

The Borderless City

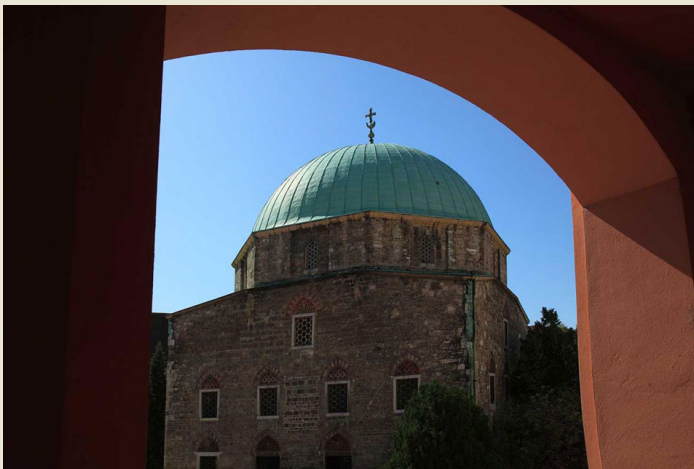
European Capital of Culture
Pécs2010

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Cultural director

European Capital of Culture





- Pécs is the city of lively public spaces. It is a medium-sized city which can present a model of city life very different from that of a metropolis or a small city.
- Pécs is the city of cultural heritage and cultural innovation: a 2000-year-old city of artistic innovation.
- Pécs is a multicultural city. In the past it developed cultural layers of Latin, Turkish, German, Croatian and Hungarian origin. Today it is the most important centre of German, Croatian and Romany culture in Hungary.
- Pécs is 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' s.
- Pécs is a cultural gateway city that is open to the Balkans and parts of Europe which do not yet belong to the European Union.



Main aims and goals

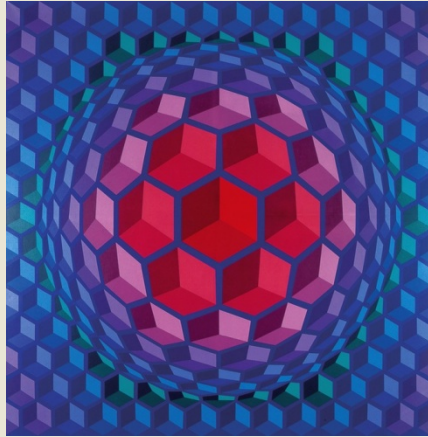
Structural changes

Strengthen the role of the city in the international region

Strengthen the regional creative industry

Positioning the city in Europe

Ask for European dimensions of the city



European dimensions

UNESCO Cities for Peace Prize:
message of tolerance

Strengthen the regional identity:
cross-border cooperations with Croatia,
Serbia, Slovenia, Bosnia and Hezegovina

Cooperations with other ECOC' s

Establishing new networks (UNEECC)

Pécs2010 – the „Southern Cultural Zone”

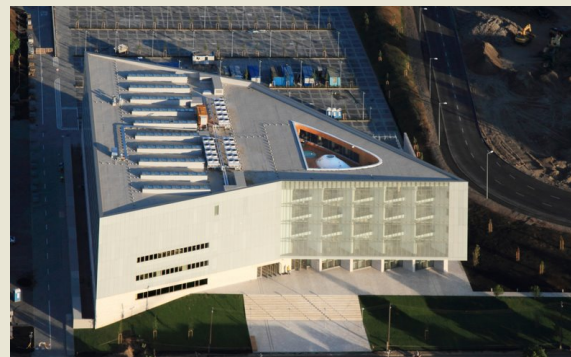


- Zagreb (HR)
- Osijek (HR)
- Pula (HR)
- Rijeka (HR)
- Beograd (SRB)
- Novi Sad (SRB)
- Subotica (SRB)
- Kanjiza (SRB)
- Tuzla (BiH)
- Sarajevo (BiH)
- Mostar (BiH)
- Banja Luka (BiH)
- Arad (RO)

Structural changes: infrastructural Investments



Regional Library and Knowledge Centre („The Beehive”)



Structural changes: infrastructural Investments



Zoltán Kodály Concert Hall and Conferenc Centre



Structural changes: infrastructural Investments

Renovation of public spaces and parks



EKF Körtefoto

Structural changes: infrastructural Investments

Reconstruction of the Museum Street



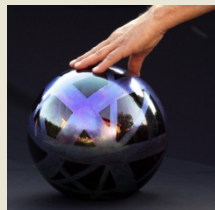
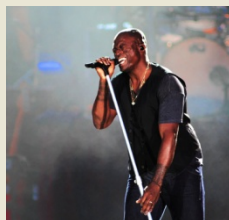
Structural changes: infrastructural Investments



Zsolnay Cultural Quarter (former ceramics manufactory)

All investments were completed during 2010, except the Zsolnay Cultural Quarter





Facts and Figures

Budget 2006-2011:
Programs, communication, marketing: 40 M EUR

Investments: 140 M EUR (85% EU founding)

More than 360 projects (about 4000 events)

About 900 000 visitors on programmes

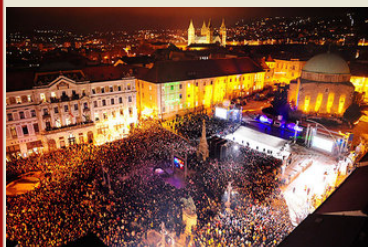
80% of citizens are content with the programs

40% of all programs realized within international cooperation

Number of tourists rose by 27%

Number of volunteers: 780 individuals but 1000 people altogether with groups

Around 1000 articles in international press





Sustainability, continuity of the ECoC Pécs2010 project

Assign companies of the management of ECoC Pécs2010:

- Pécs Structural Investments Nonprofit Ltd.
- Zsolnay Heritage Management Nonprofit Ltd.
Kodály Centre
Zsolnay Cultural Quarter
House of Arts and Literature
UNESCO World Heritage monuments
- Pécs2010 Association (NGO)

New international strategy of the city

Stronger long-term cooperation with neighbor states
(Pannon EGTC)

Cooperation with Essen, Istanbul and other European
Capitals of Culture

The volunteer programme continues at the House of Civilian
Communities