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TARTU 2024

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TARTU 2024



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European Capital of

Culture Candidate City



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Why does your city wish to take part in the competition for the title of European Capital of Culture?



That's not the way we want it – not the way we were. Tartu has been the place to figure out who you are and who you can be. The space to be different. To stand out and speak up. We can and must still deliver this space, all across Europe, now more than ever. But this needs to come from a major jolt out of the smug routine.

darling. Those are the tales we've liked to tell. Now let's face the facts. Our population fails to grow. Arts centres and events lack international audiences and curators. Too many university graduates are heading for Tallinn or abroad in hope of brighter careers. Numbers of overnight visits and foreign students may this kind of counterculture is what we are. We also sense that be on the up, yet the city needs a lot more permanent dwellers. Europe, itself through history nourished by critical thinking Fresh blood for a stronger presence in 21st century Europe. Greater ethnic diversity to combat fear of strangers. Aiming than ever on the global scale. above average in our arts and action.

those notorious "closed cities" - but with aching memories of Europe. We still had foreign visitors but they couldn't stay the night. Post-liberation in 1991, we truly enjoyed properly hosting them. So Tartu did everything to become a model Eurotown. Today we realise we've been trying too hard to please. Our own media calls us "cute central European doll city". For all our efforts, we're just a blip on the big global screen as guests We realise we're small but we still can think and act big. Our come and go.

We've done too little to strike and startle. This has taken us to the brink of a silent decline and even defeatism. Now ECoC 2024 is making us Tartuvians wonder – who are we really? How do we matter to the rest of Estonia? How do we make sense in and of Europe in its troubled times? We need this ordeal to human interaction and basic skill sharing, boosting cultural find strong and lasting answers.

", bums", hubs and slums of Europe, there are thousands of cultural city, opening up to the world and giving back to the middling cities looking for self-esteem, stronger identity, even region to reinforce faith in European ideals - for all this we utopian thrust. We relate to all those places tired of being just need and pursue the title of the European Capital of Culture.

Tartu. Nice and quiet for many. Nice and dull for so many more. cute, cosy but unexciting. This is certainly true of Estonia where a lot of smaller towns and rural areas are already supporting our bid. It also holds for our numerous partners abroad. Those "other" cities, rich in history but refusing to become heritage theme parks, brain drained and marginalised. It takes a major cause and goal such as ECoC 2024 to urge us out of a rut and revise our myths of "being fair enough".

Estonia's oldest academic hub. Intellectual capital. Tourist Time and again in the 20th century. Tartu has been the hub of dissent and resistance. A site for critical thought and direct action. This year once more, Tartuvian artists, scholars and citizens have had to stand together for humanity and nature, against backroom decisions of corporate powers. We see now: and defiance of powers-that-be, needs this courage more

Our people are not born to conform. Tartu's artistic and schol-In Soviet times, Tartu was a site for military airfield. One of arly culture is known for its lineage of mavericks, outsiders, dropouts from the system. There are such people everywhere and giving them true credit makes for a more diverse Europe. Yet there are also more "ordinary" lives only seeming quieter because they're not properly listened to - the "silent majority" who can feel most excluded in the political and media age.

> size has its merits. Tartu can rely on its stability, infrastructure and extended regional community to try out bold new ways of 21st century living. Tartu can be the ultimate model for the human scale city. We can aid in refreshing and reuniting Europe by learning and teaching Arts of Survival – caring for environment, curing social and mental ailments through diversity and enjoying maverick identities.

We are not alone in this. Besides the newsmaking "stars" and Breaking with cosy conformism, creating a nature-friendly

Does your city plan to involve its surrounding area? Explain this choice.

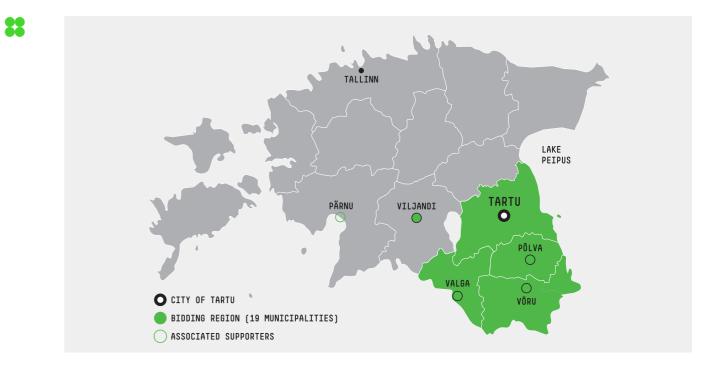
Tartu is commonly regarded as the main cultural and economic hub of Southern Estonia. The effects have been mixed. Tartu drives the region but also drains it. Tartu 2024 stands for a more even distribution of resources, infrastructural developments and media coverage in the country. Recently, however, vital services such as hospitals have been withdrawn from smaller municipalities and centralised into Tartu. So we are acutely aware how much more poignantly Arts of Survival resonate in the greater South.

We need to grow with the region, not at the expense of it. We want to share ECoC with Southern Estonia so it could thrive and prosper. Tartu is the European gateway into the region - but it can also promote its cultural and natural diversity in Europe. The dialects and customs in Võromaa and Setomaa (the Obinitsa village in Seto region was the Finno-Ugric Capital of Culture in 2015). The Russian Old Believer communities and transversal training in Viljandi. The marshlands, forest paths and local food farms across the South that already

Q2

attract wanderers from across the world. The environmentally conscious ECoC we want to become seeks a third way beyond urban/rural lifestyles and for this, the region presents a rich array of great practices.

The bidding area covers the territory between the two largest lakes of Estonia - Lake Peipus (Peipsi) in the east and Lake Võrtsjärv in the west. Lake Peipus in the lake Peipus area. The conver- is on the Estonian/Russian border, pregence of folk arts, creative industries senting us with possibilities for cultural and ecological cooperation. In the south, the region reaches the Latvian border. Most of the region is within 100 km from



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Tartu. The sum total of its inhabitants is 260 000, with Tartu the largest (99 401) and Setomaa vald the smallest population (3369). The region is already developing programmes of cooperation for joint international activities and marketing for tourism.

Also, the city of Pärnu in Western Estonia has already approached us to support our bid. We are happy to welcome partners for reaching out to Europe, as it strengthens the message of **Arts of Survival** – linking grassroots activism, local character, international culture and eco-friendly living.

Explain briefly the overall cultural profile of your city.

"Why Arts of Survival?" some keep wondering. Tartu looks fine. By far not the saddest sinkhole. Picturesque neoclassicist old town. Esteemed university (rated best among these in new European countries). Grand-scale Estonian National Museum making global news by transforming old Soviet military airfield. The only three-genre theatre in the country, with solid attendance rates. So, where's the snag?

larity. We're minding our own business but the business isn't growing. The University of Tartu draws close to 13.000 students from across the land and abroad (over 1.000 international students from 70 countries). Yet their presence and activity in the arts scene is underwhelming. Higher education is ever more competitive and the race for the paper hinders students from lingering in the bohemian wild of Tartu. Many pop in and out again, few stick around to tough it out as long-term cultural operators, even with funding available. Foreign students becoming movers and shakers on the scene – still a rare exception not a rule.

Not just for academic reasons. To apply for city funding for art projects, you still need to have Estonian ID and speak Estonian. To have your say in Participatory Budget, you need to be a registered citizen of Tartu. Many institutions, initiatives and festivals mainly operate in Estonian. We rightly hold the survival of our language and culture in high regard - but without reaching fur- the contemporary art festival once held ther out, we're in silent decline.

There are those who celebrate the monoculturality of Tartu. Never been true. Tartu is ethnically guite diverse. Besides the Russian speaking minority (12,8%), the rest of ethnic minorities (e.g. Finns, Ukrainians, Germans, Belorussians, Italians, Latvians, Poles etc.) constitute further 7% of the overall population of Tartu, but more than 80 different

of 2017. Estonia itself is not monocultural. Four different dialects are spoken in Southern Estonia: Mulgi, Tartu, Võro and Seto. We need to abolish the impression of monoculturality by boosting cooperation with minority societies and regional communities. Tartu has already been forging new links with the Võro and Seto areas as well as the Old Believer communities in the Lake Peipus area where **Voronja** It's in "splendid isolation", smug insu- Gallery is a great example of an international art space managed by activists from Tartu, actively cooperating with For many in Europe, street art is Tartu's the local community.

> The Estonian National Museum is likewise open to this diversity. Relocated to the former military airfield of Raadi, it created a wow with its bold architecture; yet, as Tartu itself, it still combats prejudice of being remote. Featuring an art gallery, black box theatre space and concert hall, and introducing novel IT solutions for relaunching history, it theatre events. also serves as a site for diverse events, vet also focuses increasingly on education programmes and biodiversity in the area. City Museum of Tartu, with its offshoots, is also revamping its take on the rich memory bank, finding 21st century ways to enlarge its audiences.

The Tartu Art Museum, rebranded as Tartmus, features research and exhibitions on the artistic heritage of Tartu and Estonia as well as more edgy developments in contemporary art - but lacks an up-to-date exhibition space, and by it has petered out. Private initiatives include Tartu Toy Museum with its own theatre house, and a hands-on Print and Paper Museum as well as AHHAA science centre, a popular destination for schools and families.

Some antidote to academic detachment from the arts scene is provided by university's offshoot, Viljandi Culture Academy around 66 kilometres from

ethnicities have been registered as Tartu. In cooperation with it, the university Centre for Arts in Tartu was established in 2017, reaching out to students from all faculties and encouraging links between the arts and sciences. Pallas University of Applied Sciences provides vocational education in visual and applied arts, tackling Y-generation issues of Weltschmerz, sellout temptation and search for the message. The more entrepreneurial proceed to Tartu Centre for Creative Industries and Aparaaditehas/Widget Factory.

unofficial calling card. Stencibility festival promotes the "organic" approach by granting full artistic freedom to local talents and international residents alike, keeping the fertile middle ground between "zero tolerance" and "commissioned murals" politics of many cities. Urban festival UIT is pretty much its twin event with "alternative Tartu" urban tours, installations and popup

With its lively literary scene featuring Tartu Literature House, Estonian Literary Museum with its folklore and cultural history archives, inventive library network, the yearly Prima Vista Literary Festival, the Tartu Writer's Union, youth literary magazine Värske Rõhk, Russian Poetry Festival, the Youth and Children's Literature Festival, the City Writer and many more, Tartu became UNESCO City of Literature in 2015. Three years on, though, we're largely still in courting phase, exchanging niceties with partners. It takes more than a couple of underpaid enthusiasts and a few writers in residence to make the City of Literature a widely known, lived and shared reality in schools, at festivals, in translation and in transcultural Republic ofletters

Related to verbal arts, Vanemuine is the oldest theatre in the country and also its only three-genre theatre, comprising



drama, opera and ballet (with a transna- After all, Tartu is a DIY city. NGOs, intertional cast). It's also one of the venues to provide English and Russian subtitles on a smartphone app – boasting our IT innovation and praised by our foreigners. Then again, there are plenty who object to seeing glowing smartphone screens at a performance; a challenge for us to keep achieving international outreach for our arts in even more nimble ways.

Award-winning and adventurous Tartu **Uus Teater** turned 10 this year. Being a spinoff of Genialists Club (subcultural hub initiated by a former rock band), it's keen on taking pop cultural history to the stage with a twist, while the yearly Draama festival curated by it brings in selections from Estonian theatres and could do with upping their game by adding a European dimension.

Some scenes are definitely dwindling - although Elektriteater art house cinema is popular with students and the open-air film festival tARTuFF is a summertime crowd pleaser with its huge inflatable screen and top rate programme, there's hardly any local filmmaking of note. And for all the **music** schools, pro indie studios, vinyl pressing plant and "night Tartu, venues. where are the hot new bands? Awaiting the ECoC thrust, we believe - those new movers and shakers from around the world, kick-starting the underground all over again

To that end, many Tartuvians have cultural hobbies, be it dancing or singing in choirs, playing an instrument or practicing some handicraft. Tiigi Society House and Tartu Folk High School are two of the major centres. Yet again, their artistic endeavours beyond togetherness and sincere enthusiasm can be marred by lack of funding and media interest. More ECoC-related, activity-oriented participatory budget can help; so can risking joyful abandon for more poignant subjects and reaching out to the outcasts and the alienated beyond the local and national milieu

Tartu's official history is largely about nation- and state-building. But look closer and you see a wealth of

Widget Factory (Aparaaditehas) Pocket Park

est groups, neighbourhood societies and grassroots initiatives ushered Tartu into 21st century culture. Have they run out of steam? Facing the cult of success and price tags slapped on everything, people need fresh incentives and motivation for civic activism. Much to do on a grander scale - addressing stronger themes for broader European audiences. Then again, there is a growing local trend of home cafés, exhibitions and poetry readings. Direct human contact valued over virtual social networking – dearly needed not just in Tartu.

countercultural identities: rebels and outcasts, boffins and mavericks. dissident samizdat groups and defiant subcultures. 19th century folklore collectors awakening the written consciousness of the common man. In Soviet times, polymaths banished from university running clandestine home salons; garrulous bohemians singing banned blues or building up alternative art collections. Millennial rockers, ravers and digital pirates. Outsider multitalents and nocturnal flaneurs. They and many more have shaped the cultural "biodiversity" of this city; they stand for its hidden history and present Arts of Survival.

Most significantly today, the victorious protest movement of united authors and professors, citizens and politicians against the superimposed industrialisation plans of the Emajõgi riverside has made us rethink our Arts of Survival on an ecologically more responsible and globally relevant scale. We see it's not enough to remain blandly "all right" for us to be heard even in our own country. We also see it's not just us who need arts to survive. Heartless capital, reckless overproduction and xenophobic populism are on the offensive everywhere. It takes a strong message, bold identity and broader creative conscience to survive and thrive as a cultural stronghold. For the whole of Europe, for the whole Earth.

Explain the concept of the programme which would be launched if the city is designated as European Capital of Culture.

Arts of Survival sums up the future path of Tartu but means much more. Culture as we've known it hasn't saved Europe from hatred, fear and manipulation. Yet Europe needs to reclaim its capacity for critical thinking and artistic innovation. The European cities need arts that transform cities to meet 21st century demands.

Our central question is: What can small cities and communities of Europe do in culture to secure human survival on Earth?

Is it too much to aim at? All across Europe and the world, we are daily more aware of the human impact on ecosystems. The effects of it are far greater than of any political rift or culture clash. The arts can no longer ignore it; just the opposite, we believe that arts can take the lead in searching for solutions. Traditional arts that address environmental issues; age-old and brand new survival skills which can inspire arts and be recognised as arts in themselves.

Arts of Survival stands for culture promoting biodiversity, nature-friendly urban development, sustainable lifestyle and environmental awareness.

Tartu with Earth: Ecology before Economy. We firmly believe that future cultural endeavours must seek to minimise and revert harmful human impact on the environment. This has not been said loud and clear enough. Even the latest European cultural agenda speaks of and for culture largely through economy while ecology is barely mentioned. We put ecology before economy – also before cultural economy. "Ecosystem" for us is not just a metaphor for creative hubs, for smoother-running industries; creative hubs and industries must serve real ecosystems. May the new, more sustainable, more inclusive and responsible economies grow out of this cultural change.

Arts of Survival stands for culture in service of (re)learning basic human skills - artistic, social, physical and nature skills.

for all humanity too pretentious? Or is it just admitting that the greatest risk in 21st century is losing traits and functions of human being? Tartu is hailed as ICT trailblazer. Great! But is ICT all that human beings need? There's a growing concern with digi-dependency here and across the world. Mental health issues largely related to it are harrowing all humanity. skills of common people and grassroots initiatives as well as We support responsible ICT innovation and its use in arts but subcultural mavericks and dissident outsiders. we don't want it to foster voluntary dehumanization. ICT will still be there in our lives but the only really smart solutions give humans back and forward to themselves, to each other and the real world. Rather than making an app for everything,

Tartu 2024 cultural programme aims for transversal, transnational and transgenerational education and community-building processes. This is the way we hope to tackle migrational culture clashes, reduce alienation and help to alleviate mental health problems

Arts of Survival stands for awareness of maverick bravado and DIY ingenuity in Tartu and Europe, evoking new, bold and open narratives for small and middling cities.

Tartu with Europe: Greater Smaller Cities. Tartu is to Estonia what Europe is to the world: beacon of critical thinking, civic activism and countercultural defiance. With desire to learn, with drive to mingle, with daring to differ we create unity through diversity. Does the latter sound like Europe's biggest cliché? It's easy to be cynical about it. Yet this is what needs to be reinforced against the tides of superimposed sameness and xenophobic conservatism. Everyman's Europe of small Tartu with Humanity: Forward to the Roots. Is taking a stand and middling cities calls for a jolt out of comfort-bound conformism and feeble metro imitations. We're small enough to be compact and integrated; we're big enough for a richer and more varied range of identities. It's a challenge for Tartu not just to preach but practice it but this is how we survive and help survive. Our programme will thrive on stories and survival

> Arts of Survival seeks response to major challenges of Tartu and the region with strong messages for the whole 21st century Europe and the world.

Tartu drew its overall city vision for 2030 already in 2006 and stands for what we believe in; it means educating the next genhas been regularly updating it. last in 2015. "Creative City" erations while re-empowering the disengaged. Friendliness used to be one part of this vision. However, as Tartu set its goal doesn't mean a permanent state of happy-clappy self-conto become European Capital of Culture 2024, we recognised gratulation; we need to rebuild links between generations, the need for a fresh cultural strategy ahead of the game. major institutions and grassroots initiatives. That takes patience for hearing out the different interest groups, sceptics The brainstorms for what was to become KU30 began in 2016 and dissenters, creating shared paths for seemingly divergent as a welcome warmup for extensive ECoC bid consultations. objectives while still pursuing the way of existence that cares for essential human needs as well as the ecosystems we live Drafts of the strategy were circulated and published to invite comments both from a targeted working group and, for the and survive in. For a city as compact, as alert, as eager to take whole spring of 2018, from the broader Tartuvian community. the next big leap, all this presents the basis for Arts of Survival.

On 28 June 2018, the KU30 cultural strategy of Tartu was passed unanimously by the City Council.

So much time, so much input, and just 10 pages? Indeed. Rather than producing a jargon-heavy "shelf filler", we have designed the strategy sharp and concise enough to cue in the key players in Tartu from all fields to face and address the most crucial cultural challenges across three major themes: Generations, Community and Environment.

By 2030, Tartu is an open, bold and friendly city of culture.

Isn't that the aim of every city? On paper, maybe. In reality, every traveller has seen many cities where it's not that simply achieved after all. What does it really mean for Tartu?

To incite the desired changes, KU30 designates seven **Open** – to be an internationally attractive and intellectually lines of action: cultural identity, international networking, inspiring city with vibrant creative economy broad cooperation, creative economy, community involvement, healthy lifestyles and ecologically aware urban Bold - to welcome new ideas, make sense of heritage in cur**space development.** Under each, more specific incentives rent life, live with culture as the driving force of welfare and and measurement principles are indicated. Keeping tabs on development cultural processes while knowing what to measure and give a further surge is the way to guarantee their persistence beyond Friendly - to engage citizens and communities in an environ- 2024, into 2030 to proceed to another stage of growth with new mentally aware and responsible city challenges.

These are not just sunny slogans. In each one of them, there The variety of steps to be taken largely overlaps with those are tough challenges we haven't quite managed to deal with by stated in the ECoC bid but the pervasive message of KU30 is: now – brain drain, isolation, resignation behind the clean-cut this is what we are going to do anyway. It is a launchpad for façade. **Openness** doesn't mean just not checking your passfurther plans of action for communities, cultural agents, all port upon entering the city - we need to counter the impresresponsible departments of the City Council and other stakesion of provincial monoculturalism by creating an ambience holders. The city spreads awareness, incentives, connecting where people from diverse backgrounds are welcome to give links and feedback on hundreds of further activities to carry their ideas a try, tune in and help us turn visitors into mates, out the commonly acknowledged responsibilities. Becoming tourists into citizens. Boldness doesn't mean just a flashier European Capital of Culture, however, gives the process a sales pitch for stale and conformist image – we need to attack much clearer focus, stronger motivation and vastly greater complacent routine by daring to take strong cultural and social possibilities of sharing with Europe.





Describe the cultural strategy that is in place in your city at the time of the application including plans for sustaining the cultural activities beyond the title year.

