

BURGAS – CANDIDATE FOR EUROPEAN CAPITAL OF CULTURE 2019

**EFFECTIVE PARTNERSHIPS
THE WAY TO SUCCESS**

**ECTN INTERNATIONAL CONFERENCE
CULTURAL TOURISM IN THE EXPERIENCE ECONOMY
25-26 OCTOBER 2013, PAFOS, CYPRUS**



EUROPEAN CAPITAL OF CULTURE

WWW.BURGAS.BG

Бургас

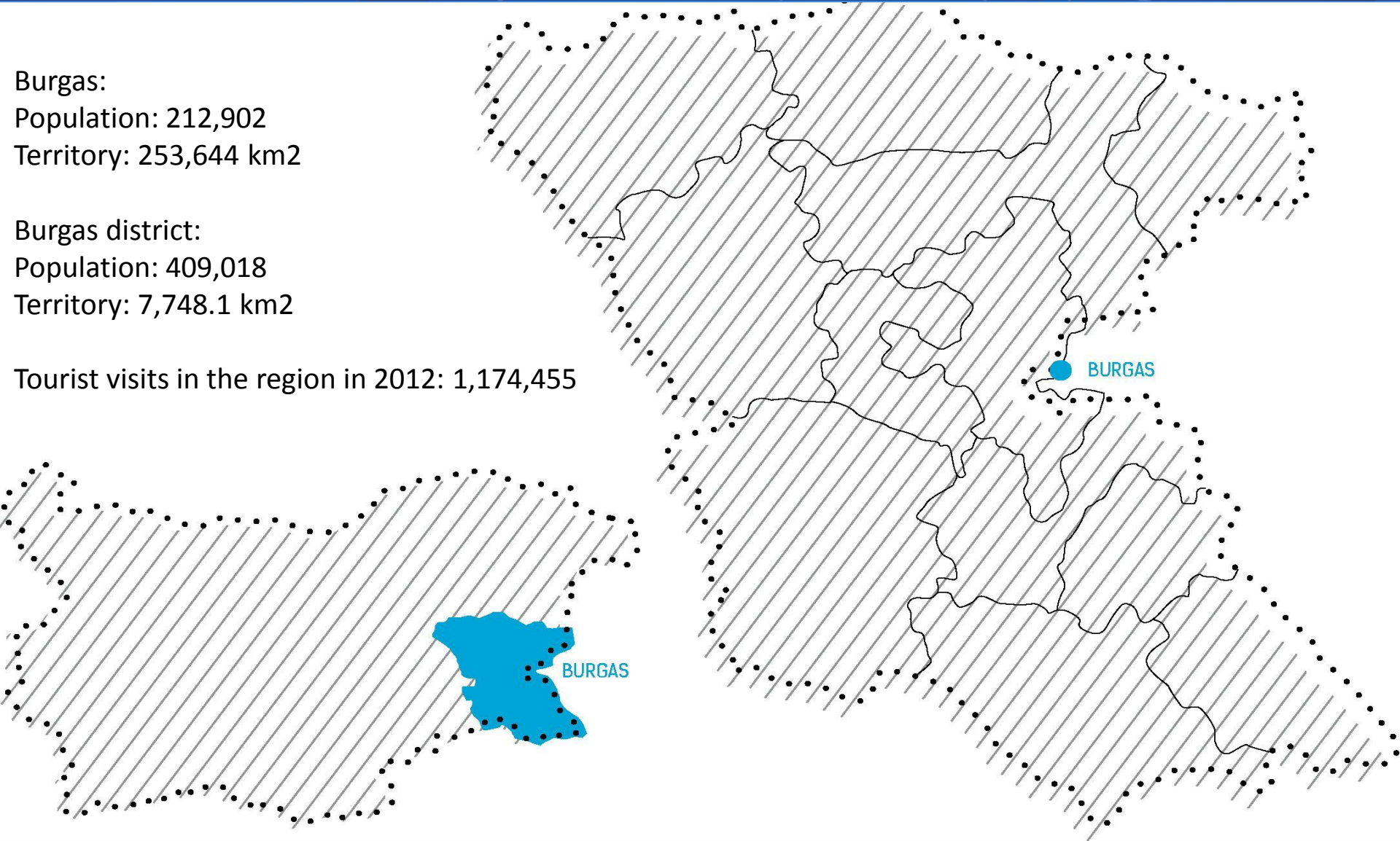
БУРГАС

КАНДИДАТ ЗА ЕВРОПЕЙСКА
СТОЛИЦА НА КУЛТУРАТА 2019

Burgas:
Population: 212,902
Territory: 253,644 km²

Burgas district:
Population: 409,018
Territory: 7,748.1 km²

Tourist visits in the region in 2012: 1,174,455



EUROPEAN CAPITAL OF CULTURE: WHAT, HOW, WHY

- **THE MOST PRESTIGIOUS TITLE IN THE FIELD OF CULTURE, REWARDED BY THE EC**
 - **DATES BACK FROM 1985**
 - **OVER 40 CULTURE CAPITALS SO FAR**
 - **GIVES CITIES OPPORTUNITY TO PRESENT ONE-YEAR CULTURAL PROGRAMME**
 - **EUROPEAN DIMENSION & LOCAL SPECIFICS**
- **BOOSTS EMPLOYMENT, SOCIAL AND ECONOMIC DEVELOPMENT**
 - **INCREASES CITY'S POPULARITY AND ATTRACTIVENESS**
 - **BOOSTS TOURISM**
