to the inhabitants as a home of tradition, innovation and sophistication.

Through the application scheme, the capacity-building programme supports multi-faceted, multi-cultural projects, programmes and events initiated by local cultural institutions. In 2023, the number of Barn Programme communities will grow from the present 14 settlements.

<https://veszprembalatón2023.hu/oldal/pajta-program>

LAND P/RESERVATION

THE INTELLIGENT LAND USE TOOLKIT FOR THE BALATON UPLANDS



Gastromigration, the fur dilemma, fairy tale trees, innovative newcomers. We want to change the stereotypes about the Balaton Uplands. We seek out, collect and present old and new values, practices, lifestyle patterns and future-shaping initiatives. Those are the elements of the real needs of the local population and visitors who wish to discover the landscape and help preserve and develop sustainable perspectives for the cultural landscape of the Balaton Uplands. That is what we mean by ‘intelligent use of the landscape’, a new concept that constitutes the framework of the Land P/reservation project.

The aim of Land P/reservation is to initiate dialogue on **intelligent land use in the Veszprém-Balaton Uplands** region, connecting and assisting residents, decisionmakers and entrepreneurs, newcomers and recreational visitors interested in this topic.

We have launched the largest-ever comprehensive qualitative and quantitative research in the region to compile a toolkit. It will be used to organise events, development programmes and collaborative initiatives with local communities from the autumn of 2022 to the end of 2023.

We will produce locally interpretable, practical proposals and a toolkit for people who live here, or have recently moved here, and for visitors alike. These will show how to connect to a historic landscape today and to develop sustainable and regenerative lifestyles and community landscape practices.

The Land P/reservation toolkit is made up of THREE elements – each the result of intensive community and technical efforts:

- **The Vision of the Balaton Uplands:** exploring the region’s vision for the future by examining the impacts of the past, current processes and good practices

- **Welcome to the Balaton Uplands:** a ‘welcome pack’ – a user’s guide to the cultural landscape with practical advice for residents, recent arrivals and visitors,
- **Good practices of the Balaton Uplands Cultural Landscape:** How can we make the local community conscious of the landscape?

The first element of the toolkit, the ‘Vision of the Balaton Uplands’, was published in September 2022.

Once the vision has been established, we develop an action plan that builds on the real needs of the community and local practices, to help develop partnerships and share knowledge and experience. Through workshops we work with the professional community, decision-makers, active entrepreneurs in the area and organisations and communities of the cultural sector, to help us think together and synthesise perspectives.

2023 is about learning and trying out community practices based on the Contemporary Architecture Centre’s methodology and building on local resources. We will organise building camps, discovery walks, educational programmes for children and value tours for locals. We do this to work with local communities to learn about the landscape and the processes that take place in it, to understand its phenomena – and learn to shape its future with a shared sense of purpose.

The priority for Land P/reservation is to ensure the sustainability of programmes and partnerships so that processes continue beyond 2023. The results and methodologies of the events will be made public and transparent to support their adoption and continuation.

Implemented by: KÉK - Hungarian Contemporary Architecture Centre,
ADI Architecture Studio

Date: 2022-2023

Location: Settlements in the Balaton Uplands

Website: www.tajteka.hu





NOTHING SPECIAL?

THE JEWELS OF THE BAKONY

We all know villages where the locals say there is nothing special here. We know better. In the summer of 2022, our teams of scouts and researchers visited four villages in the Bakony to discover what makes Borzavár, Nagyesztergár, Bakonyháza and Jásd unique.

Nothing Special? is a specific social innovation project that mobilises the region's internal resources through a broad partnership base and national and international cooperation. It involves in-situ interdisciplinary work, with studies covering local history, gastronomy, dance and folklore traditions, the natural and built environment, environmental protection and sustainable development, social mobility, local identity and their interrelations, all of them over a broad time horizon.

The project began in March 2022, in close cooperation with residents, organisations and regional development institutions, institutions of musical culture, cultural programmes and local stakeholder meetings.

The recruitment process was completed by the end of May 2022. The range of Project participants include the communication experts of multinational companies, graphic designers, urban planners, cultural anthropologists, geographers, geologists, botanists, historians, linguists and tourism development experts.

The method for the concerted work is the so-called 'co-creation process', whereby development proposals are formed by the teams along with local residents. The project's main objectives are to raise awareness of the existing values of the settlements, to support the local communities in promoting those intrinsic values and to improve cohesion between and within the villages. Researching and raising awareness of those values can be a way to bring earlier residents and newcomers together, and the combined development of the values of the four settlements and their surroundings can lead to improved solidarity.

By autumn 2022, the joint work resulted in viable programme proposals that make Borzavár, Nagyesztergár, Bakonyháza and Jásd integral parts of the 2023 ECoC Year. Everyone involved shares in the hope that the project will provide the local communities lasting experiences and ammunition for the future.

Implemented by: Institute of Advanced Studies (iASK)

Location: Borzavár, Nagyesztergár, Bakonyháza, Jásd

Date: March 2022 – December 2023

Website: <https://iask.hu/en/>

VÖRÖSTÓ GAMES FESTIVAL

NOT FOR CHILDREN ONLY!

Vöröstó Games Festival promises to be one of the most liberating programmes in the ECoC year. On the last weekend in May, two of the smallest villages in the Balaton Uplands, Vöröstó and Barnag, will become a common playground for board game fans and those who love playing pétanque and e-sports, among others.

Playing is an exciting experiment with family, friends or strangers. Whether the game is physical, logical, strategic, cooperative or competitive, we learn a little more about ourselves and each other every time we play. Albert Einstein said that playing was the best form of exploration - discovering our abilities and understanding human nature. It is an experiment we can pursue both consciously and unconsciously and, of course, it is a source of pleasure in which we can let ourselves go. The community of Vöröstó and Barnag have rediscovered this perhaps obvious yet important truth. They have been gathering to play games for years and want to share this tradition with visitors to the Games Festival.

The programme has been designed to offer a choice between the easy to play, classic games that everyone knows and more innovative, surprising and challenging games. Those looking for board games will not be disappointed, though there will also be sports competitions such as games of rounders, kite flying, footgolf and even an e-bike treasure hunt. There will also be plenty to challenge the brain, from 'Twenty Questions' to anagrams. Folk traditions, toy-making workshops, a farmers' market, theatre and music will add to the lively festival atmosphere.



Implemented by: Hangvető Zenei Terjesztő Társulás Kft.

Date: 27th-29th May 2023

Location: Barnag, Vöröstó

Website: <https://jatekfesztival.eu>





VALLIS MUSICALIS

A VALLEY FULL OF MUSIC
IN THE HEART OF THE BAKONY

This project, which takes you to the finest worlds of classical music, offers a unique experience and an opportunity for further education and musical learning to interested communities in the region through concerts, instrument demonstrations, workshops and invitations to outstanding artists from Hungary and abroad. The monastic community and the choir of the thousand-year-old St. Maurice Monastery in Bakonybél are the organisers, hosts, inspirers and, in certain cases, main performers of the programmes - nurturing and strengthening the choral community that is also a key player in local society. Classical values are combined with innovative 21st century approaches and contemporary initiatives, building on a new professional base and contributing to the ideal of a creative region, a community development based on active inclusion through music.

Implemented by: St Maurice Monastery of Bakonybél

Date: 1st September 2022 – 30th October 2023

Location: Bakonybél

Website: bakonybel-monostor.hu

KŐFESZT

THE FESTIVAL OF TRANQUILLITY

Kőfesz is the most significant multidisciplinary art festival in the Kál Basin. Along with the monthly KŐFESZT FOLK CLUB and the auxiliary Pentecost KŐFESZT - FREE BARN DANCING, it underscores the idea that the Kál Basin should be the centre of Hungarian folklore, and KŐFESZT, the celebration of folk art.

The organisers, however, are careful to ensure that the influx of culture-driven visitors remains bearable for the settlements involved. That is achieved, in part, through strict quality-based programming and, in part, through a proportional distribution among the ten participating settlements. There are events at the Pálköve beach just like in the courtyards and places of worship in Kővágóörs, which boasts three churches.

The events of KŐFESZT are free of charge because they fulfil a particular mission. It is both crucial and important because it offers opportunities to local communities and creative people. The programmes do not necessarily require language skills; thus, foreign guests too can enjoy them fully.

The emphasis is on relaxation: it is not about having fun for fun's sake, but about conversations, getting to know and respect each other, learning together and having fun for all between ages 0-88, and is also a way for generations to relax together.

Every year the event takes place in the first week of August, close to the anniversary of the death of Tamás Cseh (7 August), who had very close ties to Kővágóörs. 2023 will be the fifth time that Kőfesz is held and this time, it will have a more colourful programme than ever before.



Implemented by: Határtalan Hangok Közhasznú Alapítvány
(Voices without Boundaries Public Benefit Foundation)

Date: August 2023

Location: Settlements of the Kál Basin

Website: <https://www.kofeszt.hu>

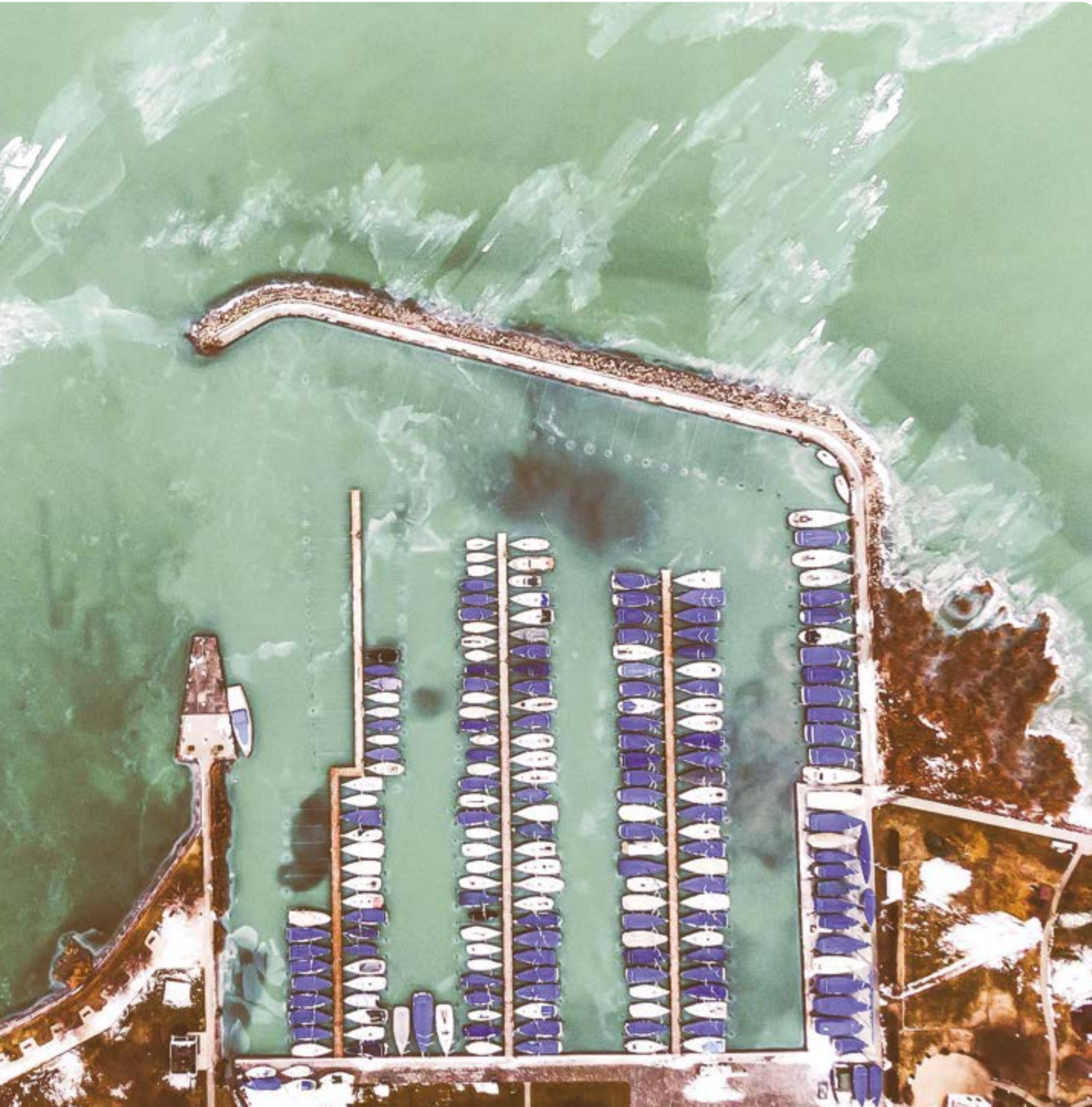
FRAGILE LAKE BALATON

THE WELL-BEING OF LAKE BALATON IS A MATTER OF CONCERN FOR ALL OF US. THERE ARE FEW PEOPLE WHO ARE NOT EMOTIONALLY ATTACHED TO THIS IN MANY WAYS UNIQUE NATURAL AND SOCIAL PHENOMENON, LANDSCAPE AND CULTURE.

CENTRAL EUROPE'S LARGEST LAKE IS ARGUABLY ONE OF THE MOST IMPORTANT REGIONS IN HUNGARY, WHOSE REALITY IS SHAPED BY COUNTLESS FACTORS AND LIES AT THE INTERSECTION OF COUNTLESS INTERESTS. IN OUR PROGRAMME, WE ADDRESS THE EXTREMELY COMPLEX AND FRAGILE SYSTEM THAT IS LAKE BALATON AND THE ECOSYSTEM SURROUNDING IT, IN RELATION TO THE LAKE AND ITS CATCHMENT AREA.