The main objectives of KU30 are:



- Maintaining lifelong intergenerational connections with cultural environment
- Improving accessibility within the city, on the national and international scale
- Boosting international cultural contacts
- Establishing proper cooperation between the city, universities and memory institutions

Describe the city's plans to strengthen the capacity of the cultural and creative sectors, including through the development of long term links between these sectors and the economic and social sectors in your city.



In the previous decade, Tartu has been a pioneer of promoting awareness of the communitarian and regenerative possibilities of creative industries in Estonia with theme conferences, publications and establishment of creative hubs.

(TCCI) was founded in 2009 and has been instrumental in creating 170 new businesses (with 80% still active), with more than 300 employees and total turnover of approximately 10 million euros.

In spite of quick development, creative industries in Tartu are currently in another "searching phase".

Widget Factory/Aparaaditehas, a private sector led creative hub, has revived a Soviet-era industrial site into one of the most rapidly transforming areas in Tartu. sectors: Aparaaditehas enjoys visitor volumes while bringing together creative entrepreneurs, artist and designer studios, commerce and entertainment. But even

they have to admit that the local market is too often too small. To reach new audiences. Cls in Tartu need more internationalisation, export development and knowledge transfer.

Meanwhile, TCCI has initiated yeararound training programmes with Pallas University of Applied Sciences (former Tartu Art College), but in order to help the upcoming artists and managers go further, more international activities and professional expert support is needed.

Tartu is also home to vibrant tech hubs like sTARTUp HUB and SPARK HUB with its SPARK Makerlab which provide access to community and coworking space. Still, there isn't yet a hub that'd establish a strong shared path between IT-Tartu and Tartu of Arts.

Collaboration between City of Tartu, universities and creative centres is slowly developing and its current highlight is a state-wide IT business festival sTARTUp Day, which brings together over 100 world-class speakers and 4000 attendees, many of them students, to discuss Tartu Centre for Creative Industries entrepreneurship, innovation, creativity and new technologies. Nevertheless, much is to be done in linking university training to the actual long-term demands and needs of the cultural institutions, initiatives and creative scenes of the city.

Cultural Strategy and capacity building

The KU2030 cultural strategy of Tartu presents the following incentives for strengthening the capacity of creative

• Developing more support services for starting creative enterprises, including student companies

(training, coaching, mentoring; conducting surveys and creating networks: export subsidies, creative hackathons and events):

 Supporting creative enterprises through real estate and urban development policies (reduced rent for locations in city centre; encouraging the establishment of creative hubs in unused spaces in various parts of the city);

• Supporting and implementing initiatives of youth entrepreneurship in schools, youth centres etc.

These actions will be carried out by city government departments, public institutions and partner organizations. The progress will be measured by:

- The number of businesses in incubation
- The number of youth initiatives and student companies
- The scale and percentage of CI (hubs/clusters) subsidies in the city budget
- Economic measures (number of businesses and employees, total turnover, total value added, export)

While acknowledging the incentives of the strategy, our ECoC bid seeks to add another layer to it by crafting a new capacity building programme for cultural managers and artists. The programme aims to bridge the gap between cultural and other sectors in a number of ways including cross-sectorial knowledge sharing and networking.

this strategy?

2024 and states: "Being a European Capital of Culture would be the grand rehearsal for an evolutionary leap involving the living environment, identity and international outreach of Tartu - the testing phase for the lasting solutions intended to tackle the challenges of the 21st century."

We have related the current challenges of Tartu, identified in Q1 as reasons for our ECoC endeavour, to broader and largely problematic global processes which the long-term development of the city needs to address: "the fast-paced

Challenges for Tartu 2024	Objectives in KU30	Solutions by Tartu with Earth – Ecology before Economy	Solutions by Tartu with Humanity – Forward to the Roots	Solutions by Tartu with Europe – Greater Smaller Cities
Brain drain and marginalisation	inter-generational from	Asking big questions from, in and with arts: bringing ecology	Bringing culture more extensively back in service of (re)learning basic human skills – artistic, social, physi-	Raising awareness of maverick bravado and
"Closed City Syndrome", local focus	tural environment	strongly to the fore in		DIY ingenuity in Tartu and Europe
of arts management and impression of	Improving accessibil- ity within the city, on	cultural identity and creative economy	cal and nature skills	Evoking new, bold and open narratives for
monoculturalism	the national and inter- national scale	Promoting biodiver- sity, nature-friendly	Aiming for transver- sal, transnational	small and middling cities in the Southern
Silent decline and defeatism	Boosting international cultural contacts	urban development, sustainable lifestyle and environmental awareness	and transgenera- tional education and community-building	Estonian region and across Europe, based on critical thinking,
Comfort-bound conformism, fear of Establishing proper			processes 	civic activism and countercultural
change and losing the cooperation between status quo the city, universi- ties and memory institutions			Tackling mental health issues through arts, skills training and community action	defiance



Q7

How is the European Capital of Culture included in



The preamble of KU30 declares Tartu's candidacy for ECoC development of smart devices and global online communication, the mobility of people and the integration of cultures, extensive changes in the climate and employment trends". We find it essential for our cultural survival to reinforce communal ties as well as strengthen international contacts; to remind basic human skills and connection with nature for redefining the manifestations and impacts of culture in 21st century lives.

Here is our Matrix for Arts of Survival, linking ECoC-related challenges to KU30 strategy objectives and presenting principles for solutions by our intended programme lines:



If your city is awarded the title of European Capital of Culture, what do you think would be the long-term cultural, social and economic impact on the city (including in terms of urban development)?

Our long-term impacts build on the values Arts of Survival stands for. Our designated impacts correlate with the new KU30 cultural strategy of Tartu, especially with the call for our European Capital of Culture bid to test the solutions intended to tackle the challenges of the 21st century.

find solutions to pressing cultural, social, mental and ecological issues in Tartu, Southern Estonia, Europe and around the world.

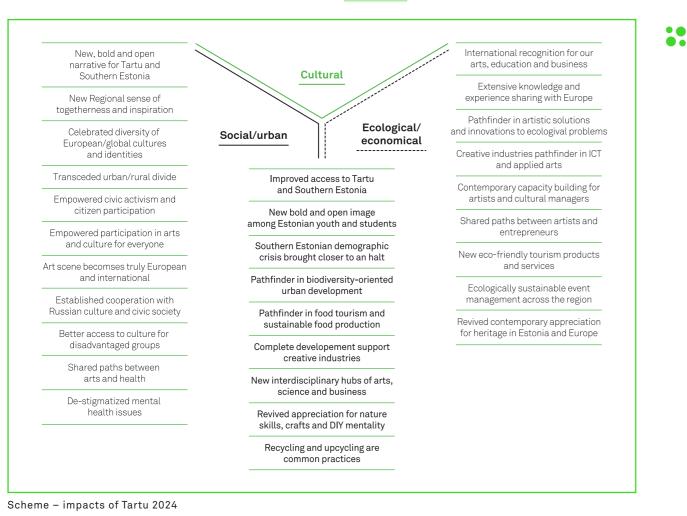
Shared paths

Arts of Survival is a concept about finding collective ways look to go further and redefine Tartu and Southern Estonia how to overcome our major challenges. The way how we

present our ECoC programme impacts is how we look at the solutions - groundbreaking results must be achieved in cooperation between different people, organisations and fields

We have positioned the desired impacts of Tartu 2024 on Tartu 2024's bid for ECoC aims to do exactly this. We strive to the shared borders of the categories exactly the way how we see them play out in real life. With the implementation of our proposed programme we are looking to establish new shared paths - states of mutually beneficial creative cooperation between different fields of life.

> In key areas such as biodiversity or creative industries we as Pathfinders, new centres of innovation and competence.



Outline briefly the plans for monitoring and evaluation.



of Survival. Our plan for monitoring and

evaluation is built around 2 distinct sets

Largely quantitative indicators using

the set of core data collected already by

various national and local institutions in

would comprise:

- Demographic data describing the Estonia
- Education data number and
- of activity
- transport connections

Arts of Survival Indicators

Building on the core indicators we would develop a set of Arts of Survival Indicators which would be designed around the combination of core strategy objectives and "survival challenges" set out in the Survival Matrix in Q7. This would provide a more gualitative evaluation of our success in reaching or moving towards Tartu's more specific and longterm goals.

Our plan is to further develop these more advanced indicators and to collect baseline data in 2019-2020. This will involve steps to:

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Estonia.

of indicators

Core indicators

We will be able to measure some of our desired impacts through this core information. With some of our ECoC contacts - we develop a shared "core" of cultural social and economic information which we all collect. This core information

population of Tartu and Southern

nationality of school and university students, their course choices and behaviour after graduating in Tartu

• Cultural data – number of visits to our cultural institutions and events

Economic data – number of companies, employees, revenue and fields

• Tourism data – number and nationality of overnight tourists staying in Tartu and the region, also number of

- Audit the stakeholders
- Study existing plans and research
- Execute further interviews
- Request more specific data collection from the stakeholders
- If needed, develop and carry out new surveys
- Record indicator levels = set benchmarks

Using this framework and the subsequently set benchmarks we plan to conduct the next general check-ups and publish reports in 2022 and 2024. In 2026 another check-up will be conducted to measure progress towards the ECoC legacy and the delivery of Tartu's strategic goals for KU30.

A designated Tartu 2024 staff member, Social Studies and Outreach Manager, will be responsible for the monitoring and evaluation process. Indicators will be developed in cooperation with University of Tartu Institute of Social Studies and Smart Tartu, a City of Tartu initiative which develops big data based indicators for city development.

Monitoring and evaluation is likely to be carried in cooperation with an independent company and the University of Tartu

The Social Studies and Outreach Manager will also be responsible for the dissemination of the collected data. He/ she is also expected to present databased development plan proposals to City of Tartu and other stakeholders both before and after 2024



What is the artistic vision and strategy for the cultural programme of the year?

Tartu's main challenges - blandness, brain drain, limited outreach within and without - are not primarily caused by lack of attitude, talent or artistic opportunities. What we've been lacking the most is the broader perspective, going beyond the routine of our local habits. cultural practices and urban lifestyle.

We need the ECoC process to find the boldness in arts. education and entrepreneurship to ask big human questions that won't go away. To seek answers to them in ways that might well redefine the conventions of "venue", "event", even "arts" themselves. We want our programme to alter the ways people think about artistic "career" and "success". about greatness and purpose in creativity, about cities and cultural interaction at home, in Europe and around the world.

It's not just to save Tartu. The whole of Europe needs a way out of confusion and doubt, a revision of what arts can and must do to keep up European ideals. Let's see and act beyond the current problems of Tartu, the region, Estonia, Europe even - Arts of Survival seek to make nature matter more in humanity, humanity matter more in arts, arts matter more in Europe and Europe matter survival on a surviving planet.

All communities, even small communities, have global responsibilities. Our artistic programme is not meant just to boast our city's advancement and make us attractive at the expense of others. It aims to build more creative links between city and the region, town and country, Estonia and Europe, "locals" and "foreigners", culture and nature, humans between arts, academy, innovation and and the Earth.

Our artistic programme is not mainly built around flashy and noisy megaevents and superstars. It grows from revived and reconnected basic human skills in service of communities and and artistic circles; but easy way from environment.



Pure Mind, dir. Renate Keerd (Tartu Uus Teater)

Our strategic aim is to make the prepa- and lack of invention. By sharing experiration, consummation and legacy of the Tartu2024 programme:

- Transversal
- Transnational
- Transgenerational

Transversal: Tartu's small size and limited resources have already inspired local Arts of Survival - dense interdisciplinary cooperation between institutions, festivals and NGOs of diverse fields; many cultural agents making a mark in various arts at once; personal/ more in the world for the sake of human leisurely social networks across the domains of culture, science, business and environmentalism. Thus, most of our projects do not represent a single art - they are already born as hybrid ventures transcending boundaries in and beyond arts.

> our social and artistic capital in more regional and international networking urban planning. Tartu is already a member of UNESCO Creative Cities Network as a City of Literature, providing us with cooperative contacts. We find that small/ middle cities can have smaller power distances between city decision makers idea to action can also lead to smugness

ences and practices across borders, we learn as we teach: we welcome a broader range of ideas and agents. It's not just an elite project, "only-those-qualified-canapply" - it's essential everyone entering the city could receive community involvement and skills development rather than being left to their own devices (digital or otherwise).

Transgenerational: Do we daily realise that we live in the light of historic window where grandparents still retain a lot of preindustrial skills but can also relate to pop culture and contemporary art? Not only many of them were in bands some still are! - they might have crafted their own instruments! As the century proceeds, the window might be closing. We aim to keep it open. Our programme will strengthen the continuity between generations in passing on the vintage skills to provide more esteem for the elderly, more non-digital dexterity for Transnational: it's time to involve the young and more integrated, diverse and inventive crafts base for the culture to come

> Connected with transversal and transnational, these transgenerational practices aim to meet our greatest challenges and bring on the European Capital of Culture where you find both unique and universal experience and hopefully a home for the century to come.

Give a general overview of the structure of your cultural programme, including the range and diversity of the activities/main events that will mark the year.

Tartu 2024: Arts Of Survival has three main programme lines:

Tartu with Earth: Ecology before Economy

Altering urban/rural environments, green areas and our ways of being in them is for us the main challenge for arts and culture now. Tartu inspires Europe to take care of biodiversity and reduce harmful human impact on ecosystems in urban planning; grow our own food; clear the waters and land from trash to reuse, upcycle, invent and create. All this is not just inspiration for traditional arts, we regard them as arts in themselves: Arts of Survival. We also aim to set the template for creative economy thriving on social and environmental awareness.

Tartu with Humanity: Forward to the Roots

Advancement of basic human skills, balancing the "digital literacy" with arts and crafts, social and nature skills. We provide processes of learning what it takes





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to be an artist in 21st century Europe – a creative, caring, skilled and responsible human being. We remind, celebrate and promote grassroots ingenuity in repair. reuse and upcycling. We encourage communities, neighbourhood societies, hobby centres and home lounges to open up to people from around the world, to turn tourists into friends and citizens. We inspirez our globally trailblazing ICT sector to develop towards serving the needy rather than pandering to the gadgeted elite. By strengthening real-life, face to face learning and interaction, we seek to redress some of that shaky mental balance in the competi-

Rewriting our narrative and identity to inspire and support the Southern Estonian region and small/middle cities across Europe. We remember, respect but also provoke our subcultures and mavericks. We redefine our humdrum urban spaces and rewire our global contacts. We plan our projects

and programmes as three-way interactions between Tartu, our regional and European/global partners where all can be givers as well as takers, learners as well as teachers. We create shared paths for education and science, businesses, communities, culture and heritage institutions, independent operators and international initiatives. We reinstate the University of Tartu as the main international portal of fresh transversal talent into Tartu and Estonia - a major player in the cultural and social scene.

This order of programme lines also expresses the steps taken in developing our artistic programme:

- seeking to alter the urban/rural environments and ways of thinking about them
- fostering processes of action learning through direct communication
- defining each programme line with two flagship Tartu 2024 events – one in Tartu, the other in the region.

TARTU WITH EARTH: ECOLOGY BEFORE ECONOMY

Biodiversity and ecology in urban planning, as artistic inspiration and community incentive

FLAGSHIP EVENT IN TARTU: ARTS OF SURVIVAL URBAN NATURE FESTIVAL

The peak of the festival is largely yet to be invented - or rediscovered? A huge, uplifting show for all kinds of people but without the big noise and excess of fireworks. An eco-friendly and sustainable arts experience for life. A flagship that would go beyond Tartu 2024 to lead the way for major events in the world. For the whole festival – go wild in the city! Tartu is loved by locals for its bewildering expanses of lush and scruffy greenery in all districts and opens it up for ramblers international. Transversal arts programme with music, theatre and that grand performative finale, orientation games, adventure park, walking, biking, canoeing or barge sailing on river Emajõgi, crafts and species observation workshops, photo and drawing competitions, eco-food fair for all-family pastime and awareness-raising on how to preserve and enrich urban nature. Or you can just get safely be lost with a good book and a hammock in our Nordic jungles.

Estonian partners:

University of Tartu Natural History Museum and Botanical Gardens / Tartu Uus Teater / Estonian University of Life Sciences / Estonian Naturalists Society / UNESCO City of Literature Tartu / Elektriteater Cinema / AHHAAScienceCentre / Prima Vista Literature Festival / Tartu Environmental Education Centre / Emajõe Lodjaselts (Emajõgi Barge Society) / Aparaaditehas (Widget Factory) Hub / Intsikurmu Park Festival / VIljandi Folk Music Festival / Seto Folk Music Festival / Environmental Investment Centre (KIK)

European/international partners:

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European Citizen Science Association Network / Let It Grow Network Europe / CityNature.eu / GBIF (Global Biodiversity Information Facility) Network / CETAF (Consortium of European Taxonomic Facilities) / EUROPEANA / MakeCity Berlin (DE); / Oxford Festival of Nature (UK) / Nature-Nurture.co.uk (UK) / ESCITE Network / Le Nuvole Teatro (IT) / Kernikova Institute (SLO) / Walk the Plank (UK)

Duration: June 2024 (with gradual expansion in the ramp up years)

FLAGSHIP EVENT IN THE REGION: LAKE PEIPUS ARTS ROUTE

Voronja Gallery, the Tartuvian international contemporary/environmental art initiative in the Russian Old Believers region ("Onion Route") near Lake Peipus, turns 10 in 2024 and involves all former curators in providing the popular route with artistic programme for the whole year. A wealth of secret gardens, vernacular creativity, local food and cultural events, workshops and nature trails present one of the most unique Southern Estonian areas to European travellers with a quirky and provocative edge. Artistic programme for Lake Peipus environmental awareness will emerge in cooperation with Russian partners.

Estonian partners:

The Onion Route Network of Lake Peipus with 24 organisations / Voronja Art Gallery / ambulARToorium gallery / Varnja Old Believers Prayer House / Alatskivi Manor / Peipsimaa Visitor Center in Kolkja / Tartu Art School / Peipsimaa Tourism / Tartu County Development Association (Yellow Windows) / University of Tartu Viljandi Culture Academy / 360 degrees (adventure tours organiser) / Peipsiääre Municipality

European/international partners:

Gallery Luda St Petersburg (ЛЮДА, RU) / Veszprém 2023 (Great Lakes of Europe + Republic of Freedom, HU) / Galleria Live (FI)

Duration: 2020-2024 (with the main event in September 2024)

CURATED BIODIVERSITY

Urban green areas don't have to be beautified blank spots which even

locals shun. They should be lived spaces of creativity for people and nature together. Doing away with the noise of pointless mechanised lawn trimming and leaf blowing, Curated Biodiversity brings vivid wildness and richness of species back to the central park, riverside green areas and other city parks. Involving ecologists/ botanists, city planners, architects, designers, artists, students and several other parties, Curated Biodiversity will change the face of Tartu and fight urban alienation with scenic outdoor spaces for environmental art, public readings, impromptu performances and small-scale concerts. Tree house workshops and nature education sessions make it a great place for learning Arts of Survival. This will be the most visible and inclusive everyday milieu of Tartu 2024 - one to turn tourists into Tartuvians, passers-by into friends.

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Estonian partners:

Kino NGO Landscape Architects / LIFE Environmental Governance and Information / UT Botanical Garden / Estonian Fund For Nature / Estonian Centre of Architecture / Nordic Botanical LTD Biodiversity Company

European/international partners:

Mareld Landskapsarkitekter AB / Göteborg (SE) / Riga Urban Institute (LV) / Raumlabor Berlin (DE) / Strelka Institute Moscow (RU) / WILK Open Cluster of Design (PL) / Joop Mulder/Sense of Place (LF2018, NL), Sytze Pruiksma (LF2018, NL) / Festival of Creative Urban Living Milton Keynes (UK) / Kaunas 2022 (Fluxus Labas, LT)

Duration: 2020-2024 and beyond

ECHO OF THE URALS -TRAVELLING EXHIBITION

Award-winning for its environmental design and social responsibility, Echo of the Urals is currently the permanent exhibition of the Estonian National Museum, offering insight into

the Finno-Ugric indigenous cultures, languages and genetic background. Inhabiting an immense swath of land from Scandinavia to Siberia, most of them are endangered ethnicities without their own statehood. Do some of them even exist anymore or do we will them into being? Echo of the Urals shares a whole world of cultural biodiversity and nature-bound ways of life through environments from indigenous architecture to state-of-the-art digital projections. For the ECoC 2024 year and ramp up years, the exhibition will be thoroughly updated and expanded to become one of our ambassadorial events across Europe.

