

ATHENS INFORMATION CENTRE OF CULTURAL CAPITALS

TECHNOPOLIS CULTURAL CENTRE

BRIEFING REPORT FOR PAST EUROPEAN CAPITALS OF CULTURE

Please reply to the following questions. It will only take a few minutes but will provide valuable information for your city's hosting of the Capital of Culture, the gathering of information on all Cultural Capitals and the creation of an archive regarding the Institution. Your interest and time are highly appreciated.

THE CONTEXT

HISTORICAL CONTEXT; THE NOMINATION PROCESS

(Year of candidature, committee, EU decision, e.t.c.)

In October 1996 the city of Graz applied for the title of Cultural Capital of Europe 2003.
On 28 May 1998 Graz was awarded the title of Cultural Capital of Europe 2003.

TERRITORIAL CONTEXT; THE CITY

(Brief description of the city's main characteristics)

Graz is the capital of the federal state of Styria, and is the second largest city in Austria (population roughly 250,000 inhabitants). The old town is a UNESCO World Heritage Site. Graz has 4 universities. In 2001 Graz was the first European Human Rights Capital, and in 2003 Graz was the Cultural Capital of Europe. 4 universities also make Graz an education center of Austria, which is evident in the city's successful R & D centers in combination with locally based international business clusters (such as the automotive industry) and a thriving cultural climate. A main characteristic of Graz in terms of culture is its very lively and thriving independent scene.

SOCIO-ECONOMIC FRAMEWORK

In 2005, 5% of the city's budget was spent on culture, which shows Graz to be among the middle field in comparison to other Austrian cities (Salzburg: 5.7%, St. Pölten: 3.5%, and Eisenstadt: 1.7%). In 2006, 5.88% of the city's budget went to the Department of Cultural Affairs. The monies spent on the sciences are not included in this amount and make up about 0.61% of the city's budget. The highest amount of money is spent on "performing arts", which shows the community's commitment far beyond the boundaries of the city. The next highest amount is on "fine arts", including the Kunsthaus of Graz, and then "big events".

CULTURAL FRAMEWORK

(Brief description of the city's cultural activities before the nomination (existing festivals, cultural centres, tradition in specific art domains, etc). What were the changes achieved between the nomination and the cultural year?)

Graz has a long tradition of cultural avant-garde events, such as the steirischer herbst, La Strada (street art festival), styriarte, AIMS, Jazz Summer, as well as of cultural locations constantly offering programs and events in various fields, such as Forum Stadtpark and all of the 39 theaters.

The thriving and very strong and active independent scene, which is one of the characteristics of the cultural aura of Graz, accounts for special events, projects and productions in the fields of literature, music, theatre, the performing arts and the fine arts.

One main objective of the preparations for the cultural year was to create an adequate infrastructure, including projects that had been on the city's agenda for years, such as the Kunsthaus of Graz, the FriDa&FreD children's museum, the House of Literature, the Helmut List Hall, The Island in the Mur, and the modification of (the already existing) Teatro into the Project Pop Culture (ppc).

THE ORGANISATION

ORGANISATION NAME

Graz 2003 Kulturhauptstadt Europas Organisations GmbH

LEGAL STATUS

GMBH – Limited Liability Company, still in existence

STRUCTURE

Departments: Production, Marketing, Intendance, Finance

RELATION WITH AUTHORITIES

(Please specify the organisation's relation with other authorities, such as the Municipality, the Region, the Ministries, private companies etc).

100% Ownership by the City of Graz

RELATION WITH EXISTING CULTURAL INSTITUTIONS/ GROUPS/ INITIATIVES

Various cooperations and contracts.

In addition, the program working group included the following persons/institutions:

Harald Baloch, Diocese Graz Seckau (Diözese Graz-Seckau)

Peter Grabensberger, Head of the Department of Cultural Affairs of the City of Graz (Kulturamt der Stadt Graz),

Richard Kriesche, Media Artist, Department of Cultural Affairs of the Styrian Government (Medienkünstler, Kulturabteilung der Steiermärkischen Landesregierung),

Margarethe Makovec, < rotor > Gallery (Galerie < rotor >),

Gerhard Melzer, Head of the Institute of Literary Research (Franz Nabl Institut für Literaturforschung),

Peter Oswald, Director of the steirischer herbst, Peter Pawlowsky, publicist (Publizist),

Rudolf Schilcher, Art Association Media TowerMedienturm / Land Steiermark, Helmut Strobl, City of Graz,

Peter Weibel, Curator of the New Gallery in Graz (ZKM Karlsruhe / Neue Galerie Graz),

Thomas Wolkingner, competence center evolaris (Kompetenzzentrum Evolaris).

International networks: "Kunst/Abseits vom Netz", "Translokal", "Homeless World Cup".

NUMBER OF EMPLOYEES

(Please specify if any changes during the preparation phase, the period of the cultural year and the years that followed).