DO WE REALLY KNOW OUR LAKE AND THE LANDSCAPE TO WHICH WE ARE SO ATTACHED? ARE WE ABLE TO UNDERSTAND AND RECOGNISE OUR COMMON INTERESTS, THE INTERESTS OF THE LAKE, ALONGSIDE OUR INDIVIDUAL INTERESTS? OUR PROJECTS ON THE LOCAL IMPACTS OF CLIMATE CHANGE, LAND USE CHANGE, THE UNIQUE LANDSCAPE HERITAGE OF THE MONADNOCKS, OR EVEN THE LANDSCAPE DAMAGE CAUSED BY MINING, ALL INVITE US TO DIALOGUE AND THINKING TOGETHER. WE WANT TO RAISE AWARENESS IN OUR OWN COMMUNITIES THAT THE HEALTH OF THE REGION'S ECONOMY AND SOCIETY DEPENDS ON THE HEALTH OF THE ECOSYSTEM, AND WE OFFER OPPORTUNITIES AND KNOWLEDGE TO TRANSFORM US FROM LANDSCAPE USERS INTO RESPONSIBLE CARETAKERS OF THE LANDSCAPE.





BALATORIUM

THE WELL-BEING OF LAKE BALATON IS A MATTER FOR ALL OF US



There are few people without deep emotional ties to this, in many respects unique, natural and social phenomenon, landscape and culture.

Lake Balaton: the largest lake in Central Europe, is undeniably one of Hungary's most important regions. Numerous factors and countless intersecting interests shape its reality. From plankton to investors, from the reeds to holidaymakers, fish to sailors, locals to resident newcomers, and ecologists to beach managers, all stakeholders are keenly aware of their own personal standpoints regarding Lake Balaton.

But how aware are we of the complex interrelationships of this delicate ecosystem? Do we really know our lake and the landscape to which we are so profoundly attached? Are we capable of understanding and recognising our common interests alongside our own?

These questions define the BALATORIUM programme, a priority project of VEB2023, to explore the region's ecological issues and to communicate them through art and education.

A programme series on ecology and the arts

Performative tours of the countryside, interactive public activities, exhibitions, technical discussions, audio plays and artist residency programmes – all aim to raise awareness of the fragile ecological system of Lake Balaton and promote a shift in attitudes towards this incredible natural treasure.

We are promoting a wide range of collaborative activities: scientific institutes, researchers, creatives and artists are involved in implementing the eighteen-month programme.

The climax of the series is Balatorium Ecology Weekend at the end of summer, with colourful science and art shows held at beaches, in the Balaton Uplands National Park and the Balaton Limnological Research Institute, along with discussions, workshops and cultural programmes.

Balatorium – Education Programme

Moholy-Nagy University of Art and Design (MOME) students and teachers are involved in developing playful educational programmes for 14–18-year-olds, reflecting on the ecological topics of Lake Balaton and connected to the Balatorium programme. The courses will include a board game, an educational compendium and related teacher training for secondary school teachers, as well as interactive school programmes cooperating with the Bakony-Balaton Environmental Education Centre Association.

Using data visualisation tools, MOME students have created art and design projects by analysing and visual processing of data related to Lake Balaton's ecology. At their summer camp, an installation designed by students of the MOME Institute of Architecture will be erected on the shore of Lake Balaton as an alternative education site, exhibition and community space. The results of the courses and the architecture camps will be presented at Balatorium Ecology Week and Budapest Design Week in the autumn.

Balatorium – The Exhibition

Just as the living system of Lake Balaton is composed of countless invisible processes that often remain unknown to us, the Balatorium programme was created with exciting background processes taking place behind the scenes. Over several years of preparatory work, the themes and topics were designed by regional and national scientific institutes, researchers and national and international ecology-art experts. This exciting experimental process will be presented to the public in the autumn of 2023 at the House of Arts in Veszprém, where professional discussions and workshops will be held, in addition to art installations and screenings.

Balatorium music album

Everyone is familiar with the characteristic sounds of the Balaton beaches, the waves or the reeds whispering in the wind. But what do invasive species, algal bloom, managed ecosystems or climate change sound like? Hungarian and foreign musicians from the frontiers of underground and mainstream are invited to be inspired by the most important ecological concepts of the region. They have been asked to freely create music using sound samples of the lake, with help from researchers. The album will be produced under the Banana Records label and feature ecological and artistic content. It will be launched in 2023 at a concert to celebrate the sound of Lake Balaton.

Implemented by: PAD Alapítvány (PAD Foundation), Moholy-Nagy University of Art and Design, House of Arts Veszprém, Popkids Entertainment and Banana Records
Location: Lake Balaton region, Veszprém
Date: Continuously during 2022 and 2023
Website: balatorium.hu | facebook.com/balatorium



ARE YOU ALSO A BASALT SCHOOL?

THE KODÁLY METHOD OF OUTDOOR LEARNING



Schools are the key to the rise and future of the community and youth and, therefore, of the region. Nature is a newly rediscovered educational tool of the 21st century. It helps transcend usual physical, mental, spiritual and communal boundaries, connect generations and create a responsible, glocalist community.

The Basalt School is the Kodály method of outdoor learning, the flagship of formal, informal and non-formal outdoor learning processes and spaces launched in Hungary. It aims to enable participants to become productive actors, experience their natural environment, identify its potential and become aware of the responsibilities it imposes.

The natural landscape as a learning and cultural development platform plays an increasingly important role in modern pedagogies at formal, non-formal and informal levels. A strong example for us is Scandinavian education, where everything from outdoor classrooms to forests is used, and Basalt School is an extension and further development of all this: a programme close to nature, aimed at cognitive development, emotionally connected to our landscape treasures.

We create learning locations and methodologies at the monadnocks, including the following elements:

Basalt Classroom: Outdoor learning spaces are created using architectural and landscape building tools, working with local children and young adults throughout the entire

process of finding the appropriate location, design and construction. Once built, the classroom offers a learning space for schoolchildren and adults alike.

Learning the lay of the land, creative and cultural get-togethers: The planning and testing of the classroom's formal, informal and non-formal settings. It is an exercise in collaborative thinking and experimentation, working with local educators and eminent national education development practitioners.

Basalt curriculum: The methodology of each subject's complex instructional and educational programme will be published in book form. Serving also as a task book, it will be available nationwide to all teachers and students and will be a road map for the respective Basalt Classrooms and their classes.

Implemented by: CAN Architects Studio

Location: Balatoncsicsó, Nemesgulács, Monostorapáti, Badacsonytomaj, Tagyon, Szigliget, Hegymagas

Date: Continuously in 2022 and 2023

Website: facebook.com/bazaltiskola





HELLO WOOD BUILDER SUMMIT

EUROPE'S [FUTURE] BUILDING
FESTIVAL

'Hello Wood Builder Summit' is Europe's most unique [future] building festival, the largest and most attended Hello Wood event to date. During the ten-day architecture camp and festival, teams of students build lasting installations under the guidance of their instructors - the Builder Summit participants will explore the theme of demolition and building. The festival will also include a central installation serving as a sanctuary of construction – a spiritual space and an event area. On the last day, the event will be celebrated with a music mini-festival open to all in the post-apocalyptic crater of the Zalahaláp basalt quarry. The occasion, featuring stars of international architecture, will be organised by Hello Wood architecture studio.

The Builder Summit closely embraces the values of the Builder Method, Hello Wood's participatory and action-based alternative education methodology. The Builder Method is based on the holy trinity of building the project, building the participant and building the community.

Theme: Landscape scars

Closed and abandoned mines/quarries are the sort of landscape scars that create exciting situations: producing building materials inevitably entails demolition. Next summer, Hello Wood's art festival will explore the ambivalence of a mountain dismantled by man, the relationship between intervention and naturalness, demolition and building, absence, emptiness and replenishment. As the pandemic fundamentally

reinterpreted our daily lives, the war, the economic and climate crisis, the question of demolition and reconstruction are not relevant from an architectural point of view only; the Builder Summit also responds to the social situation.

About Hello Wood

Hello Wood, a multi-award-winning architecture studio, has been delivering building projects from design to construction for ten years. Their unique, site-specific, community-building structures and installations are a global statement of their commitment to innovative and sustainable architecture. The two key features of their projects are that they are constructed mainly of wood and combine an artistic approach with social considerations.

Their Design & Build projects are driven by innovation, social responsibility and a commitment to quality design. Their focus is to build communities through science and art and to make architecture understandable and a joy to the public. Experiential education of future designers is important to them and they have launched their now world-renowned education programme both in Hungary and abroad.

Implemented by: Hello Wood Architecture Studio

Location: Zalahaláp

Date: July 2023

Website: hellowood.eu

Facebook, Instagram: @hellowood



EGER-VÍZ CREEK ART GUARD

THE CULTURE OF THE LANDSCAPE,
THE LANDSCAPE OF CULTURE



Eger-víz, a 32 km stream, which empties into Lake Balaton, is one of the wonderful natural treasures of the Balaton Uplands and the southern Bakony.

The thirteen settlements along the stream - from Nagyvázsony to Kapolcs and Szigliget - are witnesses to a long history along its banks. This is where a Roman military road once passed; castles, monasteries, monadnocks and, of course, the 39 water mills the stream used to turn are also part of times gone by.

The Eger-víz Creek Art Guard is a truly unique project - it aims to address the sustainability of this increasingly vivid and precious small watercourse using the tools and instruments of art, science, and community collaboration. In order to preserve the wetlands and its springs, 13 local governments and civil organisations along the stream will join forces and carry out a micro-regional exercise of mapping its riches.

Between spring and autumn 2023, 13 unique and extraordinary eco-art Saturdays, named 'Eger-víz Days', will take place in and around the villages. Among other things, the programme will see the debut of the thirteen-movement 'Eger-víz Suite' by Free Style Jazz Orchestra.

The project will also attempt to set up water-related exhibitions and land art installations along the stream. A stream clean-up will be launched involving the young and not-so-young inhabitants of the villages, and educational programmes will be started in local schools in the hope of creating a tradition.

During the ECoC year, the artistic programme will be complemented by technical meetings and conferences on water management, climate issues and stream rehabilitation, in a local context, with the professional support of the Balaton Uplands National Park, the University of Pannonia, the Central Transdanubia Water Management Directorate and WWF Hungary.

Implemented by: Kapolcs Cultural and Nature Conservation Association

Location: Nagyvázsony, Pula, Öcs, Vigántpetend, Kapolcs, Taliándörögd, Monostorapáti, Hegyesd, Diszel-Tapolca, Gyulakeszi, Nemesgulács, Badacsonytördemic, Szigliget

Date: Summer 2022 - December 2023

Website: facebook.com/kapolcsiegylet

MONSTERS AND MERMAIDS



In our 'Monsters and Mermaids' Programme Series, we playfully draw the attention of open-minded and receptive children to the dangers threatening the ecology of Lake Balaton. We aim to help shape young children's attitudes in a playful manner as they discover their environment. The Monsters and Mermaids overall ecology awareness-raising project is built on several pillars.

The education programme is aimed at 5-9-year-olds and will be included in the day-care activities of approximately 40 elementary schools during the 2022-2023 school year. The specially designed educational programme will introduce the animals of the Lake Balaton region with a playful approach.

In autumn 2022, the book 'Szörnyek és Sellők – A balatoni kacsavész' (Monsters and Mermaids – The Lake Balaton Duck Plague) was released.

The final element of the 'Monsters and Mermaids' project is the play based on the story. It will premiere as part of Gizella Days - Children's Gardens festivities in May 2023 and will also be performed on nine Balaton beaches in July and August.

Implemented by: Művészetek a Vidék Fejlesztéséért Alapítvány (Arts for Rural Development Foundation)

Location: Veszprém, Badacsonytomaj, Csopak, Fonyód, Balatonfűzfő, Balatonederics, Révfülöp, Vonyarcvashegy, Balatonberény, Zánka

Dates: The educational programme starts in autumn 2022 and the play is performed May to August 2023

Website: muveszetekavidékfejlesztésert.hu/szornyek-es-sellok



OUT-OF-THE- ORDINARY

THE SPACES AND QUALITIES OF VESZPRÉM AND THE REGION ARE PARTICULARLY SUITED TO SERVE AS A LOCATION FOR SPECIAL ARTISTIC ACTIONS AND GIVE A UNIQUE EMPHASIS TO THE INTERCONNECTION OF NATURE - MAN - ART. WHAT IS UNUSUAL FROM THE POINT OF VIEW OF ART CAN BE THE MOST ORDINARY SPACE FOR OUR EVERYDAY LIVES. AN EXPERIMENTAL PERFORMANCE ON A BUS NUMBER 4, A PLAY IN THE DEPTHS OF THE FOREST, STREET THEATRE ON THE BEACH, A CONTEMPORARY LITERARY FESTIVAL IN A ZALA COUNTY VILLAGE, MODERN PUPPET THEATRE FOR ADULTS: ARTISTS CREATING IN UNUSUAL PLACES, IN UNUSUAL WAYS - WHERE THERE IS ALWAYS A TWIST IN THE STRUCTURE OF ENCOUNTERS!

THE INVITATION TO STEP OUT OF TRADITIONAL FORMS IS OF COURSE ALSO FOR THE AUDIENCE: VIEWERS BECOME ACTIVE PARTICIPANTS IN THE EXPERIMENTS, NEW CONNECTIONS ARE CREATED BETWEEN LANDSCAPE, VIEWER AND CREATOR, WHILE THE AUDIENCE BECOMES A COMMUNITY. THE UNCONVENTIONAL SPACES BECOME EXEMPLARY AND OPEN UP NEW PERSPECTIVES FOR LOCAL CULTURAL ORGANISERS, KEEPING THE EVERYDAY LIFE OF VESZPRÉM AND THE REGION INTERWOVEN WITH THE ARTS AND IN CONSTANT RENEWAL.





