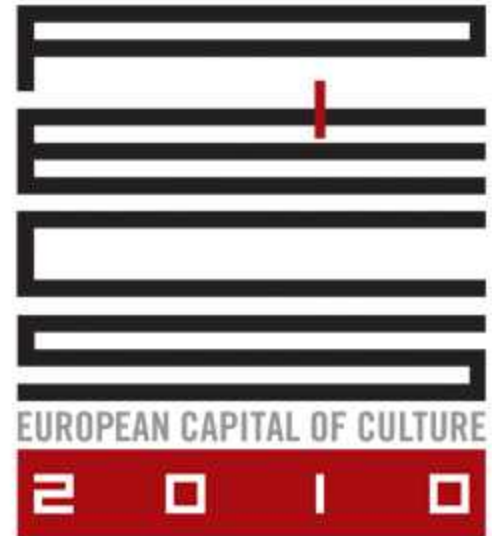


Pécs2010
**European Capital of
Culture**

“Borderless City”



PÉCS





4-6. Century

Sopianae: Administrative headquarters of the Roman Province „Valeria”

1367: First University in Hungary

15. Century

Renaissance epoch

Poet and Bishop Janus Pannonius

1543: Ottoman Empire Conquest

1686: Liberated by the Habsburger

History



19. Century

Industrial development

Coal mines; Zsolnay Porcelain factory;
Angster Organ building workshop, etc.

