

V.I.18

An Environment of Exchange

INFORMATION PACK

17 October, 2011

Valletta 2018 Foundation

Valletta places its formal bid to become European Capital of Culture 2018.

The city of Valletta, with the support of all localities in Malta and Gozo, today officially applied to be a European Capital of Culture (ECOC) in 2018. The city's candidacy was presented this afternoon by Valletta Mayor Alexiei Dingli to the Parliamentary Secretariat for Tourism, Culture and the Environment, acting as Managing Authority, as appointed by the European Commission.

The ECOC is a high profile initiative which gives a city the chance to bring together and generate novel expressions of culture, creativity and innovation both from within its home country and abroad. It provides the catalyst for the development and flourishing of high-quality artistic and cultural events and genres.

Most former European Capitals of Culture gained long-term benefits from the year including economic activity related to the arts and culture, tourism, and local businesses.

Alexiei Dingli said that ECOC provided an exceptional opportunity for the long-term development of the Maltese urban cores, not only in terms of culture but also in terms of tourism and socio-economic development. Critical to the success of any ECOC is its ability to provide not only a vast cultural programme of exceptional events but also to demonstrate it can drive sustainable, long-term cultural and social development of the city.

Michael Cohen, President of the Local Councils Association which co-founded the Foundation together with the Valletta Local Council, noted that the candidature of Valletta for the title of European Capital of Culture is a lifetime opportunity to promote our capital in the European and international cultural scene and to create a better life for its citizens, its businesses and its international visitors.

Valletta's application, or 'bid book', as it is commonly referred to among Capitals, is the first step in a near year-long adjudication of the quality, scope and merits of Valletta's application. The bid must meet stringent criteria and undergo the scrutiny of an evaluation panel approved by the European Commission - once in January 2012, and for a second time in September - before the outcome of the application is made public.

The Valletta bid, known by its working title of V18, has been two years in the making, driven behind the scenes first by an Inter-ministerial Commission and more recently by a new entity, the Valletta 2018 Foundation, itself formally established today. Its founders, the Valletta Local Council and the Local Councils Association are joined by four other governors on the board: these are the University of Malta; the Malta Council for Culture and the Arts; the Malta Chamber of Commerce, Enterprise and Industry; and the Inter-Ministerial Commission for the European Capital of Culture.

The Foundation's remit is to champion V18 from bid to a successful legacy of the year well beyond 2018 and to provide sound organisational and governance structures which are seen as a vital element of any successful ECOC.

"For the past two years we have worked on the establishment of good governance - in the form of the Valletta 2018 Foundation - to guarantee the delivery of an excellent bid for the title of European Capital of Culture. V18 is running a full year ahead of the schedule typically followed by candidate cities and this is to our great advantage," said David Felice, Chair of the Foundation.

"We can now shift immediately into developing an inclusive project through a creative, innovative and dynamic cultural programme. This will emerge from a vision that calls for the creation of *An Environment of Exchange*, a theme that is constant throughout the history of Valletta and common to all Mediterranean cities, but particularly of Valletta. It is also one that poses a new cultural, social and economic challenge, since giving Valletta a present is to give it a future," David Felice said.

The Foundation has been working hard engaging the public and cultural stakeholders, creating awareness and platforms for dialogue, including through its June 'Imagine 18' public workshops and conference which saw key input into the now eight themes setting the scene of V18.

Karsten Xuereb, Project Coordinator, said the themes represented the more tangible and visible aspects of the bid: "They include, for example, *Children of the Future*, which seeks to foster dialogue and participation with 2018's teenagers and young adults. Our aim is to allow V18 to leave a lasting legacy that gives tomorrow's children the right tools to be able to flourish creatively and professionally."

"Underpinning the themes, we have clear objectives such as sustaining a creative economy and encouraging the dynamic flourishing of diversity. The V18 objectives follow very closely those of the National Cultural Policy that came out in July. Through the bid we aim to act as a catalyst for the implementation of the Cultural Policy. In this way, V18 is doubly strong as it focuses resources and minds on the same goals, and sees our submission bolstered by a nationally-endorsed set of objectives," Karsten Xuereb explained. "We see the bid document presented today as a sound structure, one that will ensure the programmes, the events of the year itself and leave us a legacy to work on."

NOTE: This press release accompanied the official submission of Valletta's bid for the title of European Capital of Culture 2018 on 17 October 2011 at the Parliamentary Secretariat for Tourism, Culture and the Environment, Auberge d'Italie, Merchants Street, Valletta.

Il-Belt Valletta tippreżenta l-applikazzjoni tagħha biex fl-2018 tkun il-Kapitali Ewropea tal-Kultura.