INOTA



Aside from inclusion, the mission of contemporary culture has always been to respond to events in the world around us. The extreme challenges of the 21st century demand extra robust responses and that is where INOTA enters into the picture. The project establishes Hungary's biggest response-seeking, definitive audio-visual festival in Veszprém County, with an international line-up of dedicated artists, creators and visionaries.

It is fair to say that, at the factory complex built in the 1950s, INOTA 2023 opens an aesthetic dimension gateway the gravity of which is expected to place the Hungarian programme alongside and, in the future perhaps even partner with, festivals such as CTM and Atonal in Berlin, Unsound in Krakow or Elevate in Austria.

All of those events explore the dilemmas of the present and the possibilities for the future of humanity. They operate with a cluster of experimental music, groundbreaking visual art, forward-thinking contemporary dance, cutting-edge technology and related thought experiments. The festival often transcends interdisciplinarity to create new, uncategorisable, innovative and never before encountered, hybrid art forms that will remain with us for a lifetime.

A few decades ago, this gas-turbine power station hummed along, supplying electricity to a large part of the country in a spectacular industrial landscape. Today, INOTA will provide the latest impulses to those open to works that sometimes go beyond our current age and its associated technologies. And the project does not stop there: INOTA's firm objective is to create a professional dialogue between representatives of the different artistic disciplines and the creative industries, to create a forward-looking, ambitious vision for the potential use of the complex at the foot of the three iconic cooling towers.

The primary aim, though, is to stimulate collective thinking: INOTA will be a festival but, beyond entertainment, it aims to motivate, encourage, inspire, planting and germinating ideas and in the minds of the spectators who may, in time, themselves become the creators of the event. Autumn 2023 and the five capital letters above are worth pencilling into your calendar now.

Implemented by: Hardrock Ltd

Date: 31st August-3rd September 2023

Location: Inota, Várpalota

Website: inota.tech

RUIN CONCERTS



Veszprém and the Balaton Uplands have a rich medieval heritage, with ruins of monasteries, churches, chapels and castles everywhere. Those ruins will be in the focus of the Veszprém-Balaton 2023 European Capital of Culture Ruin Concerts programme.

With a literary and musical focus, the events aim to create a more personal and intimate connection between performers, the audience and the environment, in contrast to festivals that attract large crowds. The audience, therefore, will be small; their number is limited to 100-150 people per performance. Minimising the environmental impact and exploring and protecting the values of nature and history are also vital elements of the programme. The concerts are to be 'ZERO WASTE' events.

Launched in August 2021, the series has featured renowned performers of Hungarian literature, music and theatre, including Zoli Beck (30Y), Miklós H. Vecsei, Viktória Szávai, Hunor G. Szabó (The Qualitons), Ivan and the

Parazol Duo, Krisztián Szűcs (HS7), Balázs Szálinger, Gergő Balla (Platon Karataev) and Zsolt Prieger (Anima Sound System).

The Concerts Among the Ruins 2023 events will once again bring literature and music to the most beautiful ruins of the Balaton Uplands and Veszprém. The ECoC year will also include exciting performances at the Margaret Ruins in Veszprém, the Pauline monastery ruins in Nagyvázsony, the ruins of the Church of Our Lady of Dörgicse and the Church of Saint Blaise in Balatoncsicsó.

Implemented by: Veszprém-Balaton Régió Kulturájáért
Közalapítvány (Public Foundation for the Culture of the
Veszprém-Balaton Region)

Date: Continuously during 2023

Location: Veszprém, Nagyvázsony, Dörgicse, Balatoncsicsó

Website: facebook.com/veszprembalaton2023





OUT-OF-THE-ORDINARY SPACES

THEATRE WITHOUT AND WITHIN



“All the world’s a stage.” Shakespeare’s phrase, in the context of the environmental and built spaces around us, is made tangible through our series of theatre programmes entitled ‘Out-of-the-Ordinary Spaces’. We transport the theatre into the public realm – streets, gyms, parks, markets, beaches, and to non-classical locations such as mines, hilltops and observatories.

Out-of-the-Ordinary Spaces aims to present the broadest possible spectrum of theatrical genres. The repertoire includes everything from non-verbal, visual and physical theatre to plays using the formal language of puppetry. From performances for children to specifically underground plays, we set off on an adventure on one Tuesday each month.

In addition to Hungarian theatre companies, French and Japanese performers too will join us as part of the project.

The series of programmes will emphasise the puppet theatre genre, in plays specifically for adolescents or adults.

In Veszprém and the surrounding region, we wish to instil in the mind the idea that “puppetry is a genre, not an age group”.

In 2023, 12 plays will be performed at five venues - in Veszprém and around the region.

Implemented by: VEB 2023 JSC, Erős Táncért Alapítvány
(Foundation for Powerful Dance)

Date: Continuously during 2022 and 2023

Location: Veszprém, Bakonybél, Alsóörs, Nagyvázsony, Ajka

READING CABIN

WHY DON'T YOU GO OUTSIDE?



With the Reading Cabin project, using literature as a conduit, we wanted to create an unusual space conveying the love of nature, environmental awareness and the importance of getting away from the daily rush. The result is a site connecting the forest, art and man. It also provides an opportunity to create programmes that, in addition to the aforementioned values, promote reading and foster local cultural and scientific heritage.

This unusual space can be an inspiration and an advocate for reading in the younger generation. The cabin also offers a wealth of educational opportunities. Environmental education is encouraged, with themed shelves and specific programmes in or around the cabin. Research has shown that environmental awareness and protecting nature are increasingly important to young people. The forest reading cabin is, in fact, a combination of those two subjects, literature and ecological awareness. The programmes in the project complement and reinforce that spirit and they can also provide a popular place for those who wish to escape the daily rush.

The cabin, designed by students of the MOME Institute of Architecture (Liza Formanek and Imola Fazakas), was built under the guidance of Dániel Baló, a lecturer at MOME, in the park forest near Ajka-Csingervölgy, at a point where hiking trails converge.

Implemented by: Kristály-völgy Egyesület (Crystal Valley Association)

Date: continuously from September 2022

Location: Ajka, Csingervölgy

Website: facebook.com/Kristály-völgy-Egyesület-Ajka-1706389469643182



BRIDGES

FROM THE VERY BEGINNING, OUR PROGRAMME HAS AIMED TO CONNECT PEOPLE AND STRENGTHEN THE CULTURE OF COEXISTENCE: WE BUILD BRIDGES BETWEEN THE CITY AND THE REGION, BETWEEN PEOPLE WHO LIVE HERE, PEOPLE WHO WORK HERE AND THEIR FRIENDS FROM FAR AWAY, BETWEEN TRADITIONS AND CULTURAL ENVIRONMENTS OF THE MOST DIVERSE SOCIAL GROUPS. WE WANT TO LIVE IN A COMMUNITY WHERE WE CAN FIND THE WORDS - OR EVEN THAT WHICH IS BEYOND WORDS - EVEN WHEN WE ENCOUNTER SENSITIVE AND DIFFICULT ISSUES.

WE BELIEVE THAT THE BEST WAY TO EXPERIENCE THE VALUE OF A SMALL COMMUNITY WHICH PRESERVES ITS OWN CULTURE AND TRADITIONS WITHIN A MAJORITY CULTURE IS THROUGH PERSONAL EXPERIENCE. IT IS NOT JUST COEXISTENCE, BUT REAL CONNECTION - WHEREBY WE ARE ABLE TO CHANGE OUR WORLDVIEW BY INFUSING EACH OTHER'S IDEAS AND REINFORCING EACH OTHER'S VALUES.





ROMANI DESIGN – ROMANI FOR BERHIDA

THE ART OF FOLLOWING TRADITION



Community building and education are the two key words of the cultural diversity programme in the Berhida region. Led by the founders of Romani Design, Erika and Helena Varga, the large-scale project builds on the designers' diverse professional experience gained over many years in various Roma communities. For 11 years, Romani Design has been a catalyst, generating many positive developments across the fashion and contemporary design segment. By placing traditional values in a modern context, it has a voice in the world of applied arts, fashion and media, using innovative language and occupying a distinct position among the leading players in the sector. The two Roma sisters are respected members of their community and have an excellent knowledge of its cultural habits, which is essential for implementing the programme they have undertaken.

The programme aims to develop the education of disadvantaged Roma youth and communities in the region by using all-around artistic tools and real knowledge transfer. The project is also a high-intensity, results-oriented, educational and community-building programme, implementing a holistic pedagogical approach to development and talent management training in the Berhida region. Based on cultural diversity and accessibility, the programme elements promote the interweaving of cultures and set a new vision for the area based on acceptance and cooperation.

An important element of community building is the inclusion of the Roma community in the cultural life of the municipality. The programme works to build close community links by mobilising the local Roma population

with a unique and comprehensive methodology through their integrated arts.

In 2022, a number of programme elements were launched to help participants build the prestige of Roma culture together. For example, Gypsy language classes, Gypsy dance classes, fashion and handicraft workshops and hairdressing secrets attract Roma youth. Participants in the programme will also run media workshops, using video and photo campaigns to commemorate and elaborate days such as the Roma Holocaust and International Roma Day. The Gypsy All Stars music studio series was created to develop talent. In the studio, renowned music mentors work with families of musicians and young instrumentalists from Berhida to form and establish a local band.

The year-round work and programmes, which bring the whole community together, include some truly spectacular highlights, such as:

- 'Berhida Self-Made Fashion Days' in May
- Together for Berhida Biennale Exhibition Series from June to the end of November
- Gypsy All Stars Talent Gala from October to May
- 'Holiday Fest' Family Festival in December, to conclude the two-year programme.

Implemented by: Amaro Trajo - Életünk Roma Kultúráért Alapítvány (Amaro Trajo - Our Lives for Roma Culture Foundation)

Date: Continuously during 2022 and 2023

Location: Berhida

Website: facebook.com/romaniforberhida

AGÓRA ROOTS FESTIVAL



In August 2023, we will fill Kálvin János Park with folk costume and fashion shows, crafts demonstrations, concerts, dance performances, plays, food tastings, creative children’s activities and play houses - a true cavalcade of national cultural events!

In the past, Agora has organised a number of celebrations for each nationality at which visitors could meet and learn about the nationalities that play a serious role in forming Veszprém’s identity. This time, however, we are planning a big, collective affair. The individual nationalities will not appear alone but together, in one event. They will get acquainted with each other and present their values to the attendees. Through personal experiences, we will appreciate the importance and riches of a small community and how it can preserve its culture and traditions within the majority culture. Another virtue of the programme is that it creates a culture of coexistence, proving that majority and minority cultures can go beyond living merely side by side and attain cultural success through interpenetration and the enhancement of each other’s values.

Our partners in this project are the Armenian, German, Polish and Ukrainian nationality self-governments of Veszprém. Yet another improvement over the past is that we now work with their national organisations. Having foreign artists in the festival programme is an added innovation compared to previous similar events.

There is a strong focus on gastronomic traditions. Food is the key that, perhaps, most easily opens the door to the cultural values of another nationality. The festival will involve restaurateurs, so participants can not only discover, taste or take food home that day, but maybe continue to enjoy national dishes even once the festival is over.

Implemented by: Agora Veszprém Cultural Centre

Date: 12th-13th August 2023

Location: Veszprém

Website: agoraveszprem.hu

CHRISTKINDL FEST



“DIFFERENT ROOTS, DIFFERENT CUSTOMS”

Iglauer Park in Városlőd is pleased to invite families and other interested parties to a special local tradition that will come to life once again on the weekend of 15-18 December 2023. All 12 of the park’s buildings will offer a glimpse into the area’s famous Christmas folklore.

“‘Christkindl Spiel’ is traditional Christmastime carolling in the German villages of the Bakony and the Balaton Uplands, and listed in the UNESCO National List of Intangible Cultural Heritage since 2021”. The Christkindl Spiel tradition started in the German settlements of the Bakony and the Balaton Uplands at the time of Reformation in the 18th century. On 24 December, 8 to 15-year-old girls, dressed in costumes and fancy headdresses, roam the village streets from morning till midnight. They knock on the door of every house to perform a play and announce the good news: baby Jesus is born. The tinkling and jingling of bells accompanies their German-language verse-and-song performance. The groups perform various local version of poems, songs and other texts that have been preserved in the village over the centuries.

In addition to song and verse, a family elfin workshop, a Christmas market and handicraft sales, local roundtables (Stammtisch), presentations of the Christmas folk traditions of the Bakony and the Balaton Uplands, and other folk customs associated with the Advent cycle will be shown to visitors. There will be a Christkindl exhibition, the Heimatklang Choir will perform the old songs of the German-speaking community and the Wirtshaustheater (Public House Theatre) will serve a unique, scripted tasting of local dishes complemented with traditional toasts.

Implemented by: Városlődi Villa Nonprofit Ltd

Date: 15th-17th December 2023

Location: Iglauer Park, Városlőd

Website: iglauerpark.hu/programlehetosegek

ON THE TABLE – BRING VALUE TO THE TABLE!

A SERIES OF DELIGHTFUL ROUND-TABLE TALKS IN THE ECoC REGION



Implementing the European Capital of Culture programme gives us the opportunity to get an insight into the daily life of small local communities. Because of their unparalleled riches, we have decided to make visible the minute but significant wonders that we have experienced. Not surprisingly, the local values we have discovered coincide in many ways with the spirit of the ECoC programme.

At the sites of the On the Table program, we touch on important topics such as corporate responsibility, green thinking, environmental sustainability and family friendliness, as well as on making it all work in the workplace, irrespective of whether companies are small, medium-sized or large.

For that reason, we help companies share their experiences in this area and, with the help of our invited experts, make them accessible and embeddable into their daily business. The meetings are friendly opportunities for knowledge sharing and the exchange of experiences.

They are, in fact, informal discussions between invited experts and representatives of local businesses and communities, always on current issues of organisational development, corporate culture or labour issues.