- **HELPS DEVELOPMENT OF LONG-TERM PARTNERSHIPS**

BURGAS BID FOR ECoC 2019: Building on Efficient Partnerships

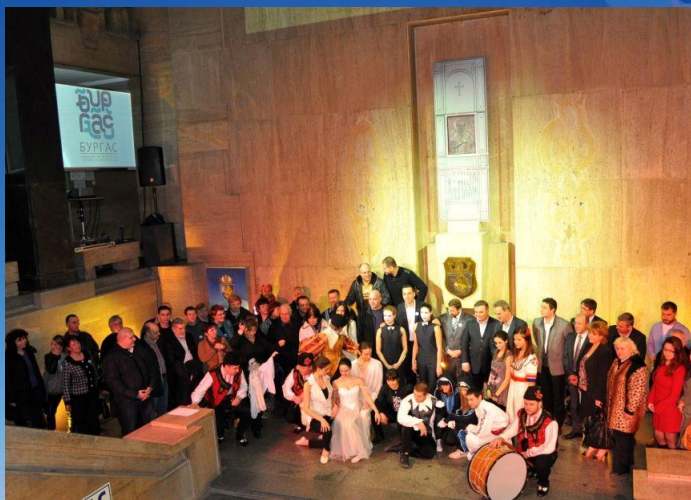
**9 MAY 2012,
MAYORS OF 13 MUNICIPALITIES SIGNED
PARTNERSHIP MEMORANDUM**



**Association for Development of Burgas City and
Region (ADBCR) - Founded in February, 2013**
**Main goal: to promote the cities from the region
and their cultural and social identity as well as to
prepare the application of Burgas for ECoC 2019**

BURGAS BID FOR ECoC 2019: Building on Efficient Partnerships-

Support of the cultural community



BURGAS BID FOR ECoC 2019: Building on Efficient Partnerships- Support of the whole community



WHY PARTNERSHIP = SUCCESSFUL ECoC 2019 BID

ATTRACTIVE TOURIST DESTINATION



WHY PARTNERSHIP = SUCCESSFUL ECoC 2019 BID

➤ ARCHAEOLOGY



Ancient town of Sozopol



*Ruins of ancient Deultum
City of Debelts*



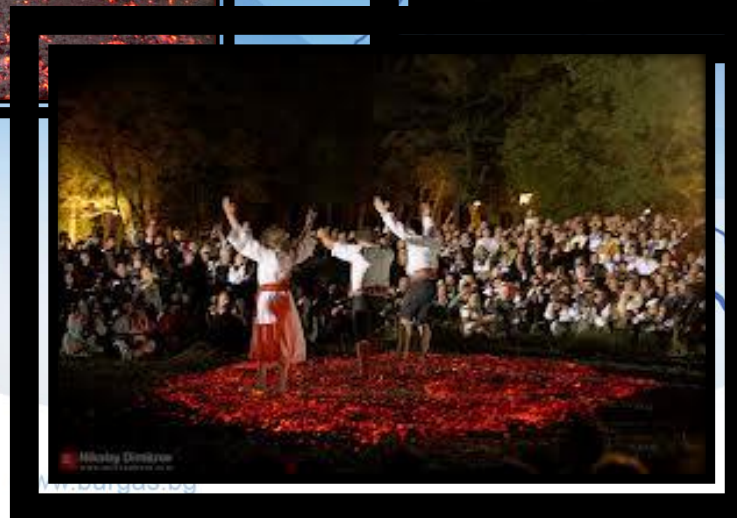
*The three Graces
Local Mineral Baths Aquae
Calidae*