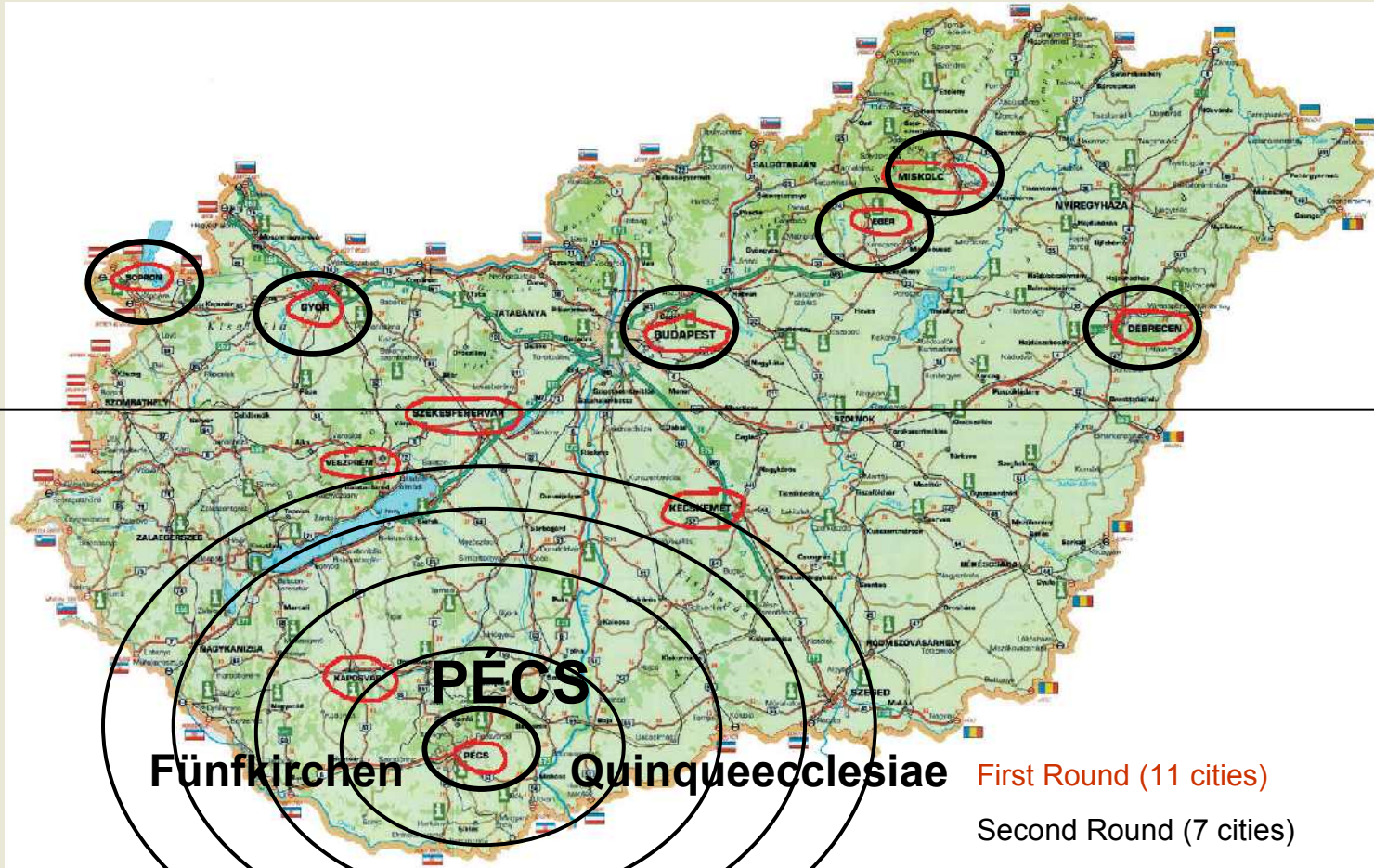
20. Century

Socialism

Coal and Uranium mining;
Construction; Zsolnay Porcelain
factory

Important location for modern art

Pécs in Central Europe and the Hungarian competition scene (2004/05)



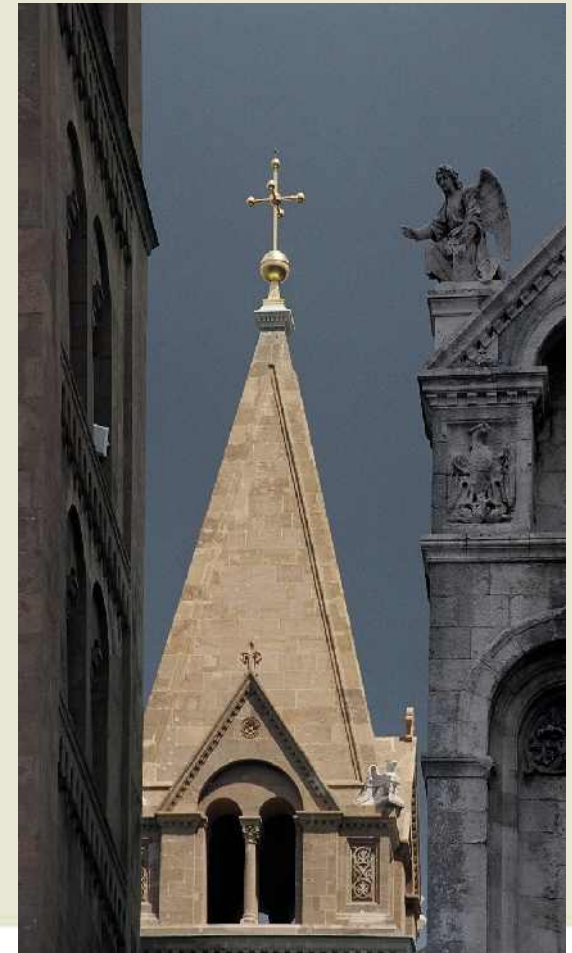
The competition



Hungarian Government had defined clearly in 2004 the priorities in the Hungarian selection procedure.

The main elements were:

- **Culture as a key component of the regional development**
- **Involvement of different social layers**
- **European dimension of the developments and programs**
- **Inclusion of the national and built heritage in the development projects**
- **Development of cultural, touristic and transportation infrastructure**



The competition



19th October, 2005 The Hungarian Parliament decided that Pécs will represent Hungary as the European Capital of Culture.

15th March, 2006 The application of Pécs was introduced to the ECOC selection panel who found the application successful.

13th November, 2006 The Committee of Cultural Ministers of the EU designated officially Pécs, the Ruhr-region and Istanbul.



The 5 Pillars of the Pécs2010 ECoC programme



Pécs is the city of lively public spaces.

It is a Middle-sized city which can present a model of city life that is very different from that of a metropolis or a small city.

Pécs is the city of cultural heritage and cultural innovation
2000 years old city and it is the scene of artistic innovation.

Multicultural city which has developed different cultural layers

Latin, Turkish, German, Croatian, Hungarian cultural heritage. Today the city is the most important location of the Hungarian German, Croatian, Serbian, Gipsy, Polish, Ukrainian, Rusyn and Greek culture.

The city of regionalism

There is no other Hungarian city whose name is more closely tied to the idea of regionalism and decentralisation than Pécs.



A **cultural gateway** city open to the Balkans and other non-EU countries.