Local communities present to businesses the objectives for which they require support. Companies provide assistance, a helping hand or a partnership in circumstances that are making life difficult for small communities. That is how the Nemesgulács nursery received a fruit dessicator, the Vászoly football team got new football strips and the partnership to renew the courtyard of the Nemesgulács Community Centre was born.

Implemented by: VEB 2023 Jsc.
Date: Continuously during 2022-2023
Location: Bakony-Balaton Region
Website: veszprembalaton2023.hu/en

GENERATIONAL BRIDGES

TEARING DOWN WALLS, BUILDING BRIDGES



Often, it is misunderstandings, communication gaps and isolation that lead to inter-generational tensions. Recognising that and with community building in mind, in 2021 we launched the 'Generational Bridges' workshops at Pannon Community Hub.

The workshop participants first met to brainstorm for programmes, devising ideas for traditionalist and sporting activities, which they then helped to arrange and implement. Traditionalist activities consist of balcony gardening, hair braiding, strudel and pizza baking, bag-sewing, handicrafts and genealogy.

In addition to valuable time spent together, the events focus on stimulating dialogue between representatives of the various generations and exchanges of experience

between the participants. The common topic and working together help resolve generational differences and initiate communication and openness towards each other. The process is supported by mentoring.

Generational Bridges is a project that creates links between the different age groups and the community areas we operate. For example, the maintenance of the Butterfly Grove at Jutas Community Hub is also an inter-generational project.

Implemented by: VEB 2023 Jsc.
Date: Continuously during 2022 and 2023
Location: Veszprém, Pannon Community Hub
Website: ekfpontok.hu/oldal/pannon-kozter-program



REFLECTIONS

IT'S NO COINCIDENCE THAT ARTISTS LIKE TO COME TO LAKE BALATON, THE HUGS OF THE TANUS MOUNTAINS OR THE FORESTS OF THE BAKONY TO FIND INSPIRATION. THE LANDSCAPE AND THE BUILT ENVIRONMENT, THE CULTURE, TRADITIONS AND RICH HERITAGE THAT CAN BE FOUND HERE NOT ONLY REINFORCE OUR OWN LOCAL IDENTITY, BUT THROUGH THE CREATIVE COMMUNITIES AND THROUGH ART, CAN ALSO SHOW TO A WIDER AUDIENCE THE STORIES AND VALUES THAT HAVE SHAPED THE CITY AND THE REGION OVER THE CENTURIES AND CONTINUE TO DO SO TODAY.

WE WOULD LIKE TO SHOW THAT TRADITION, THE HISTORICAL MEMORY OF A PLACE, IS NOT NECESSARILY AN OBJECT OF NOSTALGIA FOR THE PAST, BUT A LIVING HERITAGE, A VITAL FORCE OF IDENTITY SHAPING FOR THE PRESENT, AN INTEGRAL PART OF OUR EVERYDAY LIFE AND PERSONALITY. WE LOOK WITH A CONTEMPORARY EYE INTO THE MIRROR, OR RATHER THE MULTITUDE OF REFLECTIONS, IN WHICH WE SEE THE ROLE OF OUR REGION IN THE HISTORY OF EUROPEAN ART, IN PUBLIC LIFE AND POLITICS. WE RECALL THE SOMETIMES FORGOTTEN HISTORIES AND FACES OF FAMILIES, CHARACTERS AND MICRO-COMMUNITIES WHO COULD STILL BE AN INSPIRATION, WHOSE TRACES STILL HAVE A MEANINGFUL POWER TODAY. WE LEARN TO RECOGNISE OUR NATURAL AND CULTURAL GIFTS THROUGH HISTORICAL MIRRORS, THROUGH INTERPRETATIONS, SHADED BY THE ARTISTS WHO COME HERE, AND WE TRUST THAT MOTIFS AND DOMAINS WE HAVE NOT YET BECOME AWARE OF WILL TAKE SHAPE BEFORE US. IMMERSED IN REFLECTIONS, SOMETIMES IN IDENTITY-AFFIRMING, SOMETIMES IN CRITICAL PERSPECTIVES, WE TRY TO TAKE STOCK OF WHO WE ARE, AND WHAT THE COMPONENTS OF OUR IDENTITY ARE.





Balaton Eye art and photography residence programmes coordinated by the House of Arts Veszprém in 2023:

PHOTOGRAPHY

Europa Archiv – Eric Kessels (NL), Thomas Mainlaender (F) – June – August 2023

Noémie Goudal (F) – June 2023

Dafna Talmor (IL/GB) – June 2023

ART

Christoph Dahlhausen [D] – Light installation – June 2023

The Mirorr Of Space. – Peter De Thouars (RI/NL) – July 2023

Júlia Néma – Balaton Uplands Volcanic Rock Wood - fired Kiln Ceramics Research Programme – July 2023



LAKE BALATON-INSPIRED FRESH ARTISTIC TRENDS

ARTIST IN RESIDENCY PROGRAMMES

As European Capital of Culture, a priority goal of ours is to present the Veszprém-Balaton region as a cultural-creative area with the tools of contemporary art and fresh approaches. The format of the artistic residency programmes enriches the toolbox of several of our projects and partners: House of Arts Veszprém, the professional partners of our Balatorium project and Füred Translation House all build on this very unique and personal connection.

We believe that the best place to create art on Lake Balaton is at Lake Balaton. We invite or select artists from home and abroad who become inhabitants of the Balaton landscape for several weeks. The works of art, photography, ecological art and literature will be inspired by Lake Balaton: the invited artists will create their original works based on their experiences and impressions of the place.

The residents of the international artist colonies will create works inspired by their impressions and experiences in the unique atmosphere of Lake Balaton, reflecting on Lake Balaton as a cultural landscape or as a natural medium at the intersection of ecological challenges.

Balaton Eye art and photography residence programmes in 2023 coordinated by House of Arts Veszprém: In our literary residency programme organised by the Hungarian Translators’ House in Balatonfüred, six major European

poets will share their experiences of the Bakony-Balaton cultural landscape in the language of poetry in spring 2023. The invited authors will not only be here to write literature. The poems will be adapted by the invited translators, working with the poets in different languages, and the result will be a multilingual poem collection, which will be presented in lectures at secondary schools and universities to a young audience with a taste for literature.

The **Balatorium A.I.R. residency programme** will host Hungarian and international artists for the second time in spring 2023 - this time in cooperation with the Balaton Uplands National Park Authority. The aim of the programme is for the participating artists to create new works based on site- and context-specific research, reflecting on the fragile ecological state of Lake Balaton, and advancing the dialogue between science and art. The works will be presented during the Ecological Weekend organised in the framework of the Balatorium project.

Implemented by: House of Arts Veszprém, Hungarian Translators’ House Foundation, PAD Foundation
Location: Veszprém and the region
Date: Continuously during 2023

BOGLÁR 50

UNEXPECTED CULTURE



Conjuring up an unexpected culture

“In the 1960s, a new, critical and offensive neo-avant-garde culture appeared in Hungary. Its blossoming took Hungarian cultural and political life by surprise. In North America and Western Europe, neo-avant-garde replaced the fading classical avant-garde at a time when, following its total repression, it was just being revived in Central Europe. But the neo-avant-garde, in sync with the world trend, was an unexpected challenge to the Eastern powers: they expressly hindered its development because of its social relevance. This culture was marked by unexpectedness, not only in its relationship to its environment but also in its constantly changing and ever-renewed forms. The ultimate source of that uncertainty lay in the artistic attitude towards an unknown reality. The creators of an unexpected culture allowed themselves to be surprised by the new challenges of the soul and spirit from within and by time and history from the outside world. In their endeavours, that attitude emerged as a stylistic trait, in their spontaneous self-organisation and in finding new forms and spaces of the public sphere.”

György Galántai used his chapel studio in Balatonboglár as an exhibition space for new art in the summers of 1970-73. The exhibiting artists, like himself, were mainly from Budapest, as the Hungarian neo-avant-garde, in sync with the world, crystallised in the only major Hungarian city. Tamás Szentjóby and his colleagues organised the first Hungarian happening in Galántai's studio. Péter Halász, whose experimental theatre company organised the first Hungarian apartment theatre after being banned by the authorities – also performed his all-night play King Kong in and around the Boglár chapel. – Ádám Tábor

ECoC's professional programme entitled Unexpected Culture pays tribute to the irreplaceable and still valid European heritage of this important chapter of the neo-avant-garde in Hungary by inviting and supporting six visual arts and, in part, all-art projects. We hope that exploring the European embeddedness of neo-avant-garde, historical exhibitions and performative events will revive its heritage for contemporary society.

During 2023, the following projects are implemented under Unexpected Culture's umbrella:

The Boglár Chapel Project – Exhibition at Vaszary Gallery

Curator: József Mélyi, Assistant curator: Zsófia Kergyó

Date: May – August 2023

Location: Vaszary Gallery, Balatonfüred

Website: vaszarygaleria.hu

Performative Archive: Balatonboglár 1970-73

Date: August - October 2023

Location: Balatonboglár

Website: kulthalo.babelcamp.hu

Gábor Attalai Exhibition

Date: September - December 2023

Location: Veszprém

Website: muveszetekhaza.hu

Cultural Hill in Culture Valley 1973/2023

Date: July 2023

Location: Kapolcs

Website: artpool.hu/boglar/KulturDomb.html



During 2023, two outstanding artists of the Hungarian neo-avant-garde, Imre Bak and Dóra Maurer, will be presenting works from their respective formative periods at Vaszary Gallery of Balatonfüred.

IMRE BAK: SITUATIONS

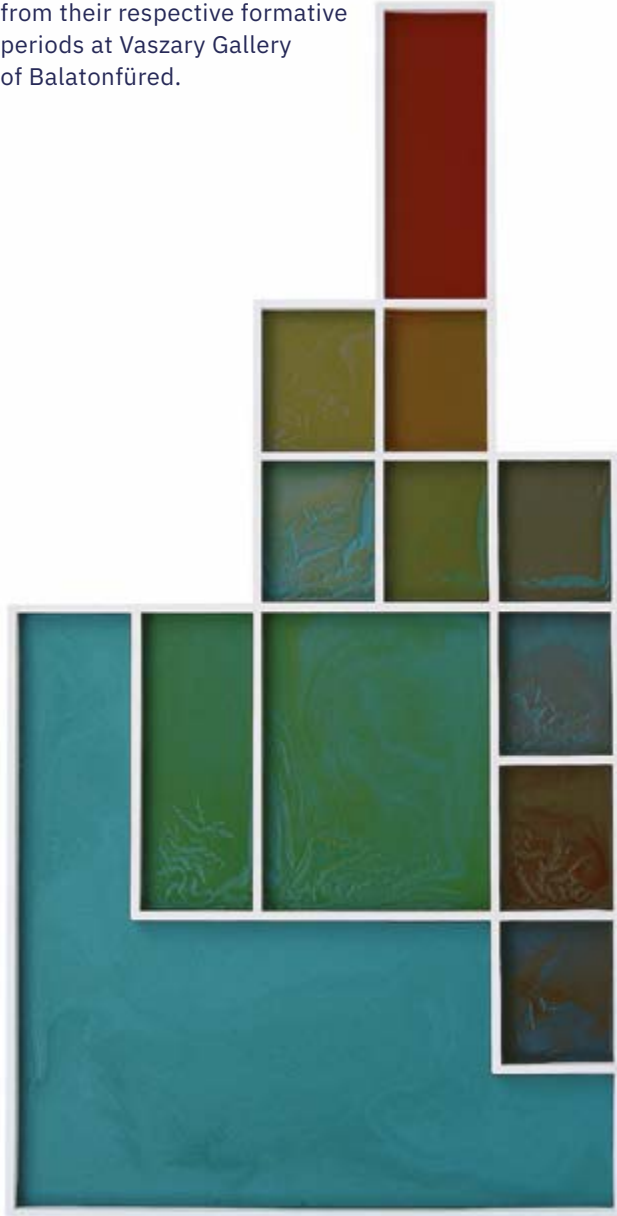


WORKS 2004-2022

For the first time, the exhibition at Vaszary Gallery will review Imre Bak's series created between 2004 and 2022, showing the evolution of his oeuvre. Each section of the exhibition focusses on the main groups of works from the newer phases of the oeuvre, showing how geometric abstraction and figurative associations are returning to Bak's art, how the newer works are characterised by the duality of hard edge painting and digital allusions and the sensual vibrancy of metaphysical spaces, and how Bak is rethinking the traditions of (geometric) painting and his own set of motifs.

Imre Bak's art has recently attracted international attention, with his paintings lately being included in the collections of the Tate in London and the Metropolitan Museum in New York. However, no overview of the most recent periods of his oeuvre has been published since 2003, and the Balatonfüred exhibition aims to fill this gap. The title of the exhibition evokes the ambiguous title often used by the artist in recent years, referring to the situation of forms, the new constellations that emerge in the (re) development of his oeuvre and the existential situations that motivate change.

Date: January-May 2023
Implemented by: Balatonfüred Kulturális Közgyűjtemény Fenntartó NKft.
Location: Vaszary Gallery, Balatonfüred
Website: vaszarygaleria.hu



DÓRA MAURER EXHIBITION



Dóra Maurer's artistic, pedagogical and transnational art mediation activities have made her a leading figure on the national and international art scene. Her international fame has been enhanced by the retrospective exhibition at the Tate in London in 2019.

Vaszary Gallery in Balatonfüred presents a diverse selection of Maurer's early graphic works, paintings and conceptual photography. The exhibition focusses on the emergence of the problematic of historicity in Maurer's work over more than six decades: the multifaceted play

of art historical references, the possibilities of representing temporality, the dilemmas of visualisation and (age) relativity of stories and narrative structures.