WHY PARTNERSHIP = SUCCESSFUL ECoC 2019 BID

➤ TRADITIONS

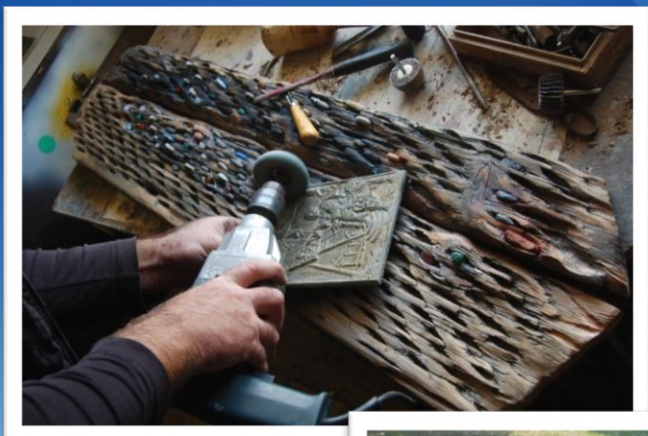


Nestinarstvo – dancing on fire



WHY PARTNERSHIP = SUCCESSFUL ECoC 2019 BID

➤ ARTS AND CRAFTS



Crafts workshops



Crafts center Gengera, Aytos



WHY PARTNERSHIP = SUCCESSFUL ECoC 2019 BID

- MUSEUMS, CULTURAL CENTRES, GALLERIES,
THEATRES, OPEN-AIR STAGES



Ethnographic Museum



Open air-theatre



Cultural center "Sea casino"



Museum of
Natural Science

WHY PARTNERSHIP = SUCCESSFUL ECoC 2019 BID

➤ VARIOUS CULTURAL EVENTS

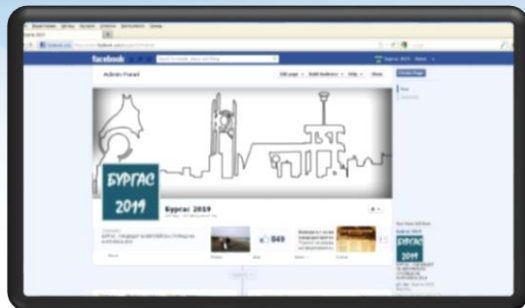


Burgas 2019: Towards effective Partnership

➤ COMMON EVENTS

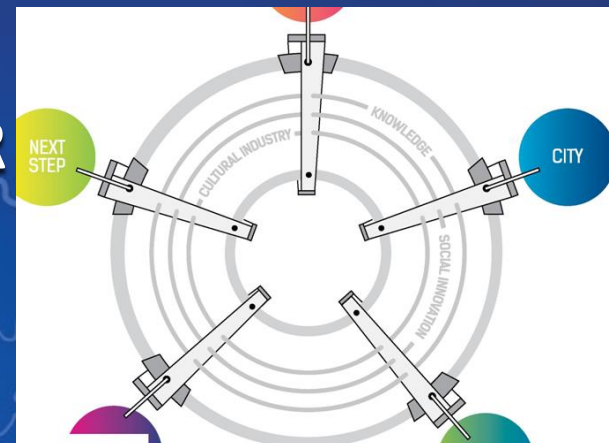


➤ COMMON COMMUNICATION STRATEGY



BURGAS 2019 CULTURAL COLLIDER

The Concept:



The concept – inspired by the Large Hadron Collider at the European Organization for Nuclear Research (CERN).