Estonian partners:

UT Department of Ethnology

European/international partners:

Finnish and Russian ethnography museums

Duration: 2022-2025

GROWING WITH YOUR FOOD

We are what we eat, we art what we eat. Consumers in life, consumers in culture. Our kids can do better. We start a network of community greenhouses open to schools and kindergartens, so children can grow into growers of clean local food for the community and ecological trade. ... Yeah but is it art? Food has been called the new pop, the new politics, the new... or really the oldest art of survival. We track the process by evoking transgenerational narratives and creative expressions of this experience of growing; literary and artistic programmes to raise awareness of the cultural, educational and communal significance of feeding a 21st century European city.

Estonian partners:

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Transition Tartu Civic Movement / TajuRuum Urban Planning Agency / Supilinn Neighbourhood Society / UT Botanical Garden / Jardin Gardening Stores Chain / Estonian Landscape Architects Union / Elukas NGO For Urban Biodiversity / Tartu Public Library (the Seed Library initiative) / Tartu branch of Estonian Writers Union

Bodø 2024 Candidate City (Connecting Waste, NO) / Folke Köbberling and Martin

RESIDENCIES:

It used to be a standing joke: to make Tartu a capital of culture we must make it a sea city. Time to make it happen – or show it's been true all along. Even inland, we affect oceans and oceans affect us. As oceans of life turn to oceans of plastic, the arts must act for survival. Pallas University of Applied Sciences will run a residency programme for international ecological artists, mentoring education and crafting programme of creative recycling of trash from Emajõgi river, Lake Peipus and Baltic Sea. In 2024, a major exhibition will be scheduled for World Oceans Day, 8 June.

Estonian partners:

Pallas University of Applied Sciences / Stencibility Street Art Festival / KOGO Gallery / Tartu Art School / Tartu Children's Art School / Let's Do It Foundation (World Clean Up Day)



European/international partners:

COST Framework (Urban Allotment Gardens in European Cities) / Tukums Urban Food Strategy (LV) / Wagon Landscaping (FR) / Kaunas 2022 (Happiness Interventions Urban Gardening Programme, LT) / Land8 – Landscape Architecture Network / Horticity (IT) Associazione Culturale Link (IT) / Kooperative GartenCoop Freiburg (DE)

Duration: 2020-2024 and beyond

SEA CITY TARTU ECOLOGICAL ART RESIDENCY

European/international partners:

Kaltwasser (DE) / Kristiina "Tikke" Tuura (FI) / Tuula Närhinen (FI) / Bordalo II (PT) / Washed Ashore: Art to Save the Sea (US) / Drifters Project (US)

Duration: 2020-2024 and beyond

WILD BITS TECHNOLOGICAL ART RESIDENCY

Our senses are becoming ever more networked, our bodies scatter amid new technologies. Subsequent generations awaken as natives to new technological normalities, disjunct to realities of their predecessors. Digital natives wander in fields of wild bits to explore and expand what was already there. Wild Bits takes place on the frontier of these overlapping normalities, inviting international artists to MAAJAAM residency (run by distinguished Tartuvian tech-artist Timo Toots in Southern Estonia) to contemplate, question, explore and exhibit aspects of technological society, its influence on our behaviour, perception and thinking. ECoC twin city exchange programme will also be launched in the ramp up years.

Estonian partners:

Maajaam Artist Space / UIT Urban Festival

European/international partners:

Kaunas 2022 (Designing Happiness + Matters, LT) / Veszprém 2023 (XX/XXI – Veszprém Contemporary Art Show, HU) / House of Arts in Veszprém (HU) / RIXC Center for New Media Culture (LV) / FoAM Amsterdam (NE) / Rampa Lab (SL)

Duration: 2018-2024 and beyond

TARTU WITH HUMANITY: FORWARD TO THE ROOTS

arts and crafts, social and nature skills as the basis of creative education and community action

FLAGSHIP EVENT IN TARTU:

POSTMARKET OF ARTS STREET FESTIVAL

Our European Capital of Culture is about giving Tartu back and forward to people make it a human-scale city for Europe and the world. Postmarket of Arts reclaims some of the densest streets from car traffic to celebrate crafts and cultural diversity with artistic presentations from European and world cultures, amalgamations of all arts, fairground with on-thespot upcycling crafts of tailors and tinkers, widget and furniture repair, vinyl cleaning, board game hosts etc. Building on its regular street festivals and second-hand markets, the Aparaaditehas/ Widget Factory hub joins together the creative cluster of Vanemuise/Riia/Tiigi streets (see Q3, 37a), International House Tartu and outlets for the majority of Tartu 2024 main projects for the year's greatest cultural fair.

Estonian partners:

Aparaaditehas (Widget Factory) / UNESCO City of Literature Tartu / Vanemuise/Riia/ Tiigi cultural cluster / Looming Hostel / Information Centre for Sustainable Renovation SPARK Makerlab / AHHAA Science Centre / Tartu Experimental Bicycle Repair Factory / UIT Urban Festival / Tour d'ÖÖ urban cycling tour / Telliskivi creative hub in Tallinn

European/international partners:

TEH (Trans Europe Halles) Network of Cultural Centres with more than 100 partners

Duration: 3 days in August 2024

FLAGSHIP EVENT IN THE REGION: TARTU WORLD UNIVERSITY

Only connect! For long, University of Tartu has given Estonian cultural luminaries a yearly tenure as Professors of Liberal Arts. We take it to the glocal level, inviting internationally influential public intellectuals to Southern



Estonian partners:

UT Centre of Educational Innovation / UT Centre of Arts / UT Viliandi Culture Academy Ööülikool (Night University) radio lecture series (Estonian National Broadcasting) / Tartu County Tourism Foundation / Valga County Development Agency / Development Centre of Võru County / Foundation Põlva County Development Centre / Village Houses Network of Southern Estonia

European/international partners:

Veszprém 2023 (Republic of Freedom Project, HU) / Goethe-Institut Estland / Finnish Institute in Estonia / Nordic Council of Ministers' Office in Estonia / L'Institut francais d'Estonie / British Council / Freie Universität Berlin (DF)

Duration: January-December 2024 (in 12 locations in Southern Estonia and Tartu)

BEETROOT WASHING MACHINE

Beet-root-what? Lifting a line from an Estonian novelty hit, this Tartu City Museum exhibition will present a wild variety of post-WW2 Eastern European vernacular invention, grassroots recycling and creative repurposing - both urban and rural. When stuff was hard to get, folks made their own - beat band guitars and dissident typewriters, moonlighting liquor kits and ... indeed, washing machines. Are they just past | (Erasmus +)

Estonia with talks and workshops for | curios or can we learn some life hacks for the 21st century?

Estonian partners:

Tartu City Museum / Estonian Agricultural Museum / Estonian Road Museum / Estonian Bicycle Museum / Estonian National Museum / UT Museum / VABAMU Museum of Occupations and Freedom in Tallinn / SPARK Makerlab / Tartu Vocational Education Centre / Põlva Peasant Museum

European/international partners:

DDR Museum Berlin (DE) / Museum of Communist Consumer Timisoara (RO) / Recycled Materials Museum Kiev (UA) / The Recycled Museum / Hatton Gallery (UK) / ToyCycle (IL) / Музей из мусора Murmansk (RU)

Duration: Spring/Summer 2024

SHARING GENERATIONS

More things to make and do, more vintage life hacks from the City Museum - with neighbourhood societies and for international audiences, visiting students and ECoC children's camps. Hand washing linen and splitting firewood, making bread and jam - plain and simple? Skills from the past? Or still to be mastered for breakdowns and power cuts - or just to share more of the world with our "silver survivors." Involving a wide range of volunteers for cultural and language mediation, the wide world is brought to backyards of Tartu for mutual learning.

Estonian partners:

Tartu City Museum / Tartu neighbourhood societies / Tartu youth centres / UT University for Senior Citizens / Nursing Homes of Tartu (Anne, Kalda, Tähtvere, Kodukotus) / Tartu Science Park / International House Tartu / SPARK Makerlab / Tartu Folk High School / ISA (UT International Student Ambassadors) / Education Agency Archimedes Foundation

European/international partners:

Immie Jonkman, Patricia Klomp (through LF2018, NL) / Kaunas 2022 (Fluxus Labas, LT)

Duration: 2022-2024

RIGHT BODY, WRONG BODY

Body is our primary means for getting to know our environment. How has culture conditioned us to regard our bodies? To what extent are they ours at all if they are regarded as biological engines, quantifiable and judged by "objective" parametres? How do cultural interpretations and assessments of bodies affect our daily lives? From birth to growth to sexuality to aging and death, bodies are rated for their use value in society. They are testing grounds, even battlegrounds for competing health and eating practices. They are liable to traumas and disfigurement. Bodies are also spaces open for imagination, transformation, even posthuman utopias or dystopias. The extensive exhibition will be complemented with events and film programme.

Estonian partners:

UT Institute of Psychology

European/international partners:

VEMU (The Museum of Estonians Abroad, CA) / Veszprém 2023 (Festival of Thoughts, HU) / Victoria & Albert Museum (UK) / Ashmolean Museum (UK)

returning to Tartu 2024 SOCIAL MEDIA AND ART

Anyone of us regularly online inhabits a world of memes. Is the like-and-share pun culture a symptom of utter derivation and death of creativity - or is it a figment of culture that's always been there, in some form or other? Is it utterly alienating or part of our survival strategies? Facing the threat of GDPR, may that be the dying art we'll miss when it's gone? Imagine memes, GIFs, emoticons, memojis, orz, emotisounds, ASCII art and other curiosities of your daily feed blown into daunting proportions in the analog world, turned into 3D, acted out and merged further together. You'll be surprised what you'll find out about our world and yourself. The exhibition will be accompanied by a conference also addressing the darker side of online culture (addiction, cybercrime, bullying).

Estonian partners:

sTARTUPday Festival / UT Idea Lab / Pallas University of Applied Sciences / Stencibility Street Art Festival / WikiMedia Estonia Society

European/international partners:



Duration: 12 months in 2020-21. travelling exhibition in Europe 2022-2023,

EXHIBITION @sTARTUpday

TodaysArt (NL) / Memefest.org (SLO) Intersection (IT) / Nordichi (NO)

Duration: January 2024 (in association with sTARTUPday Festival) with pilot events in ramp up years

RESIDENCIES: THROUGH THE CITY -COMMUNITY THEATRE AND RESIDENCY PROGRAMME

Residency programme of the young independent theatre troupe Must Kast (Black Box) for international stage directors to develop plays in different districts, out of the stories of locals. The plays will be performed in the districts with locals. with special attention on Tartu's outreach target groups - Russian-speaking and international community, "silver survivors" and the disabled.

Estonian partners:

Must Kast Theatre Troupe / Artist In Residency Tartu / Tartu neighbourhood societies / Viljandi Culture Academy / Kodukotus elderly people's union

European/international partners:

New Theatre Institute of Latvia (Road Map Programme – through Riga 2014 legacy, LV) ASSITEJ International / NORTEAS Baltic Theatre and Dance Institutions of Higher Education

Duration: 2020-2024

SUPERURBAN RENITENTS RESIDENCY

Superurban Renitents camp will be a new mini-district developed by residing experimental architects who go on living in the buildings and documenting the experience. The camp will serve as an example of a resilient, self-sufficient and smart way of life where each dwelling teaches us something about Arts of Survival in a multitude of possible futures, in postapocalyptic or even interplanetary conditions. The district will continue to function as a site for various creative residencies.

Estonian partners:

UT Viljandi Culture Academy Estonian Native Crafts Department / Estonian Academy of

Arts Department of Architecture and Urban Design / Estonian University of Life Sciences Forestry and Rural Engineering / Hobukooli Park Natural Building / Nina Straw Houses / Transition Tartu Civic Movement / Kodumaia Housing Construction Company

European/international partners:

Veszprém 2023 (Sexy Regional Toolkit, HU) Hello Wood Design Studio (Veszprém 2023, HU) / Tiny Town Urania (DE) / Raumlabor Berlin (DE) / Low Tech Magazine (ES) / Post Carbon Institute (USA) / Cal-Earth Institute (USA) / Degrowth.org International Network / Bodø 2024 and Dornbirn 2024 Candidate Cities

Duration: 2020-2024

MENTAL HEALTH PROJECTS

Transversal arts projects addressing mental health issues form a heightened-sensitivity subsection of the Tartu with Humanity programme line.

HIDDEN WORLDS EXPANDING

While there is a developed outsider art scene in Europe, both socially and aesthetically aware, the curators in Estonia still have trouble gathering works from asylums and care institutions because a lot of works and artists are hardly recognised as such. The project aims to give some credit to those people as artists, to show they deserve kudos not shame and stigmatisation - at the very least, they deserve proper working materials. For some, this can be way back outside the confines of asylum; for many, the way to feel happier in a very tough life. Based on the ongoing work of Viljandi's Kondas Centre of Naive Art, the project results with the most extensive exhibition and cataloguing of outsider art ever to have happened in Estonia.

Estonian partners:

Kondas Centre of Naive Art in Viljandi Centre For Contemporary Arts of Estonia Social Welfare Support Centre Juks Tallinn Maarja Küla Village / Solve et coagula Pärnu / UNESCO City of Literature Tartu

European/international partners:

Accessible Arts and Culture Tampere (FI)

DaDa Fest Liverpool (UK) / SICHT:WECHSEL (AUT) / Autism Arts Festival (UK) / Kettuki Art Centre (FI)

Duration: 2020-2025

STAND UP FOR YOUR MIND

Humour may be the ultimate art of survival, and it is needed more than ever in tackling fast aggravating mental health issues. In this high-risk but potentially high-gain project, Tartu's standup comedians, medical experts and people with mental health issues are brought together for sharing stories and healing through fun.

Estonian partners:

Peaasjad NGO For Mental Health / Mure Pooleks NGO / Comedy Estonia Stand Up Comedy Group / Estonian Youth Movement of Mental Health / University of Tartu Department of Psychiatry / Tartu University Hospital Psychiatry Clinic / UNESCO City of Literature Tartu

European/international partners:

Yeesi Youth Mental Health Association (FI) TILLT Network (SE) / David Granirer (Stand Up For Mental Health, CA) / SIND Ungdom Youth Organisation (DK) / Hoofdzaken Project (NL) / Mental Helse Ungdom Organisation (NO) / Big Difference Company (UK)

Duration: 2023-2024 (with tour around Estonia in November 2024)

SOUND OUR SOULS

Ambient and electroacoustic sound is brought to churches and shrines of Tartu for transcending boundaries between religions and spiritualities, to create space for contemplation and mental exploration. Part of the festival presents leading international electroacoustic performers on the church organs of Tartu. TAVA Light Festival will curate the complementing visual programme.

Estonian partners:

Kirikute Öö (Night of Churches Estonia) / MIM Project Interdisciplinary Art and Sound Group / AFEKT Contemporary Music Festival

/ Tartu Light Festival TAVA / EELC Estonian Evangelical Lutheran Church

European/international partners:

PAF (Performing Arts Forum, FR) / Under de Toer Church Programme (through LF2018, NL) / David Toop (UK) / Sarah Angliss (UK) Dornbirn 2024 / De Stichting Alde Fryske Tsjerken (through LF2028, NL)

Duration: October-November 2024

HEALING THROUGH ART AND PLAY

Can contemporary art curb bullying in schools? We make it at least give a try. Tartmus teams up with local schools and Bullying-Free School NGO to curate an interactive contemporary art exhibition and accompanying education programme based on extensive research. The exhibition will be designed as a travelling exhibition and will be offered to other ECOC cities. An international conference will be held during the exhibition addressing the role of cultural institutions such as art museums in providing a healthy and supportive learning environment for students. The young people's group of Tartmus (aged 15-18) will participate in organising a section of the conference and accompanying workshops

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Estonian partners:

Tartmus (Tartu Art Museum) / Bullying-Free School Association / UT Communications Department and Psychology Department / Educational institutions from Tartu and Southern Estonia

European/international partners:

University of Leicester Museum Studies (UK) Forsythe Productions (DE) / Association for Play Therapy (US) / Ariel Trust Liverpool (UK)

Duration: 2020-2025 (with major exhibition from September 2024 until January 2025, international conference in October 2024)

TARTU WITH EUROPE: GREATER SMALLER CITIES

Rewriting city narrative through its subcultures and mavericks, reimagining urban spaces, regional and global contacts

FLAGSHIP EVENT IN TARTU: STUDENT SPRING DAYS - KISSING TARTU

Inspired by one of Tartu's symbols, the Kissing Students' statue on town hall square, this peak event brings together thousands of couples. triples and other formations in a massive kissing flash mob. Europe's greatest simultaneous kissing will be warmed up by an entertainment programme which presents the history, arts and science around this iconic gesture of endearment, an "art of survival" in itself.

Tartu Student Davs / OLE ROHKEM (BE

MORE) Student Organisations Network

UT International Student Ambassadors

Vikerruum LGBT Party Series (Genialistide

Klubi) / AIFSEC in Estonia / Federation of

Estonian Student Unions / Estonian National

AIESEC Network / European Students' Union

/ AFGEE-Europe / European Youth Forum +

European/international partners:

Duration: last week of April 2024

(with kissing flash mob on April 30)

FLAGSHIP EVENT IN THE REGION:

Those iconic yellow frames of National

Geographic are alive as two-way portals

for Europe and Southern Estonia. Some

of them can host a handful on a narrow

plank path in the bog, some of them wel-

come thousands on a city square - and

everything in between. Throughout 2024,

28 National Geographic yellow win-

dows in six Southern Estonian counties

become sites for the joint performances

of artists from every European country

and local community casts to promote

YELLOW WINDOWS ARTS

PROGRAMME

Estonian partners:

Youth Council

European Youth Event

ipalities / National Geographic Estonia

European/international partners:

National Geographic Partners (US) Causeway Coast and Glens LAG (Northern Ireland – UK) / Development Association Sepra LAG (FI) / Association Community Partnership of Rezekne District LAG (LV) / Rāzna National Park (LV) / Lubāna Lake and Wetland (LV)

Duration: pilot events 2022-23 and main programme 2024

In 1924, first Surrealist manifestos were published. To celebrate it in 2024, Tartu revisits its own history as a site for surrealism in the visual arts, literature, music, urban interventions etc. throughout the 20th century and into the 21st but brings in the context of largely unknown Eastern European surrealism. Behind the Iron Curtain, uncovering the subconscious and advocating free flow of creativity meant courting trouble but also dodging censorship. Internationally active transversal artist and provocateur Kiwa has agreed to become one of the curators.

Estonian partners:

Estonian National Museum / Tartmus (Tartu Art Museum) / KUMU (Art Museum of Estonia) / Estonian Academy of Arts / UNESCO City of l iterature Tartu



sights worth discovering globally as well as strengthen regional identity with sense of European belonging.

Estonian partners:

Expected main curator: Mari Kalkun (singer and musician from Southern Estonia) / Tartu County Development Association (main partner) / LEADER South Estonian Local Action Groups / Local communities and cultural departments in 19 Southern Estonian munic-



SURREALISM100 EXHIBITION

European/international partners:

Hamburger Kunsthalle (DE) / GOAP Gallery Prague (CZ), Museum of Applied Arts Belgrade (SR) / Arp Foundation Clamart (FR) / Museum Boijmans Van Beuningen (NL) / National Galleries of Scotland (UK)

Duration: 2024

EUROPEAN STUDENTS' OPINION FESTIVAL

Aiming to become the flagship event of the twice-yearly Tartu Student Days' autumn half. it involves the international newcomers in more than pub runs and freshmen's parties. We welcome them as our temporary (and hopefully, permanent) citizens and as citizens of Europe, sharing ideas, concerns and dreams on student activism, cultural inclusion and future challenges.

Estonian partners:

DD Akadeemia Changemakers Summit / University of Tartu / Estonian University of Life Sciences / Estonian Aviation Academy Pallas University of Applied Sciences / AIESEC in Estonia National Office / The Opinion Festival Estonia / Federation of Estonian Student Unions / Estonian National Youth Council

European/international partners:

Uppsala University (SE) / University of Granada (ES) / University of Tampere (FI) / University of Turku (FI) / University of Latvia (LV) / University of Helsinki (FI) / Moscow State University (RU) / St Petersburg University (RU) / Voronezh State University (RU) / Kiel University (DE) Universität Hamburg (DE) / ULisboa (PT) University of Groningen (NL) / University of Szczecin (PL) / University of Greifswald (DE) / Vitebsk State Academy of Veterinary Medicine (BY) / AIESEC networks / European Students' Union / AEGEE-Europe / European Youth Forum / European Youth Event

Duration: October 2024



DIVERSITY LAND LINE (CULTURE BUS)

A ...mobile cultural hub" to tour in the city districts and organisations and in the region. Each month, it focuses on a minority culture in Tartu and Southern Estonia, promoting its music, food, crafts and tradition by engaging the representatives of the ethnic group.