Date: September-December 2023
Implemented by: Balatonfüred Kulturális Közgyűjtemény Fenntartó NKft.
Location: Vaszary Gallery, Balatonfüred
Website: vaszarygaleria.hu



JÓZSEF EGRY 140

BALATON, SICILY, NERVI



The 140th anniversary of the birth of József Egrý in 2023 will be celebrated in 2023. The artist, who settled in Keszthely after World War I and later moved to Badacsony, is primarily known as a painter of Lake Balaton, although his oeuvre is much more complex. It is not widely known that the Laczkó Dezső Museum of Fine Arts in Veszprém holds nearly 50 Egrý paintings, including major masterpieces like ‘St. Christopher at Lake Balaton’ and ‘Rainbow’. There are also many personal documents, mostly letters and photographs, in the museum’s repository. In light of that, it is somewhat surprising that the last time the public was able to see Egrý’s works in Veszprém was in 2008, more than ten years ago. We do not plan, though, to have a classic exhibition of his life’s work in the of the museum’s main building in Veszprém, which is under renovation and to be completed in 2023.

In 1916, during World War I, József Egrý was treated at the military hospital in Badacsony, where he met his future wife, Júlia Pauler. After the war, he lived and worked in Keszthely and Badacsony but usually spent the winters in the capital, Budapest. Studies consider this period a turning point in Egrý’s painting. His pre-war, thickly textured, oil paintings had gradually dissolved into light, almost ethereal paintings and prints based on atmospheric light effects. Most of them depict water, Lake Balaton and

the surrounding landscape, with the people living and working in it. At the same time, Lake Balaton also became the setting for sacral themes. Not to be neglected is that Egrý and his wife spent nearly 6 months in Sicily in 1929, then they travelled to Italy for a few months in the spring of 1938.

Those trips abroad inspired the concept of the exhibition. We intend to juxtapose the pictures of Balaton, created after the artist settled in Badacsony around 1919-20, with his works painted by the sea during his travels in Italy. In line with that idea, we aim to include works from various public collections and closely guarded, privately owned, paintings, closed away from public view.

In connection with the anniversary, the exhibition will feature 140 works of art and fill the three temporary exhibition halls of the Museum in Veszprém. It will also offer the public an unusual accompanying programme: experiential museum education sessions and individual guided tours, and will even be combined with gastronomic evenings.

Implemented by: Laczkó Dezső Museum

Date: June to October 2023

Location: Veszprém

Website: <https://www.ldm.hu/en>



PERSONAL BALATON



The project ‘Personal Balaton’ explores the past and present of Lake Balaton, making them visible through analogue and digital means, mainly by presenting privately owned material (photos, videos, postcards) at railway stations and ports along the shores of Lake Balaton, as well as on social networking sites and web pages accessible to the broader public.

The programme began in 2022, with a research and collection exercise. We were looking for stories and for people who were willing to share with the public the important moments of their lives related to the region, with either photos or personal narratives.

The stories are presented in a thematic format. For example, we will recall the Balaton swimsuit trends, the history of sailing, Lake Balaton in winter, the transformation of the beaches and the (creative) journeys of writers and poets on the shores of the lake.

On the north shore, Balatonalmádi, Balatonfüred, Balatonakali, Révfülöp, Badacsonytördemic, Balatongyörök and on the south side, Balatonfenyves, Fonyód and Siófok will host the exhibitions and installations portraying our shared and personal memories and experiences in the busy waiting rooms and other public areas of railway stops and stations and ports.

Implemented by: Lipták Gábor City Library

Date: May - October 2023

Location: Balatonalmádi, Balatonfüred, Balatonakali, Révfülöp, Badacsonytördemic, Balatongyörök, Balatonfenyves, Fonyód, Siófok



BEYOND

ALTHOUGH WE WILL OFFICIALLY HOLD THE TITLE OF EUROPEAN CAPITAL OF CULTURE ONLY UNTIL 31ST DECEMBER 2023, OUR PROGRAMME IS BUILT TO HELP THE INTENSIVE, INNOVATIVE COMMUNITY OF VESZPRÉM AND THE REGION TO CHANGE SCALE AND DEVELOP, CREATING A SOLID FOUNDATION FOR THE FUTURE BEYOND 2023.

WE WOULD LIKE VESZPRÉM AND THE BAKONY-BALATON REGION TO BE AN ATTRACTIVE TOURIST DESTINATION ON THE MENTAL MAP OF THE HUNGARIAN AND FOREIGN PUBLIC, NOT ONLY IN 2023 BUT ALSO BEYOND, ENRICHED WITH NEW HORIZONS, MINDSET-SHAPING POWER AND VIABLE CULTURAL ACHIEVEMENTS IN THE LONG TERM. LAST BUT NOT LEAST, WE WOULD LIKE TO CREATE NEW POINTS OF REFERENCE AND NEW PERSPECTIVES FOR OURSELVES AND FOR THE PEOPLE WHO LIVE HERE: TO BRING TO LIFE PLACES, SPACES AND MODEL EVENTS THAT CAN GIVE A NEW QUALITY TO THE EVERYDAY LIFE OF PROFESSIONAL AND LAY COMMUNITIES.

THIS IS PERHAPS THE MOST TANGIBLE EXPRESSION OF OUR INITIAL GOAL: TO LAUNCH A CREATIVE RURAL REGION, WITH VESZPRÉM AT ITS HEART AS A CULTURAL POWERHOUSE. A VIBRANT, INSPIRING, NEW YET LONG-STANDING CULTURAL SPACE THAT WILL BE UNMISTAKABLY RECOGNISABLE AND ATTRACTIVE TO THE EUROPEAN GAZE.





CODE – CENTRE OF DIGITAL EXPERIENCE

CENTRE OF DIGITAL EXPERIENCES

CODE i.e., Centre of Digital Experiences, is a facility to present ever-changing and immersive digital content in a building that once was Veszprém County Cultural Centre.

Shows creating an immersive experience that fully surrounds the viewer with high-end projected visuals and audio effects have become the most popular attractions in many European and overseas countries in Asia, Japan and the Middle East. In 2023, Veszprém will also join this group with the opportunity opened up by the ECoC year.

Once the reconstruction is complete, visitors will be welcomed by various experience areas. The Exhibition Area on the ground floor will house permanent and temporary digital and analogue installations. The Hexagon, a former 400-square metre theatre on the floor above, will be used mainly as the venue for 360-degree immersive performances. The Hexagon will also host hybrid events and staging, among others, theatre and music productions. The former stage and behind-the-scenes area will be

converted into a 60-square metre studio, suitable for 180-degree interactive and three-dimensional shows.

Admittedly, CODE aims to create a modern cultural tourist attraction based on state-of-the-art technologies that will keep Veszprém, with this new attraction, unique in the region, on the horizon of visitors' interest in 2023 and beyond.

The way to attain this aim is to constantly offer new temporary exhibitions and show the works of the most significant international and Hungarian visual artists and photographers in its special form-language, where it creates radical new educational opportunities and popularises science in exciting, interactive 3D and VR experiences for children.

Date: from autumn 2023

Location: Veszprém

ACTICITY DANCE AND MOVEMENT CENTRE



In 1904, a state-run children's shelter to serve the Central Transdanubia region was built in one year on the southwestern outskirts of Veszprém. Many locals remember it as Heim Pál Children's Hospital, which it became later. The architectural designs were drawn up by Lajos Ybl. The Veszprém children's shelter operated until 1945. Between 1955 and 1995, the now more than a century-old building was known as Heim Pál children's hospital.

In December 2018, when Veszprém and the Bakony-Balaton region jointly and successfully applied for the title of European Capital of Culture 2023, the buildings and property of the former Heim Pál Children's Hospital had been vacant for 23 years. Winning the title of European Capital of Culture 2023 provided an opportunity to renew efforts to rejuvenate the property.

ActiCity will be a new cultural meeting point. It will provide physical space, training and performance opportunities for the dance and movement arts groups currently operating in several locations in the city. Classical ballet, various ballroom dancing and folkdance groups, as well as current and trendy movement forms such as rhythmic gymnastics and wall climbing can operate in one place in an economical and self-sustainable manner. The building complex will also provide space for children to develop a culture of physical activity. Parents will also be able to spend their time with them usefully, doing sports and exercise, having a cup of coffee in the newly designed café or taking a walk in the replanted English garden.

Date: from April 2023

Location: Veszprém





HUMAN BEHIND BARS

DUNGEON EXHIBITION



Have you ever thought about the fact....that there is no world without crime, punishment and prisons?

The prison exhibition Human Behind Bars, renewed in both appearance and content in the former Veszprém Castle Dungeon, explores such thought-provoking questions through stories of Veszprém and beyond.

The new exhibition will open in the second half of 2023. Interestingly, access will be only by an elevator that takes the visitors directly to the former prison guard post and puts them right in the middle of the exhibition.

The dungeon was in use as the city prison until 2003. Visitors will therefore enter a genuinely authentic prison. In the cells to the right and left of the corridor, they will learn about the history of the penal system from a broader historical perspective. The 18 cells in the passage will tell micro-(hi)stories related to Veszprém and the prison itself.

For example, what sounds surround the prisoners at night? What is the cost per year of keeping someone in prison in Hungary? What is ‘mobilising’? Visitors can interactively experience the passage of time inside closed walls and how it feels to stand on a pillory. The less faint-hearted can also learn about the strict torture rules in the old days or the hangman’s daily chores.

The exhibition guides the visitor through the prison corridors offering a glimpse into the cells while retaining the authentic prison atmosphere and appearance of the actual prison world so that they are ‘captivated’ by a real sense of what life is like behind bars.

The aim is to make the renewed exhibition a European touristic and cultural flagship programme. Hopefully, it will attract visitors to Veszprém by itself and will be a must for visitors who come here in combination with other programmes.

Notably, the exhibition does not want to tell visitors what to think but rather make them feel and discover the exhibition. The following layers of content are proposed:

- There is no world without crime, punishment and prisons;
- The dungeon has been part of Veszprém’s life for centuries;
- The history of punishment, prison and prisoners is the history of a community and human destinies;
- Prisoners are part of our lives while behind bars and after their release.

Our clear intent is a wish that the leading target group of the exhibition should be grammar school class groups (aged 14+).

A museum education area will be set up for grammar school groups in the back of the exhibition space, where interested classes can participate in guided museum education sessions.

Implemented by: Veszprém 2030 Ltd, Laczkó Dezső Museum

Date: Autumn 2023

Location: Veszprém

HUNGARIAN MOTION PICTURE FESTIVAL

FOUR DAYS OF CINEMA



In 2023, for the third time, the Hungarian Motion Picture Festival will take place in Veszprém and at Lake Balaton, with open-air screenings, the premieres of the latest Hungarian films, international festival award winners, stars, meet-the-stars events, youth programmes, exhibitions, concerts, and gastronomy programmes.

Recognising the importance of bolstering the Hungarian cinema brand, strengthening the relations between the film industry and the public, and maintaining the tradition of the Veszprém Television Festival, the National Film Institute and the city of Veszprém have joined forces to re-think the institution of the feast of Hungarian film. The Festival ('Szemle'), previously held in Budapest for decades, combined with the free waterfront feel of the highly successful Film Picnic in 2020, have been amalgamated into the Hungarian Motion Picture Festival since 2021.

The new venue has also given a new impetus to the festival, with Hungarian films finding new audiences in the country's most popular holiday destination. Perhaps the Festival's main attraction is that one can watch the latest Hungarian movies on the promenades, on the beaches of Lake Balaton or even in the castle of Veszprém.

The audience will be able to see every genre of film: features and shorts, documentaries, animations, series, and experimental films. There will be audience meetings and professional discussions before and after the screenings. Also, concerts and a choice of film-themed

gastro programmes follow each evening after the final credits have run. The Festival is not for Hungarian movie fans alone; it is an opportunity for the entire Hungarian motion picture industry to gather at the professional programmes organised as part of the event. The Hungarian Motion Picture Awards and the Lifetime Achievement Awards will also be presented at the festival. The Hungarian Film Academy members will decide on the awards with a secret vote and the awards will be presented at a gala on the festival's closing day.

We intend the Festival to become the biggest celebration of film in the region. We hope it will strengthen and inspire existing moving picture communities and create new ones. We will address the upcoming film generation with the Mobile Balaton film contest for students. And the students from the University of Pannonia, the Metropolitan University (METU), the Moholy-Nagy University of Art and Design (MOME) and the University of Theatre and Film Arts will also present their works as the creative professionals of the future.

Implemented by: VEB2023. The programme is implemented with the support of the National Film Institute and in cooperation with the Hungarian Film Academy.

Date: 7th - 10th June 2023

Location: Veszprém, Balatonalmádi, Balatonfüred

Website: mozgokepfesztival.hu/

HUNGARIAN FILM HAS FOUND A NEW HOME IN VESZPRÉM AND AT LAKE BALATON

Veszprém hosted the Hungarian Television Meeting for two decades, between 1971 and 1991. In addition to film screenings, an international meeting of representatives of television companies took place here every year. The town was an active participant: institutions and companies hosted screenings and professional debates, and a social jury made up of members of the public judged the works. The main venue was Dimitrov County Cultural Centre.





FOTON AUDIOVISUAL CENTRE

In the spring of 2023, the long-vacant building with its courtyard at 17 Vár Street, the Fire Watchtower and the Parapet Walk will open as a single, multifunctional new community and cultural hub.

An auditorium, a café, an exhibition space, and renewed hanging gardens – areas for various community programmes, concerts, talks, screenings, workshops, book launches or public meetings will be created and renovated. The basement will also house Fixir, the House of Arts' digital creative workshop. In addition, a mobile outdoor stage and seating area will be erected in the courtyard of the Fire Tower. It will be a venue suited, weather allowing, for outdoor theatre performances, music evenings or afternoon family activities.

FOTON will provide the venue of media art and film screenings, artist and audience meetings, and film and media workshops for amateurs and professionals alike. We hope FOTON will become a reference point for many institutions in Veszprém and even nationwide – as a regional meeting point for creative professionals.