Southern Cultural Zone



Maribor (SLO)

Eszék (Osijek, HR)

Zagreb (HR)

Pula (HR)

Beograd (SRB)

Újvidék (Novi Sad, SRB)

Szabadka (Subotica, SRB)

Tuzla (BiH)

Sarajevo (BiH)

Temesvár (Timisoara, RO)

Arad (RO)

Cooperation between capitals of culture



Key areas:

- Ruhr 2010
- Istanbul 2010



ECOC Network

- 2008: Liverpool, Stavanger
- 2009: Linz, Vilnius
- 2011: Turku, Tallinn
- 2012: Maribor, Guimares



Artistic – cultural planning



Strategy – The principles of programme planning

- Pécs will represent Hungary in Europe in 2010
- Our aim is to define Pécs' cultural identity for the next decades
- The programmes in Pécs will be born in the spirit of a *change in cultural scale*
- The programme positions the 5 key investment projects of Pécs – in accordance with the long term cultural strategy of the city
- The ECOC Pécs2010 programme should address *themes of European cultural development* that broaden the horizon in Pécs.



Preparatory years until 2010

A process beginning with the preparatory years and reaching its culmination in 2010.



- leaves its trace on the intellectual and everyday life of the city
- breaks the barriers that the city has to face during the implementation of the themes specified for the preparatory years and the projects of the ECoC year

2006: The year of cultural heritage

2007: The year of education and learning

2008: The year of environmental culture and health care

2009: The year of religious culture

The symbolism of 2010: the **RITUAL**

The Pécs2010 programme is the culmination of a process, a recrystallizing point of the life of Pécs before and after 2010.