1999 – 2004: maximum number of fixed employees with work contract: 120

FUNCTION LENGTH

1999 – 04/2004: Organization of Cultural Capital Year
2004 – 2008: Liquidation and administration of remaining assets such as buildings and artworks

FINANCIAL RESOURCES

Total: € 59.2 m
- Subvention City of Graz: € 18.2 m
- Subvention Province Styria: € 19 m
- Subvention Federal Government of Austria: € 14,6 m
- Subvention EU: € 0.5 m
- Sponsoring: € 3.2 m
- Merchandising and Ticketing: € 1.9 m
- Other revenues: € 1.8 m

TOTAL BUDGET

(Please specify how the total budget was distributed between investment/infrastructure works, artistic programming and other activities).

Total: € 59.2 m
- Projects: € 36.1 m
- Marketing: € 14.1 m
- Personnel costs: € 5.1 m
- Overhead costs: € 3.9 m

SPONSORS

Main Sponsors: 3sat, AXA, ESTAG, Grazer Stadtwerke AG, ORF, and Shopping City Seiersberg
In addition, there were about 38 project sponsors.

THE CULTURAL YEAR EXPERIENCE

PROBLEMS FACED

The program had always been intended to be popular, but not populist: a program for the residents of the city. Maintaining the delicate balance between the "home-made" and the "international", the program wanted to show what a community could achieve when it drew upon all the available resources. Since the program did not aim at any specific target group, the range of possible projects was ultimately much broader than the range of possible realizations. Of course, at times, this led to frustration and anger. And, as is often the case, there was not enough money.

OBJECTIVES SET

The main objectives were sustainability in terms of social and economic parameters both on an internal as well as external level. The second main objective was to position Graz internationally in a future-oriented way on a long-term perspective. All the objectives have been more than met.

EXPECTED RESULTS

(Please distinguish between expected results for the Organisation, the city or other parties related)

Expectations on the level of external sustainability have been exceeded. Graz is internationally well known, and has a positive image concerning urban development as well as socio-political positioning. Tourism and the economy are thriving. Graz has found a new, stronger identity as a city as well as in terms of its citizens. The cultural and infrastructural advancements have strengthened the environment of the city, which has led to the heightened appreciation of the city's inhabitants.

The realization of the cultural capital year (various projects) met the financial objectives.

OBTAINED RESULTS

(Please distinguish between obtained results for the Organisation, the city or other parties related)

Organization: Projects were completed and met the financial objectives.

City of Graz: see above, the results obtained were consistent with the expected results.

THE CULTURAL MONTH EXPERIENCE

PROBLEMS FACED

There were not any major problems during the realization of the Cultural Month. It was coordinated by the Styriarte festival in cooperation with the Cultural Department of the City of Graz, the Mayor's Office of the City of Graz, Mr. Mathis Huber and other established cultural institutions.

OBJECTIVES SET

Originally, the City of Graz, represented by the City Councilman for Cultural Affairs, DI Helmut Strobl, planned to apply for the European Cultural Capital. Since Austria was not a member of the EU at this time, this project was not applicable. Graz expected to gain more insights through the application and realization of the Cultural Month.

EXPECTED RESULTS

(Please distinguish between expected results for the Organisation, the city or other parties related)

As outlined above, Graz expected to gain valuable experience by the Cultural Month. In addition, all the parties involved aimed at further developing the cultural exchange with countries from South and South-East Europe as well as the region of the former Yugoslavia.

OBTAINED RESULTS

(Please distinguish between obtained results for the Organisation, the city or other parties related)

48 projects, organized by 32 organizers, involving 2300 artists and scientists and attracting 60,000 visitors. 34 projects were successful or even exceeded all expectations in terms of attendance. A 7.4% increase in overnight-stays at 3* and 5* hotels in Graz compared to the previous year.

THE ARTISTIC PROGRAM

NAME – TITLE

About 100 projects in the fields of:

Events/special projects: 15

Environments: 6 (3 of them all year long)

Exhibitions: 24 (one all year long)

Children/Youth: 5 (two of them all year long)

Music: 13 (three of them all year long)

Science/Religion: 7 (two of them all year long)

Film/Photo/New Media: 13 (one all year long)

Architecture / Art in Public Spaces: 5 (two of them all year long)

Theatre/Dance: 5

Literature: 7

For a detailed list, see: **Graz 2003 – Cultural Capital of Europe: Final Report**

PHILOSOPHY

“Graz 2003” is not designed as a “single event”, but as a strategic cause, focusing on sustainability and oriented towards a new Europe of the still young millennium. The concept of culture is interpreted as all of civilization, thus not excluding elites, but including all those who are interested as well as minorities. The aim is to combine the highest quality with the maximum acceptance, positioning culture as a means for dealing with life and its varying circumstances in a positive way for a broad audience.

PROGRAM DESCRIPTION

See program book 1, 2 and 3.

STRUCTURE

The cultural guidance systems that had already been implemented in advance of the cultural year have led to the audience's heightened awareness. Strategically placed marketing measures also managed to establish the “Cultural Capital” brand throughout the population and beyond. Performances at internationally renowned cultural events led to an enhanced international reputation.

The program itself was intentionally designed to turn the whole city into a worthwhile living space that is culturally used by everyone in an active way.