Estonian partners:

Tartu International House / Tartu neighbourhood societies / Transition Tartu Civic Movement / Aparaaditehas (Widget Factory) Creative Hub

European/international partners:

SKUHNA - Slovenian World Cuisine (SLO) Caisa Cultural Centre Helsinki (FI) / Monaliiku - Welfare and Sports for Multicultural Women (FI) / Makers For Change (FR) / Young Folks LV (LV)

Duration: 2020-2025 (with monthly popup events)

LANDMARK PROJECTS

A subset of Tartu with Europe programme line for psychogeographical and countercultural reimaginings of Tartu's identity, landmarks and symbolic areas

EMAJÕGI – THE BIRTH AND DEATH OF TARTU

What about our Mother River, Emajõgi? It's there all right. Do we still feel strongly enough about it? Can we share its significance with others? The City Museum psychogeographical exhibition is re-flowing the river through our consciousness. Meandering waves of sounds, stories, light and visuals erected on the bank of Emajõgi bring on the dual nature of the river as the giver and taker of life - as area of recreation and trade, inspiration for arts and literature but also as a trope for departure and desolation as the wet grave for many.

Estonian partners:

Tartu City Museum / Estonian Literary Museum / Tartu Public Library / Estonian National Museum / Emajõgi Festival / Barge Society (Lodjakoda) / Estonian Academy of Arts. Department of Architecture and Urban Design / AHHAA Science Centre / Pallas University of Applied Sciences / UNESCO City of Literature Tartu

European/international partners:

Emscherkunst (DE) / Liverpool Biennial (UK) / The River//Cities Platform

Duration: Spring and Summer 2024

TOOMEMÄGI REVISITED

Another site-specific project is run by Tartu 2024 and Tartu University Museum and centres on the old cathedral hill. The theatre productions, festival concerts and Elektriteater film screenings have been popular there but the surroundings look drab and have been improved little for decades. Toomemägi Revisited makes it the exciting public space for arts it deserves to be - with open-air permanent exhibition based on lifesaving medical discoveries of Tartu scientists in the Observatory area and the



old cathedral surroundings; Maverick Voices sound installation (see below) and Curated Biodiversity for the parks. Festivals, popular science activities and site-specific children's playgrounds help to turn the central green area of the city into truly polymathic, leisurely and inspiring environment; Toome Hill Festival in 2024 held with other institutions in the area, with Light Festival creating a full-scale hologram of the cathedral.

Estonian partners:

UT Museum (incl Tartu Observatory) / Kino NGO Landscape Architects / Heino Eller Tartu Music College / Pallas University of Applied Sciences / Tartu Light Festival TAVA / Elektriteater Cinema / Estonian Academy of Arts, Department of Architecture and Urban Design / UT Viljandi Culture Academy Estonian Native Crafts Department / UNESCO City of Literature Tartu

European/international partners:

Struve Geodetic Arc Coordinating Committee /Innofest (through LF2018, NL) / Riga Cathedral (LV) / Turku Cathedral (FI) / Uppsala Cathedral (SE) / Coimbra Group / European Heritage List / European Heritage Days Hansa Cultural Route Network / Malbork Castle Museum (PL) / UNIVERSEUM Network / University Museums and Academic Collections Network / University of Voronezh (RU) Uppsala University Museum (SE) / Voronezh Art Museum (RU)

Duration: 2020 – 2024 and beyond (Toome Hill festival in May 2024)

ROOM FOR RESISTANCE

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The Alternative Tartu is in a lull - few new bands, alternative clubs and festivals emerging. It takes a major memory reboot and sparking international influx to refresh the scene. Room for Resistance is a cluster of initiatives for subcultural research and urban interventions. It reminds past glory not for nostalgia but for surpassing; it transforms spaces of Soviet invasion and bourgeois routine into hubs for renewal; it envisages the Night Tartu for 21st century Europe. The plans include Varjend (a pop-up indie/rave knowledge centre

and erstwhile nuclear shelter) Müller's Piano (a weatherproof playable instrument for the riverside in the Supilinn district. to commemorate hippie blues bard Aleksander Müller); Psychodiscotheque (a recording programme of people's stories about their sounds of resistance and independence, run by Psychodisco Conference, an educative sonic history series in Tartu Literature House which used to be local KGB headquarters); Night Tartu Strategy (to be drawn in the same building) and Maverick Voices (the sound installation on Toome Hill, making audible the bards, poets, boffins and freethinkers of Tartu's alternative

cultural history).

Estonian partners:

Tartu Culture Factory NGO / Supilinn Neighbourhood Society / Karlova Neighbourhood Society / Psychodisco Conference + Psühhoteek Independent Second-hand Vinvl Record Shop / Tartu Literature House / UNESCO Citv of Literature Tartu / Genialistide Klubi Subculture House / Arhiiv Club and Bar

European/international partners:

Bureau Boven Iron Curtain Project (NL) Kaunas 2022 + Esch-sur-Alzette 2022 (No Border Radio Project, LT, LX) / The Wire Magazine/Off The Page Festival (UK) / Sound Diplomacy international agency

Duration: permanent, with special events programme for 2024

MAPPING RUSSIAN TARTU

Cultural mapping of Imperial, Soviet, dissident and contemporary Russian speaking Tartu in a form of map/app in the ramp up years, fostering cooperation in the diverse local Russian-speaking community. Events programme envisioned for 2024.

Estonian partners:

UT Department of Slavic Studies / TSKA Cultural Centre (Тартускии Центр Развития Социального капитала) / International Landscape Poetry Festival Tartu (Ландшафтный фестиваль поэзии) / Leaf Fall Music Festival Tartu (Музыка листопада) / Alexander Pushkin Primary School of Tartu (Школа Александра Пушкина) / Вестник Тарту and studio in a former underground club | Monthly Newspaper / V Tartu Portal /

UNESCO City of Literature Tartu / Tartu Public Library / UT Museum / National Archives of Estonian / Raadi Cemetery of Tartu / Integration Foundation of Estonia (MISA) European/international partners:

University of Helsinki, Department of Modern _anguages (FI) / University of Voronezh (RU)

Duration: 2019-2024

TARTU SPIRIT FILM FESTIVAL AND CHARACTERS OF DIVERSITY DOCUMENTARY SERIES

"Tartu spirit" is a catch-all phrase for the quirky genius loci defined by our mavericks. The old and new film portraits of them will be screened at the festival for international audiences.

Estonian partners:

Tartu World Film Festival (Maailmafilm) University of Tartu Institute of Cultural Research / Estonian National Museum / Tartu Film Fund / Pärnu Film Festival / Elektriteater Cinema / Supilinn Neighbourhood Society / UNESCO City of Literature Tartu

European/international partners:

CAFFE (Coordinating Anthropological Film Festivals) Network

Duration: 2020-2024 (Tartu Spirit Film Festival at Maailmafilm in March 2024)

PUBLIC HOUSE **DOCUMENTARY SERIES**

Series of documentary films about the vanishing phenomenon in Tartu and Southern Estonia: small local shops and bars.

Estonian partners:

Estonian National Museum / Tartu neighbourhood societies / Coop Estonia's Consumers Cooperatives / ETV2 Estonian Stories (Estonian National Broadcasting)

European/international partners:

Ipen Doarp (through LF2018, NL)

Duration: 2020-2024 (screenings in ERR – Estonian National Broadcasting ETV2)

Tartu Cathedral on Toomemägi Hill during TAVA (Tartu in Light) Festival

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There is also a wealth of already thriving festivals in Tartu • AUGUST: TARTUFF LOVE FILM FESTIVAL(Tartu) and Southern Estonia. We expect them to continue into and beyond 2024 with their enhanced contributions in the • AUGUST: EMAJÕGI FESTIVAL (Tartu) European Capital of Culture programme.

- JANUARY: STARTUPDAY FESTIVAL (Tartu)
- FEBRUARY: EUROPEAN SAUNA MARATHON (Otepää)
- FEBRUARY: TARTU MARATON for skiers (Elva, Otepää)
- MARCH: SCHOOL THEATRE FESTIVAL (Tartu)
- **APRIL:** SUPILINN DAYS neighbourhood festival (Tartu)
- MAY: MAY SONG FESTIVAL (Tartu)
- MAY: PRIMA VISTA LITERATURE FESTIVAL (Tartu, with rotating partner city)
- JUNE: ESTONIAN FASHION FESTIVAL (Tartu)
- JUNE: ESTONIAN AVIATION DAYS (Ülenurme, Tartu)
- JUNE: STENCIBILITY street art festival (Tartu)
- JULY: INTSIKURMU music festival (Põlva)
- JULY: VÕRU CHILDREN'S FESTIVAL (Võru)
- JULY: GLASPERLENSPIEL music festival (Tartu)
- JULY: VILJANDI FOLK MUSIC FESTIVAL (Viljandi)

Capacity building programme

In addition to the artistic projects, the open calls and meetings with local artists, managers and community leaders have sparked the creation of a new study and experience sharing programme for our cultural sector.

The goals of this capacity building programme are to strengthen the cultural sector of Tartu and Southern Estonia while also supporting the implementation of Tartu 2024 ECoC programme.

We aim to bridge the gap between cultural management and other fields by cross-sectorial and international knowledge sharing and networking. On the other hand, this programme builds a path between formal management education given in the universities of our region and "learning as you go" attitudes and experiences recorded across all fields of arts and culture.

To prepare the first stage of the capacity building programme, a thorough survey was carried out among Tartu cultural managers in Summer 2018. Participating managers assessed that their biggest shortcomings are including volunteers, carrying out ecologically sustainable cultural management and finding international partners.

- AUGUST: UIT URBAN FESTIVAL (Tartu, Viljandi, Valga/Valka)
- AUGUST: SKENERAATOR rock festival (Pala)
- AUGUST: TARTU FOOD & WINE FESTIVAL (Tartu)
- SEPTEMBER: ESTONIAN THEATRE FESTIVAL DRAAMA (Tartu)
- SEPTEMBER: TARTU CITY MARATHON for runners (Tartu)
- **SEPTEMBER:** RESEARCHERS NIGHT (Tartu)
- OCTOBER: LEAF FALL MUSIC FESTIVAL (Tartu)
- OCTOBER: CHILDREN AND YOUTH LITERATURE FESTIVAL (Tartu)
- OCTOBER: INTERNATIONAL CONTEMPORARY MUSIC FESTIVAL AFEKT (Tartu, Tallinn).
- NOVEMBER: TAVA LIGHT FESTIVAL (Tartu, Viljandi, Southern Estonia).
- NOVEMBER: INTERNATIONAL INTERDISCIPLINARY FESTIVAL CRAZY TARTU (Tartu)
- DECEMBER: TARTU CHRISTMAS CITY (Tartu)

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1st stage (2018-2020)

Participants	1. Community manag 2. Managers of all-ye 3. Major festival mar
Events	Lectures, seminars a
Topics	Contemporary know fields of managemer
Speakers	Best practices will be but also business an Estonia and our part given by experts from industries and spons
Legacy	Lectures published a based on presentation



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2nd stage

needs will take place in 2020 and this time also Southern Estonian cultural managers will be surveyed. The new stage of capacity building programme will see the events expand artistic programme.

Step by step the participants of the programme should also see it as a platform for new cooperative projects addressing the gaps between sectors.

Potential partners: University of Tartu and its Viljandi Culture Academy, Tartu Business Advisory Services Another new branch will be the mentorship model for major (Tartu Ärinõuandla), Tartu Centre for Creative Industries, festivals - managers of aspiring local events will be paired DD Academy, TEDxTartu, Network of Estonian Nonprofit with experienced leaders of big events from around Europe Organizations, Changemakers Academy, Enterprise Estonia, to get guidance on how to make definite steps towards Kaunas 2022 Tempo Academy of Culture and Fluxus Labas European audiences. The model draws inspiration from tech and other ECoCs.



pers ear cultural programming institutions anagers, 4. Volunteers, 5. Artists

and workshops

vledge, challenges and innovation in the ent, environment, resources and audience

be presented by cultural managers and artists, nd social sectors innovators from Tartu. Southern ther cities in Europe. In addition, lectures will be m universities and private sector (also creative nsors of culture).

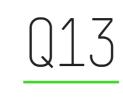
as subtitled videos; a handbook of good practices ions.

A new mapping of culture management knowledge, skills and startups, where investors often mentor and support enterprise leaders. The School of Spectacle, led by Walk the Plank (UK) is a potential international capacity building partner.

to all the counties included in our bid to prepare the regional Capacity building programme will be co-managed by Tartu 2024 (providing the artistic programme guidance) and City of Tartu Department of Culture (guaranteeing its continuity and inclusion in public policies).

Q12

Explain succinctly how the cultural programme will combine local cultural heritage and traditional art forms with new, innovative and experimental cultural expressions?



How has the city involved, or how does it plan to involve, local artists and cultural organisations in the conception and implementation of the cultural programme?

Arts of Survival is also survival of arts. Currently, many galleries, theatres, live venues, museums, publishing houses, festivals and other arts institutions are struggling to increase or even maintain audience numbers, reach out to more detached interest groups and attract younger generations taken in with the virtual world. Digital art may be all the rage now (and we are keeping it on board with programmes such as Wild Bits) but for Tartu, the survival of arts lies in connections with environmentalism, multi-skill education programmes, community action and unconventional venues/exhibition spaces. Projects such as Nature Festival, Growing with Your Food, Sharing Generations and Healing Through Art and Play seek to involve new generations in practices beyond traditional arts and schooling, gathering fresh inspiration for public events.

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Most of our major projects are transversal and not defined through a specific field of art. That does not mean we won't have any literature, music or drama inspired by ECoC concept in Tartu, region or European twin cities. Some of our arts (literature, theatre, street art, choir music) have solid management base ready to latch on to any major new idea with training programmes, commissions, events and free space for experimentation. Some (contemporary art, fashion, design) are actively seeking a creative and organisational reboot through strong challenges, wild ideas and potentially international outreach. Some (pop music, film) need to (re)emerge almost from a scratch and a radical change of scene can be just the push they need.

Tartu is built on stories and memories even more than is commonly the case with any city. With the folklore archive and vast collections of memoirs in the Literary Museum, with the Estonian National Museum and city museum network, with Tartu's status as UNESCO City of Literature, we can rely on treasuries of recorded voices and stored artifacts from the lives of common people, mavericks and luminaries throughout some of the most tumultuous periods in Estonian and European history. Those voices will be included and recast in Room for Resistance, Beetroot Washing Machine, Emajõgi – the Birth and Death of Tartu, Toomemägi Revisited, Hidden Worlds Expanding and Tartu Spirit Film Festival.

Rewriting our narrative is largely an act of anamnesis. Yet it's far from merely nostalgic - the voices of the past are meant to amplify, not drown out the courage of people to speak up now and in the future. We are glad to see a string of new daring curators emerging in memory institutions and open our projects to fresh narratives of transformative experience. Also, we invite documentary crews to record the emergence and consummation of each major project - luring back many creatives in visual arts who have left Tartu, enticing newcomers and guaranteeing the survival of Arts of Survival.

Engaging neighbourhood societies, hobby centres and regional communities in cooperation with European artists and directors already in itself presents both challenge and major potential for blending tradition and innovation. While there is a number of recent successes in urban/rural, professional/amateur synergy in various arts, we are aware that the preparatory training and trust-building processes have to start early on; several projects are ready to make their first moves this or the coming year. Wild Bits is already taking place. So, on



Painting by Alar Tuul

a smaller scale, are **Postmarket of Arts** (currently Aparaaditehas festival) and **Curated Biodiversity. Yellow Windows Arts, Lake Peipus Arts Route** and **Tartu World University** are major projects for regenerating Southern Estonia in and with Europe.

While we have invited and welcomed currently existing institutions and festivals to contribute to Tartu 2024 programme, we have consciously refrained from copying our cultural calendar onto 2024 in a magnified way. Institutions and festivals may disappear, transform or multiply. Also, we use terms like "exhibition" or "festival" only by default. What we aim for is the spirited and inventive presence of traditional art forms in altered urban environments as well as transversal, transnational and transgenerational community programmes - reaching out to diverse audiences to find out what kind of venues, events and arts are most vital, inclusive and cathartic for the 21st century human cept emerged in talks with the people of Tartu, its artistic communities where our ECoC team itself has years of experience. The programme likewise builds on hundreds of brainstorms on literature, visual arts, theatre, creative industries, festivals, student organisations, folk and leisure arts. All of these discussions revealed much of who Tartuvian artists aim to become and of what we want our

Of course, there have been more questions than answers. How can Estonian language and literature persist in Anglicised world yet find more international readers? What's the "grand plan" of Tartu as City of Literature for longterm international cooperation and for the ECoC year? How to involve University of Tartu and its students more in making and managing globally relevant arts? How to update and upscale our venues for performing arts, exhibitions, community programmes and ethnically diverse audiences? How to "take it to the

city to be in 21st century Europe.

The Tartu2024 - Arts of Survival con-

subcultural NGOs and alternative venues on Room For Resistance. The City of Literature initiatives are due for Arts of Survival Nature Festival, Postmarket of Arts, Growing With Your Food, Room For Resistance as well as Emajõgi and Toomemägi regeneration projects. Pallas University of Applied Sciences will work on Sea City Tartu. The creative industries hot spot Aparaaditehas curates Postmarket of Arts Street Festival for the cultural cluster. And, as indicated in Q12, main theatres, art centres and literary organisations as well as neighbourhood societies have expressed their readiness for

Q13

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streets"? Those are ongoing concerns on which the ECoC endeavour helps to sustain attention, boost inventive approaches but also urges to **act now**.

For this, we held an **open call for projects** in spring 2018 which brought in more than 100 ideas, some of which came to form the core of the intended programme and some will undergo further development. A few ideas were more about social outreach and audience development than large-scale artistic events but naturally also present new challenges for the creative sector.

In several cases, a specific institution having proposed a project is indicated in Q11 as its potential centre/curatorial team (e. g. **City Museum** for **Beetroot Washing Machine** and **Emajõgi – the Birth and Death of Tartu**). However, we are already forming larger networks of institutions, curators and artists for carrying out the projects and addressing the transsectoral capacity building challenges. Environmental art network is emerging for **Curated Biodiversity**, comedians and psychotherapists collaborate on **Stand Up For Your Mind**, subcultural NGOs and alternative venues on **Room For Resistance**. participation in a number of Tartu 2024 projects. How – that's what we keep finding out.

Akey factor in the success of our planned ECoC year is regional artistic engagement and capacity building. Yellow Windows Arts will be a large-scale series of events to include a wide range of artists from Tartu, Southern Estonia and Europe. Tartu already has diverse and promising input from Viljandi, the site of University of Tartu Culture Academy, a major theatre Ugala, Kondas Centre of Naive Art and a thriving crafts/creative industries scene. Lake Peipus Arts Route and Tartu World University are flagship projects of broad cross-sector regional cooperation.

Perhaps most crucially though, we need ECoC to matter to those yet in school. We want them to be among its audiences, artists, curators and managers. Their staying on to drive this European city and region is one of the main measures for its legacy. This is also why our programme highlights transversal, transnational and transgenerational multi-skills programmes as well as environmental education and practice for schools and kindergartens. All for inciting partnerships of artists with formal and non-formal education systems, to develop new cultural agents and practices. As we provide them with values, knowledge and competencies, the Arts of Survival themselves are largely theirs to make.



Give a general outline of the activities foreseen in view of:

- a) Promoting the cultural diversity of Europe, intercultural dialogue and greater mutual understanding between European citizens
- b) Highlighting the common aspects of European cultures, heritage and history. as well as European integration and current European themes

c) Featuring European artists, cooperation with operators and cities in different countries, and transnational partnerships

Can Tartu at all relate to major European challenges? We're a country far from transcontinental migration routes, digitally advanced and doing great in PISA tests. With overall freedom of speech and no violent ethnic conflicts. But neither can we confidently say that we are embracing the full potential of the Europeanness that Tartu could have. Even with no huge cultural clashes, still a foreign-looking student might get strange comments on the street; an ex-pat might feel excluded from local decision-making because of the legislation; a student from abroad might feel awkward at the fact that Estonian and foreign students live like ships in the night - partying in different locations traditional, conservative and even monand socialising in separate circles.

major European challenges for the life in cities and rural areas in the 21st century, increasing dependence on digitalisation, increasing rates of diagnosed mental issues especially in the young, and a decreasing set of "survival skills".