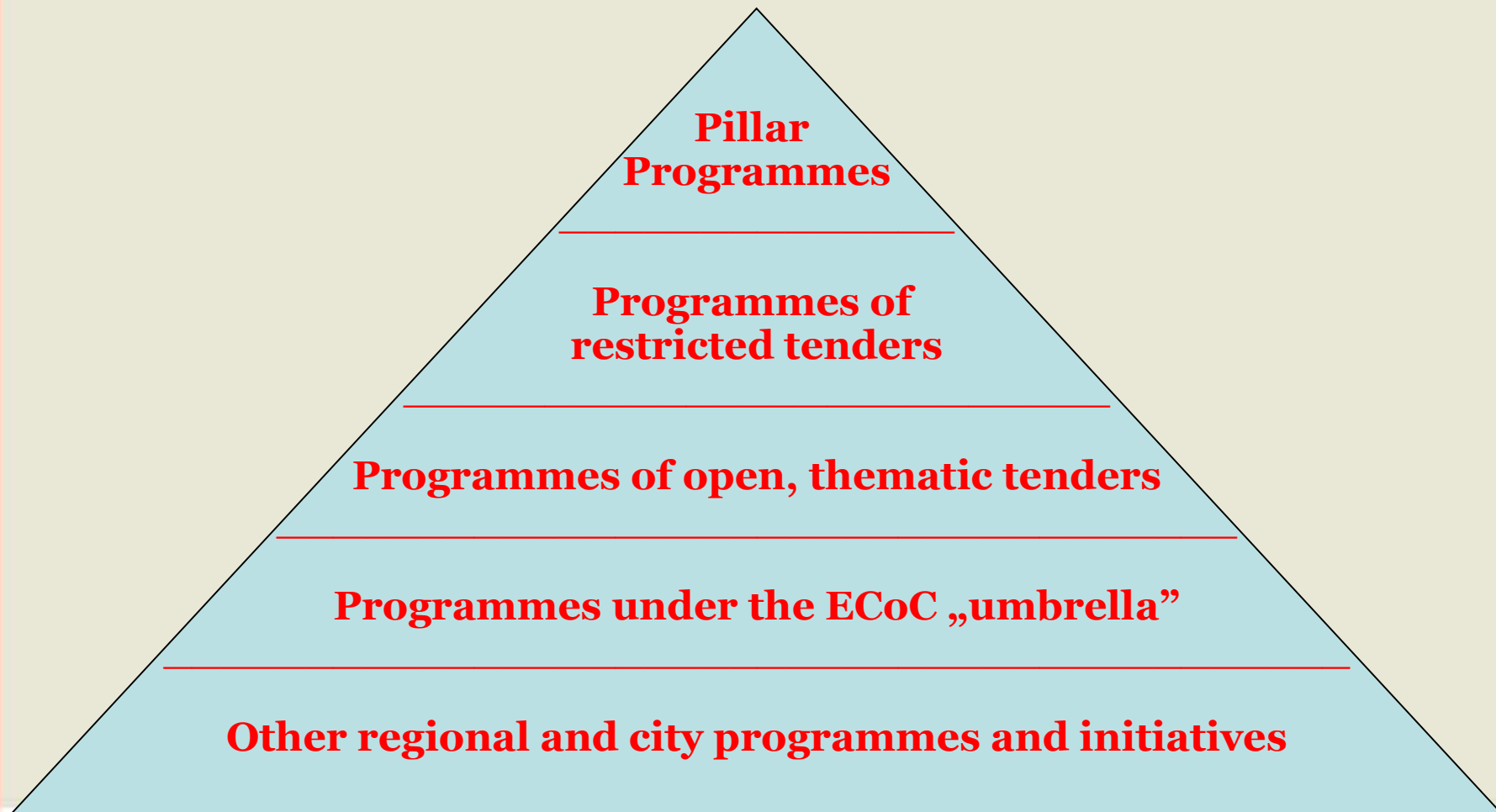
The process of the **RITUAL**

The RITUAL follows the phases of transformation; that is what is reflected in the three-phased structure of the ECoC year:

- retaking stock of the cultural heritage
“TAKING STOCK”
- strengthening the sense of community
by means of collective experiences
“CAVALCADE”
- creating a receptive city that is
once again open and full of life
“CHANGE IN RHYTHM”



The programme structure of the RITUAL



Local and regional communication



Volunteers-programme

“Two thousand ten people by 2010”

- **Co-operation Agreement with the County Volunteer Centre – training, co-ordination**
- **More than 200 volunteers**
- **Volunteers meeting on the last Thursday of every month**



National and international communication



Pécs2010 attendance on exhibitions, fairs in Budapest, Split, Brussels, etc.



- New website in several languages
- Newsletters quarterly
– 3000 addresses



Financing



1. Investments: 34.6 billion HUF (estimated budget)

- Maximum 85% EU support (within the South Transdanubian Operative Programme)
- Minimum 10 % own resources (from EIB's credit, with government guarantee)
- Maximum 5 % own resource supplement of the Ministry of Local Government and Regional Development

+1 billion HUF support for preparations (Hungarian Development Agency)

2. Government – City contract: 2007-2010 (so-called 9 billion contract)

Artistic programmes: 5,5 billion HUF

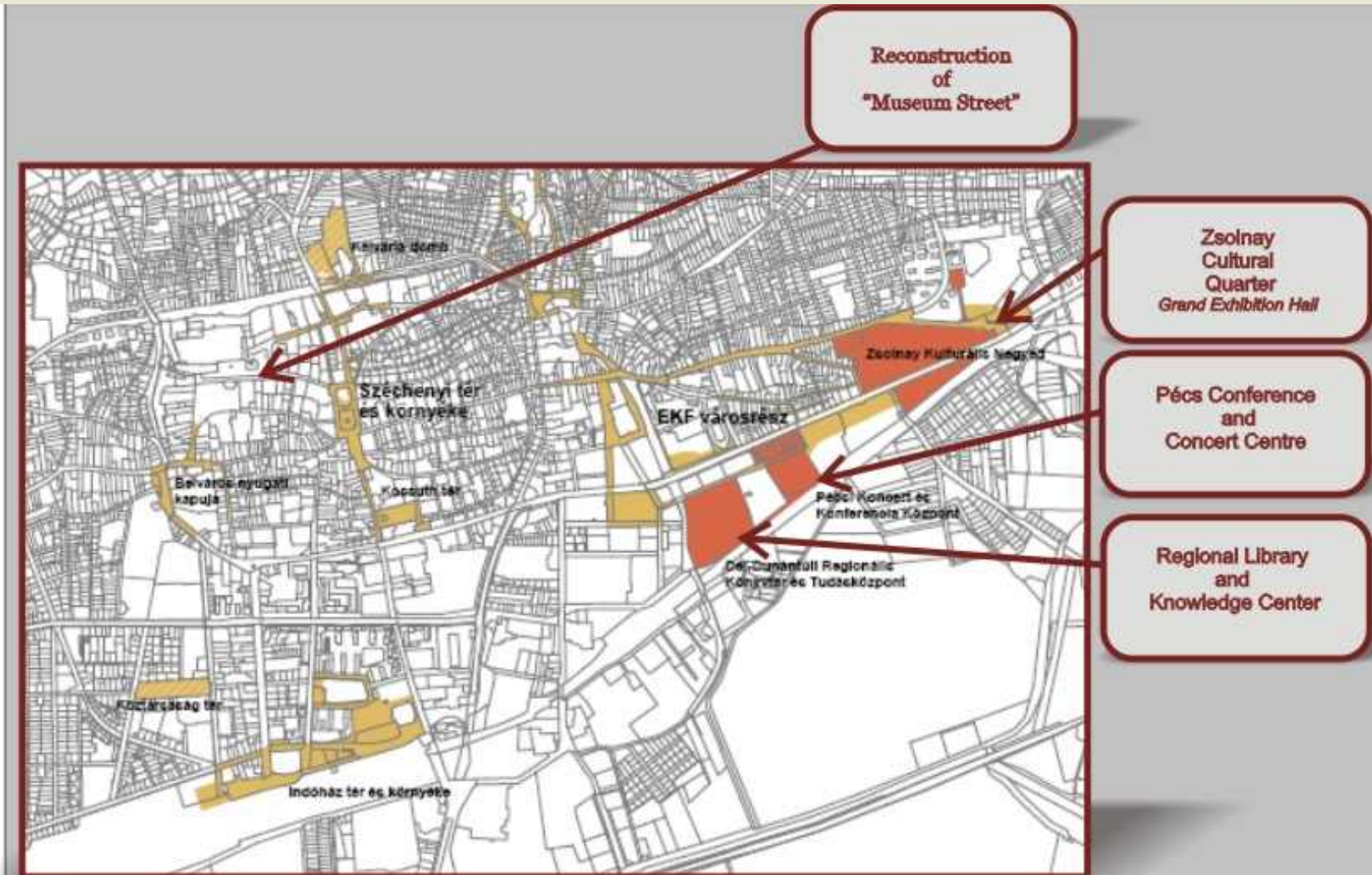
- Governmental resources: approx. 2,3 billion HUF
- City of Pécs resources: 3,2 billion HUF

Communication: 1,9 billion HUF

- Local and regional: 0,6 billion HUF
- National and international : 1,3 billion HUF

Other resources: 1,5 billion HUF (county resources, applications, sponsorship)

Main development areas



Conference and Concert Centre



Main data of the project:

Gross project cost: 35,5 million €

Planned area size: 11 144 m²

Timing:

EU tender application: **End of June 2008**

Starting the construction: **Beginning of 2009**

Top conference and concert functions:

- modern technology
- multifunctional building
- variable spaces, section-rooms
- latest acoustic technology
- movable stage



Regional Library and Knowledge Centre



Main data of the project:

Gross project cost: 24,48 million €

Calculated building size: 13 500 m²

Above the traditional library functions :

play-room for children, book shop, restaurant, café, reading evenings, exhibitions in the hallway, „Ability”-collection, two auditoriums for the University

Timing:

EU tender application: **June 2008**

Starting the construction: **Beginning of 2009**



Zsolnay Cultural Quarter



The main data of the project:

Gross project cost: 51 million €

Buildings to reconstruct:

32 000 m²

Main functions:

•**University Quarter,**

Faculty of Music and Visual Arts

•**Family and Youth Quarter,**

interactive “House of Experiments”,

Bóbita Puppet Theatre of Pécs

•**Creative Quarter,**

Contemporary Art Centre, galleries, design centre,
rehearsal rooms, creative workshops, spaces for concerts

•**Exclusive Quarter,**

Eosin Art Café, event halls

Renewing the parks and the gardens



„Reconstruction of „Museum Street”



Elements of final project:

- Reconstruction of museums – Vasarely, Pierre Székely, Amerigo Tot, etc.
- in „Museum” street
- Renovation of parks and streets in „Museum” street
- Modern Hungarian Art Gallery’s reconstruction

Main data of the project:

Gross project cost:

6,2 million €

Finishing of constructions:

Beginning of 2010



The building of the Grand Exhibition Space
will be located in the Zsolnay Cultural Quarter.

„Reconstruction of „Museum Street”



Renewal of public squares and parks



Main data of the project:

Project cost: **29,6 million €**

580 000 m²

Project goals:

- Equal opportunities for disabled people
- Minimalisation of traffic
- Maximalisation of green fields, liveability land surface, use of karst water on the surface
- Sport and leisure functions



Finishing of constructions: from summer 2009

**Thank you for your
attention!**



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