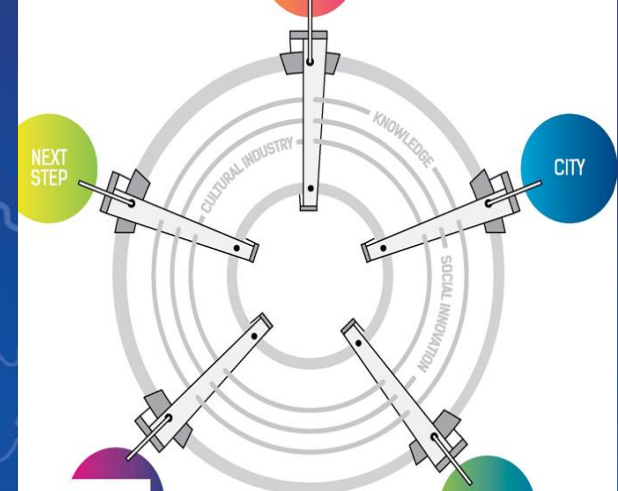
Burgas Cultural Collider will function through *Flows, Spheres* and *Projects*. The Flows will be sped up in the Cultural Collider in order to collide in the Spheres and produce the Projects. The cyclic nature of the model creates a state which we called ‘sustainable dynamics’.

BURGAS 2019 CULTURAL COLLIDER

The Flows:

1. Cultural and Creative Industry
2. Social Innovation
3. Knowledge

Burgas is a combination of cultural industry, social innovation and knowledge. These exact elements when put together in our collider would give productive results. The flows merge the energy which runs through it. That energy progressively increases and with every cycle the results from the collisions are transferred to another level.



BURGAS 2019 CULTURAL COLLIDER

The Spheres:

These are the places where the flows of the Cultural Collider will meet and produce the cultural products, projects and interactions. They can be multi-genre, in a specific field or contribute to the implementation of innovative practices in Burgas and the region. When the accelerated Flows collide, we will get as an end product a rich programme of innovative events, interesting collaboration topics on European and world level and we will involve the citizens in these processes.

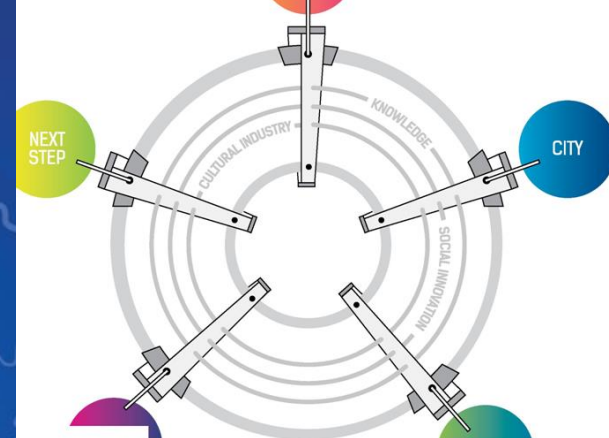
The spheres

People

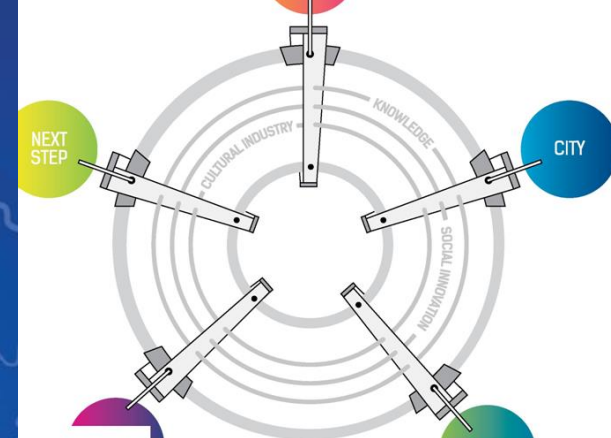
Territories and Dimensions

Creative Flow

Next Step



Expected Impact



The City – renovation and new infrastructure for culture, improved urban environment and mobility; Boosted cultural tourism in volume and quality, economic growth and increased employment

The People – improved quality of life, inclusion, education, self-confidence of local citizens; increased participation of NGOs

Creative Flow – new partnerships developed, international mobility of artists

Territories and Dimensions - promotion of the whole Burgas region

increased tourism

THANK YOU!