Our concept Arts of Survival revolves around questions that cannot be separated from international issues that concern not only Europeans. But they

might appeal specifically to other European citizens who, like us, feel that we are currently losing momentum in what used to be some of the core strengths of the united, post-war and post-Soviet Europe: to be the stronghold of humanistic and democratic values, of art and creativity, of environmental awareness and seeking solutions for major human problems.

We have people in Tartu who have built international connections for decades - to make our town a hub of ICT innovation, a hotbed for academic and bohemian cosmopolitanism. There are also those who still strive to keep it a quiet. ocultural city. By far not all of the latter are stridently xenophobic. As all across We are also very much concerned with Europe, many people are afraid of the unknown. Of losing their identity in the turmoil of global changes. It's even more evident in the Southern Estonian region: it's the "little Europe" that keeps fraying. The divisive and protectionist grudge emerges from the sense of disempowerment in smaller cities and rural communities. This is what populist forces feed on; a turn for closure, attacks on critical thoughts and liberal arts might not be that far away.

In few years, major cracks have emerged in Europe, in what seemed a success project built to last. We who were so eager to please as a European model town now have to help find remedies. Those cracks have lead us to think about what culture and arts can do to really promote mutual understanding between European citizens. And, in short, they have lead us to understand that we can tackle our own Tartuvian challenges only in a context that not only includes European citizens, but the reality of a globalised world with global citizens and challenges faced by the entire humankind. Don't get us wrong: we are not saying that we can solve the problems of humankind, just that looking at Tartu means looking at a city connected to Europe, but also connected to the oceans and their plastic waste, to climate change, to glaciers and icebergs thousands of kilometers away from us and to drought and wars and poverty that trigger immense displacements of people for survival, even if they don't literally land at our doorsteps.

This is why we have taken a broader perspective on the artistic programme and concept. This is why our Arts of Survival is based on ecology before economy, on arts and crafts, social and nature skills



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as the basis of creative education and community action, on rewriting city narrative through its subcultures and mavericks, reimagining urban spaces, regional and global contacts.

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The EcoC process provides Tartu with a great framework for overcoming those local fears of global culture clashes. We've witnessed how concern for environment can unite people across the political range in this city; we believe that taking care and responsibility for our global ecology transcends all "race, colour and creed". Bringing ecology at the centre of artistic and democratic endeavour of Europe might not solve all problems at once; but it's a powerful incentive for reviving communities, uniting cultures and transforming arts.

By sharing our Arts of Survival with Europe, we hope to provide its old and new citizens with fresh motivation, agency and courage to take stronger humanist stands on local, national and international matters.

The action plan is emerging in our programme lines:

Tartu with Earth. The need for fresh air, clear water and rich ecosystems for healthy living environment underlies all persistent human activity, all culture, all peaceful interaction between cultures. This is for what we need and encourage

trans-European cooperation and integration the most - in projects such as Nature Festival. Lake Peipus Arts Route, Curated Biodiversity, Growing with Your Food, Echo of the Urals and Sea City Tartu. The arts, having shown the way to changes in broader European and global mentalities for so many times, get new challenges for creating 21st century cities and lives.

Tartu with Humanity. The changes may come hard in the daily comfort of contemporary Western cities, abundance of goods and services taken for granted, unheard-of riches of culture and entertainment available via digital means, unprecedented education and travelling options. Yet this plenty also brings on overconsumption and sensory overload, anxiety and depression, growing alienation and sense of rootlessness. New generations are increasingly affected and not just humanism but humanity itself is under attack. We need the will and unity of all Europe to counter this. At first sight, our solutions may seem overly simple: revival of basic communication, crafts and nature skills, reboosting diverse local communities, celebrating the variety of identities and artistic practices across urban/rural boundaries (Postmarket of Arts Street Festival, Beetroot Washing Machine, Sharing Generations, Stand up for Your Mind, Healing through Art and Play). But we believe we can revert some of the



Lake Peipus (Peipsi), Kasepää

worst excesses of 20th and 21st century urbanisation: we can help smaller European cities and regions find ways for survival and distinction.

Tartu with Europe. We've dwelled in the past a lot. Tartu prides itself for rich pan-European heritage and history, having survived so much warfare and destruction. Having incorporated influences of German, Swedish, Polish and Russian cultures. Having been a member in the Hanseatic League since the late 13th century. The University of Tartu founded in 1632 as Academia Gustaviana by Swedish king Gustav II Adolf. Yet we mustn't regard all this as laurels to rest on. What's the point of this heritage today, what is its noblesse oblige or how much noblesse is left at all after the Soviet "closed city" years? Tartu needs to make sense of those historical ties in Europe for the 21st century. True, the programme does highlight discoveries, inventions and scholarship of our best minds, from medical research to semiotics, from genetics to astronomy (Toomemägi Revisited). Yet, Tartu's greatest treasure for Europe might be the everyman's history collected in the vast archive of folklore, memoirs and vernacular literature in the Estonian Literary Museum; it's the survival stories, DIY ingenuity and resistance strategies of ordinary people we take under closer observation (Beetroot Washing Machine, Emajõgi - the Birth and

Death of Tartu). Furthermore, some of the most exciting chapters of Tartu's saga of Europe lost and regained are written by mayericks, subcultures, underground initiatives - the ongoing international interest in the "Soviet Hippies" exhibition and documentary encourages us to share more of those hidden histories (Room for Resistance, Tartu Spirit Film Festival). Also, an international exhibition celebrating 100 years from the first Surrealist manifestos is in the making. This, too, is Europe; we're with you and want you with us.

The partner operators for engaging European artists, curators, teachers and public intellectuals are listed for each project in Q11 and the list is constantly expanding. We have identified a set of strategic clusters around which we have grouped our developments for transnational partnerships.

ECoC partnerships and Twin Cities in ECoC context (Turku, Riga, Kaunas, Veszprém, Tampere)

Tartu has a string of twin cities, several of which are former or future EcoCs or are currently bidding for the title. Refreshing cooperative ties with them around common interests in ECoC-related projects is already underway. In addition, we have made contacts with former ECoC Umeå, current ECoC Leeuwarden-Friesland and bidding city Bodo, and initiated communication with Austrian candidate cities for 2024. (See Q16).

UNESCO Cities of Literature

Tartu is a member of UNESCO Creative Cities Network as a City of Literature, with an international residency programme as well as several joint plans with the other literary cities - most active partners in Europe including Krakow, Ljubljana, Prague, Utrecht, Russian contacts of the Prima Vista Granada and Heidelberg. We value very highly our good ties with UK literary cities - Edinburgh, Norwich, Manchester and, notably Nottingham which bidded for ECoC 2023. It is most necessary to keep ties with progressive, Europefriendly forces in the UK post-Brexit, region), Aleksandr Solzhenitsyn and the to show them they are still welcome in our common endeavours. The joint programmes are currently in action until 2020-2021 but Tartu team is currently artist asylum incentives etc.



preparing next-stage action plan in line with Arts of Survival programme lines.

Cultural contacts of the Russianspeaking minorities in Tartu and the region

Be it the Russian intelligentsia at the university and in literary circles, the oldschool guerrilla gardeners beyond the panel house districts or the Old Believer communities in the Lake Peipus area, we regard the Russian-speaking minorities as a great asset but also a great responsibility. Just as Tartu has been a forerunner of European arts, thought and scholarship in the late 19th century Tsarist times and part of the "Soviet West" even in its "closed city" years, it needs to be a vital intermediator between Europe and the supporters of democracy and free speech in the East today. The UNESCO literary cities Ulyanovsk (Russia) and Lviv (Ukraine), the cultural autonomy groups of the Finno-Ugric peoples, the literary festival and the Lake Peipus area environmentalists are some of the strongholds helping to extend transnational partnerships. Potential areas for cooperation include projects with former "closed cities" (also in the Arctic dissident history, the heritage of Yuri Lotman and the Tartu-Moscow school of semiotics, freedom of speech/political

Baltic/Hanseatic cluster

Network of Hanseatic League is a splendid opportunity for bringing Tartu's regional background further to the fore, with the city of Viljandi being our close ally. During the preparation years (2019-2023) we plan to extend the presence of our regional cultural practices on Hanseatic Days across Europe. Tartu Rural Development Association is also planning to initiate an international food network in 2019, uniting smallscale producers across Europe for better exchange of knowledge and goods and for raising consciousness of quality, sustainability and diversity. One of the aims will be the launch of ECoC menus in a wide range of restaurants. Partners are 2600 LEADER action groups across Europe, with a market of ca 200 million. Initial agreements have been achieved with several countries. The National Geographic Yellow Windows project (see Q11), the, Unio nof the Baltic Cities, and Trans Europe Halles (of which Aparaaditehas is a member) are further allies for developing creative industries as well as regional tourism, trade, community action and arts programmes.

With many partner cities and operators, intense and more clearly focused networking is currently in its early stages and improving the contacts is a priority for the year(s) to come.

Can you explain your overall strategy to attract the interest of a broad European and international public?

If we asked our 500 million fellow Europeans whether they have heard of Tartu before, how many times would we hear "yes" for an answer? And how many of them could point to the spot where Tartu is on a map of Europe? We are not exactly a well-known European destination – although tourism is on the rise. But even if we were, would it really help us to attract a large international audience to a cultural programme? Culture is not the best-selling product in Europe. Moreover, competing with hundreds and thousands of events in sports, entertainment and arts is a tough gig for ECOCs with a thin wallet for marketing and communication and a project that is not as easy to communicate as a concert. an exhibition or a festival.

The most difficult part of ECOC as far as we have seen in our visits to Leeuwarden 2018 and Aarhus 2017 is to give visitors and locals the feeling that they **don't** have to look for the activities of ECOC very far - but rather that those present themselves in the public space. So, our strategy is to spread activities throughout the year in the open and offer as many projects for free as possible. Our main goal is to offer our programme in a way that we can invite a broad audience to come at any given time throughout the year and promise they will have the chance to experience the European Capital of Culture all over the city and the region - for example through the regional project Yellow Windows Arts.

We also realised in our visits that if you can involve your own citizens and make them feel proud owners of the changes and events going on in their city, it will be a huge factor in attracting an international audience. The strategic goal is to get a good head-start with our population in the ramp up years and start 2024 with the locals - including our foreign students' community - ready to welcome and share their city and region. However, we are mainly working with themes and projects that concern

Q15

most of our European far and nearby neighbours and even most of our global neighbours like Curated Biodiversity, Beetroot Washing Machine or Sea City Tartu.

Let's look at some projects that will probably be attractive for the European arts aficionados, those who look beyond the Londons and Parises and Barcelonas of Europe and go for the adventure in the second and third row - they will be our targeted international audience. Projects like the Surrealism100 exhibition are potential crowd-magnets, especially if we manage to co-operate on a broad international basis with museums all over Europe. The Right Body. Wrong Body and Echo of the Urals exhibitions at the Estonian National Museum have the potential to become major attractions as they travel around Europe already for the ramp up years. Wild Bits, under the aegis of Timo Toots, our renowned Southern Estonian artist for interactive and media art, will explore the correlations of nature, human and technology in an interactive art show that sets out to push the boundaries of technology use in the arts together with ten artists from different European countries.



Just as we already have a lot of visitors from Germany in search of the Baltic German heritage in Tartu, we wish to attract a Russian audience with our project Russian Tartu which, beyond offering a map, will be developed into an attractive and educative tourist route. It will also be a part of Lake Peipus Arts Route, our regional flagship project presenting contemporary environmental art in the Old Believers villages in cooperation of Voronja Art Gallery, international curators and local communities.

Our project Superurban Renitents is bound to attract those interested in architecture and could also become a hit with Sci-Fi fans since we are building an experimental mini-district where students and professionals from architecture and engineering but also people from our makers space and urban farming will build a city of the future.

Whilst Room for Resistance will allow visitors and locals to walk in the steps of our subculture mavericks and their mind-boggling ideas for example through sound installations around Toome Hill, Sound Our Souls will invite visitors into the churches to listen to cutting-edge electronic acoustic and the church organs taken to the next level of evolution

As a promotional arts activity, Containers of Art with transversal event samples from Tartu and Southern Estonian cultural scene - from cinemas to choirs to poetry readings and crafts workshops - will tour former, current and future ECoCs around Europe in parks, riverbanks, elderly people's homes etc. in the ramp up years – but also some of the biggest airports in Europe and in the Nordic-Baltic region.



To what extent do you plan to develop links between your cultural programme and the cultural programme of other cities holding the European Capital of Culture title?

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Naturally, among our first reference points for consultation was **Tallinn** as the first Estonian ECoC in **2011** and our team features a person with the experience from its Creative Council. A number of cultural operators were then and continue to be linked to both Tartu and Tallinn, so further cooperation is guite possible and we also intend to feature one of our Containers of Art in Tallinn airport.

Tartu is happy to have several twin cities among former, upcoming or bidding ECoCs. We have received advice from Suvi Innilä of **Turku 2011** and Diāna Čivle from the **Riga 2014** team for designing our programme. In 2024 it will be 10 years since the title year for Riga joint celebration is due where we discuss the impact that the most valued cultural project in Europe can bring along. The experience of the Road Map project (initiated by New Latvian Theatre Institute) that combined performing arts and community work serves as an example for some of the initiatives concerning useful in developing the marketing community work in Tartu.

Kaunas, with whom we share similar past and have been official twin cities since 1993, has been a strong supporter of Tartu's ambition from the very beginning. The visits of Tartu 2024 team to Kaunas in June 2017 and May 2018 (European Capital of Culture Forum) have been priceless in establish contacts with the local team and those of other ECoC cities e.g. Leeuwarden-Friesland 2018 and the currently bidding Bodø. Members of BE MORE / OLE ROHKEM Student Organisation Network from Tartu visited the international youth camp of Kaunas 2022 pre-programme called "100 First Times" to forge links and gather ideas Tartu digital project Shared Spaces where 2024 student programme. Urbanists/ environmentalists of Kaunas visited their colleagues in Tartu in August 2024 digital spaces.

so we expect cooperation on biodiversity projects. Cooperation between Wild Bits and Kaunas' postindustrial Matters project is also being discussed.

The delegation of Tartu (including the Mayor and Deputy Mayor of Culture, Education, Youth and Sports) paid a visit to Leeuwarden-Friesland in July 2018, to establish connections for developing regional and community aspects of the programme. Tartu 2024 also team visited **Veszprém** in July 2018 with the special focus on find partnering projects for ECoC collaborations. Consultations for joint programme have since continued, notably with exchanging art residents under the Wild Bits aegis.

Of other former ECoCs, Tartu 2024 team has officially visited Aarhus in November 2017 in order to learn of the marketing and communication issues of an ECoC. The experience of a successful title city has definitely been and communication structure for Tartu 2024 concept. With the support of the Nordic Council of Ministers Office in Tallinn, the leader of **Umeå** 2014, Jan Bjoringe visited Tartu in 2018 sharing an experience of a city with a similar size and remote location in Sweden.

With Dornbirn 2024, Austrian candidate city, we have established contacts and plan to work together on the theme of literature between our literature institutions and the literatur:vorarlberg network. We also agreed to explore themes like reviving the music scene and fostering young talent in connection with our project Night Tartu Strategy. Further we want to co-operate on Dornbirn's artists from all over Europe can create, perform and virtually meet in

Potential future collaborations with ECoC cities and candidates:

- Containers of Art Kaunas, Riga, Veszprém, Leeuwarden, Dornbirn, Bodø, Turku, Tampere.
- Curated Biodiversity Sytze Pruiksma from Leeuwarden-Friesland 2018, for his experience of combining the ecological issues with artistic expression to be engaged in Tartu's urban biodiversity project. Joop Mulder and his landscape project Sense of Place (through LF2018) to find new ideas for Tartu parks in order to turn them creative areas.
- Sharing Generations Immie Jonkman, Patricia Klomp (Leeuwarden-Friesland 2018). The experience of LF2018 mienskip (community) programme for Tartu 2024 community programme.
- Sharing Generations Fluxus Labas (Kaunas 2022). Supporting the community project in Tartu with the experience of a long-term community work in different parts of Kaunas.
- Room for Resistance: Psychodiscotheque - No Border Radio (Kaunas 2022, Esch-sur-Alzette 2022). A memory programme to value the importance of music in breaking the boundaries between East and West.
- Superurban Renitents Sexy Regional Toolkit, HU (Veszprém 2023). Collaboration with internationally renowned Hungarian crafts design platform Hello Wood Design Studio (Veszprém 2023, HU) to support the experimental architecture project in Tartu.



the rivers.

- Growing with Your Food and **Curated Biodiversity** – Happiness Interventions (Kaunas 2022). Exchanging experience of developing urban gardening and biodiversity (Tartu) in order to make the environment in the city more livable, human, satisfying and joyful (Kaunas). Learning from Fluxus Labas (Kaunas 2022) experience with community engagement.
- Sound Our Souls two LF2018 legacy programmes Under de Toer Church Programme (through LF2018), De Stichting Alde Fryske Tsjerken (through LF2018) to support new and unusual activities in Tartu churches.
- Toomemägi Revisited Innofest (through LF2018) to support the revitalising of Toomemeägi Hill with new solutions and tourist appeal.
- Tartu World University Republic of Freedom Project (Veszprém 2023) to share some of the mutual topics (e.g. post soviet background) relevant both in Hungary and Estonia.
- Lakes of Europe + Republic of (through Veszprém 2023). • Right Body, Wrong Body exhibition of Estonian National Museum –

LF2018).

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Kuremaa Windmill, National Geographic Estonia Yellow Windows

• Emajõgi – The Birth and Death of Tartu featuring The Emajõgi Festival - Flowing Cultural Meetings: The Rivers and Leisure (Kaunas 2022). Two twin cities share the experience and artistic practices based on being situated on the banks of

• Sea City Tartu – Bodø projects on the artistic use of marine plastic waste. Also, Tartu-based mural startup SprayPrinter taking part of Bodø's Up North street art festival.

 Public House Documentaries Series - storytelling and story sharing experience of a grass-root community project Ipen Doarp (through

• Lake Peipus Arts Route - Great Freedom, House of Arts in Veszprém

Festival of Thoughts, Veszprém is interested in the period 2022-2025.

- Echo of the Urals exhibition of Estonian National Museum will be offered to ECoC cities, especially in Hungary and Scandinavia.
- Wild Bits Technological Art Residency – Veszprém 2023 (XX/ XXI – Veszprém Contemporary Art Show, HU), Kaunas 2022 (Designing Happiness + Matters, LT)
- Tartu wooden houses neighbourhood societies (Karlova, Supilinn) - Modernism for the Future: special architecture programme for wooden district heritage (Kaunas 2022). With their experience, the wooden housing districts and their neighbourhood societies (Karlova, Supilinn) of Tartu will support the partnering wooden districts of Kaunas, e.g. Panemunė, Šančiai etc. in order to preserve local wooden architecture and value the environment of such districts.





Explain how the local population and your civil society have been involved in the preparation of the application and will participate in the implementation of the year.



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Above all, Tartu aims to be a people's ECoC. The large-scale consent, involvement and participation of local citizens is vital for Tartu's bid being genuine and authentic, the will of those who live here, love the city and want it to improve. The hundreds of meetings we've held have not just included professional artists – we've talked to ethnic minorities, international scholars, urban nature experts, community activists, start-up businesses, club and "night Tartu" operators, sports and healthy lifestyle promoters and the process is ongoing. Also, Humans of Tartu (based on the Humans of New York project) is a continuous photo series in social media, with brief character features highlighting ordinary Tartuvians on the streets, with their sincere thoughts and dreams. 20&24 pilot project was run for involving schoolchildren and we expect to take it further. Already, many Tartuvians have taken part in developing the concept and programme but we need to reach many more.

Tartu is a pioneer in Estonia for its neighbourhood societies and they have been our partners from the start. Supilinn, Karlova, Annelinn and Tähtvere societies have been keen on mapping their ideas and future perspectives not just on their own turf but with readiness for region-wide and international projects. It's essential, though, that they also feel welcome with their small-scale activities - home cafés, street concerts, backyard poetry readings. It's all in the spirit of Tartu the way • Tartu should be a much stronger university city. Students we want it. Friendlier, bolder, more open.

Intensive outreach activity has also rapidly expanded our regional network. In May 2018, we held a conference **Escape** Room to the Future, involving our major strategic partners in the South and a range of inspirational speakers to challenge us on city survival strategies. Southern Estonian communities are in process of mapping the ways how the Tartu bid

could support their strategies for cultural advancement and European connections. Likewise, we keep finding how they can contribute to a more vivid and diverse ECoC programme for Europe.

What the people of Tartu want:

- More city gardens, public greenhouses and food growing in the heart of Tartu. Young people are strong in environmental thinking but lack practical skills.
- A stronger sense of community life in neighbourhoods public art, more creative city parks, more life with and in bars, cafés and restaurants.
- A clearer idea of what the city expects from neighbourhood societies as long-term partners in civic capacity building.
- Higher physical activity amongst citizens: 75 % of pupils of elementary and primary school do not move enough.
- Much better national and international accessibility.
- feel their voices are not heard; the experience of student organisers is underused.
- The ECoC process could also make entrepreneurs more interested in students and artists as respectful partners.

All those points further confirm our KU30 cultural strategy and support the Arts of Survival concept.

There are three minority and disadvantaged groups we have detected as needing special attention in our ECoC programme:

- Ethnic minorities and international community
- People with mental health issues and disabilities
- Socially marginalised middle-aged and elderly people

As indicated in Q3, Tartu is not ethnically a monocultural city. Still, when 71,5% of the total population in Tartu declare themselves Estonians, there's too little concern for others. It has been part of Estonian national pride, even constitutional claim to expect others to "learn the language" for acceptance - but where and how can they even start? International tourists, students and residents as well as locals who don't speak Estonian don't get nearly enough information on public events, funding and training options in English or any other language We've come to realise: this is a "closed city" heritage, not a survival strategy for the 21st century. Tartu asserts itself as a European city but needs to act as one, too. Open our artistic and friendship.

nic minority group - our Russian-speaking citizens - and but culturally and socially, Tartu is still largely a "closed city" discovered a community of blurred identities, trying to survive between Europe and Russia. In continuing to **bring the** disparate strands of the community together to discuss their common heritage, in reaffirming the young they don't have to deny their roots, we expect to guarantee their heartfelt presence in our ECoC endeavour. Together with University of Tartu Slavistics department and representatives of Tartu Tartu certainly wants the ECoC title to reverse braindrain Russian community we plan to implement an interdisciplinary programme called **Russian Tartu** to highlight the heritage of Russian culture in the city. We have talked to many international students from different backgrounds, vulnerable to random acts of hostility, sometimes all too guick to make generalisations on the whole city. Yet we are not all like that, we want them here and we find it wrong to keep them almost and large, the "silver survivors" don't even expect to be stasegregated in their dorms. They, too, are Tartu. International **House Tartu** is proving a great partner in devising incentives for change. Also, the impending reform of Tartu cultural subsidies system that disposes will bring along **a special measure** to foster cultural initiatives by new arrivals as well as traditional ethnic minorities.

Today, Tartu has ca 13 000 people registered as having a disability. That is as many as there are students in University of Tartu. They don't have to be institutionalised to seem invisible. Mental health is proving a major and accelerating issue in and cultural leisure activities.



Explain how you intend to create opportunities for minorities and disadvantaged groups.





Tartu as well as in Europe, as many people still refrain from speaking out and seeking help in fear of stigmatisation. Yet they are also people of culture in one way or another - in scenes and communal practices to those who come in peace need of art therapy, perhaps, but often deserving artistic recognition; in any case, in demand of conscious involvement processes. Physically disabled people may welcome street We have held extensive discussions with Tartu's main eth- planning and public transport developed to meet their needs for them, as several cultural institutions in "heritage" buildings lack facilities for them. We foresee **a joint investment** programme of cultural institutions for overcoming these problems in the ramp up years.

> It's common for aspirational cities to have accent on youth. and motivate the young to stay, live and create here. But how about the middle-aged and the elderly, especially those struggling with health issues, premature unemployment, poverty and social exclusion? "Generations" is one of three "whales" in our KU30 strategy and transgenerational activity one of the main principles of our programme. By tioned away with a radically "different" culture; there are many possibilities for artistic action and experience jointly for all ages. Sharing basic skills, countercultural history, sense of homeliness and community, human touch and urban nature. As a special initiative for men between the age 45-75 (but open beyond that), University of Tartu's Connecting Men and Stronger Local Communities (CoMe Strong) project with Turku, Finland, has initiated a Men's Garage programme (as part of the worldwide Men's Sheds) to resocialise disengaged men and raise their self-esteem through skills sharing

In framing our strategy for audience interviewing school kids on their development, and especially our links with younger people, we first need to acknowledge how difficult this is. We suffer from the usual issue: regular but usually limited good audiences of the ramp up years. One of the benefits already "culturally connected" people City of Literature status is our Writer to and an ongoing struggle to reach less connected groups. The youth, of course, is all too "connected", but to something increasingly elusive so even the oncecool **"night Tartu" venues** can't keep up. This has been further intensified by We hope the Night Tartu Strategy in the the yearly and rotating City Writer making would change that.

True, the opening of the new National **Museum** building has given Tartu a real audience boost, proving that the injection of a major new place or exhibition of huge significance in the city does generate fresh interest from within and without. It has also incited other museums but also live and theatre venues to raise their game so as not to be entirely overshadowed by the "new kid on the block". And education programmes balancing digital and analogue means to groom new audiences are certainly part of the game.

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This does give us confidence about the impact of extra quality programming and inventive education processes planned for ECoC 2024. But all this has to start now. First, we need more research on the cultural preferences of school kids. In recent years, several youth surveys have been conducted in Tartu, including ones on the youth satisfaction with leisure activities in Tartu (2016), physical activity among 10-15-year old youngsters and the support of youth centres (2017) and youth work satisfaction survey among young people (2018). However, further and more extensive studies should be due with artistic and value-based emphasis. We need more youth feedback on experiences as audiences and co-or- of Anne Youth Centre in IT and proganisers of cultural events.

In 20&24, 2024 Time Capsule pilot project, the Tartu2024 team has been

Explain your overall strategy for audience development, and in particular the link with education and the participation of schools.

thoughts, dreams and future plans

to save the current thoughts of Tartu

for 2024 when they will be 20 and 24

years old. We plan to continue this in

and noble obligations of the UNESCO

School programme, initiated in 2015,

providing city-funded performance

fees for writers performing in schools.

scholarship involving frequent school

performances - but some authors are

already showing initiative for coop-

eration with literature teachers for

more playful and artistic courses.

Further literary initiatives worth con-

tinuing and expanding include Tartu

Tamme Gymnasium's Ulakass ("Wild

Cat") competition of literary reviews for

7th to 12th form pupils and the **Prima**

Vista literary festival's annual com-

petitions for the same age group, with

the focus of the 2018 contest on the

future of Tartu in Europe and the world,

and Tartu2024 handing out its special

award. A children's and youth litera-

ture festival started in 2017, seeking

to grow on the hotbed of the UNESCO

Named after a major Estonian writer

and playwright Mati Unt's debut novel

written in Tartu, the expanding **Yellow**

Cat programme of Vanemuine Theatre

is largely aimed at children and adoles-

cents for initiating them into the world

of theatre. Tartu Nature House also

runs several hands-on study groups

for schoolchildren. Software develop-

ing businessman and visionary from

Mooncascade, Priit Salumaa has plans

for launching a network of creativi-

ty-fostering youth clubs in Tartu and

Southern Estonia, run by the alumni

gramming. Tartu youth centres, sports

groups and healthy lifestyle initiatives

likewise have a major potential for pro-

network

encouraging the younger generation to join in the organising process.

The larger-scale cultural audience surveys are much rarer, though there's some extensive research on theatre. Although several cultural institutions provide statistics or keep logs on attendance, there is little analysis or gathering audience feedback. Inciting programmes of university-based research and providing the necessary means will definitely be some of Tartu's biggest and most necessary cultural challenges in the coming years.

Our further strategy for audience development will be based on the interlinked concepts of Generations. Community and Environment in the KU30 Cultural Strategy and the transversal, transnational and transgenerational strategic vision for our ECoC programme. We seek to create the Shared Path between culture, education and ecology, focused on cross-generational, hands-on, culturally inclusive opportunities for events, artistic processes and skills training. We also find that this chimes very closely with current strategic thinking about the future relationship between education and culture at the European level, and very much part of the Commission's future approach to that critical synergy.

The Viljandi-led regional initiative Field of Wisdom with dance schools in Tartu and Antsla (Võru county) is a programme integrating formal and non-formal education by providing flexible ways of keeping up with the studies for children in touring of dance troupes, thus also making "hobbies" matter more in the curriculum.

Subcultural activities, environmentally responsible student companies, innovative combinations of IT entrepreneurship with "forward to the roots" outdoor activities are among further incentives intended for our ECoC endeavour to catch the interest and deserve the commitment moting the themes of Tartu2024 and of the next generations.

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application?)

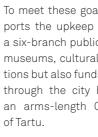
Year	2014	2015	2016	2017	2018
Budget for culture (in €)	8,340,446€	9,244,370€	9,721,080€	10,235,991€	11,696,590€
Total City Government budget (in €)	134,663,634€	139,434,869€	149,022,014€	159,660,753€	174,688,708€
Budget for culture, % of total	6.2	6.6	6.5	6.4	6.7%

These annual budgets include the funds allocated to culture and sports but also recreational activities for the youth. These budgets do not contain direct municipal, state or European Union investments to cultural or educational infrastructure.

City of Tartu goals for funding culture, sports and youth activities are:

• to create conditions for diverse, vibrant and active cultural life that attracts both local citizens and tourists:

• to create diverse opportunities for young people to spend their free time and, develop their skills and interests.



Culture, youth and sports projects

In 2018, 100 cultural projects, 15 major sports projects and 110 minor sports projects received support from City of Tartu. These projects are organized by almost 200 cultural organisations representing a wide cultural spectrum. Funded cultural projects include major festivals for music, theatre, film and literature etc, but also smaller scale events representing subcultural, minority, community and heritage themes.



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What has been the annual budget for culture in the city over the last 5 years (excluding expenditure for the present European Capital of Culture

To meet these goals, City of Tartu supports the upkeep and development of a six-branch public library, a number of museums, cultural venues and institutions but also funds for projects directly through the city budget and through an arms-length Cultural Endowment

Currently all the projects need to reapply every year, but the upcoming reform (see more in Q22) will also provide options for multi-year funding agreements. The annual budget for such projects is 1.5 million euros.

Culture and sports schools for vouth



In addition to five municipal culture schools for music and art also 12 private culture schools for ballet, music, dance, nature receive support from City of Tartu budget. Municipal culture schools have 800 and private schools nearly 2400 pupils. In 2018, 66 youth sport clubs with almost 6500 children attending the trainings were supported by the city. Around half of underaged Tartuvians attend subsidised culture schools or trainings regularly and the annual budget for this is 5 million euros.



of Culture year (in euros and in % of the overall annual budget)?

In addition to being the main partner of by 6,300,000€ from 11,700,000€ to projects. It promotes both innovation 17,000,000€. This would equal to 7.6% ture in Tartu and South Estonia in a vari- 225,000,000€.

intends to increase its annual budget for But it's not just how much we spend. To cultural organisations and festivals. This culture. Steady growth is planned also progress, we need goals and directions. over the course of the prospective ECoC Tartu City Government's future fundimplementation years. By increasing its ing focuses will be guided by the new Finally, Tartu City Government is prealready relatively big cultural budget Cultural Strategy KU30 which states for a city of its size, Tartu highlights its our drive to boost Tartu's international ambition to be a city recognized for its cultural profile and lifelong inclusion atives that emerge from our proposed among our citizens.

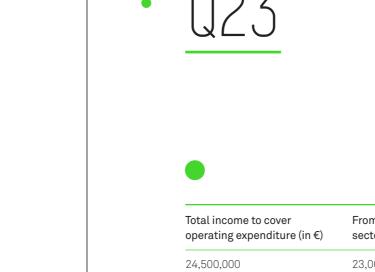
By 2025, we aim to increase the Further direction will be given by a new the local, regional, national, European annual operational cultural budget City of Tartu model for financing cultural and global scale.

and stability by offering new and more increase the support available for cul- of the projected overall budget of dynamic funding options for new cultural operators while also introducing multi-year contracts for established framework takes full effect in 2020.

> pared to continue funding the most exciting new events, festivals and initi-Tartu 2024 ECoC programme. We want our ECoC legacy to last and matter on

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Please explain the overall operating budget (i.e. funds that are specifically set aside to cover operational expenditure). The budget shall cover the preparation phase, the year of the title, the evaluation and provisions for the legacy activities.

From the public From sector (in €) sector 23,000,000 94



What is the breakdown of the income to be received from the public sector to cover operating expenditure?

Income from the public sector to cover operating expenditure

National Government

City

Other municipalities of the region

EU (with exception of the Melina Mercouri Prize)

Total

The city does not plan to use funds from its annual budget for culture to finance the European Capital of Culture project.

our ECoC project, City of Tartu aims to

ety of means. First and foremost, the city

culture both in Estonia and Europe.

In case the city is planning to use funds from its annual budget for culture to finance the European Capital of Culture project, please indicate this amount starting from the year of submission of the bid until the European Capital of Culture year.



Which amount of the overall annual

budget does the city intend to spend

for culture after the European Capital

the public or (%)	From the private sector (in €)	From the private sector (%)
	1,500,000	6

)	In€	%
	10,000,000	43
	10,000,000	43
	1,500,000	7
	1,500,000*	7
	23,000,000	100
	1,500,000*	7



Have the public finance authorities (City, Region, State) already voted on or made financial commitments to cover operating expenditure? If not, when will they do so?

What is the fundraising strategy to seek support from private sponsors?

What is the plan for involving

First approval from City Council is The Government of Estonia confirmed expected in Autumn 2018 with the its commitment on 30 August 2018 by passing of City of Tartu Budget Strategy agreeing to cover operating expendi-2019-2022. This strategy already indi- ture as a matching grant in proportion cates the funding of Tartu 2024 ECoC with City input and other sources within operating expenditure for these years. 10,000,000 €. Ministry of Culture and Further approval from Tartu City Council is expected in Spring 2019 in the form of a resolution accepting the presented budget and city's share in it for the whole ECoC period.

Ministry of Finance will present the bid next Spring in the state budget strategy for 2021-2024

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As a country which did not have any private companies 30 years ago, our society is still guite raw when it comes to private sector sponsoring culture. With this in our mind, Tartu 2024 is also looking to be a pathfinder when it comes to exploring and developing new relationorganisations or community.

Our city is actually showing signs of great potential for contemporary fundraising. We are home to two biggest campaigns.

Local football club JK Tammeka sold virtual square metres of their proposed new football pitch and raised 160,000€ in only 71 days to support its construction. Tartu Uus Teater campaigns to buy raising 335,000€ in a year.

success stories by initiating similar transport industry etc.

community-based sponsorship projects both for Tartu 2024 and among our region's cultural operators.

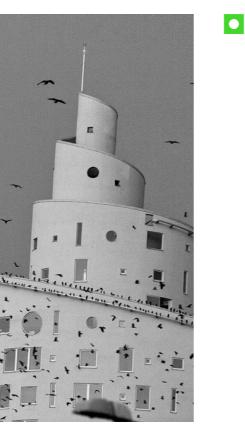
sponsors in the event?

Private sponsorship goal

We aim to raise 1,500,000€ in private ships between for-profit and non- profit sponsorship for Tartu 2024. Two thirds of this support we plan to raise from from corporate level, one third from small to medium enterprises and individuals. 75% of private sponsorship should be in cash, the rest should be recent Estonian culture crowdfunding received as in-kind support of goods and services.

Engaging corporations

We aim to partner up with corporations which agree on the Tartu 2024 values and vision presented in this bidbook. a theatre house and is on the verge of Potential partners include socially responsible or transformative enterprises from financial services, food We want to build on these Tartuvian industry, telecommunications industry,



In the heart of our presentation is the top 3 most recognized culture brands Community club belief that Tartu 2024 is really one of a kind project for our city and the counties around it. Never before has Southern Estonia had such a chance to our cultural vibrancy with so many people from home and abroad. Our bid represents the whole region instead of one city - and this makes it also more

appealing for possible commercial partners. To get them fully on board, Tartu 2024 team will also have the capacity to come up with creative ways for CSR and sponsorship activation.

To get our message across to potential partners, also Tartu 2024 brand needs to be fully crafted and communicated. and trustworthy. We aim it to be among

in Estonia by the end of 2024.

For further networking, we plan to engage professionals and existbe in international spotlight and share ing networks (see below in Engaging Experts)

Engaging small to medium enterprises and individuals

For budget, it is vital to have the big companies on board. But for wider community engagement and fulfilment of our ECoC goals it is vital to include also local small to medium enterprises. Seeking support from SMEs but also individual citizens is an important way We see our brand as artistic, socially to share our ECoC vision and messages inclusive, future-oriented, eco-friendly with business community in Tartu and Southern Estonia.

Contributor type	Value of contribution (in €)	Targeted amount of contributors	Total contribution (in €)
SMEs	2024	150	303,600
Individuals	240	100	24,000
Individuals	24	1000	240,000

Companies supporting #üheskoos '24 will receive branded Tartu 2024 signage tailored for their needs, business networking opportunities and exclusive access to certain Tartu 2024 events. Individual supporters receive Tartu 2024 merchandise, access to premium seats or viewing areas of our main events. In addition, their names will be presented on a thank-you wall of a special work of public art commissioned and exhibited vision, values and opportunities. Such cooperation develops trust between local business and ECoC. Direct participation and contribution to our brand makes local companies also more open to become sponsors themselves.

Partnerships in Estonia and abroad

in central Tartu by summer 2024.

In order to plan presented fundraising initiatives, brand development and networking in detail, we are inviting marketing and PR executives from top Southern Estonian companies to volunteer in a special advisory board.

Engaging experts

Advisory board

Q26

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sales advice, our advisors will also get

opportunities with the help of Estonian honorary consuls and Estonian community abroad. Funding in the future In addition to already available private

While giving us strategic marketing and funding options, we are studying emerging blockchain-based platforms for ticka deeper understanding of Tartu 2024's eting and crowdfunding with the goal to



In the heart of our SME fundraising strategv is club #üheskoos '24 (#together '24). It is modelled after Mons' Club 2015 which raised 841.000€ from 841 small to medium enterprises, each contributing 1000€. Another inspiration is Galwav's proposed Club 2020, a programme with the target of getting 2020 Republic of Ireland SMEs on board to contribute in the region of 3,000,000€.

#üheskoos'24 is designed to raise at least 300.000€ from 150 Tartu and Southern Estonian SMEs each contributing 2024€. To make it more accessible for smaller companies, this contribution can be made over a period of two years. In addition to companies, #üheskoos '24 targets also individuals whose contribution of 24€ or 240€ totals around 260 000€.

In order to carry out presented fundraising initiatives, craft our brand and network, Tartu 2024 will cooperate with national and regional business associations, local startup community, Rotary clubs and marketing communications experts from Tartu universities. We will also look into foreign private funding

come up with specific ideas already in our final-phase bid book if we are given the chance

Are there Tartu 2024 projects that will be kickstarted by ICOs (Initial Coin Offerings) instead of classic funding schemes? Most likely yes, because Arts of Survival is also about constant adaption!





Please provide a breakdown of the operating expenditure.

Programme expenditure (in €)	14,950,000
Programme expenditure (in %)	65
Promotion and marketing (in €)	4,600,000
Promotion and marketing (in %)	20
Wages, overheads and administration (in €)	3,450,000
Wages, overheads and administration (in %)	15
Total of the operating expenditure	24,000,000



What is the breakdown of the income to be received from the public sector to cover capital expenditure in connection with the title year?

Income from the public sector to cover capital expenditure	In €	%
National Government	17,940,000	27
City of Tartu	21,039,238	32
Other municipalities of the region	11,440,064	17
EU (with exception of the Melina Mercouri Prize)	15,528,188	24
Total	65,947,490	100

In addition, Government of Estonia will invest 161,700,000€ gate of Estonia. The funding is indicated in state Budget of state and EU funds to improve highway and railroad con- Strategy 2019-2022 and the construction will take place in the nections between Tartu and Tallinn as the main transportation same period.



What is your fundraising strategy to seek financial support from Union programmes/funds to cover capital expenditure?

Some of the commitments are already Capital expenditure budget for the voted on and some are yet in work- region is currently an estimation ing plans. We encourage local munic- based on the annual cultural investipalities to vote on possible capital ment budgets of the 19 included expenditures as soon as possible to municipalities. Further development show commitment to our ECoC bid of Tartu 2024 artistic programme for while providing application basis for the region will also provide a betpossible EU co-financing.

Tartu City Council approved Tartu be included and confirmed by future Budget Strategy 2019-2022 in Autumn budgets and strategies. To support 2018. Annual updates and votes in con- this, will have a dedicated team memnection with the title year are expected ber, Regional Coordinator, starting from in 2019 and 2020.

was approved by the Government of managing application processes will Estonia in April 2018. Annual updates be led by City of Tartu Foreign Project and approvals in connection with the title year are expected in 2019 and 2020.

year 2019.

Object	Time period
Lodjakoda river port	2019-2020
Annemõisa Indoors Football Hall	2020-2022

029/30/31

027/28

Have the public finance authorities (city, region, State) already voted on or made financial commitments to cover capital expenditure? If not, when will they do so?

ter understanding of the required objects. These investments must then

Coordination Service and corresponding authorities in other municipalities.



Tartu 2024 will establish a database Estonian Budget Strategy 2019-2022 Mapping European Union funding and of capital investment objects connected with our artistic programme. Our Regional Coordinator will use this database to monitor progress and provide support to local municipalities For better coordination of fundraising, applying for foreign funds.

If appropriate, please insert a table here that specifies which amounts will be spent for new cultural infrastructure to be used in the framework of the title year.

Estimated cost (in €)	Funding sources
1,524,925	Tartu City Government, European Union
4,150,000	Tartu City Government, European Union, Estonian Football Association, private sector



Please give an outline of the intended governance and delivery structure for the implementation of the European Capital of Culture year.



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TRUST Transparent Accountable Independent

• COMPETENCE Capable Effective Responsive

• VISION Perceptive Innovative International

These qualities must be considered when designing the structures and principles for Tartu 2024 European Capital of Culture organisation.

Structure of governance

If Tartu is awarded the title of 2024 European Capital of Culture, an independent Tartu 2024 Foundation (sihtasutus in Estonian) will be set up by Tartu City Government in order to executive level decision-making vote in forum meets at least once a year. The

implement our proposed programme. This legal status grants our implementation team also further artistic independence required from an European Capital of Culture.

The Supervisory Council of the Tartu 2024 Foundation will consist of 7 representatives. One each from the City Government and the City Council as well as regional and civic society representatives. The Supervisory Council's main tasks are choosing the Management Board, consulting and approving strategic decisions.

Delivery structure

Tartu 2024's delivery structure is based around the idea of cooperation and integration between the arts and business sides of our foundation. At the same time, we must deliver effective and professional governance.

Management board

Tartu 2024's Management Board consists of a General Director and an Artistic Director. The General Director is responsible for all administrative and financial functions. He/she also has the final

all areas except the artistic programme. The General Director is hired and will be accountable to the Supervisory Council. He/she will select most of Tartu 2024 employees and outsourcing partners through public contest.

The Artistic Director leads the development and implementation of the proposed artistic programme, capacity building and audience development and hires her/his own staff. He/she is hired by General Director with the approval of the Supervisory Council and has the final say in matters regarding the artistic programme.

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To foster interaction between the business and artistic sides of Tartu 2024, our Communication and Marketing Department has shared leadership. Although the General Director has the final say over these matters, the Artistic Director is engaged to represent the Artistic Programme Department and their proposals for marketing.

Advisory boards

Forum of Regional Municipalities consists of the municipality leaders of our bid region. This 20-member high ranking





goal of this board is to foster political, financial and administrative commitment of local municipalities by engagement and information sharing.

Forum of Business Advisors consists of marketing and PR executives from top regional companies who are invited to participate by Tartu 2024 General Director. The goal of this voluntary board is to support the implementation of Tartu 2024 private sector engagement strategy as described in Q26.

Forum of Cultural Advisors is an international board that consists of 7 people who are highly respected professionals from various arts. The goal of this forum is to counsel the Artistic Director and his/her staff when they're developing our proposed Tartu 2024 programme lines and projects into actual programme. The members of this forum are invited by the Artistic Director and they brand. Another task of this position is are paid for their work.

Departments and staff

032

A number of middle-level managers organised into three departments are responsible for further delivery of our proposed programme. They are selected by the General Director through public contest and are accountable to the Management Board.

The Head of Finance's main tasks Managers, who are professionals from are planning, reviewing and reporting different fields of culture curating the

budgets, while also administering accounts. The Human Resources Manager oversees recruiting employees, interns, manages the volunteers programme and serves as a link between the foundation's top-level management and staff.

To achieve the distinct goals described in the fundraising strategy, Tartu 2024 will have two executives, a Sponsorship Manager and Crowdfunding Campaign Manager

The Communication and Marketing Department will be made up of three middle-level managers. The Communication & PR Manager handles Tartu 2024's day-to-day public relations and manages external internal and international communications. The Marketing Manager is responsible for developing Tartu 2024's designing stakeholder-engaging campaigns. Considering the experiences of previous regionally inclusive ECoCs, we will also hire a dedicated Regional **Coordinator**. His/her work to pursue further political, financial and cultural cooperation from Southern Estonian local governments is especially important in the ramp up years.

The Artistic Department Programme includes up to 5 Programme Line

development and implementation of our proposed programme lines and projects. Under their management, both in-house Project Managers but also producers from partner organisations carry out specific projects and tasks.

The Head of Production is expected to develop and implement technical plans for large-scale events in cooperation with the Project Managers. He/she also holds responsibility for the overall organisation of Tartu 2024 technical production process: planning, budgeting, materials and venues management, security, evaluating new technology and tools as opportunities for innovation.

The Social Studies and Outreach Manager will be the leading researcher for the team while also managing and developing Tartu 2024 and its project partners' cooperation with higher education and research institutions in Tartu and Southern Estonia.

As is customary, our proposed ECoC organisation reaches its maximum staff numbers around the title year. Therefore it must be noted that in the first implementation years, the Management Board members are additionally responsible for some fields that will later have a dedicated manager such as human resources or private sector fundraising.

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Q33	What are the main s weaknesses of your are you planning to weaknesses identifie	oroject? How overcome	The artistic community edges the need for a le and international outre	ap in city identity Europe
Tartu learned a lot about ECoCs when keeping a close eye on Tallinn's ECoC year (with our current team member in the Creative Council) and witnessed how Tallinn largely carried out their proposed ECoC programme, but struggled with the global economic crisis and a number of political and organisational challenges. Several years on, these were the key conclusions that provided us with a solid starting ground:	 Inclusive public relations and community engagement have to start from day one of the whole process Strong vision and goals must be agreed upon early in the bidding phase; boards and councils formed in the implementation phase have to support reaching these goals Bidding and implementation of the programme need wide political support 	 Decision-making boards should not be politicised Bidding and implementation need stability of management The following matrix covers primarily cultural strengths, weaknesses and possible solutions. Bid-related social challenges/solutions are covered mainly in Q19 and infrastructural issues in Q37-38. 	Influx of youth and tale ums and universities (a students) and the pote partners / audiences for Strong will and suppor ECoC bid; cultural insti- industries and NGOs ei	also international system ential as staff / ing long or Tartu 2024 studen city pro Estonia ing limi cultura volunte
Strengths	Weaknesses	Solutions	process and many in p co-financing	
old concept and artistic vision which eek to expand and transform the ECoC radition, arts and the city narrative	Strong unconventional statements sound off-putting and even divisive for some people and interest groups; cultural oper- ators lack competence for ecologically sustainable cultural management	Continued public meetings to convince the sceptics of the broad communitarian basis for the concept and vision and to indicate the benefits and possibilities through more effective European con- nections; capacity building programme for ecologically sustainable cultural management	Tartu 2024 team has detailed risk mitigation risks relating to prog tion and marketing and international leve	on plan, to address ramme, organisa- on local, national
onsensus behind and coherence etween the city cultural strategy KU30 nd the ECoC bid	The consensus is largely passive accept- ance rather than agreement on instant action	Starting from relaxed and inclusive initi- atives (e.g. with neighbourhood societies) to emphasise that every small input is welcome but the implementation of the strategy and ECoC programme depend on everyone; introducing the major projects in the course of these meetings		
A varied, inventive, transversal cultural rogramme largely co-developed by eople active and experienced in several rtistic fields and willing to work together ith other such people	"Curse of the city slogan" (City of Good Thoughts) – cultural operators are often better at ideas than grand-scale real- isation of them; experienced cultural managers and community leaders are overworked and underpaid, if paid regu- larly at all; lack of attention and coverage from Tallinn-centred national media and (consequently?) by international media intensifies defeatism and lack of moti- vation, contributes to ongoing shortage in funding and breeds promoter/audi- ence volatility (especially in the younger	Capacity-building programme (see Q11); highlighting recent cultural history of people who stayed on, toughed it out and created what is now taken for granted; raising city culture budget; reformed cultural subsidies system with long- term agreements; better financed and promoted cultural awards; reformed city marketing, cooperation with National Broadcasting studio in Tartu, attractive media projects (with city subsidies if necessary); looking for ways of reaching directly in international media		

Q5

generations)

city to think and act on scale is still in the developing ltural institutions' participation tional networks is low; lack of onally experienced contemporal managers Capacity-building programme (see Q11); increased support of Tartu's activities in UNESCO CCN and other international networks; making the inclusion of international partners and events matter in subsidising cultural projects

ent initiative in the education and the universities for supportterm interest and activity of in the cultural scene of Tartu; ect funding limited to people with ID and participatory budget voted to registered citizens of Tartu; operators have trouble involving Cultural programmes with schools and universities, also promoting Tartu's ECoC bid; involving children and students in preparation and implementation of projects;; extending access to cultural project funding and participatory budget voting; showing long-term benefits of volunteering and active participation

of private funding for culture is g too slowly Promotion of culture as an important factor in economy and cultural entrepreneurship, especially with possibilities of ECoC; fostering public-private partnerships and crowdfunding.





Q34

Please provide an outline of the city's intended marketing and communication strategy for the ECOC year.



Our marketing and communication strategy is built on considerations that determine our concept and programme: how to escape mental and physical isolation, how to be heard in Europe, and how to empower people and connect communities. We do value real-life human communication and nature-friendly living but we don't shy away from our e-advancement to get the message through. After all, Estonia has already attracted international interest in how we do taxes and banking online, sign documents electronically with an ID-card and have an official e-residency programme open for all the people in the world. It's fair and wise to meet this interest and use the digital capacity for notifying people about our cultural vision for 2024, our wild Estonian woods and bogs close to any of our cities, our will to bring people all over Europe together for real-life events and contacts.

Goals and objectives

• Establishing a brand. We see Tartu 2024 brand as artistic, socially inclusive, forward-looking, ecofriendly and trustworthy. We aim it to be among top 3 most recognized culture brands in Estonia by the end of 2024 (see Q26).

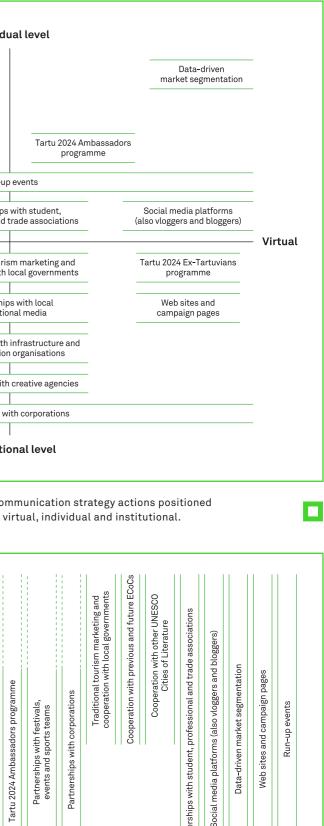
- Getting citizens of Tartu and people of Southern Estonia involved in the programme as much as possible and fostering their appreciation of arts, culture and community. We have to make Tartu 2024 matter and meaningful locally and regionally, as specified in Q8.
- Involving audiences from Estonia, neighbouring countries and all over Europe. We have to make sense and spark inspiration also nationally and all around Europe. We have to uphold the high standards of international outreach and continue the legacy of the European Capitals of Culture project in a distinct and valorous way.

Strategy lines

• Real-life and virtual. Our strategy is to use Tartu 2024 as a platform: we will use the full range of communicative means to invite and connect different people and communities in our real-life programme, no matter whether they are Estonian or Russian-speaking citizens, Erasmus students, national or international academe or start-up entrepreneurs. We also stream and record those great offline experiences to spread the word, share the vibe and boost future partaking.

- Individual and institutional. We collect and communicate the stories, hopes, needs and visions of the citizens, cultural managers, volunteers and even ex-Tartuvians as unique individuals. We also recognise and enhance the capacity of Tartu 2024 institutional partners (universities, theatres, schools, companies and associations) for informing and attracting large audiences.
- Grassroots, regional, national, European, international. Our actions involve audiences on various levels such as subcultures or neighbourhoods of Tartu, Southern Estonian cultural managers, people of Estonia or citizens of Europe and beyond. No good-willed action is too small or plain for us. We will matter locally and be heard around our part of the globe.

		Individua							dual	level
	Tartu 2024 Volunteer and Intern programme			-						
				_	Tartu 2024 Capacity Building programme					Tar
					Run-up				-up eve	events
	#üheskoos – 24 crowdfunding campaign					_	Part professio		h stude e asso	
Real-life	Partnerships with festivals, events and sports teams						Traditio cooperat			
	Cooperation with previous and future ECoCs					_	Partnerships with loca and national media			
	Cooperation with other UNESCO Cities of Literature)	_	Partnerships with infrast transportation organ			
						_	Partners	hips w	ith cre	ative a
							Partne	erships	with o	corpora
							I.a	etitur	tiona	ıl lev
	Tartu 202			artu	2024	mark				unica
Europea		Schem	e 1. Ta				in keting a real-life	and c	omm	
Europea	nlevel	Schem	e 1. Ta		y line	s of 1	eting a real-life	and c e and	omm virtu	
	n level Il level	Schem	e 1. Ta				(eting a	and c	omm	



egy actions positioned on strategy line of grass-roots, regional, s to welcome and hospitality volunteers; capacity building proinsportation, gastronomy, accommodation and taxi services.

Strategies + action lines from grassroots level up

Capacity development programme and audience development programme. Getting citizens involved in our ECoC is a priority. Tartu 2024's already ongoing capacity building and proposed audience development programmes focus on discussions and education through direct communication.

Volunteer and internship programme,

started this year. Volunteers and interns from across the population help us create great ECoC experiences and are themselves Tartu 2024 ambassadors. If they get good experience working for Tartu 2024, they are bound to share it with friends and families. The internship programme is also a key area of cooperation between Tartu 2024, the University of Tartu and other colleges. Tartu students can be intensely and extensively involved in our communication team by writing, carrying out online promotion, editing photo and video content etc.

#üheskoos '24 crowdfunding campaign is in the heart of Tartu 2024 fundraising. It also serves as one of our marketing highlights on grassroots and city level. We aim to raise over 500,000€ by contacting and convincing hundreds of small to medium enterprises and thousands of people support our cause, also raising ECoC's visibility in Tartu.

Media. We aim to establish long-term and high profile **partnerships with local** and national media already by 2020 to guarantee TV, radio, print and online coverage of our preparations and title year. Another priority is to sign long-term partnerships with creative agencies to supply us with advertising space for reaching wide audiences with reasonable costs.

Partnerships with infrastructure and transportation organisations. We will involve gateways of Estonia - airports (Tartu, Tallinn, Helsinki), railway stations, ports, highway entry points to Estonia in our marketing strategy. In cooperation with the main Estonian railway company Elron we plan to use Tartu-bound trains for promotional pop-up theatre or dance productions and stand-up comedy.

buses are equipped with personal multimedia screens that can be utilised for presenting Tartu 2024 creative content. home page or campaign sites. Also the main airports servicing Tartu will be the sites for our Container of Arts visits with theatre productions, art exhibitions and libraries, while airport luggage roulettes and lobby areas have creative Tartu 2024 branding.

Tartu 2024 Ex-Tartuvians programme.

Every year thousands of people graduate from University of Tartu or other local higher education institutions. We cooperate with universities to contact their alumni all around the world with the aim of recalling student life memories and positive perceptions of Tartu while also promoting upcoming Tartu 2024 events. With the University of Tartu Museum, a collecting campaign will be launched for a digital exhibition on Arts of Survival in student communal life from the 1950s to now.

We started with Humans of Tartu photo and story project depicting Tartuvians in 2018, but in the coming years we also want to mobilise well known public figures and highly acclaimed professionals from Tartu business, science, sports and culture to be the Ambassadors of Tartu 2024. The University of Tartu and their International Student Ambassadors programme are the main partners.

Partnerships with festivals, events and sports teams. Tartu 2024 will be presented creatively at large-scale Southern Estonian music, theatre, sports and business festivals in the ramp up to our title year from Tartu Maraton skiing competition, to bike race Tour of Estonia to travelling Southern Estonian programme of the art house cinema Elektriteater, but also with top Tartu sports teams in basketball, football and volleyball.

Traditional tourism marketing and cooperation with local governments.

We will partner up with regional and national tourism boards, Visit Tartu and Enterprise Estonia who have analysed and defined target markets for as our Tartu 2024 app and web pages Estonian tourism and will make Tartu but also provide the IT sector with good

Express coach operator Lux Express the marketing focus for 2022-2024. Intended actions include Tartu 2024 presentations at Riga, Helsinki and Berlin tourism fairs but also cultural exchange with the help of embassies and creative marketing campaigns in Tartu twin cities all around Europe, from Pskov in Russia to Lüneburg in Germany. We will involve existing cultural routes such as Via Hanseatica, stretching from St Petersburg to Riga.

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On the local level, cooperation with tourist guides and the involved city governments will result in new tours promoting Tartu 2024 themes and new tourism products innovated by enterprises participating in Tartu Rural Development Association's innovation and smart solutions programme.

Cooperation with future and previous

ECoCs. With fellow ECOC cities we can go beyond usual tourism marketing and develop more artistic projects and audience engagement e.g. in cooperation with Kaunas 2022 and ECoCs from 2023 Tartu 2024 Ambassadors programme. to 2025 for Containers of Arts.

Cooperation with other UNESCO Cities

of Literature. Tartu will use UNESCO City of Literature network for promoting our ECoC programme's ramp up and title year literary events. Also, every year Tartu selects a linnakirjanik, City Writer whom we will involve as Tartu 2024 Ambassadors and commission them to write a collective book summing up Tartu's ECOC experience.

Partnerships with student, professional and trade associations. Student associations and clubs can be our partners in volunteer and internship matters, but also we be of help as communication channels for engaging audiences. We will invite Tartu's numerous student sororities and fraternities and their alumni to support our cause with contacts

We will cooperate with another major local initiative, Smart Tartu, which develops smart city brand, business cluster and new governance policies for Tartu. Together with their cluster, local IT and startup associations we aim to produce audience engagement platforms such

marketing messages for their possible employees about Tartu as a culturally vibrant city and desirable environment for living.

We will form a voluntary Forum of Business Advisors with marketing and PR executives from top regional companies. It supports the implementation of Tartu 2024 private sector engagement strategy (Q26) and counsel our marketing and communications strategy.

Data-driven market segmentation.

Our aim is to engage more diverse audiences based on their preferences. For this we plan to develop a Tartu 2024 app with smart and engaging content - games, polls, tests, augmented reality - which will also collect cultural preferences of its users. The content of the app will be based on our ECoC programme before and during the title year. Collected data will be handled with care and security and it will be used for creating more customised offerings of reallife experience to audiences. To carry out this marketing action we will partner up with Estonian platforms and service providers who already have advanced data and experiences on cultural preferences of audiences.

Social media platforms Facebook, Instagram, Twitter and possible emerging sites will be used for building. informing and engaging audiences for Tartu 2024. These platforms will also be integrated with our Tartu 2024 app. In addition we will invite culture and lifestyle influencers from around Europe to take part in tours curated by locals called Külas ("in the village" or "visiting"). They are asked to create content for our Tartu 2024 platform. Original content will also be provided by Tartu 2024 videography project for making documentaries of our ECoC projects and processes.

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Web sites and campaign pages. In addition to our main home page we will develop thematic campaign sites such as video, photo, essay contests on Tartu 2024 programme lines for the youth. These campaigns will also be integrated into our social media pages.

All the Tartu 2024 events in the ramp up years also add up to the grow- UIT urban festival - and local start-up ing buzz. A special arts and audience company SprayPrinter which develops urban activism across Europe.

involvement project will be developed with the lively street art scene of Tartu - Stencibility Street Art Festival and



mural painting devices for smartphones. Street art initiatives and guerilla marketing promotes Alternative Tartu but also raises issues for countercultural



Estonian National Museum in Raadi



How does the city plan to highlight that ECOC is an action of the EU?



The visibility of the European Union in our proposed ECoC programme will be guaranteed by a number of placements and initiatives:

If we receive the Melina Mercouri Prize. we plan to use it in 2024 for thoroughly videographing ECoC creative processes and events. By funding high quality recording and editing, we amplify the potential social and economic impact our content can have on social media and elsewhere. Well documented and published ECoC artistic programme has also more legacy stemming from it. All this content will bear the **EU logo**.

With the possible support of the **Melina** Mercouri Prize we plan to start an European Arts and Innovation Fund for Tartu. This fund will continue supporting residencies for lecturing artists from Europe after the ECoC year 2024. The aim of this residency programme is to support education and innovation at Southern Estonian universities while also sustaining the international aspect of the region's cultural vibrancy. By giving the Melina Mercouri Prize an importance for years to come, we highlight this as an **EU contribution** for a longer period.

To Tartu 2024 opening and closing ceremonies we are going to invite leaders of previous and future ECoCs and our

partner ECOC from Austria, as well as from either Norway, Bosnia or Albania, and Lithuania, Luxembourg, Hungary, Slovenia, Germany, Slovakia and Finland. Members of the European Parliament and leaders of our European partner institutions will also be invited to celebrate the biggest European project ever to take place in Tartu.

The logo of the EU will be present on all Tartu 2024 communication materials and platforms.

To signify Tartu as the ECoC in 2024, the EU flag will be flown at all major cultural institutions in Tartu and Southern Estonia

Finally, as an university city participating actively in Erasmus Programme, we plan to organise the European Students' Opinion Festival. This event is modelled after the annual Estonian opinion festival. Arvamusfestival, which itself is inspired by Swedish Almedalsveckan. The main theme of our proposed festival would be the meaning of extracurricular cultural participation and activism for European students, student organisations, universities and policy-makers. This proposed festival would also foster European identity, cultural exchange and networking among Estonian and cross-border students.



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ON TARTUS

MOTTELINE HETROO -CHE NOUS KOIGI MANLAN REALI PHADELA

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HENDUSTEE LIUVALI

MEREGA KESKLIMMA

AASTAL 2024 AASTAL 2024

Please confirm and supply evidence that you have broad and strong political support and a sustainable commitment from the relevant local, regional and national public authorities.

Local authorities have provided strong backing for the bidding process since its start. On 14 February 2017, at the Tartu cultural awards ceremony, the Mayor Urmas Klaas publicly announced Tartu's willingness to bid for the ECoC 2024. On 14 September 2017, Tartu city council unanimously voted for the decision to support Tartu's bid for ECoC 2024 and initiated the process for drawing a new cultural strategy for the city until 2030.

After the local government elections, the bid for ECoC 2024 was included in the new coalition pact. By November, the official bidding team was formed budget to facilitate Tartu 2024 office, schedule of meetings with target on 30 August 2018 (see Q25).

Please confirm and provide evidence that your city has or will have adequate and viable infrastructure to host the title.

Cultural infrastructure

Today there are just around 20 major events in Tartu per year with more than 2,000 participants each. Since one of our main challenges is to make Tartu more attractive on national and international level, we want this number to grow (both in terms of events and participants) even when our programme also largely supports smaller-scale communal events.

Altogether there are 4 concert/conference venues in Tartu City Centre which can each accommodate over 450 people: Vanemuise Concert Hall managed by Eesti Kontsert (950 seats); great hall

of Vanemuine Theatre (700). Dorpat Conference Centre (560), University of Tartu Assembly Hall (460). Recent smaller high-profile venues include the 230-capacity Eduard Tubin hall at the Heino Eller Music School and the National Museum halls. Involving them and the related institutions is included in our plans for programme development.

The Estonian National Museum (ERM), situated at the former military airbase territory within walking distance of the city centre, is one of the most astonishing new museums in Europe - a multifunctional venue with 34,000 square metres The vintage hangars on Roosi street will

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groups, institutions and experts, bid book writing, external counselling and media activities. Further funding for the bidding process is allocated and planned into the 2019 city budget.

Tartu City Government and the bidding team have also found extensive support for the bid in the urban and rural municipalities of Southern Estonia. A number of the representatives from those municipalities also attended the Tartu2024 conference "Escape Room into the Future" at the Estonian National Museum on 9 May.

The funding decision regarding the and financing planned in the 2018 city operational budget income to be received from the state was confirmed

> ECoC activities, both in- and outdoors e.g. Surrealism100 . There are 7 event spaces, the largest of which, a lecture hall that doubles as concert and cinema hall, accommodates 250 guests. There is also a black box theatre seating up to 200 people. Lobby areas can be used for receptions for up to 500. Besides 6,000 square metres of main exhibition space, there are also 2 additional gallery spaces of 900 and 300 square metres. We see the museum and its surrounding area as the potential location for several parts of our programme.

of space. We expect it to facilitate various be renovated for multi-purpose event



spaces, intensifying the cultural life in the surroundings of Estonian National Museum as well as the whole area across the river.

extended creative cluster starts already in the city centre with the main pedestrian street (Küüni) which is also the site for fairs and other open-air public events. It expands through the Uueturu (New Market) park - also to be radically redeveloped through our Curated Biodiversity programme – along the Vanemuise street and the adjacent Riia and Tiigi streets which includes a number of the venues we mention in our cultural profile, like the Vanemuine Theatre, the Concert Hall, the University of Tartu Library, Tartu Literature House, Gallery Noorus of Pallas, The Widget Factory (Aparaaditehas) creative hub with adjacent Print and Paper Museum As an example of crowdfunding initiaand many others which will be potential venues for our programme.

Railway Station, also used for exhibitions and cultural events. The literary institutions have the experience of jointly organising the annual literary festivals - but they also used to run Vanemuise Culture Street network and festival, casualty not just of the economic crisis of the late 2000s but also of the somewhat rundown and traffic-heavy character of the street itself. The network is going to be revived by 2024 to make use of the renewed public space, involving

further partners from the whole area for the yearly programme of events, residences, educational and experimental programmes as well as providing further artistic expansion for the Aparaaditehas On the other side of the river, an Festivals and POSTMARKET fairs. These initiatives will help shift some of the major feasts of Tartu 2024 from the shopping centre area closer to actual community quarters uptown and involve them in closer contact with the wealth of cultural venues near them.

> The renovated sports complex for multiple use will be opened by the end of 2018 which closes the gap for a proper indoor rock/pop concert venue. For major outdoor gigs, Tartu Song Festival ground continues to be most appropriate and has been undergoing some substantial renovations.

tive and Tartuvians' love for performing arts, the Tartu Uus Teater is buying our its venue with the support of the local This area also covers the vicinity of Tartu community, entrepreneurs and the city. The deal must be completed by the end of 2018. Even a rabbit decided to buy a bit of the the building in order to support an independent theatre in Tartu... The venue can be used for smaller gigs and literary events, just as Genialistide Klubi in the same guarter; both have plans for furnishing new rehearsal rooms. The Elektriteater art house cinema which currently presents its programme on the university premises is looking out for a three-hall cinema of

its own. All three will continue to serve as the calling cards for bohemian entrepreneurship so characteristic of Tartu and are likely to host a string of events in 2024

The Vanemuine theatre plans to build a new black box venue next to its main building by 2024.

The artistic programme in the making foresees the revival of two landmark areas of Tartu, historically significant but recently underused and strongly emphasised during the citizen consultations for the Cultural Strategy: the Emajõgi River and Toomemägi (Toome Hill).

The City of Tartu has already made a few steps in order to activate the left bank of Emajõgi in the city centre by the urban development plan of the Holm Quarter. In autumn 2019, the new university ICT Centre (Delta) will open, contributing to closer connection of the two banks, also potentially serving as an arts space. Our project Emajõgi – the Birth and Death of Tartu (open air exhibition) will also take place by and on the river.

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Toomemägi is situated in the very heart of Tartu. We plan to revitalise the whole historic area, make it more attractive and accessible both for locals and tourists through Toomemägi Revisited.

Both areas are heavily on the radar of Curated Biodiversity programme of gardening the green areas of the city.



Rabbit Villu is listed among the supporters of Tartu Uus Teater's record breaking crowdfunding campaign which is on the verge of raising 335,000€ in a year.



Accessibility

For over 50 years during the Soviet occupation. Tartu with its strategic military airfield and classified industries was a closed city with only limited civil transport and tourism infrastructure. For over 25 years of freedom. Tartu's transportation and accommodation structures have been thoroughly redeveloped to meet contemporary European standards. Nevertheless, there are some major infrastructural challenges that can be best addressed by a major undertaking such as European Capital of Culture.

From the rest of Europe - by plane (via Tallinn, Helsinki and Riga)

Tartu and Southern Estonia are served by Ülenurme airport just outside of Tartu city. Tartu has one regular international line connecting the city to Helsinki (Finland). The flight from Tartu to Helsinki lasts about 45 minutes and Helsinki international airport has direct connections to nearly 130 destinations all over the world.

The main Estonian international **airport** is situated in the capital city

Tallinn. It has direct flights to and from 40 destinations in Europe. Tallinn airport is connected to Tartu by quality coach service at affordable prices. There are around 30 daily departures from Tallinn airport to Tartu bus station. The trip is a little less than 200 km long and it takes about 2 hours. You can get to Tartu also by using modern trains. There is a station near Tallinn airport with 10 daily departures to Tartu. Your

In order to reduce travel time, the Government of Estonia will invest 161,700,000€ of state and EU funds to improve highway and railroad connections between Tartu and Tallinn. The funding is indicated in the state Budget Strategy 2019-2022 and the construction will take place in the same period.

trip takes around 2 hours.

There is also coach service from Riga international airport (Latvia) to Tartu with four daily departures. This 260 km bus ride takes about 4 hours and 30 minutes. Riga airport has around 100 flight destinations.

Discovering Tartu on foot or on bike We highly recommend discovering Tartu either on foot or on a bike. Tartu is a compact university city. Some have even used the metaphor "campus" for the whole territory of Tartu. Nearly everything is within walking distance or a bicycle ride - it takes just about 10-15 cycling minutes from the centre to most of the city's neighbourhoods.

Discovering Tartu by bus

Public transport information is easily accessible also to international visitors. Major bus stops have real-time electronic timetables in addition to maps and plans. Also, city bus information in

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Tartu's biggest accessibility goal is to have more direct European flights taking off and landing at our Ülenurme airport. In addition to fostering our sense of connectedness to Europe, increasing the number of flights has been identified as a major benefactor for the region's business and tourism, therefore also for culture. In addition to the (Tartu City Government financed) Helsinki route, Tartu would also require regular plane connections to Riga and preferably also to Stockholm.

But with Southern Estonia's population being only around 300,000 people and the region lacking international partnerships, opening new routes is considered a big financial risk by airlines. A real strong kickstart is needed to encourage launching new destinations. A lasting breakthrough could be achieved here in cooperation with Tartu being in the spotlight as the European Capital of Culture.

English is easily accessible with smartphones. Buses are low-floor to facilitate access for wheelchairs and baby prams.

Tartu City Government has declared its ambitious goal of almost doubling public bus usage, from 17% to 30% by 2030. To support this, starting in 2018, Tartu's public transport system will be reformed based on electronic validation and mobile positioning data. The aim of the reform is to update bus routes to match contemporary needs. Also, in 2019-2029, 64 new low-floor buses running on environmentally friendly methane gas will be introduced.

If buses are not your taste, we have nearly 500 registered taxi drivers waiting for your call

Discovering Southern Estonia – by car, bus, train, bike or on foot

Tartu as the regional centre has good bus service to surrounding county capitals as well as countryside. Bus trips to the characteristic towns of Viliandi. Valga, Põlva or Võru take a little over an hour. Also modern trains take citizens, visitors or hikers alike from Tartu to centres and villages in the counties of Valga and Põlva.

The region included in our bid, Southern Estonia, is all within 100 km from Tartu. Therefore, good public transport and motorway connections make it possible to effectively include the cultural towns and communes around Tartu to our European Capital of Culture bid. Also, Tartu is connected to the European long-distance cycle networks, for example route 11 on Eurovelo.

Accommodation

There are 25 hotels and hostels in Tartu in addition to a number of guest apartments, airbnb and traditional B&B establishments. Altogether, the city has approximately 1,400 rooms with 3,200 beds in accommodation establishments. In Southern Estonia, there are altogether 5,100 rooms with 13,400 beds.

There are four major 4-star and five major 3-star hotels in Tartu, most of them situated in the city centre. Considering that there were few international tourists in the Soviet period 1945-1991. Tartu's accommodation infrastructure and service quality have developed rapidly thereafter. The City's current accommodation capacity is optimal considering seasonal fluctuations, but is almost fully used during biggest annual cultural and business events.

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Currently one third of Tartu overnight stays take place in the three summer months of June, July and August.

Having consulted local tourism entrepreneurs we can report that there is

interest to expand Tartu's accommodation infrastructure if the city is awarded the title European Capital of Culture. Expansion is considered possible both with a view to time frame and in financial terms

> and one of the flagship institutions for the UNESCO City of Literature.

We expect the issue to be solved by the new multifunctional Cultural Centre in the heart of the city, intended as the "living room" of the city, open to public access and providing a platform for different events, discussions and makerlabs. Its completion is also one of the most cogent promises in the current coalition treaty between the ruling parties; however, the exact timeline and budget are still being negotiated.

The brand new Tartu sign-posting system will be implemented especially to support discovering the city on foot and by bike. It is expected to be complete by the end of 2018. However, every good signage needs some settling time. By 2024 we hope to have perfected it, so that the cityscape can provide a wealth of cultural routes for permanent and temporary Tartuvians alike.

Reviving the cultural significance of Emajõgi River is in part facilitated by a major infrastructure project for 2019-2022. The Lodjakoda NGO is one of the leading operators of the river, taking care of the survival of the shipbuilding tradition along with promoting the environmentally sustainable lifestyle and running the floating club space Sisevete Saatkond (Inland Waterways Embassy). It is now about to have its

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own harbour with the shipyard and 700 square metres building area for traditional boats. The project is co-funded by the cross border cooperation with

Russia, Common Peipsi 2 and is meant to develop tourism and business potential of the border region, to contribute to the protection and improvement of the transboundary Lake Peipus.

Meanwhile, as indicated in Q18, we are acutely aware that today most of Tartu's cultural infrastructure is difficult to access for people with physical disabilities. We believe that the ECoC process and the well articulated challenge in this matter will bring on the change, with cultural institutions making investments into providing this long-in-demand access.

Other city investments in infrastructural developments for the coming years involve the following institutions:

- Tartu Science Park
- Tartu Railway Station
- Former Estonian National Museum
- main building (to be reconstructed as folk arts/leisure societies/elderly people's clubs centre)

In terms of cultural, urban and tourism infrastructure what are the projects (including renovation projects) that your city plan to carry out in connection with the European Capital of Culture action between now and the year of the title?

Promoting car-free mobility and acces- In line with these aims, in 2021-22 the sibility, the city has made it one of its priorities to **reconstruct walkways and** add bicycle lanes in the coming years. The ultimate goal is to have 100 km of cle lanes. This is of vital importance bicycle and pedestrian road.

Although the first "bicycle enthusiasts' (Q37a). club" was found in Tartu back in 1888, we have lacked the **public bicycle** rental system to this day. In the spring of 2019, it will be in action and we expect it to come into extensive use for ECoC guests in 2024. To start with, there will be 600 bicycles (200 electric, 400 ordinary bikes), with 60 parking areas. The goal is to have 10,000 regular users. The sites for bike rental stations were picked electronically by citizens themselves.

city will reconstruct the Vanemuise street from the city centre towards the railway station, also to add bicyto Tartu cultural infrastructure as Vanemuise is the high street of arts

Both Tartu Art Museum (Tartmus) and the Tartu Public Library have been longing for their own up-to-date space for decades. Tartmus with its collection is currently divided between several buildings, but none of them is meant for exhibiting art in contemporary ways. The same goes for the Public Library that has its demands for the activities of 21st century as a public institution







• Tartu Centre for Creative Industries

- Tartu City Museum
- Tartu Tov Museum
- Tartu Public Library
- Music schools
- Anne Youth Centre
- Tamme football stadium
- Annemõisa football indoor hall and stadium
- A. Le Coq sports centre

But schools are where it's really at for the city in making Arts of Survival succeed and Tartu thrive in and beyond 2024. A focal strategic investment in Tartu for the coming decade is to renovate all schools as contemporary and technically advanced learning spaces supporting a wide range of cultural activities.

A pioneer in the programme, Raatuse school building in the long marginalised Ülejõe district, was re-opened this year with a hi-tech hall for concerts and drama as well as diverse sporting facilities. What we do for our children, their will to learn, create and take action, will define tomorrow's Tartu and our share in 21st century Europe.





TARTUPre-selection stage2024bid book, 2018

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The applicant

Tartu City Government in partnership with 19 Southern Estonian municipalities

Tartu 2024 European Capital of Culture Candidate City team

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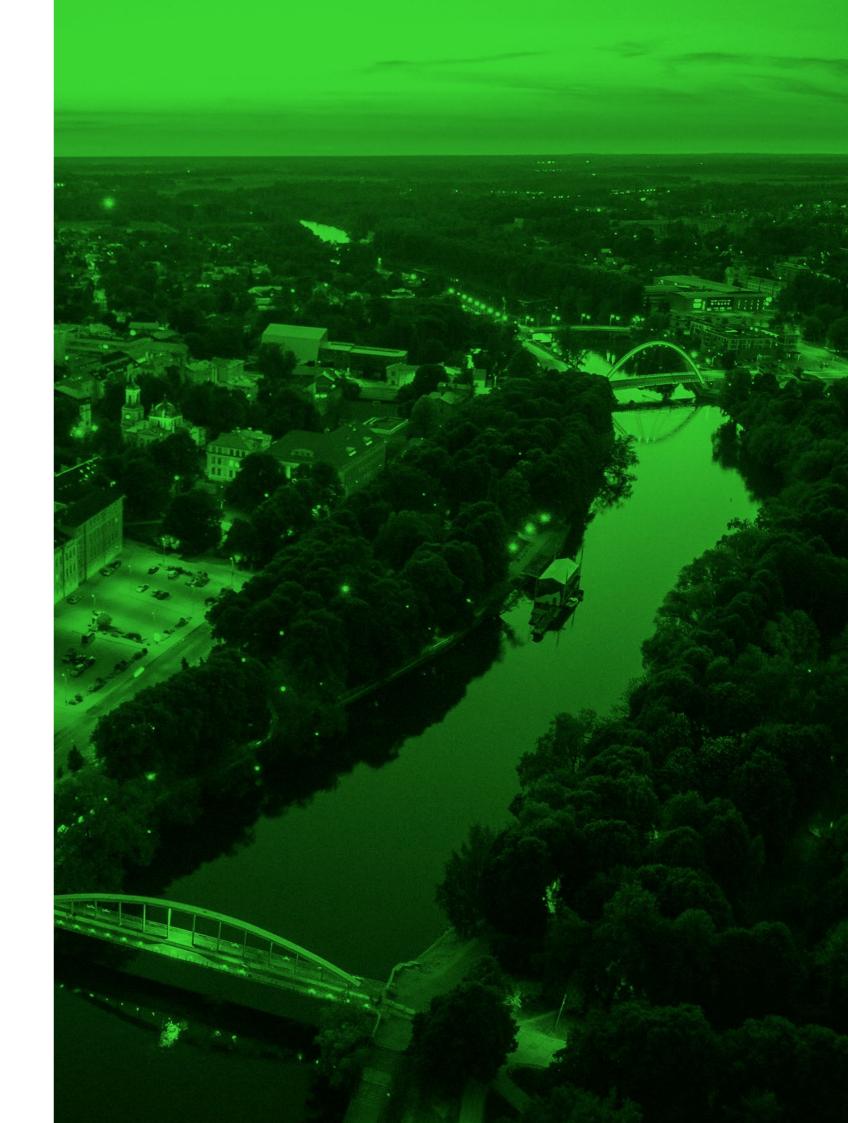
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