The building will gain a new lease on life, transformed into a multifunctional arts and culture centre where various arts – film, music, visual arts, theatre, literature, etc. – can present themselves in a wide range of cultural programmes.

Implemented by: Veszprém 2030 Ltd, Foton Audiovisual Centre
House of Arts Veszprém
Date: from May 2023
Website: fotonveszprem.hu

OUTREACH

ONE OF THE KEY OBJECTIVES OF THE VESZPRÉM-BALATON 2023 EUROPEAN CAPITAL OF CULTURE PROGRAMME IS COMMUNITY BUILDING, WHICH IS SUPPORTED BY OUR COMMUNITY INVOLVEMENT PROGRAMMES IN THE MUNICIPALITIES OF THE ECOC REGION. WE BELIEVE THAT COMMUNITY BUILDING IS THE KEY TO ENSURING THAT THE VALUES CREATED BY THE ECOC TITLE ARE NOT ONLY PRESERVED AND SUSTAINED IN THE TITLE YEAR, BUT ALSO ACROSS GENERATIONS.

SHINIES

VOLUNTEER PROGRAMME OF VEB 2023

Perhaps one of our first goals was to make a difference in the field of volunteering: from the very beginning, we wanted to help organisations in Veszprém and the region to learn about the culture of volunteering and to expand the possibilities of social and community involvement.

Since 2020, the 'Shinies' volunteer team has been instrumental in bringing the VEB2023 ECoC flagship cultural events to the local community, impacting on the wider life of the city and the region. It is important that the organisations hosting volunteers are more aware and organised in their work, and that an approach and practice is maintained beyond 2023 that is useful for both the organisations operating in the region and the population wishing to volunteer.

The VEB2023 ECoC Volunteering Programme is a great opportunity to open up to Europe in the field of volunteering. Thanks to our International Volunteering Programme, the residents and volunteers of the Veszprém-Balaton region will have the opportunity to make contacts on an international stage that will be a relevant experience for them in the long term. We are convinced that our volunteer programme is one of the strong links in the network of European Capitals of Culture, which will help us lay the foundations for the international cultural development of Veszprém and the region in the long term.

To this end, we participate in the European Solidarity Corps (ESC) programme, which allows young people from abroad to be actively involved in the work of ECoC for a longer or shorter period of time and to be part of the Shinies team. The programme provides them with almost full board and

lodging, opening up the possibility for everyone to bring the culture of their own country to Veszprém and take the experiences and the things they have seen here with them. Our aim is to prepare several institutions in Veszprém to participate in the ESC programme, thus opening up the long-term possibility of hosting international volunteers.

The Volunteering Programme is a key objective to create a sustainable volunteering scheme, where organisations, festivals and programmes in the region can recruit and employ volunteers for the long term. Thanks to this system, the concept of volunteering will be maintained in the region after the end of the VEB2023 ECoC year as one of the legacies of the ECoC raised to European level. We believe that through the unique cultural events of VEB2023 ECoC, our volunteers (both Hungarian and international) will gain life-long experiences, and experiences that will lay the foundations for the long-term cultural and artistic development of the region.

Implemented by: Veszprém-Balaton Régió Kultúrájáért
Közalapítvány (Public Foundation for the Culture of the
Veszprém-Balaton Region)

Location: Veszprém and the whole Bakony-Balaton region

Website: helloragyogok.hu/en

Partnerek: Veszprém-Balaton 2023 Jsc., Fekete Sereg Youth
Association, Civil House, Festival Volunteer Centre, House of
Arts, University of Pannonia, Kabóca Puppet Theatre





PANNON COMMUNITY HUB, JUTAS COMMUNITY HUB



With the creation of ECoC Community Hubs, our aim is to create face-to-face meeting places for community organisations.

Community building is a cornerstone of our programme. A truly exciting European Capital of Culture is made alive and vibrant by the people who live there. To do this, it is important that people of different ages and from different walks of life meet, get to know, understand and accept each other. The opening up of public spaces and the creation of content, as envisaged in the VEB2023 programme, will create new opportunities for this dynamic network of relationships.

Two Community Hubs opened in Veszprém as early as 2021, and we are continuously working with our partners to fill them with programmes.

Pannon Community Hub

Pannon Community Hub is primarily aimed at university students. The design of the venue was done together with them, including pallet furniture, and the interior design and colour scheme were adapted this.

The functions of Pannon Community Hub:

- the programme plan for the academic year reflects the spirit and values of ECoC: community-building, multi-generational board game nights, a series of programmes to introduce foreigners living among us, film clubs with discussion evenings, cultural programmes
- the University of Pannonia, as ECoC's strategic partner, as a communication and organisational point for the ECoC

- providing space and venues for student self-organisation
- home of the secretariat of UNECC (University Network of European Capitals of Culture)
- the small and large project halls and the community space are available for use by ECoC programme promoters and partners through a booking system, thus providing a venue for some of the events organised in ECoC projects

Jutas Community Hub

A special community space to engage the micro-communities of the housing estate: music door, Lego club for children and adults, educational open-air lectures, family workshops... programmes for all ages, programmes that allow people to meet.

Since 2021, we have been stacking up the components of the Jutas Community Hub and in 2023 we will open the doors even wider. As we take possession of the running circles and renew the parks, we will fill them with programmes: outdoor yoga, Nordic walking tours, nursery and school fence drawing competitions, asphalt drawing competitions, photo and sound collection calls and community games to build on all of these.

The detailed programme of Community Hubs is constantly updated and is available here: ekfpontok.hu/

HORIZONTAL CORE VALUES



Environmental sustainability in the everyday practice of cultural operators

The title of European Capital of Culture has an impact on the lives of many communities, organisations and institutions already in the preparatory phase leading up to the title year, so it is our responsibility to lead the way in environmentally sustainable event management and organisational practices, to lay the foundations for this and to make it widely available.

In order to ensure that our ambitions are valid across the Bakony-Balaton region, we have created a Sustainability Criteria System for the programme, which all events must meet. We are proceeding with these commitments on a step-by-step basis, with the aim that by 2023, all programme organisers will have the knowledge and tools to organise their programmes in an environmentally conscious way.

To this end, we have compiled a set of environmentally friendly ‘best practices’, partners and tools available in the region, to provide all the useful information to event organisers and applicants for programmes through training, workshops and mentoring sessions.

The Sustainability Criteria System includes some points where ideal conditions are still missing. For example, in order for a major event to comply with the requirement to use washable cups, it has to hire a stock of recups from the capital, which not only increases its costs but also creates significant emissions. Our challenge is to create the right environment to meet these commitments, so we are launching a business development scheme to provide gap-filling “green” services in the region (e.g. recup washing and rental, selective waste collection at events, compost toilet rental).

Visitor-friendly programme implementation

By winning the ECoC title, we have the opportunity to go one step further and raise the number or quality of cultural activities as well as the level of accessibility. By visitor-friendliness, we mean an accessible and enjoyable approach to programme delivery, not only for people with disabilities, but also for foreign visitors and older people.

This core value and understanding has helped us to better understand what is really needed, and that even if you can’t make everything 100% barrier-free, you can still make hearts more open; and we recognise that it is often a lack of knowledge that is a barrier to this. The aim of our equal opportunities programme development was to improve together, step by step, year by year, with the help of the people concerned, and to educate not only the programme organisers but also the visitors who come to us.

Our visitor-friendly programme manual created with the help of local organisations is a useful tool for all cultural programme organisers, cultural institution managers and hosts. Our awareness-raising sessions have been useful for our partners and also for our own ECoC team, and as a result of our joint work, a sign language interpreter is no longer an unusual phenomenon at an artist-meets-audience event after a subtitled film; that our events are well signposted to inform foreign-language visitors where to find a drinking fountain or accessible toilets; CONTACT sign language interpretation services help deaf audiences visiting our cultural institutions to find their way around, or that audio-narrated programmes make our festivals more enjoyable.



Family-friendly events

When designing our programme, one of our core values was to offer child- and family-friendly programmes. The aim was not to create only children’s festivals, but to make our existing events, cultural institutions and tourism service units which are relevant to young adults child-friendly, and therefore family-friendly.

To achieve our goal, we have involved local and national advocacy organisations, with whom we have developed a system to develop our cultural activities step by step. We have met with greater openness than we expected, with young families with children becoming an increasingly prominent target audience these days, who want to go out and enjoy a ruin concert or a festival, or an exhibition if appropriate, just as much as their peers without children or with older children.

With all this in mind, we have created a repository of knowledge that can often make our programmes more child-friendly with minimal effort and often at minimal cost. We have provided mentoring to our programme implementing partners; we have encouraged cultural institutions to make their programmes more accessible to children through financial support and awareness-raising sessions, including baby-mummy corners and accessible and understandable exhibition talks. We made the concept of family-friendliness more tangible for hospitality workers through awareness-raising workshops and for festival organisers through enthusiastic professional partners.

It’s an uplifting feeling when a country festival makes available silencing ears, a baby-mummy corner, steps in the toilets and a children’s wristband, so that anxious parents can let go and enjoy the festival organised for them.

PARTNER INSTITUTIONS, STRATEGIC PARTNERS, OWNERSHIP

PARTNER INSTITUTIONS

AGÓRA VESZPRÉM KULTURÁLIS KÖZPONT

MŰVÉSZETEK HÁZA

EÖTVÖS KÁROLY MEGYEI KÖNYVTÁR

VESZPRÉMI PROGRAMIRODA

KABÓCA BÁBSZÍNHÁZ

LACZKÓ DEZSŐ MÚZEUM

VESZPRÉM
VESZPRÉMI PETŐFI SZÍNHÁZ

VESZPRÉMI TURISZTIKAI NONPROFIT KFT.

MŰVÉSZETEK HÁZA

HANG VILLA

veszprém
megyei
levéltára



Pannon Egyetem
University of Pannonia



VESZPRÉMI ÉRSEKSÉG
Őseink hite a jövő reménye



Érseki
TURISZTIKAI
KÖZPONT



ÉLŐBEN AZ IGAZI



PANNON
VÁR
SZÍNHÁZ



STRATEGIC PARTNERS



Balaton-felvidéki
Nemzeti Park



BUDAPESTI
METROPOLITAN
EGYETEM

iASK
INSTITUTE OF ADVANCED STUDIES K Ö S Z E G



MN
MAGYAR NEMZETI
LEVÉLTÁR



MAGYAR
TURISZTIKAI ÜGYNÖKSÉG



Pannon Egyetem
University of Pannonia



VESZPRÉMI ÉRSEKSÉG
Őseink hite a jövő reménye

INTERNATIONAL PARTNERS



BOD 2024
EUROPEAN CAPITAL
OF CULTURE

2023 ΕΛΕΥΣΙΣ
EUROPEAN CAPITAL
of CULTURE
2023ELEUSIS.EU



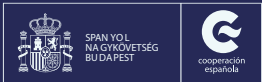
ESCH-SUR-ALZETTE
EUROPEAN CAPITAL
OF CULTURE

EU
JAPAN
fest

salz
kammer
gut 2024
European Capital of Culture
Bad Ischl Salzkammergut

NL Netherlands

INTERNATIONAL PARTNERS



SPONSORS



KEY PARTNER INSTITUTIONS



MÁV-VOLÁN CSOPORT

MEDIA SPONSORS



OWNERSHIP



WHERE TRADITION MEETS INNOVATION

BALLUFF

THE LONG HISTORY OF BALLUFF IN VESZPRÉM

When Balluff GmbH, based in Germany, set up a factory in Hungary in 1989, it was a bold decision. But the success of the next 34 years speaks for itself - and is evidence to a unique partnership.

Balluff, the market-leading industrial sensor and automation specialist, has a long-standing partnership with the Veszprém region. When the company's competitors decided to relocate production to Asia, the sensor specialist for industrial automation solutions chose a different path and made a conscious decision to invest in Hungary. This was based on successful personal contacts in Hungary and the high technical skills of the local workforce.