Il-Belt Valletta, rappreżentanta tal-lokalitajiet kollha f'Malta u Għawdex, illum ippreżentat uffiċjalment l-applikazzjoni tagħha biex fl-2018 tkun il-Kapitali Ewropea tal-Kultura. Il-kandidatura tal-Belt Valletta giet ippreżentata llum wara nofsinhar mis-Sindku tal-Belt Valletta Alexiei Dingli lis-Segretarjat Parlamentari għall-Kultura, li għe appuntat mill-Kummissjoni Ewropea bħala l-Awtorità Maniġerjali f'Malta.

Il-Kapitali Ewropea tal-Kultura hija inizzjattiva importanti li toffri lill-belt magħżula l-opportunità li tiċċelebra u turi lill-Ewropa dak kollu li jagħmilha dinamika u innovattiva – mill-kultura sal-kreattività, mill-post innifsu san-nies li jgħixu fih. It-titlu jipprovdi l-ixprun għall-iżvilupp u t-tiżiħ ta' avvenimenti u ġeneri artistici u kulturali ta' kwalità għolja. Hafna mill-bliet li fil-passat kienu Kapitali Ewropej tal-Kultura gawdew għal perjodu fit-tul minn attività ekonomika marbuta mal-arti u l-kultura, it-turizmu, u l-kummerċ lokali.

Alexiei Dingli qal li l-Kapitali Ewropea tal-Kultura tipprovdi opportunità eċċezzjonali għall-iżvilupp fit-tul tal-ispazji urbani f'Malta, mhux biss fejn tidhol il-kultura iżda wkoll fit-turizmu u l-iżvilupp soċjo-ekonomiku. Is-suċċess ta' kull Kapitali Ewropea tal-Kultura jiddependi fuq l-abbiltà tal-belt li mhux biss tipprovdi programm kulturali vast ta' avvenimenti eċċezzjonali iżda wkoll li turi li kapaċi tmexxi programm sostenibbli tal-iżvilupp kulturali u soċjali tal-belt.

Michael Cohen, President l-Assoċjazzjoni tal-Kunsilli Lokali, qal li l-kandidatura tal-Belt Valletta tista' tissarraf f'opportunità unika biex din tkun ippromovuta fix-xena kulturali Ewropea u internazzjonali u biex jinholoq għaxien aħjar għaċ-ċittadini, il-kummerċjanti u lil min iżurha.

L-applikazzjoni tal-Belt Valletta, jew 'bid book' kif wieħed jirreferi għalih fiċ-ċrieki tal-Kapitali Ewropea tal-Kultura, huwa l-ewwel pass tul proċess ta' kważi sena li matulu jiġu aġġudikati l-kwalità, il-miri u l-merti tal-applikazzjoni tal-Belt. L-applikazzjoni trid tilhaq kriterji għolja hafna u tgħaddi darbtejn minn skrutinju dettaljat ta' bord ta' evalwazzjoni appuntat mill-Kummissjoni Ewropea – darba f'Janar 2012 u darba oħra f'Settembru – qabel ma, imbagħad, jithabbar ir-riżultat finali. Il-hidma fuq l-applikazzjoni tal-Belt, magħrufa bit-titlu V18, ilha għaddejja għal dawn l-aħħar sentejn, bix-xogħol jibda jithejja minn Kummissjoni Inter-Ministerjali u jitkompla, iżjed riċenti, minn entità ġdida, il-Fondazzjoni Valletta 2018, li giet stabbilita formalment illum. Il-fundaturi tagħha huma l-Kunsill Lokali tal-Belt Valletta u l-Assoċjazzjoni tal-Kunsilli Lokali, bil-membri l-oħra tal-bord tal-gvernatur jkunu l-Università ta' Malta, il-Kunsill Malti għall-Kultura u l-Arti, il-Kamra Maltija tal-Kummerċ, l-Intrapriża u l-Industrija, u l-Kummissjoni Inter-Ministerjali għall-Kapitali Ewropea tal-Kultura.

Il-Fondazzjoni hija responsabbli biex tmexxi l-applikazzjoni, mill-preżentazzjoni li saret illum, sa lil hinn mill-2018 u biex tipprovdi strutturi organizzattivi u ta' governanza

b'saħħithom li huma kkunsidrati bħala elementi importanti f'kull Kapitali Ewropea tal-Kultura.

"Matul dawn l-aħħar sentejn ħdimna biex stabbilejna struttura ta' governanza soda – permezz tal-Fondazzjoni Valletta 2018 – biex tiggarrantixxi l-preżentazzjoni ta' applikazzjoni eċċellenti għat-titlu ta' Kapitali Ewropea tal-Kultura. Meta mqabbla mal-iskeda li tipikament isegwu bliet kandidati għat-titlu, V18 tinsab sena qabel żmienha u dan huwa l-vantaġġ il-kbir tagħna," qal David Felice, iċ-Ċer tal-Fondazzjoni.