TARGET GROUP

Everybody!

The program did not aim at any specific target group. It was intended to be

popular, but not populist: a program for the residents of this city. Admission was often free, many events took place in public spaces, and were often conceived in direct contact with the population. Maintaining the delicate balance between the "home-made" and the "international", the program of 2003 intended to show what a community could achieve when it drew upon all the available resources.

THE SOCIAL PROGRAM

(p.e. Volunteering Program, Ambassadors' Program, etc)

NAME – TITLE

European Voluntary Program

PHILOSOPHY

Since "everybody" was the target group, a lot of thought went into designing a program that could reach everybody. For example:

- *) "The Homeless World Cup", the first football championship for homeless people, coordinated by the local street newspaper, Megaphon, together with Caritas
- *) the "woment!" project that eventually turned into a permanent project, aimed and aiming at showing the female side of Graz
- *) the "a.a.a." youth culture project, the "Periskop" pupils' projects and "Play Graz" in addition to numerous other cooperation projects with schools.
- *) the "Nasszellen" project intended to upgrade sub-standard flats by bathrooms using specially designed 2003 tiles; a "quiet" project with major impacts
- *) architectural and socially motivated changes took place in the "singles" project in order to make venues accessible to people with special needs

For further details, see the report on Sustainability/Nachhaltigkeit.
<http://www.graz03.at/servlet/sls/Tornado/web/2003/content/OE45B0DF132057F3C1256E35005794DD>

RPROGRAM DESCRIPTION

See Program book 1, 2 and 3

STRUCTURE

See Program book 1, 2 and 3

TARGET GROUP

As for the whole program: everybody!

OTHER PROGRAMS

(Please specify)

NAME – TITLE

For any questions: International Program Presence regarding architecture, exhibitions, theatre and dance theatre and international networking. For detailed information, see the final report (attachment).

PHILOSOPHY

PROGRAM DESCRIPTION

STRUCTURE

TARGET GROUP

PUBLICATIONS

(PUBLICATIONS include catalogues, programs, newsletters, e.t.c.)

TITLE OF EDITION

Program Book 1 + 2 +3, Magazine Link; various books, publications and catalogues in connection with the projects, various press conferences and studies

Nachhaltigkeit/Sustainability

(<http://www.graz03.at/servlet/sls/Tornado/web/2003/content/0E45B0DF132057F3C1256E35005794DD>)

For a list of publications, see

<http://www.graz03.at/servlet/sls/Tornado/web/2003/content/011E37DA321922AEC1256E3500579515>

And

<http://www.graz03.at/servlet/sls/Tornado/web/2003/content/6200C6CFBC54CEA2C1256E3500579536>

AUTHOR

See above

LANGUAGE(S)

Main languages: German and English

SENT/ NOT SENT TO THE CENTRE

Program book 3 (in English and German) will be sent to the center.
Press conferences and studies will be sent to the center.

INFRASTRUCTURE

EXISTING CULTURAL INFRASTRUCTURE

29 galleries, 17 museums, 39 theaters, 6 cinemas, 36 libraries, and much more
For a detailed list of all the institutions and infrastructure, see <http://kultur.graz.at/kultura2z?kat=Einrichtungen/Institutionen&a2z=a>
There is also a list of publicly available infrastructure (118 locations) that can be used/booked by artists of all kinds. For a detailed list, see <http://raum.kultur.graz.at>.

NEW VENUES CREATED

(Brief description of any new infrastructure gained because of/during the cultural year)

Graz 2003 GmH: Island in the Mur.

City of Graz: The Kunsthaus was one of the major infrastructural investments. The Helmut List Hall, the House of Literature, the Stadthalle Convention Center, the new central train station, the FRida & freD children's museum, the reconstruction of the City Airport Graz Thalerhof, the reconstruction of the main square and the main square of Graz-Andritz, the reconstruction inside of and on the Schlossberg and the city's lighting were additional infrastructural investments that are still successfully in use.

The Lift to Mary and the Shadow Clock Tower were artists' installations that remained for a couple of years.

For detailed descriptions, see program book 1, 2 and 3
<http://www.graz03.at/servlet/sls/Tornado/web/2003/content/B67A73F6981EE6B2C1256E35005794F7>.

INSTITUTIONS

INSTITUTIONS INITIATED DURING THE CULTURAL YEAR

(Please specify)

Of the above- mentioned infrastructural investments, the Kunsthaus, The House of Literature, the children's museum, the Helmut List Hall and the Stadthalle Convention Center, as well as the House of Architecture (located in the Kunsthaus), are institutions that have enriched the cultural activities since 2003.

ONGOING ACTIVITIES

See above

EVALUATION

EXISTING CULTURAL INFRASTRUCTURE

For a detailed analysis on these questions, see The Final Report (attachment), the study on Sustainability (<http://www.graz03.at/servlet/sls/Tornado/web/2003/content/OE45B0DF132057F3C1256E35005794DD>) and the study on the economic impacts (see attachment).

BENEFITS FOR THE CITY

See above

PROBLEMS CREATED

See above

OTHER REMARKS

See above