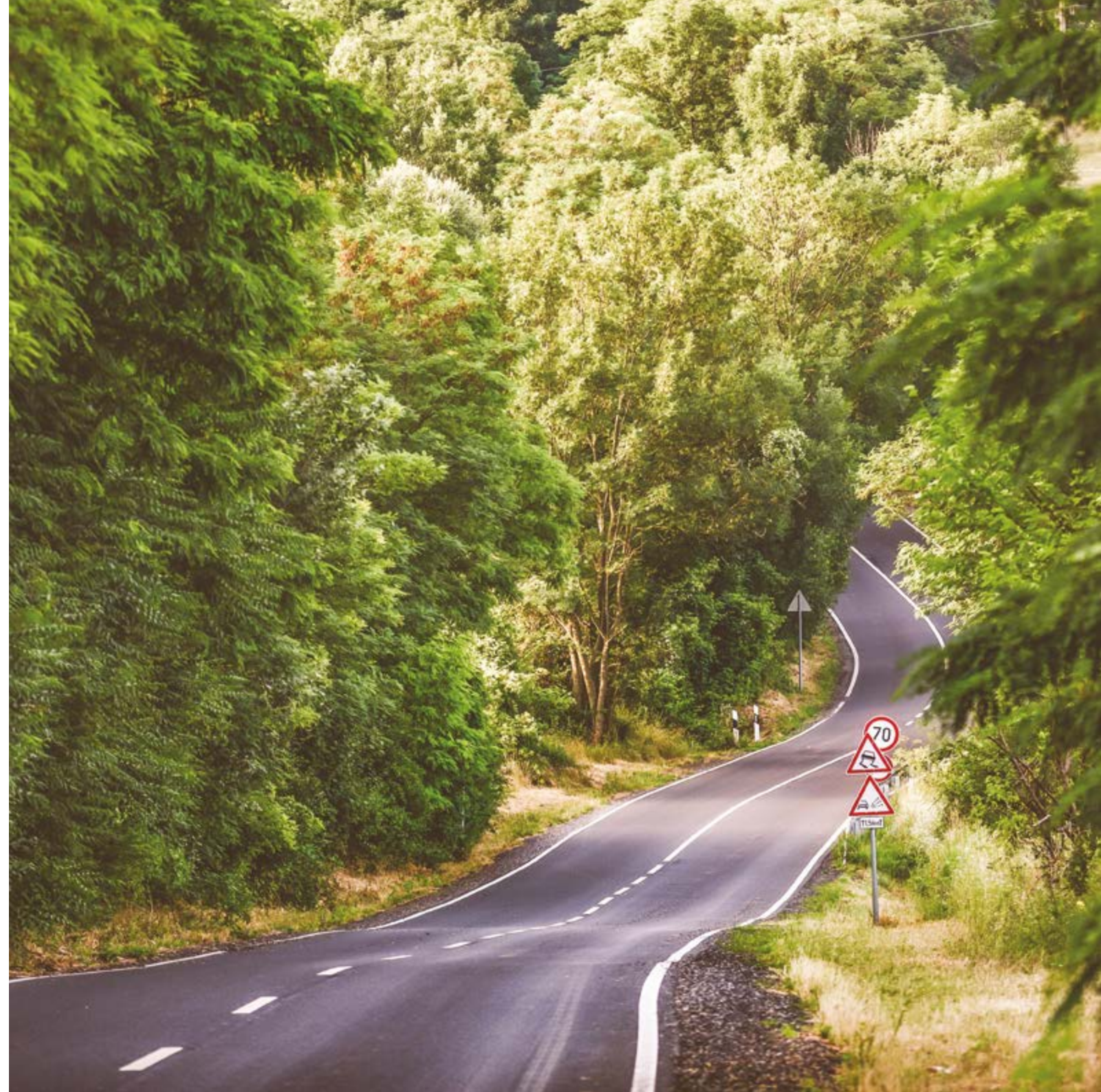
Trust has paid off: with more than 40 industrial patents, Balluff-Elektronika Ltd is now an important innovation and development site for the global group. With 3.8 million products manufactured each year, Veszprém has become the Group's largest production centre and the second largest development competence centre. Balluff Hungary, which started with 13 employees, now has a staff of more than 1,100 people - about one third of the global team of 3,600. In the region, Balluff is known for its modern work culture and excellent benefits. In the future, the company plans to continue to grow and invest in expanding its local technology team as software development and digitalisation become increasingly important in the future of industrial automation.

As a fourth-generation global family business, corporate social responsibility is extremely important to Balluff. The company supports numerous charities, works with universities and sponsors sporting and cultural events. In addition to these, Balluff is particularly proud to be an official key sponsor of the Veszprém-Balaton 2023 European Capital of Culture programme.

"We are proud to be part of the success story of the city of Veszprém. As a family business with a global outlook, we see it as our duty to support the region and the people who live here. We are therefore particularly pleased to be an official sponsor of the European Capital of Culture 2023 programme."

Tamás Ötvös

Managing Director – Balluff-Elektronika Ltd



PROGRAMME

SCHEDULE

EVENT TITLE	DATE	PARTNER(S)	CITY, REGION	VENUE/LOCATION
Papírkutya (Paper Dog) weekly concerts Tuesday-Wednesday-Thursday	all year round		Veszprém	Papírkutya (Paper Dog)
Old Town Market - every second Sunday	all year round		Veszprém	Óváros Square
CultNet Base programmes	all year round		Bakony-Balaton region	
Programmes of Barn Programme settlements	all year round		Bakony-Balaton region	
Soundplay	all year round	Hangvető	Veszprém	
Personal Veszprém	all year round		Veszprém	
Value Circles	all year round	Central Transdanubian Association for Youth	Veszprém, Bakony-Balaton region	
Land P/reservation	all year round	Contemporary Architecture Centre	Bakony-Balaton region	
Basalt School	all year round	CAN Architects Studio Architects’ Office	Bakony-Balaton region	
Tegularium / Brick Collection exhibition	all year round	House of Arts Veszprém	Veszprém	Dubniczay Palace
Faces of a Woman – bid and exhibition	13 th Jan - 20 th Jan	Agóra Veszprém Cultural Centre	Veszprém	Agóra Veszprém
InterUrban – Kaunas (Lithuania)	16 th Jan - 29 th Jan	Hangvető	Veszprém, Bakony-Balaton region	Dubniczay Palace
Balaton Retro – Advertisement and Propaganda in the Service of the Ideal Holiday exhibition	17 th Jan - 5 th March	House of Arts Veszprém	Veszprém	Dubniczay Palace
Gyula Várnai: Defence Speech solo exhibition	18 th Jan - 19 th Feb	House of Arts Veszprém	Veszprém	Csikász Gallery
Glass Focus Contemporary Group international glass art exhibition	19 th Jan - 16 th April	House of Arts Veszprém	Veszprém	Dubniczay Palace
Art Collectors’ Day – KULTUR. KONKRET - A selection from Carl-Jürgen Schroth’s collection	20 th Jan - 5 th March	House of Arts Veszprém	Veszprém	Dubniczay Palace
Art Collectors’ Day – CENTURY. idee bauhaus. Exhibition	20 th Jan - 5 th March	House of Arts Veszprém	Veszprém	Dubniczay Palace

EVENT TITLE	DATE	PARTNER(S)	CITY, REGION	VENUE/LOCATION
Focus on female artists – a selection from the material of the Vass László Collection	20 th Jan - 28 th May	House of Arts Veszprém	Veszprém	Modern Gallery - Vass Collection
Vass Shoe Exhibition – shoe history permanent exhibition	20 th Jan - 30 th Dec	House of Arts Veszprém	Veszprém	Modern Gallery - Vass Collection
SHINE! Grand Opening	21 th Jan		Veszprém	City centre
Day of Hungarian Culture	22 nd Jan		Veszprém	
Imre Bak exhibition	22 nd Jan - 30 th April	Füredkult	Balatonfüred	Vaszary Gallery
Reading Cabin – Reading Challenge of Generations – Recital from the works of Ajka Fiction Writers	28 th Jan	Crystal Valley Regional Development Association	Ajka	Csinger Valley
InterUrban – Ghent (Belgium)	30 th Jan - 12 th Feb	Hangvető	Veszprém, Bakony-Balaton régió	
Basalt School Open House	4 th Feb	CAN Architects Studio	Monostorapáti, Nemesgulács, Balatoncsicsó	
InterUrban – London (Canada)	13 th Feb - 26 th Feb	Hangvető	Veszprém, Bakony-Balaton region	
PETŐFI200! – KARAFFA (play)	18 th Feb	Pannon Várszínház	Veszprém	
Regional Show: Balatonalmádi – Almádi People’s Day	18 th Feb	Balatonalmádi Town Self-government	Balatonalmádi	
Ikons and Muses atelier – The Artist of the Town II	20 th Feb	Balatoni Museum	Keszthely	
Out-of-the-Ordinary Spaces – M-studio: Lift	21 st Feb		Veszprém	Agóra Veszprém
Off-Season Literary Festival	23 rd Feb - 26 th Feb	House of Arts Veszprém, cafés, pubs	Veszprém	
InterUrban – Timișoara (Romania)	27 th Feb - 12 th March	Hangvető	Veszprém, Bakony-Balaton region	
Moment Instead of the Last – international contemporary fine arts exhibition	4 th March - 2 nd April	House of Arts Veszprém	Veszprém	Csikász Gallery
InterUrban – Katowice (Poland)	13 th March - 26 th March	Hangvető	Veszprém, Bakony-Balaton region	



EVENT TITLE	DATE	PARTNER(S)	CITY, REGION	VENUE/LOCATION
Petőfi200!	15 th March		Veszprém	
Live Paintings, or Playing with Polish Painting - exhibition opening with Polonez Polish Folk Dance Ensemble	18 th March	National Polish Minority Self-government	Veszprém	Agóra Veszprém
InterUrban – Liverpool (UK)	27 th March - 9 th April	Hangvető	Veszprém, Bakony-Balaton region	
Out-of-the-Ordinary Spaces – Forte Company: Dance of Lords	27 th March		Veszprém	Kossuth Street
Out-of-the-Ordinary Spaces - Szabolcs Hajdu Trilogy	1 st April		Veszprém	Expresszó
‘Wet Paint’ - group exhibition	7 th April - 7 th May	House of Arts Veszprém	Veszprém	Csikász Gallery
InterUrban – Bologna (Italy)	10 th Apr - 23 rd April	Hangvető	Veszprém, Bakony-Balaton region	
Veszprém Blues Festival	13 th April - 16 th April	MCP Kulturális Szolgáltató Ltd	Veszprém	Hangvilla, Expresszó, Papírkutya
BALATORIUM Artist-in-residence 2	16 th April - 30 th April	PAD Foundation	Bakony-Balaton region	
6 th Soul to Soul – Festival of the Healing Power of Theatre	21 st April - 23 rd April	Petőfi Theatre of Veszprém	Veszprém	
ActiCity Dance and Movement Centre opening	22 nd April		Veszprém	ActiCity
30 th Veszprém University Days	24 th April - 29 th April	Egyetemi Centrum Ltd	Veszprém	University of Pannonia
InterUrban – Novi Sad (Serbia)	24 th April - 7 th May	Hangvető	Veszprém, Bakony-Balaton region	
Balaton Photographed Across – Ábel Szalontai: Hungarian volcano – photo exhibition	28 th April - 30 th June	House of Arts Veszprém	Veszprém	Dubniczay Palace
Balaton Photographed Across – Dezső Szabó: Landscape - photo exhibition	28 th April - 30 th June	House of Arts Veszprém	Veszprém	Dubniczay Palace
Factory Yard Opening	5 th May - 6 th May		Veszprém	Factory Yard

EVENT TITLE	DATE	PARTNER(S)	CITY, REGION	VENUE/LOCATION
Gizella Days	7 th May - 14 th May	Veszprém Programme Office	Veszprém	City centre
InterUrban – Chemnitz, Bottrop (Németország)	8 th May - 21 st May	Hangvető	Veszprém, Bakony-Balaton region	
GyereKert – three consecutive weekends	13 th May - 29 th May	Veszprém Programme Office	Veszprém	Theatre Gardens
W:I:M / Veszprém Visual Workshop contemporary art exhibition	13 th May - 4 th June	House of Arts Veszprém	Veszprém	Csikász Gallery
Monsters and Mermaids theatre performance for children	13 th May	Arts For Regional Development Foundation	Veszprém	Theatre Gardens
DANCE Festival	15 th May - 21 st May	Pannon Várszínház	Veszprém	Hangvilla
Out-of-the-Ordinary Spaces / DANCE Festival co-production (baton): Natacha Belova: Tchaïka	16 th May		Veszprém	Dubniczay Palace
Pure Balaton, Pure Art – Artist in-residence	20 th May - 30 th Sept	Hybridcycle Ltd	Veszprém, Bakony-Balaton region	
Personal Balaton	20 th May - 29 th Oct	Lipták Gábor Town Library Balatonfüred	Balaton	Harbours and lakeside railway stations
Boglár 50 – FüredKult – The Boglár Chapel Project – exhibition in Vaszary Gallery	21 st May - 3 rd Sept	Füredkult	Balatonfüred	Vaszary Gallery
InterUrban – Seville (Spain)	22 nd May - 4 th June	Hangvető	Veszprém, Bakony-Balaton region	
BALATORIUM – Meet-up	24 th May	PAD Foundation	Bakony-Balaton region	Balaton
Vöröstó Games Festival	27 th May - 29 th May	Hangvető	Vöröstó and Barnag	
Calling you to silence - Vallis musicalis – Pentecost in Bakonybél	27 th May - 29 th May	Saint Maurice Foundation Bakonybél	Bakonybél	Saint Maurice's Monastery
MusiColours European Youth Music Festival	27 th May - 31 st May	Csermák Antal Basic Arts School, Association of Hungarian Music and Art Schools	Veszprém, Balatonalmádi, Balatonfüred, Balatonfűzfő	



EVENT TITLE	DATE	PARTNER(S)	CITY, REGION	VENUE/LOCATION
Vallis musicalis – a valley full of music in the heart of the Bakony – Church music of the Tudor period – Gemma Ensemble	28 th May	Saint Maurice Foundation Bakonybél	Bakonybél	Saint Maurice's Monastery
Ruin Concert	28 th May		Dörgicse	Ruins of Our Lady's Church in Alsódörgicse
Song Valley – Singing Hungary Choir Convention	1 st June - 4 th June	Veszprém City Mixed Choir Association	Veszprém, Bakony-Balaton region	
Christoph Dahlhausen (D) – Light installation exhibition	1 st June - 30 th July	House of Arts Veszprém	Veszprém	Jesuit church ruins, Cloisters and Gardens
POKET vending machine handover and book launch	2 nd June	POKET	Badacsony	
InterUrban – Nova Gorica (Slovenia)	5 th June - 18 th June	Hangvető	Veszprém, Bakony-Balaton region	
Out-of-the-Ordinary Spaces – Kabóca Puppet Thatre: Saint Margaret's Legend	6 th June		Veszprém	Margaret Ruins
Hungarian Motion Picture Festival	7 th June - 10 th June	National Film Institute	Veszprém, Balatonalmádi, Balatonfüred	
6 th Rátonyi Róbert Operetta Festival	15 th June - 18 th June	Petőfi Theatre of Veszprém	Veszprém	
Halving	16 th June - 17 th June		Veszprém	Factory Yard
BALATORIUM – Slow-walk	16 th June - 17 th June	PAD Foundation		Balaton region
Fixír Medialab Opening	17 th June	House of Arts Veszprém	Veszprém	Csikász Gallery
Progressive Media Art Festival guest exhibition from Linz – Ars Electronica	17 th June - 27 th August	House of Arts Veszprém	Veszprém	Csikász Gallery
InterUrban – Tampere, Rovaniemi (Finland)	19 th June - 2 nd July	Hangvető	Veszprém, Bakony-Balaton region	
EUROPE ARCHIVE – contemporary photo art exhibition	22 nd June - 31 st Aug	House of Arts Veszprém	Veszprém	Dubniczay Palace