"Issa nistgħu immedjatament niddirezzjonaw l-enerġija tagħna biex niżviluppaw proġett inklussiv permezz ta' programm kulturali kreattiv, innovattiv u dinamiku. Dan se jroġġ minn viżjoni li tteġġeg il-holqien ta' *ambjent ta' skambju*, tema kostanti tul l-istorja tal-Belt u komuni għall-bliet kollha fil-Mediterran, imma partikolarment għall-Belt Valletta. Hija wkoll tema li toffri sfida kulturali, soċjali u ekonomika ġdida, peress li biex toħloq il-preżent tal-Belt Valletta trid tindirizza wkoll il-futur tagħna," qal David Felice.

Il-Fondazzjoni ilha għaddejja b'ħidma kbira biex tinvolvi l-akbar numru possibbli ta' nies u msieħba kulturali fil-proċess, filwaqt li żżid l-għarfien u toffri pjattaforma għad-djalogu. F'Ġunju li għadda giet organizzata "Immaġina 18", konferenza pubblika u għadd ta' workshops, u li permezz tagħha ngabret kollezzjoni ta' ideat imqassmin taht tmien temi ċentrali għal V18.

Karsten Xuereb, il-Koordinatur tal-Proġett, Fondazzjoni Valletta 2018, qal li t-temi rrappreżentaw l-iżjed aspetti tanġibbli u viżibbli tal-applikazzjoni: "Huma jinkludu, ngħidu aħna, *Tfal tal-Futur*, li tiffitex li tixpruna d-djalogu u l-partecipazzjoni mal-adoloxxenti u ż-żgħażaġħ tal-2018 mil-lum stess. L-għan huwa li V18 tħalli impatt li jtul u li jagħti lit-tfal ta' għada l-għodod meħtieġa biex jiffjorixxu kreattivament u professjonalment."

"Jorbtu t-temi kollha flimkien hemm objettivi ċari bħas-sosteniment ta' ekonomija kreattiva u l-inkoraġġiment tat-tiżiħ dinamiku tad-diversità. L-objettivi ta' V18 jikkomplimentaw sew il-Politika Kulturali Nazzjonali li giet ippubblikata f'Lulju. L-għan tagħna fl-applikazzjoni V18 hu li nservu ta' katalista fl-implimentazzjoni tal-Politika Kulturali. B'dan il-mod, V18 hija doppjament b'saħħitha għax tiffoka r-riżorsi u l-enerġiji tagħha fuq l-istess għanijiet u tara s-sottomissjoni tagħna msahha b'sett ta' objettivi appoġġati f'kuntest nazzjonali," spjega Karsten Xuereb. "Qed inħarsu lejn l-applikazzjoni li ressaqna llum bħala struttura soda, waħda li tiżgura li l-programmi u l-avvenimenti tas-sena nnifisha – iħallu wirt li nkunu nistgħu naħdmu fuqu fil-futur."

NOTA: Din l-istqarrija għall-istampa kienet maħruġa dak in-nhar tas-sottomissjoni tal-applikazzjoni tal-Belt Valletta għat-titlu ta' Kapitali Ewropea tal-Kultura 2018 li saret fis-17 ta' Ottubru 2011 fis-Segretarjat Parlamentari għat-Turizmu, il-Kultura u l-Ambjent, il-Berġa tal-Italja, Triq il-Merkanti, il-Belt Valletta.

In Brief...

1

VISION - To set in motion a process of culture-led regeneration which Valletta can engage in through a creative evolution which is forward-looking and within the context of the broader European and Mediterranean dimension. Through this we aim to create within Valletta an environment of exchange; one that allows for ideas, dialogue and creativity to flow freely.

2

MISSION - To Construct a Visible Culture by sustaining a tangible cultural infrastructure which supports a long-term legacy; To Develop a Virtual Culture in terms of a sound technological structure that will result in novel outcomes and effective forms of communication; and To Foster a Visceral Culture to enable a debating society

3

OBJECTIVES - Supporting a European Vision for Democracy and Culture; Ensuring Cultural Sustainability through the Reinvention of Cultural Education; Encouraging the Dynamic Flourishing of Diversity; Interpreting and Developing Multifaceted Cultural Identities; Incentivising and Sustaining the Economy of Culture; Benefitting European Cooperation by Promoting International Networking; Contributing to the ECoC Legacy by Supporting Monitoring and Research; and Nurturing a Sustainable Relationship to Our Environment.

4

STRATEGIC AIMS - The guiding principle of V18 is that *exchange is linked to environments*. Environments create the conditions conducive to different types of exchange, ranging from conventional economic transactions within and across borders and communities to ritual exchanges and ceremonial life. These transactions can be manifested through the Physical, Digital and Shared Open Spaces described in our Mission.

5

THEMATIC AREAS – In order to effectively occupy and permeate the 3 distinct ‘spaces’ set-out in the Mission and create true environments of exchange that are transformative experiences V18’s cultural programme will follow 8 complementing themes:

6

18: Children of the Future - Fostering dialogue and participation with 2018’s teenagers and young adults from today, will allow V18 to leave a lasting legacy that gives tomorrow’s children the right tools to be able to flourish creatively and professionally, whilst living a life of inclusion and participation.

7

Ritual Scanning: Engaging with the socially and culturally diverse communities within Valletta, V18 will tap into available human resources therefore creating further participation and collaborations, which will highlight Malta's unique characteristics. V18 will scan these rituals and present them in an altogether new, exciting and inspiring dimension.

8

Cultures in Translation: Valletta will address its own challenges and create a platform for other neighbouring countries to come together to describe, explain and decipher the complex human issues and conditions that different identities bring about. V18 will provide space for discussion and the celebration of tolerance, integration and diversity within the Mediterranean region and Europe.

9

Caravaggio City: V18 will attract creative talent in order to regenerate Valletta and hence create the "strong cultural facilities and creative networks [that] are key to economic success in modern urban societies." We wish for people to seek out Valletta for its urban attractiveness and for its communities and as an opportunity to validate their identities as creatives.

10

Eudaimonia – living well, doing well: Cultural development can become a major contributor and promoter of well-being. V18 aims to discover, understand and articulate the connections between public health, urban design, transport systems, educational and cultural activity, and economic output. Such an approach may empower formerly peripheral social actors to propose and develop solutions that address the needs for well-being of the whole of society.

11

Blue Lung: The Mediterranean is the subject of many narratives told by those born on the islands or those in transit. By making use of Valletta's geographical characteristics and its surrounding harbour areas, V18 aims to foster a special relationship between its people and the sea. It will connect with artists and performers, language and literature, new media and film through collaboration with fishermen and fish farmers, boat builders and sail makers.

12

A New Dialogue on Urbanism: Through its architectural and urban environment, V18 will raise awareness of the importance of good design and quality in our built environment both from an economic and environmental point of view, as well as explore the debate on quality of life in the European City.

13

Democracy and Cyberspace:

Bringing together computer scientists, communications, media and cultural theorists, sociologists, and artists, V18 will examine whether the old divide between the 'two cultures' of art and science is now re-inscribed in digital terms.

14

SYMBOL - V18 is the working title for the bid being presented by the Valletta 2018 Foundation. However, a specific slogan will be developed and promulgated in the lead up to the ECoC year. V18 will be launching an international design competition for St. Elmo's Lighthouse to act as a permanent symbol of V18 for the city.

15

CULTURAL INFRASTRUCTURE V18 will set up a novel and holistic cultural infrastructure which will be serving the citizens of Valletta and Malta by 2018 and beyond. It will empower artists and crafts people with the provision of appropriate creative space. These will include a museum space for modern and contemporary art, a large scale and versatile performance space and a Centre of Architecture and the Built Environment and deliver a platform for interaction with their European counterparts.

16

TERRITORIAL CONCEPT – While V18 puts Valletta forward as its candidate city, our bid is carefully designed to be inclusive of the entire territory covered by the Maltese Islands. Due to Malta's small geographical size, its population relates to Valletta as its economic, social and cultural centre. V18 will maximise synergies and collaborations among the several communities grouped together within its surrounding harbour area and throughout all of Malta's villages, towns and islands.

17

THE VALLETTA 2018 FOUNDATION – The purpose and objectives of the Valletta 2018 Foundation are: To deliver and submit a bid entitled 'V18' incorporating all 68 Local Councils of Malta and Gozo, in accordance with the Charter signed by all localities; To strive, through the preparations for the bid, to develop and improve cultural life in Valletta and in all localities of Malta and Gozo, and to transform Malta and Gozo into a Mediterranean and international cultural hub; To implement the actions identified in the bid should this be successful.

18

CROWD-FUNDING - The project plans to be one of the first crowd-funding platforms to emerge in Europe dedicated to ECoC. V18 is looking to secure its planned budget for 2013 – 2020. Efficient and long-term techniques will be adopted to engage with all citizens, raise awareness, foster ownership of the project and develop a solid financial base.



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