EVENT TITLE	DATE	PARTNER(S)	CITY, REGION	VENUE/LOCATION
Regional Show: Fonyód – Earth-Water-Air - Act I	24 th June	Fonyód Town Self-government	Fonyód	
Exhibition of Noémie Goudal (F) and Dafna Talmor (IL/ GB) in the Castle - Balaton Eye residence programme	24 th June - 30 th July	House of Arts Veszprém	Veszprém	Dubniczay Palace
József Egry 140 exhibition	24 th June - 29 th Oct	Laczkó Dezső Museum	Veszprém	Laczkó Dezső Museum
Ruin Concert	25 th June		Veszprém	Margaret Ruins
5 th Bondoró Street Theatre Festival	30 th June - 2 nd July	Viprodukció Festival Office	Balatonalmádi	
Ways of Earth ceramics exhibition – Júlia Néma – Balaton Uplands volcanic rock wood-fired kiln ceramics research programme and exhibition	1 st July - 29 th Sept	House of Arts Veszprém	Veszprém	Dubniczay Palace
The mirror of space. András Bernát – Peter de Thouars (RI/NL) exhibition	1 st July - 30 th July	House of Arts Veszprém	Tihany	Tihany Benedictine Abbey Gallery
Vallis musicalis – a valley full of music in the heart of the Bakony – Vivaldi and his contemporaries – flutist Bálint Kovács, flutist and Simplicissimus Chamber Ensemble, music historian Zsombor Németh	1 st July	Saint Maurice Foundation Bakonybél	Bakonybél	Saint Maurice's Monastery
Calling you to silence - Vallis musicalis – Monastery Open House	1 st July	Saint Maurice Foundation Bakonybél	Bakonybél	Saint Maurice's Monastery
Veszprémi Ballet Grand Prix	3 rd July - 9 th July	Foundation for the Ballet Students of the Hungarian State Opera	Veszprém	ActiCity
InterUrban – Elefsina (Greece)	3 rd July - 16 th July	Hangvető	Veszprém, Bakony-Balaton region	
Out-of-the-Ordinary Spaces – Kókai Tünde ÖKO Theatre: Rectangular Round Forest	4 th July		Alsóörs	Amphitheatre
Monsters and Mermaids theatre performance for children	5 th July	Arts For Regional Development Foundation	Badacsonytomaj	Beach



EVENT TITLE	DATE	PARTNER(S)	CITY, REGION	VENUE/LOCATION
Hello Wood Builder Summit – Europe's (future) builder festival	6 th July - 15 th July	HelloWood	Zalahaláp	
Monsters and Mermaids theatre performance for children	6 th July - 15 th July	Arts For Regional Development Foundation	Csopak	Beach
Symphony of a Thousand	7 th July	Hungarian State Opera	Veszprém	University of Pannonia
Monsters and Mermaids theatre performance for children	7 th July	Arts For Regional Development Foundation	Fonyód	Beach
Monsters and Mermaids theatre performance for children	8 th July	Arts For Regional Development Foundation	Balatonfűzfő	Beach
Monsters and Mermaids theatre performance for children	9 th July	Arts For Regional Development Foundation	Balatonederics	Beach
VeszprémFest	12 th July - 16 th July	Veszprém Festive Games Nonprofit Ltd	Veszprém	
InterUrban – Kingston (Jamaica)	17 th July - 30 th July	Hangvető	Veszprém, Bakony-Balaton region	
Veszprém Early Music Days	18 th July - 30 th July	Orlando Association Felsőörs	Veszprém, Balatoncsicsó, Balatonalmádi, Tihany	
Veszprém Street Music Festival	19 th July - 22 nd July	Veszprém Festival Office Ltd	Veszprém	City centre
Regional Show: Fonyód – Earth-Water-Air - Act II	22 nd July	Fonyód Town Self-government	Fonyód	
Season	25 th July		Veszprém	
Ruin Concert	30 th July		Balatoncsicsó	Saint Blaise's Ruins
InterUrban – Bodø (Norway)	31 st July - 13 th August	Hangvető	Veszprém, Bakony-Balaton region	
Auer Festival	1 st August - 6 th August	Mendelssohn Chamber Orchestra Public Benefit Foundation	Veszprém	

EVENT TITLE	DATE	PARTNER(S)	CITY, REGION	VENUE/LOCATION
KŐFESZT – The Festival of Tranquillity	3 rd August - 6 th August	Voices Without Boundaries Public Benefit Foundation	Kál Basin municipalities and Káptalantóti, Balatonrendes, Hegymagas, Révfülöp and Monoszló	
Monsters and Mermaids theatre performance for children	3 rd August	Arts For Regional Development Foundation	Révfülöp	Beach
Monsters and Mermaids theatre performance for children	4 th August	Arts For Regional Development Foundation	Vonyarcvashegy	Beach
Monsters and Mermaids theatre performance for children	5 th August	Arts For Regional Development Foundation	Balatonberény	Beach
Monsters and Mermaids theatre performance for children	6 th August	Arts For Regional Development Foundation	Zánka	Beach
Out-of-the-Ordinary Spaces – Gábor Artus Goda: On the Tracks	8 th August		Bakony-Balaton region	Balaton lakeside railway stations
MarginFest	10 th August - 12 th August	Kultúrkombinát Ltd	Szentgyörgyvár	
Hybridart Camp	14 th August - 23 rd August	Hybridcycle Ltd	Köveskál	
InterUrban – Praia (Cape Verde)	14 th August - 27 th August	Hangvető	Veszprém, Bakony-Balaton region	
Pure Balaton, Pure Art – Abandoned Places exhibition	15 th August - 15 th Dec	Hybridcycle Ltd	Keszthely, Veszprém	
Regional Show: Ajka – Art City	18 th August - 20 th August	Ajka Town Self-government	Ajka	
Calling you to silence - Vallis musicalis – St Stephen’s Festival	18 th August - 20 th August	Saint Maurice Foundation Bakonybél	Bakonybél	Saint Maurice’s Monastery
Solarboat	23 rd August - 27 th August	University of Pannonia	Balatonalmádi	
Regional Show: Várpalota – Rock Palota	25 th August - 27 th August	Várpalota Town Self-government	Várpalota	



EVENT TITLE	DATE	PARTNER(S)	CITY, REGION	VENUE/LOCATION
BALATORIUM Ecological Week	25 th August - 27 th August	PAD Foundation	Bakony-Balaton region	
Reginal Show: Fonyód – Earth-Water-Air – Act III	26 th August	Fonyód Town Self-government	Fonyód	
Ruin Concert	27 th August		Nagyvázsony	
Gábor Attalai exhibition	28 th August - 29 th Oct	House of Arts Veszprém	Veszprém	Dubniczay Palace
InterUrban – Skopje (Macedonia)	28 th August - 10 th Sept	Hangvető	Veszprém, Bakony-Balaton region	
INOTA	31 st August - 3 rd Sept	Hardrock Ltd	Várpalota	Inota Power Plant
Regional Show: Ajka – Art City	18 th August - 20 th August	Ajka Town Self-government	Ajka	
Exhibition of European Porcelain Manufactories	1 st Sept - 15 th Dec	Herend Porcelain Manufactory	Herend	Herend Porcelain Art Museum
International Jewellery Biennale	2 nd Sept - 5 th Nov	House of Arts Veszprém	Veszprém	Dubniczay Palace
BALKAN:MOST Festival featuring WOMEX	7 th Sept - 9 th Sept	Hangvető	Veszprém	City centre
Celebration of the Barn Dancing Movement	8 th Sept - 9 th Oct	Voices Without Boundaries Public Benefit Foundation	Kékkút, Kővágóörs	
Dóra Maurer exhibition	9 th Sept - 31 st Dec	Füredkult	Balatonfüred	Vaszary Gallery
Sigmar Polke – exhibition and museum education sessions	9 th Sept - 29 th Oct	House of Arts Veszprém	Veszprém	Csikász Gallery
InterUrban – Brno (Czech Republic)	11 th Sep - 24 th Sep	Hangvető	Veszprém, Bakony-Balaton region	
Ruin Concert	11 th Sept		Veszprém	Margaret Ruins
BALATORIUM – Meet-up	15 th Sept	PAD Foundation	Veszprém, Bakony-Balaton region	
Night of Cafés	9 th Sept - 10 th Sept	Ülj Közlebb Produkció Ltd	Veszprém	

EVENT TITLE	DATE	PARTNER(S)	CITY, REGION	VENUE/LOCATION
Balaton Wine & Gourmet	21 st Sept - 24 th Sept	BWG Balaton Wine and Gourmet Nonprofit Ltd	Veszprém	Veszprém Valley
Jutas Picnic and Olympics	22 nd Sept - 24 th Sept		Veszprém	Jutas Housing Estate
Calling you to silence-Vallis musicalis – Gellért Festival Bakonybél	22 nd Sept - 24 th Sept	Saint Maurice Foundation Bakonybél	Bakonybél	Saint Maurice's Monastery
Vallis musicalis – valley full of music in the heart of the Bakony – Baroque chamber concert of Saint Gellért Festival (Szeged)	22 nd Sept - 24 th Sept	Saint Maurice Foundation Bakonybél	Bakonybél	Saint Maurice's Monastery
Vallis musicalis – valley full of music in the heart of the Bakony – Odhecaton Ensemble (IT) concert and Bakonybél Choir Academy	23 rd Sept	Saint Maurice Foundation Bakonybél	Bakonybél	Saint Maurice's Monastery
Cholnoky Code play premiere	23 rd Sept	Pannon Várszínház, Forte Company	Veszprém	Hangvilla
Vallis musicalis – valley full of music in the heart of the Bakony – Concert in St Gellért's memory with a contemporary world premiere – ECoC region choirs	24 th Sept	Saint Maurice Foundation Bakonybél	Bakonybél	Saint Maurice's Monastery
InterUrban – Hamamatsu (Japan)	25 th Sept - 8 th Oct	Hangvető	Veszprém, Bakony-Balaton region	
Out-of-the-Ordinary Spaces – Nelli Szűcs: Fedák Sári monodrama	26 th Sept		Nagyvázsony	Kinizsi Castle of Nagyvázsony
Silence Days	1 st Oct - 10 th Dec	House of Arts Veszprém	Veszprém	Dubniczay Palace
Veszprém Folk	1 st Oct - 3 rd Oct		Veszprém	
InterUrban – Gyumri (Armenia)	9 th Oct - 22 nd Oct	Hangvető	Veszprém, Bakony-Balaton region	
David Popper International Cello Competition	10 th Oct - 14 th Oct	THURY-VÁR Nonprofit Ltd	Várpalota	
BALATORIUM – Exhibition	12 th Oct - 13 th Dec	House of Arts Veszprém	Veszprém	Dubniczay Palace
International Convention of Violinmakers and Instrument Exhibition	17 th Oct - 18 th Oct		Veszprém	



EVENT TITLE	DATE	PARTNER(S)	CITY, REGION	VENUE/LOCATION
Chaconne Festival	18 th Oct - 22 nd Oct		Veszprém	
InterUrban – Tartu (Estonia)	23 rd Oct - 5 th Nov	Hangvető	Veszprém, Bakony-Balaton region	
Out-of-the-Ordinary Spaces – Forte Company: All for Sale	24 th Oct		Veszprém	Market Hall
Madách Festival	25 th Oct - 27 th Oct		Veszprém	
International kinetic art periodic exhibition	5 th Nov 2023 - 31 st Jan 2024	House of Arts Veszprém	Veszprém	Dubniczay Palace
InterUrban – Ibagué (Columbia)	6 th Nov - 19 th Nov	Hangvető	Veszprém, Bakony-Balaton region	
Out-of-the-Ordinary Spaces – Red Show	7 th Nov		Várpalota	Inota Retro Theatre
Music Hungary Conference & Showcase Festival	7 th Nov - 9 th Nov	Music Hungary Association	Veszprém	
“More than Painting” – international fine arts exhibition	11 th Nov - 31 st Dec	House of Arts Veszprém	Veszprém	
Veszprém Jazz Festival	16 th Nov - 19 th Nov		Veszprém	Hangvilla
VEB2023 European Capital of Culture International Conference: regional development through cultural landscape management	16 th Nov - 17 th Nov	Contemporary Architecture Center	Veszprém	
InterUrban – Trenčín, Nitra (Slovakia)	20 th Nov - 3 rd Dec	Hangvető	Veszprém, Bakony-Balaton region	
Winter Veszprém	25 th Nov - 24 th Dec		Veszprém	
InterUrban – Tel-Aviv, Tirat Carmel (Israel)	4 th Dec - 17 th Dec	Hangvető	Veszprém, Bakony-Balaton region	
Out-of-the-Ordinary Spaces – Akemi Takeya: Lemonism	12 th Dec		Ajka	Nagy László Town Library and Free Time Centre
InterUrban – Bad Ischl (Austria)	18 th Dec - 31 st Dec	Hangvető	Veszprém, Bakony-Balaton region	
Farewell to the Year and Sadness Milling	30 th Dec	Tamás-Gépgyártó Ltd	Veszprém	Fenyves Mill

CONTACTS

DOWNLOAD OUR VEB2023 APP
AND IMMERSE YOURSELF IN CULTURE!



We reserve the right to change the programme at any time.
In all cases, please find the latest information about programmes
on our online interface.

WEBSITE:



MAGAZINE PAGE:



FACEBOOK:



INSTAGRAM:



PODCAST:





