

Západočeská univerzita v Plzni

Fakulta filozofická

Bakalářská práce

**European Culture Capital 2015: A Comparative study
of Pilsen with its predecessors**

Kamila Nováková

Plzeň 2013

Západočeská univerzita v Plzni

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Čestné prohlášení

Prohlašuji, že jsem práci zpracovala samostatně pod odborným dohledem vedoucího bakalářské práce za použití pramenů a literatury uvedených v příložené bibliografii.

Pízeň, duben 2013

.....

podpis autora

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1 Introduction

This bachelor thesis deals with the project European Capital of Culture. It is focused on the description of the project and on the comparative study of Pilsen, which will become the European Capital of Culture in 2015, with its predecessors, namely with Prague, Lille and Liverpool. Its objective is to describe the city of Pilsen and the other examined cities and on the base of acquired information to compare them from different points of view.

In the theoretical part, general information about the key terms is given as well as information about the project. The emphasis is put on the city of Pilsen. First of all the brief description of the city is mentioned, such as its introduction and places of interest. Its application for the title, the slogan and the cultural development of the city are also presented in this part. Moreover the programme for the year 2015 in addition to main events is introduced.

Furthermore the interview with the Techmania Science Centre secretary is integrated into this bachelor thesis and it separates the theoretical part from the practical one.

The practical part is aimed at the comparative study of four cities mentioned above. It provides basic information about chosen cities, the comparison of their aims, programmes, budgets, number of visitors and long-term effects. Last but not least, the comparative study is accompanied with observations and recommendation based on the survey.

Most of the sources were Internet web sites relating to particular cities. They were chosen for their accessibility because printed sources about foreign cities were not available. On the other hand the printed

source Pilsen, open up!: application of the City of Pilsen for the Title European Capital of Culture 2015 was often consulted.

As this work provides the concept of the project it could be appealing for general public especially for people interested in the culture. Based on the comparative study they will have a possibility to imagine better what to expect from the year 2015.

The main goal of this thesis is to provide analysis of European Capitals of Culture and to compare their qualities among themselves.

2 European Culture Capital

2.1 General information about key terms

This chapter presents the most important terms of this bachelor thesis which is focused on the project European Capital of Culture. Two key terms are the European Union and the culture. They are described more below.

2.1.1 European Union

The European Union (EU) consists of 27 member states. It was officially established on 1 November 1993 when the Treaty on European Union known as the Maastricht Treaty came into force. ¹

Institutions of the EU:

- The European Council
- The Council of the European Union
- The European Commission
- The European Parliament
- The Court of Auditors
- The Court of Justice ²

¹ FIALA, Petr a Markéta PITROVÁ. *Evropská Unie*.

² *ibid.*

The EU is based on the system of three pillars:

Picture 1: Pillars of EU



Source: European Union. *Wikipedia.org* [online]. [cit. 2013-04-20]. Available from: http://schools-wikipedia.org/wp/e/European_Union.htm

Some objectives of the EU:

- “to promote balanced and long-term economic and social progress, especially through the creation of an area without internal borders, the strengthening of economic and social cohesion and the introduction of the Economic and monetary union, which in the longer term also includes the single currency”³
- “to strengthen its position at international level especially through the Common Foreign and Security Policy”⁴
- “to develop close cooperation on justice and home affairs”⁵

The European Union is an institution which besides other things deals with the support of culture. The pursuit of cultural cooperation at the European level was evident since the 1970’s.⁶

³ UNIVERZITA KARLOVA. *Evropská unie od A do Z*. page 120

⁴ *ibid.*

⁵ *ibid.* pages 120, 121

⁶ INSTITUT UMĚNÍ. *Podpora umění a kultury z Evropské unie*. page 6

2.1.2 Culture

For an explanation of the word “culture” many different definitions are available. The abstract sense of the word “culture” firstly appeared in Germany in the 18th century. France recognised this word in the 19th century and Anglo-Saxons in the beginning of the 20th century.⁷

In this bachelor thesis the expression “culture” is mostly connected to art, music, literature, architecture, theatre, festivals etc. However this term can be understood in many ways.

Definitions of the word culture:

- “Culture refers to the learned, socially acquired traditions of thought and behavior found in human societies.”⁸
- Culture means “the total, socially acquired lifestyle of a group of people, including their patterned, repetitive ways of thinking, feeling and acting.”⁹
- "Culture is the shared knowledge and schemes created by a set of people for perceiving, interpreting, expressing, and responding to the social realities around them"¹⁰
- "Culture has been defined in a number of ways, but most simply, as the learned and shared behavior of a community of interacting human beings"¹¹

The term “culture” is often closely connected with another term “society”. Here is an explanation of this word: “The term society means an organized group of people who share a homeland and who depend

⁷ ŠRONĚK, Ivan. *Kultura v mezinárodním podnikání*. page 10

⁸ HARRIS, Marvin. *Culture, People, Nature*. page 88

⁹ *ibid.*

¹⁰ What is Culture?: CARLA’s Definition. *University of Minnesota* [online]. [cit. 2013-04-18]. Available from: <http://www.carla.umn.edu/culture/definitions.html>

¹¹ *ibid.*

on each other for their survival and well-being.”¹² It is obvious that culture cannot be complete without a society and vice versa.

2.2 Development of the project European Capital of Culture

Picture 2: European Capital of Culture



Source: European Capital of Culture. *European Commission: Culture* [online]. 17 January 2011 [cit. 2013-04-20]. Available from: http://ec.europa.eu/culture/our-programmes-and-actions/doc413_en.htm

2.2.1 The origin of the European Capital of Culture

The project of the European Culture Capital was at first discussed by Greek and French Ministers of Culture Merlina Mercuri and Jacques Lang, in 1985. The European City of Culture, which was the original title of the project, was launched in June 1985 thanks to the initiative of Merlina Mercuri. The event has evolved over the years but its aim, to bring people of Europe closer together, stayed unchanged. From 1985 to 2004, the European Cities of Culture were chosen by EU Culture Ministers.¹³

The title „European Capital of Culture“ (ECOC) has been already received by more than 40 cities. At first there was no restriction on it but from 2011, only cities from EU are allowed to bear the title. Each year two

¹² HARRIS, Marvin. *Culture, People, Nature*, page 88

¹³ About the European Capitals of Culture. *European Commission: Culture* [online]. 1 July 2010 [cit. 2013-04-18]. Available from: http://ec.europa.eu/culture/our-programmes-and-actions/doc433_en.htm

different member states are responsible for selecting a city which will host the European Capital of Culture.¹⁴

The title of European Capital of Culture has become one of the most prestigious and high-profile cultural events in Europe.¹⁵

2.2.2 The European month of culture

In 1990 the EU Culture Ministers set up another cultural event called the European month of culture. This event was parallel to the European City of Culture and it addressed to Central and Eastern European countries in particular. The European Commission has given financial support both two events.¹⁶

In a millennium year 2000, nine European cities were chosen as European Cities of Culture and they created an international association “The association of European Cities of Culture and Cultural Months of the Year 2000 (AECC)”. These nine cities coordinated their programme and developed common projects under the supervision of the association.¹⁷

2.3 The project of the European Culture Capital

2.3.1 Selection

Each year two cities from two different EU countries gain the title of European Capital of Culture. The Council of the European Union is the only institution that can award this title. The procedure for choosing a city

¹⁴ European Capital of Culture: Past, Present and Future Capitals. *European Commission: Culture* [online]. 17 January 2011 [cit. 2013-04-18]. Available from: http://ec.europa.eu/culture/our-programmes-and-actions/doc481_en.htm

¹⁵ European Capital of Culture. *European Commission: Culture* [online]. 17 January 2011 [cit. 2013-04-18]. Available from: http://ec.europa.eu/culture/our-programmes-and-actions/doc413_en.htm

¹⁶ History: European Capital of Culture. *University Network of the European Capitals of Culture* [online]. 2007 [cit. 2013-04-18]. Available from: <http://www.uneecc.org/htmls/history1.html>

¹⁷ European Cities and Capitals of Culture: Study prepared for the European Commission. PALMER/RAE ASSOCIATES. *European Commission* [online]. August 2004 [cit. 2013-04-20]. Available from: http://ec.europa.eu/culture/pdf/doc654_en.pdf, page 44

starts around six years in advance with a call for applications. Then cities must submit their proposal by replying to a questionnaire. Next step is a pre-selection which involves a panel of independent experts in the cultural field to issue a short list of cities who are subsequently invited to submit more detailed application. The final selection aims to assess the final proposal and to recommend one city per host country for the title. The preparations of the European Culture Capitals are monitored.¹⁸ For more details see the figure below.

Figure 1: Chronological summary of the designation stages

Timeline (in years, <i>n</i> being the year of the event starting 1 January)	Body responsible	Stage in the procedure
n-6 (for example, end of 2006 for the 2013 title)	Member State (MS)	Call for applications
n-6+10 months	Candidate Cities	Deadline for responding to the call for applications
n-5 (for example, end of 2007 for the 2013 title)	Member State (MS)	Meeting of the panel for a pre-selection in the MS concerned => list of pre-selected cities (13 experts)
n-5 + 9 months	Member State (MS)	Meeting of the panel for the final selection in the MS concerned (13 experts)
n-4 (for example, end of 2008 for the 2013 title)	Member State (MS)	Notification of the application from a city to the European Institutions
n-4 + 3 months	European Parliament	Opinion of the European Parliament on this application
	EU Council of Ministers	Designation of the European Capital of Culture

Source: Choosing a Capital. *European Commission: Culture* [online]. 7 January 2013 [cit. 2013-04-18]. Available from: http://ec.europa.eu/culture/our-programmes-and-actions/capitals/choosing-a-capital_en.htm

¹⁸ Choosing a Capital. *European Commission: Culture* [online]. 7 January 2013 [cit. 2013-04-18]. Available from: http://ec.europa.eu/culture/our-programmes-and-actions/capitals/choosing-a-capital_en.htm

2.3.2 Purpose and objectives

The main aim of the project is to bring the people from different European countries into contact with each other's culture and promote mutual understanding. It also highlights the richness and diversity of European cultures. Thanks to the project the feeling of European citizenship became more intense.

Furthermore this cultural project gives the cities the opportunity to raise their international profile, boost tourism and enhance their image in the eyes of their own inhabitants.¹⁹

The aim of each city is expressed in a different way. For example the first ECOC, Athens in 1985 had a motto "to provide a substantial stimulus to Greek culture", Florence in 1986 wanted to "reinforce its image", Amsterdam in 1987 wished "investigate the cultural identity of the various countries of Europe and how these countries could influence each other".²⁰

Nevertheless one of the main motivations why cities compete to become ECOC is a dream that the title of ECOC gives the cities the prestige. These cities also desire to promote cultural tourism, to renew the city's image and to make the city better known. The majority is focused on "selling the city" and "putting the city on the map".²¹

¹⁹ European Capital of Culture. *European Commission: Culture* [online]. 17 January 2011 [cit. 2013-04-18]. Available from: http://ec.europa.eu/culture/our-programmes-and-actions/doc413_en.htm

²⁰ European Cities and Capitals of Culture: Study prepared for the European Commission. PALMER/RAE ASSOCIATES. *European Commission* [online]. August 2004 [cit. 2013-04-20]. Available from: http://ec.europa.eu/culture/pdf/doc654_en.pdf, page 47

²¹ *ibid.*

The motto and the main aim of the city of Pilsen sounds “Pilsen open up!”. Pilsen is opened to new ideas, desires and wishes, to launch new projects and to start with a personal activity.²²

2.3.3 List of past, current and future ECOCs

Past European Capitals of Culture

- 1985: Athens (Greece)
- 1986: Florence (Italy)
- 1987: Amsterdam (Netherlands)
- 1988: West Berlin (West Germany)
- 1989: Paris (France)
- 1990: Glasgow (United Kingdom)
- 1991: Dublin (Ireland)
- 1992: Madrid (Spain)
- 1993: Antwerp (Belgium)
- 1994: Lisbon (Portugal)
- 1995: Luxembourg (Luxembourg)
- 1996: Copenhagen (Denmark)
- 1997: Thessaloniki (Greece)
- 1998: Stockholm (Sweden)
- 1999: Weimar (Germany)
- 2000: Reykjavík (Iceland), Bergen (Norway), Helsinki (Finland), Brussels (Belgium), Prague (Czech Republic), Krakow (Poland), Santiago de Compostela (Galicia, Spain), Avignon (France), Bologna (Italy)
- 2001: Rotterdam (Netherlands), Porto (Portugal)
- 2002: Bruges (Belgium), Salamanca (Spain)
- 2003: Graz (Austria)

²² Pilsen, open up!. [online]. 9.1.2010 [cit. 2013-04-18]. Available from: <http://www.plzen2015.net/blogujeme/pilsen-open-up/>

- 2004: Genoa (Italy), Lille (France)
- 2005: Cork (Ireland)
- 2006: Patras (Greece)
- 2007: Luxembourg (Luxembourg) — Sibiu (Romania)
- 2008: Liverpool (United Kingdom) — Stavanger (Norway)
- 2009: Linz (Austria) — Vilnius (Lithuania)
- 2010: Essen (Germany) — Pécs (Hungary) — Istanbul (Turkey)
- 2011: Turku (Finland) — Tallinn (Estonia)
- 2012: Guimarães (Portugal) — Maribor (Slovenia)

Current European Capital of Culture

- 2013: Marseille (France) — Kosice (Slovakia)

Future European Capitals of Culture

- 2014: Umea (Sweden) — Riga (Latvia)
- 2015: Mons (Belgium) — Plzen (Czech Republic)
- 2016: Donostia - San Sebastián (Spain) — Wrocław (Poland)
- 2017: Denmark — Cyprus
- 2018: Netherlands — Valetta (Malta)
- 2019: Italy – Bulgaria²³

²³ History: European Capital of Culture. *University Network of the European Capitals of Culture* [online]. 2007 [cit. 2013-04-18]. Available from: <http://www.uneecc.org/htmls/history1.html>

3 The city of Pilsen

3.1 General information

3.1.1 Introduction

The city of Pilsen is the fourth most populous city in the Czech Republic which is located in Western Bohemia, about 90 km from the capital, Prague. Pilsen was set up in the 1295 and lies at the confluence of four rivers – the Úhlava, the Úslava, the Radbúza and the Mže. Pilsen became important trade centre thanks to its strategic location and began to be industrialised. Moreover the city is best known for its Pilsner beer which has a long tradition.

The amount of population in Pilsen started to increase in connection with the industrial development, mainly with the foundation of Škoda Works.²⁴

3.1.2 Places of interest

The city of Pilsen attracts the general public. **The Gothic cathedral of Saint Bartholomew** stands in the Square of the Republic and dominates the historical centre.²⁵ Its tower is 102.6 m tall and it is the highest church tower in the Czech Republic.²⁶ Moreover it should be mentioned new modern fountains, which cause various reactions due to its location in the historical centre.²⁷ Despite public controversial reactions

²⁴ KOLÁŘIK, Radek. Krátké představení. *Plzeň 2015* [online]. 20.9.2012 [cit. 2013-04-18]. Available from: <http://www.plzen.eu/o-meste/informace-o-meste/kratke-predstaveni/>

²⁵ WIMMER, Miloš. St. Bartholomew's Church. [online]. August 1998, © 2002 [cit. 2013-04-18]. Available from: <http://web.zcu.cz/plzen/landm/barth-chr-cz.html>

²⁶ PECUCH, Martin. Městská památková rezervace. *Plzeň 2015* [online]. 26.5.2010 [cit. 2013-04-20]. Available from: <http://www.plzen.eu/uzij-si-plzen/zajimavosti/mestska-pamatkova-rezervace/mestska-pamatkova-rezervace.aspx>

²⁷ *Deník Referendum: Umění* [online]. 20.7.2010 [cit. 2013-04-19]. Available from: <http://denikreferendum.cz/clanek/4924-nove-kasny-budi-v-plzni-kontroverze>

fountains awarded a prize of the Building of the Year in 2011.²⁸ The Square is a place where many events are held, mainly traditional markets.²⁹

Other tourist attraction is **the Historical underground**. It is a system of connected cellars which spread out under the whole city centre. The total length of tunnels is about 17 km and it ranks among most extensive ones in Central Europe.³⁰

The majority of foreign visitors are interested in **the Pilsner Urquell Brewery and Brewery Museum** which are visited by more than 180 thousand tourists per year. The visitors can see the long tradition of the brewery in the Brewery Museum. What is more, the Brewery Museum is situated in an original brewing house which is absolutely unique.³¹

The Techmania Science Centre is an exceptional project in the Czech Republic. Its aim is to show the general public that the science could be also an entertainment. The visitors of Techmania will learn for example about Ohm's law, basic principles of optic and they will discover the effect of statistic electricity at first hand.³²

This topic will be discussed in more detail in next chapter of this bachelor thesis, see chapter 4 Interview – Techmania Science Centre.

²⁸ ŠAŠKOVÁ, Jaroslava a Aleš TOLAR. *Idnes.cz: Kašny v Plzni jsou krajskou stavbou roku*. [online]. 26.5.2011 [cit. 2013-04-19]. Available from: http://plzen.idnes.cz/kasny-v-plzni-jsou-krajskou-stavbou-roku-projdete-si-i-dalsi-ocenene-1ir-/plzen-zpravy.aspx?c=A110526_093652_plzen-zpravy_alt

²⁹ Náměstí Republiky. PECUCH, Martin. *Plzen.eu* [online]. 28.4.2011 [cit. 2013-04-19]. Available from: <http://www.plzen.eu/uzij-si-plzen/turisticka-nej/namesti-republiky/namesti-republiky.aspx>

³⁰ PECUCH, Martin. Historické podzemí. [online]. 26.5.2010 [cit. 2013-04-20]. Available from: <http://www.plzen.eu/uzij-si-plzen/turisticka-nej/historicke-podzemi/historicke-podzemi.aspx>

³¹ KOLÁŘIK, Radek. Krátké představení. *Plzeň 2015* [online]. 20.9.2012 [cit. 2013-04-18]. Available from: <http://www.plzen.eu/o-meste/informace-o-meste/kratke-predstaveni/>

³² Turistická nej: Techmania Science Center. PECUCH, Martin. *Plzen.eu* [online]. 20.6.2012 [cit. 2013-04-19]. Available from: <http://www.plzen.eu/uzij-si-plzen/turisticka-nej/techmania-science-center/techmania-science-center.aspx>

3.1.3 Application for the title of ECOC

Pilsen has a dream to become a real European cultural metropolis and hope that “the European Capital of Culture title might become the essential and exceptional impetus” to make its dream come true. Pilsen wants to be known not only for its beer but also for its cultural events.³³

In the application of the City of Pilsen for the Title of European Capital of Culture 2015, there was mentioned the impact of totalitarian regime and the transformation of the social climate from 1989. Apparently, Pilsen would like to go through the changes. Pilsen decided to present itself “as a city open to new ways, open to an experiment which can fundamentally change other municipalities and their citizens, which can indicate the future path”. The city could “become a bridge between “old” and “new” Europe”.³⁴

If we want to open up to Europe and the World we have to open up more of ourselves before anything else. One very famous Czech philosopher and sociologist said: “For that (even) better Europe we will have to do something, especially with ourselves. We do not have to provide the World with novelists, inventors or record holders but we must make sure that our descendants do not forget the Czech language and to do that learn at least two foreign languages as well. Then they will stop being afraid of others, as our ancestors were...”³⁵

A new generation, which is not so influenced by prejudices and distortions, is expected to express some creativity and to coexist within the European community. There should be some reawakening of a civil

³³ HAVLÍČKOVÁ, Šárka et al. *Pilsen, open up!: application of the City of Pilsen for the Title European Capital of Culture 2015*, pages 14 - 16

³⁴ *ibid.*

³⁵ HAVLÍČKOVÁ, Šárka et al. *Pilsen, open up!: application of the City of Pilsen for the Title European Capital of Culture 2015*, pages 14 - 16

society which has been inhibited by post-communist institutions, corruption, nepotism and politicking.

The title of European Capital of Culture will help Pilsen to get rid of the past and to start with changes and particularly it means a new opportunity to present itself in another way.³⁶

3.1.4 “Pilsen, open up!”

As it was mentioned the slogan of Pilsen for the year 2015 is “Pilsen, open up!”. The meaning of this slogan is not fixed. It has several meanings both in Czech and in English therefore everyone can discover the meaning according to themselves. The Pilsen project team, working on the realisation of ECOC 2015, wants to involve the general public in the explanation of the slogan. Therefore, they made an appeal to Pilsen citizens and asked them to give their proposal for the meaning of the slogan. People were asked to use their imagination and to utilize the richness of Czech language. The best suggestions were published. Here are some examples:

- “Openness towards new ideas, innovation and creativity”
- “Openness towards other people, Europe and the whole world”
- “Openness towards minority genres, streams and nationalities”

The most favourite version in Czech is “Pilsen, Open Up! – Otevřete si Plzeň!”. The English variant will be not changed but the Czech one will be modified. It is a sign that Pilsen wants to show its creativity.³⁷ The Czech equivalent “Otevři si Plzeň could be translated as Open your Pilsen or Open your Pilsener (beer). In Czech, the name of the city is

³⁶ *ibid.*

³⁷ HAVLÍČKOVÁ, Šárka et al. *Pilsen, open up!: application of the City of Pilsen for the Title European Capital of Culture 2015*, page 21

colloquially used for designating the beer, which is what the double sense is based on.”³⁸

3.1.5 Pilsen versus Ostrava

The Czech Republic became one of the countries eligible to organise the event European Capital of Culture 2015 and for this reason it was asked to select one city to become the ECOC 2015. As it is already known the chosen one was Pilsen. The competition had been announced and three Czech cities submitted an application for the title which was the first condition. Pilsen was competing against Hradec Králové and Ostrava. All these cities prepared a presentation about their project for the year 2015 and laid it before the members of the committee.

In the first round of the selection procedure the committee fixed two cities, Pilsen and Ostrava, and qualified them on the shortlist. For those competitors it meant both the pleasure and the obligations to elaborate their projects. The members of selection committee visited both Ostrava and Pilsen which preceded the second round of the selection procedure.³⁹

The winner was announced after the final selection meeting, on 8th September 2010.

Pilsen was aimed at the revitalisation of the city and at many cultural events in contrast to Ostrava which target was primarily at the turning of the current industrial infrastructure into the culture area.

³⁸ HAVLÍČKOVÁ, Šárka et al. *Pilsen, open up!: application of the City of Pilsen for the Title European Capital of Culture 2015*, page 17

³⁹ Výběr Evropského hlavního města kultury pro rok 2015 v České republice: Zpráva z 1. kola řízení. [online]. Praha, 7. - 8. 12. 2009 [cit. 2013-04-19]. Available from: http://www.mkcr.cz/assets/evropska-unie/evropske-hlavni-mesto-kultury/Preselection-report-CZ_2015_CS.pdf

It was observed that Pilsen met the requirements better. Its project corresponded better to criteria of the events “European dimension” and “city and its citizens”. The committee appreciated besides other things realistic budget, openness of the project strategy and well-balanced programme. Furthermore, it was recommended the increase in the budget for marketing and communication to be able to assure European impact of the project. It was also expressed a hope for cooperation with Ostrava.

Since the designation, the city of Pilsen has been submitted to a monitoring phase until the year 2015 when the event will begin.⁴⁰

3.1.6 Long-term cultural development of the city

The year 2015 will be undoubtedly the most important period of time for Pilsen but on the other hand thanks to the title the city has a possibility of long-term development of both the city and the region which may not be ignored.⁴¹

Pilsen has prepared several improvement proposals which will influence long-term development of the city. Emphasis is placed on the potential of tourism and marketing, further on greenery plan among “non-building zones”, and last but not least, on plan dealing with the system of car parks in the city and its connection to public transport services. Pilsen is also focused on issues relating to the safety in the city.

“The development of Pilsen is directly related to the development of the Pilsen Region and vice versa.”⁴² The most debated issue

⁴⁰ Výběr Evropského hlavního města kultury pro rok 2015 v České republice: Zpráva z konečného výběru. [online]. Praha, 8.9.2010 [cit. 2013-04-19]. Available from: http://www.mkcr.cz/assets/evropska-unie/evropske-hlavni-mesto-kultury/Zprava-z-konecneho-vyberu_EHMK-2015-CZ_CS.pdf

⁴¹ HAVLÍČKOVÁ, Šárka et al. *Pilsen, open up!: application of the City of Pilsen for the Title European Capital of Culture 2015*, page 30

⁴² *ibid.*

connected with the Pilsen Region is the quality improvement of life for citizens of this region, particularly the progress of services and transport. Pilsen intends to attract tourists not only to the city centre but also to the region which can also offer many cultural attractions. Therefore one of the next long-term objectives is focused on the heritage conservation which is based on the preservation and evaluation of national monuments and cultural landscape in the Pilsen Region.⁴³

3.2 The year 2015

Picture 3: Pilsen 2015



Source: Užití loga Plzeň 2015. *Plzeň 2015* [online]. © 2013 [cit. 2013-04-20]. Available from:

http://www.plzen2015.net/wp-content/uploads/2010/10/plzen_2015_v2010.pdf

The logo of Pilsen 2015 is inspired by the Pilsen's logo of the city which symbolised four rivers of Pilsen connected in one. Similarly, the project connects four programme streams (Arts and Technology, Relationships and Emotions, Transit and Minorities, Stories and Sources) into the whole.

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3.2.1 Programme in general

The programme will be concentrated on the creativity and on the future which will be designed. Pilsen will become a place of inspiration for all tourists. They will find an impulse to their own personal development and thanks to the individual progress the city could succeed and rise above the European dimension. Pilsen expect plentiful cooperation with various international networks, foreign artists and institutions. Pilsen has been already involved in global networks such as International Theatre

⁴³ *ibid.* pages 28 - 31

⁴⁴ FAQ: Evropské hlavní město kultury - nejčastější otázky. *Plzen2015.net* [online]. Plzeň, © 2013 [cit. 2013-04-19]. Available from: <http://www.plzen2015.net/media/faq/>

Institute, European Forum for the Arts and Heritage, International Amateur Theatre Association, International Committee of Museums etc.⁴⁵

Of course the programme is going to be extensive not only in the number of expositions, concerts or theatre performance but the city will be enriched with tourists from the whole Europe. It could be said that in the year 2015 the culture will be met on every street in Pilsen. Moreover the project of ECOC will not finish in 2015 and it is not limited to the city itself. The Pilsen Region will be integrated as well into the propagation.⁴⁶

“The aim of the Pilsen ECOC 2015 project is to strengthen the cooperation of all those working in or for the field of culture, at the city, regional, national and international level.”⁴⁷

3.2.2 Main events

This chapter informs about the most interesting events which will be held in Pilsen in 2015. These events were chosen for their relation to the general public. It is obvious that the members of Pilsen project team elaborated the project precisely thus everyone will have a possibility to participate in any kind of events regardless of age, social status, race, educational background and nationality. The diverse programme is going to be prepared for all visitors as indicates following examples of events.

3.2.2.1 Summer of Theatre under the Pilsen Sky

All people who are interested in arts should be focused on this social event. As the title suggests, visitors will have an opportunity to see a play performed by actors from Pilsen and Prague which will take place in the historic city centre. What is extraordinary is that the theatre will be

⁴⁵ HAVLÍČKOVÁ, Šárka et al. *Pilsen, open up!: application of the City of Pilsen for the Title European Capital of Culture 2015*, page 43

⁴⁶ *Pilsen 2015*, Information booklet of the city

⁴⁷ HAVLÍČKOVÁ, Šárka et al. *Pilsen, open up!: application of the City of Pilsen for the Title European Capital of Culture 2015*, page 45

built in the open air so people will admire the play and the historic scene of the city at the same time. The first open-air theatre in Pilsen took place in 2008 and it became a tradition. There were already performed well-known games like Molière's Don Juan, Gogol's The Inspector General and Carlo Gozzi's comedy The King Stag. And what will offer the year 2015? "Our goal is to connect the elements of two closely related fields of performing arts – theatre and dance – in a high quality performance based on motion and visual effects." ⁴⁸

Estimated costs for the multi-year project: CZK 16,800,000 / € 646,150 ⁴⁹

3.2.2.2 Fotofest – International Festival of Photography in Pilsen

This festival will show works of prominent living and non-living Czech photographers as well as photography students. The exhibition will cooperate with foreign institutions and will be held for three months in the summer 2015 under the auspices of the Měšťanská Beseda. A creative part of this festival is guaranteed and visitors will show their creative capacities in workshops concerning the city of Pilsen.

Estimated costs: CZK 1,000,000 / € 38,460 ⁵⁰

3.2.2.3 Open Streets/Melina Mercouri Day

Melina Mercouri Day opens streets to all artists who are not seen during the year but on this day they leave studios, test-rooms and halls and go out in the streets to show their talent. The whole happening meets

⁴⁸ HAVLÍČKOVÁ, Šárka et al. *Pilsen, open up!: application of the City of Pilsen for the Title European Capital of Culture 2015*, pages 101, 103

⁴⁹ *ibid.* page 103

⁵⁰ HAVLÍČKOVÁ, Šárka et al. *Pilsen, open up!: application of the City of Pilsen for the Title European Capital of Culture 2015*, page 110

the requirement of European dimension. Members of both EU and non-EU states will participate in this event.⁵¹

On this day one of the most frequented street in the city centre will be closed to all motor vehicles and transformed into a cultural boulevard with many sidewalk cafes, stages and artistic performances. Passers-by could use the opportunity to create graffiti, to participate in dance workshops or just sit for a while and enjoy the atmosphere.⁵²

Estimated costs for the multi-year project: CZK 7,200,000 / € 276, 920⁵³

3.2.2.4 Film Night at Masaryk Grammar School

This project ranks among smaller ones but not less important ones. Students from Masaryk Grammar Scholl will show that they are also part of Pilsen culture despite they are teenagers. Masaryk Grammar School will present amateur film of its students and expect reinforcement of student exchanges within European countries. Thanks to this project students will be encouraged to work with modern technologies, moreover, they will “cooperate with the Cigistock Festival and The Institute of Art and Design at the University of West Bohemia.” The aim of this project is to develop students with respect to their social integration and to create amateur student films which could be subsequently presented in pursuance of the Finále Festival.⁵⁴

Estimated costs: CZK 300,000 / € 11,540⁵⁵

⁵¹ *ibid.* page 113

⁵² Den Meliny Mercouri. [online]. [cit. 2013-04-19]. Available from: <http://www.mesicmelinymercouri.cz/>

⁵³ *ibid.*

⁵⁴ HAVLÍČKOVÁ, Šárka et al. *Pilsen, open up!: application of the City of Pilsen for the Title European Capital of Culture 2015*, page 116

⁵⁵ *ibid.*

3.2.2.5 CIGISTOCK Festival of Young Culture

As already mentioned CIGISTOCK Festival of Young Culture is another important student's event organised by the Catholic Secondary School. Preparations for this festival demand teamwork therefore volunteers from secondary schools and university students help each other. Furthermore young artists have the opportunity to show their talent and motivate viewers to creative actions. In 2015 many artistic performances across various genres will be held and it is expected to expand the event to a European dimension.

Estimated costs for the multi-year project: CZK 2,100,000 / € 80,770 ⁵⁶

3.2.2.6 Khamoro Pilsen 2015

Culture program for 2015 will not miss out on minorities by contrast the aim of Khamoro festival is to bring the Roma culture closer to general public. The festival has had a ten-year tradition but it has never been presented in Pilsen. The year 2015 is a challenge, in presentation of "Roma music, dance, habits and traditional Roman culture, interesting films about this extraordinary ethnic group, and accompanying art programmes, debates, lectures etc." ⁵⁷

Estimated cost: CZK 1,800,000 / € 69,239 ⁵⁸

3.2.2.7 Světovar

One of the key investments in cultural and leisure infrastructure is the project called Světovar. Pilsen is well-known thanks to its industrial tradition and this project will connect traditional industrial area and experimental art. The original function of this abandoned area had been

⁵⁶ ibid. page 118

⁵⁷ ibid. page 123

⁵⁸ ibid.

focused on the beer production and after that it was used for military purposes.⁵⁹ The reconstruction of the building consists of two main projects: The 4x4 Světovar Cultural Factory and The Design and Lifestyle Museum.⁶⁰

The project was inspired by foreign centres abroad. The 4x4 Světovar Cultural Factory will be made up of four halls which will be used for cultural productions such as exhibitions, concerts, performances, workshops etc. The reception as well as studios and ateliers will be placed in the former administrative building. The approximate area of the whole complex is 5 hectares.⁶¹

There will also be reserved an open space for the open-air activities in the summer season.⁶²

“The Statutory City of Pilsen is the investor in the construction. The total costs have been evaluated as CZK 100 million (€ 3.9 million). The city has allocated CZK 80 million (€ 3.1 million) of reserved funding for this investment from the Regional Operational Programme through the so-called Pilsen Development Programme, “Pilsen – European Capital of Culture 2015”, approved by the Regional Council of the South West Cohesion Region.”⁶³

The original digester house and boiler house will be converted into the museum which will closely collaborate with the Institute of Art and Design in Pilsen. In the museum, visitors will be able to see the

⁵⁹ Projekty města v rámci IPRM: 4x4 Cultural Factory (Světovar). *Útvar koordinace evropských projektů města Plzně, p.o.* [online]. (C) 2013 [cit. 2013-04-19]. Available from: <http://www.ukep.eu/content/view/230/32/>

⁶⁰ HAVLÍČKOVÁ, Šárka et al. *Pilsen, open up!: application of the City of Pilsen for the Title European Capital of Culture 2015*, pages 208, 209

⁶¹ *ibid.*

⁶² *ibid.*

⁶³ HAVLÍČKOVÁ, Šárka et al. *Pilsen, open up!: application of the City of Pilsen for the Title European Capital of Culture 2015*, page 209

development of design, in addition, to participate in exhibitions, lectures, debates and workshops. Estimated cost of the museum is CZK 104 million / € 4 million. It will be financed from the national budget.⁶⁴

⁶⁴ HAVLÍČKOVÁ, Šárka et al. *Pilsen, open up!: application of the City of Pilsen for the Title European Capital of Culture 2015*, pages 209, 210

4 Interview - Techmania Science Centre

In the final selection report of the European Capital of Culture for 2015, there were mentioned many reasons why Pilsen won the title and also recommendations what should the project team follow. The stress was laid on the Světovar and Techmania projects ⁶⁵ therefore the interview with the secretary of Techmania Science Centre is embodied in the Bachelor thesis.

Some basic information about Techmania was already mentioned in the chapter 3.2.1 Places of interest.

To gain some more information about Techmania the personal interview was realised with Mr Tomáš Moravec, the Techmania Science Centre secretary.

14 questions about Techmania were prepared for the interview. They deal with the running of the centre, its aim, budget, promotion. Following questions are concentrated on the relation between Techmania and the city of Pilsen as the European Capital of Culture. Last but not least it was discovered Techmania's plans for the future and recommendations for visitors, see below.

⁶⁵ Výběr Evropského hlavního města kultury pro rok 2015 v České republice: Zpráva z konečného výběru. [online]. Praha, 8.9.2010 [cit. 2013-04-19]. Available from: http://www.mkcr.cz/assets/evropska-unie/evropske-hlavni-mesto-kultury/Zprava-z-konecneho-vyberu_EHMK-2015-CZ_CS.pdf

Picture 4: Techmania



Source: Techmania: Science Centre. *Pilsen 2015* [online]. © 2008 [cit. 2013-04-20]. Available from: www.techmania.cz

Interview:

1) Could you characterise the Techmania Science Centre? How does it work in general?

“The Techmania Science Centre was created by the Škoda Holding and the University of West Bohemia in Pilsen. It was established in the former Škoda’s factory. Formerly the industrial area was used for example for the electric locomotive manufacture.

Two founders wanted to establish modern technical museum in order to increase interest in science and technology. Techmania opened its door to general public in 2008. Nowadays the reconstruction is in process and in 2014 the Science Centre will present new building.”

2) What is the origin of Techmania? What project inspired the creation of Techmania? When does this project start?

“The Techmania Science Centre was inspired by other Science Centres in the world. The first Science Centre was created in San Francisco in 1998. Techmania is a partner of Danish Science Centre called Experimentarium and of Flemish one called Technopolis. Techmania is a member of Ecsite which is the European Network of

Science Centres and Museum and of Association of Science-Technology Centers (ASTC).”

3) What is the aim of Techmania?

“The aim of Techmania is to support school programmes and to be available for them to make the education more varied. Techmania serves as a logical complement of education and wants to be in touch with schools. We have many expensive devices at disposal. Schools can use them and save money on the laboratory equipment.”

4) What is your target group?

“The main target groups are students of primary and secondary schools. But on the other hand it is an important tourist destination which attracts mainly families with children.”

5) How many people work in Techmania?

“Last year Techmania engaged 22 people. Nowadays it has 35 permanent employees and about 35 outside workers. The number of employees is expected to rise depending on the development of the whole centre.”

6) What is your financial source? Do you have any financial support from EU?

“We are funded by the city of Pilsen, the Pilsen Region, sponsors like ČEZ and other commercial subjects and the main part of our budget comes from the European funds called Education for Competitiveness Operational Programme. The aid of European funds allowed us for example to accomplish the reparation of trolley bus and steam engine.”

7) What are your plans for the future (short-term, long-term)?

“These days we are working on the building of new 3D planetarium which will use the latest projection system. This advanced technology is used only in Barcelona and Warsaw. It is interesting to mention that the planetarium arises in the area of former staff canteen. It is going to open in November 2013. Techmania also makes plans for enlargement of current building. It will be finished in 2014.”

8) What about the promotion?

“Of course we have web site, we are on Twitter and on Facebook we have about 1200 fans. We also use e-mail marketing. We have a database of schools to which we send our newsletter three times per year. Moreover Techmania puts many materials at teacher’s disposal. To inform our fans about news we use our fan database where is registered about 1000 of them. The promotion is also an issue of media, journalists, billboards, leaflets and so on.”

9) Will you prepare any special program for the year 2015 at the occasion of the ECOC?

“As already mentioned, our plan is to finish the reconstruction. In 2015 we are expecting to show visitors the planetarium and 8 new expositions which will emerge in new building. It is possible that one of the expositions will be a copy of Turin cloth.”

10) Do you cooperate with the project team of Pilsen 2015?

“Our cooperation is on the base of exchange of information and experience.”

11) How are you going to prepare for foreign visitors? Do you have any program in foreign language?

“All expositions in Techmania are accompanied with English notes. Our employees are competent to guide in English language. Moreover we have interns who are English native speakers from other Science Centre in the world. They take turns every half of a year. Regarding foreign languages, for the year 2015 we will also prepare promotional materials in German language because most foreign visitors are from Germany.”

12) How many visitors per year visit Techmania Science Centre? Which group of people visit Techmania the most often?

“40% of our visitors are organised school groups, especially from primary and secondary schools, next 30 – 40% are families with children who visit Techmania mostly during weekends and the rests are individual visits. The turnout is dependent on the season. In the period April – June we notice the largest turnout of schools. On the other hand the worst period is in January and February. Techmania is annually visited by approximately 70.000. It is the third most demanded touristic place in Pilsen after the Pilsner Urquell Brewery and the ZOO and botanical garden in Pilsen.”

13) Do you think you that the title ECOC will have any impact on Techmania (from the point of view of visitors, promotion and financial support)?

“We will see. Certainly it is good for us that Pilsen got the title ECOC because if Pilsen becomes more visible tourist centre it will also help us with our promotion. Regarding visitors, in 2014 it is expected a big tourist boom. The total number of visitors is expected to increase from 70.000 to hypothetical 120.000. In March next year

the Entropa will be exhibited again in the Science Centre as a symbol of Pilsen's candidature."

14) Last of all please tell me the trump of Techmania. Why should visitor come and what should they definitely see?

"I do not want to mention one exhibition. I would like to stress the attitude to the science and technology. Techmania is focused on the interactive attitude. It let people "touch the science" it is not just a museum. Visitors can look forward to new planetarium and 8 expositions. Exposition human body will compare human ability with animals for example running speed. Next exposition will present film and television technology. Visitors will have a possibility to try moderator's or cameraman's job. Techmania prepares also expositions concern renewable sources of energy or universe exposition." ⁶⁶

⁶⁶ personal interview with Mgr. Tomáš Moravec

5 Comparative study

5.1 Basic information about chosen cities

For the comparative study were chosen three cities: Prague, Lille and Liverpool.

Prague was chosen for its relation to the Czech Republic. The intent was to compare two Czech cities from the point of view of the hosting year of ECOC and to find some similarities and differences between them.

The French city Lille was in one study described as a successful one ⁶⁷ therefore it was chosen to discover more information about its project, moreover, to discover the way that Pilsen could achieve the target to become successful as Lille was.

The last city chosen for the comparative study is Liverpool. The University of Liverpool and Liverpool John Moores University “developed a model for evaluating the multiple impacts of culture-led regeneration programmes that can be applied to events across the UK and internationally”. ⁶⁸ Based on this study which provides many interesting information following comparative study is established.

5.1.1 Prague 2000

Prague is the capital of Czech Republic with approximately 1.250.000 inhabitants. The city of Prague is connected with attributes such as “golden”, “hundred-spired” and “the crown of the world”. There is

⁶⁷ Plzeň 2015 Evropské hlavní město kultury a region. *Plzeň 2015* [online]. © 2013 [cit. 2013-04-19]. Available from: <http://www.plzen2015.net/wp-content/uploads/2012/02/Region%C3%A1ln%C3%AD-program-EHMK-Plze%C5%88-2015-II.pdf>

⁶⁸ GARCIA, Beatriz et al. Impacts 08: European Capital of Culture - Research Programme. *University of Liverpool* [online]. [cit. 2013-04-19]. Available from: <http://www.liv.ac.uk/impacts08/>

situated the seat of the government, the president of the republic and many institutions.

Picture 5: Praha 2000



Source: Jiná města kultury. *Plzeň 2015* [online]. © 2013 [cit. 2013-04-20]. Available from: <http://www.plzen2015.net/kandidujeme/jina-mesta-kultury/>

Visitors in Prague can admire a complex of historical sight which dominates the Prague Castle founded in the 9th century. Prague can offer a variety of architectural styles: Romanesque, Gothic, Baroque, Renaissance but on the other hand purely Modern style. In 1992 the historic centre was added to UNESCO's World Heritage list. Prague regularly hosts events such as The Prague Spring Music festival where participate prominent world orchestras and performers.⁶⁹

Prague was the first city in the Czech Republic which gained the title European Capital of Culture for the year 2000. The millennium year was specific because nine different cities, Avignon, Bergen, Bologna, Bussels, Prague, Krakow, Helsinki, Reykjavik and Santiago de Compostela, were chosen to become European Capitals of Culture and to welcome the new millennium. Each of these cities was different in size

⁶⁹ Základní informace: Praha včera a dnes. *Prague Welcome* [online]. © 2013 [cit. 2013-04-19]. Available from: <http://www.praguewelcome.cz/cs/pamatky/o-praze/zakladni-informace/>

and had different ambitions.⁷⁰ The aim of Prague was “to promote Prague and the Czech Republic before accession to the European Union”⁷¹ The program for the year 2000 was focused on three major themes: “The Story of the City, City of Open Gates and City to Live In”.⁷²

“The Story of the City” shows the culture of the city in the past when Czech culture was not free, moreover, the presentation of the history was purposely distorted or passed over. Prague is a “City of Open Gates” because many diverse cultures have been meeting at a historical crossroad. In the project “City to live in” Prague presents its tendencies to combine old art and culture with education, environment and lifestyle.⁷³

5.1.2 Lille 2004

Picture 6: Lille 2004



Source: Transphotographique. [online]. [cit. 2013-04-20].

Available from:

<http://www.transphotographiques.com/2004/photographiecom/trans00.htm>

Lille is a metropolitan area situated in northern France with a population of about 1.2 million people. The “Lille Metropole” consists of the city of Lille (180.000 inhabitants) and others 86 nearby towns. The whole creates the fourth largest city in France.⁷⁴ Three state universities and one Catholic University are situated in Lille⁷⁵ on the base of that 42% of the generation is under the age of 25.⁷⁶

⁷⁰ European Cities of Culture for the year 2000: Final Report. . [online]. March 2001 [cit. 2013-04-19]. Available from:

http://ec.europa.eu/culture/archive/ecocs/pdf_word/capital2000_report_en.pdf, page 19

⁷¹ European Cities and Capitals of Culture - City Reports: Part II. PALMER/RAE ASSOCIATES. *European Commission* [online]. Belgium, August 2004 [cit. 2013-04-19]. Available from: http://ec.europa.eu/culture/key-documents/doc926_en.htm , page 203

⁷² European Cities of Culture for the year 2000: Final Report. . [online]. March 2001 [cit. 2013-04-19]. Available from:

http://ec.europa.eu/culture/archive/ecocs/pdf_word/capital2000_report_en.pdf, page28

⁷³ *ibid.*

⁷⁴ Lille: Some basic information. *EWEP.A. org* [online]. © 2006 [cit. 2013-04-19]. Available from: <http://ewepa.org/ewepa2007/lille-some-basic.php>

⁷⁵ *ibid.*

Lille has perfect geographical position. It is very important centre for international trade well-connected with Paris, Brussels and London.⁷⁷

In the 19th century Lille noticed industrial development. The second largest Museum of Fine Arts in France was established in this period of time. On the other hand, during 1970's and 1980's Lille noticed a post-industrial depression. On the base of that, Lille's main motivation to become ECOC was to transform the black and white image of the industrial city,⁷⁸ just as Pilsen wants.

Lille was the third city from France, after Paris in 1989 and Avignon in 2000, which achieved the title European Capital of Culture.⁷⁹ It shared the title with an Italian city Genoa. There were also a few shared projects between these two cities, but Lille made a remark about difficulties of common projects. The problem, as Lille explained, was caused "due to their different programmes and approaches".⁸⁰

5.1.3 Liverpool 2008

Liverpool is a city located in north-west of England with approximate 515 000 of inhabitants.⁸¹ The city was found in 1208 and it became one of the most famous port cities in the world.⁸²

⁷⁶ European Cities and Capitals of Culture - City Reports: Part II. PALMER/RAE ASSOCIATES. *European Commission* [online]. Belgium, August 2004 [cit. 2013-04-19]. Available from: http://ec.europa.eu/culture/key-documents/doc926_en.htm , page 346

⁷⁷ *ibid.*

⁷⁸ *ibid.*

⁷⁹ European Cities and Capitals of Culture - City Reports: Part II. PALMER/RAE ASSOCIATES. *European Commission* [online]. Belgium, August 2004 [cit. 2013-04-19]. Available from: http://ec.europa.eu/culture/key-documents/doc926_en.htm , page 346

⁸⁰ European Cities and Capitals of Culture - City Reports: Part II. PALMER/RAE ASSOCIATES. *European Commission* [online]. Belgium, August 2004 [cit. 2013-04-19]. Available from: http://ec.europa.eu/culture/key-documents/doc926_en.htm ,page 348

⁸¹ Liverpool Tourist Information and Tourism. *World Guides* [online]. 16.4.2013 [cit. 2013-04-19]. Available from: <http://www.liverpool.world-guides.com/>

⁸² Liverpool 2008. *Liverpool08.com* [online]. [cit. 2013-04-19]. Available from: <http://www.liverpool08.com/about/>

Picture 7: Liverpool 2008



Source: Liverpool in call to boost 2008 awareness. *Design week* [online]. 18 April 2007 [cit. 2013-04-20]. Available from: <http://www.designweek.co.uk/news/liverpool-in-call-to-boost-2008-awareness/1134552.article>

Liverpool is without any doubts connected with football and The Beatles but this city can boast many cultural monuments. One of the most interesting historic buildings is the Anglican Cathedral which dominates the heart of the city. Liverpool is a centre of art, music and literature therefore it is obvious that this diverse city received the title of ECOC by right.⁸³

Liverpool city region is well-known thanks to the Mersey Waterfront which is represented by 135km of diverse coastline. It is an area of the Regional Park connected to the River Mersey.⁸⁴ Visitors have a possibility to take sightseeing bus tours or popular duck tours. “An amphibious WWII vehicle transports tourists around the city roads into the actual Waterfront of the Albert Dock itself.” This place is popular with its music scene and nightlife.⁸⁵

Liverpool was the second European Capital of Culture in the history of United Kingdom, after Glasgow in 1990. Liverpool shared the title with a non-EU Norwegian city Stavanger.⁸⁶

⁸³ Liverpool Tourist Information and Tourism. *World Guides* [online]. 16.4.2013 [cit. 2013-04-19]. Available from: <http://www.liverpool.world-guides.com/>

⁸⁴ Mersey Waterfront, Liverpool City Region. *Merseybasin.org* [online]. 2002 to 2010 [cit. 2013-04-19]. Available from: http://www.merseybasin.org.uk/archive/assets/241/original/Mersey_Waterfront.pdf

⁸⁵ Liverpool Tourist Information and Tourism. *World Guides* [online]. 16.4.2013 [cit. 2013-04-19]. Available from: <http://www.liverpool.world-guides.com/>

⁸⁶ History: European Capital of Culture. *University Network of the European Capitals of Culture* [online]. 2007 [cit. 2013-04-18]. Available from: <http://www.uneecc.org/htmls/history1.html>

5.2 The aim of the cities

5.2.1 Prague

The Czech Republic in year 2000, when it hosted the event ECOC, was not a member of the European Union. Therefore, one of the main aims of Prague was to make the city and also the country more visible in Europe.⁸⁷ Prague wanted to present its cultural and historical capacity as indicates the motto: “Historical and cultural heritage”.⁸⁸

Prague focused the most on following issues:

- “Running a programme of cultural activities”
- “Raising the international profile of the city”
- “Growing and expanding the local audience for culture”
- “Celebrating the history of the city”
- “Creating a festive atmosphere”
- “Long-term cultural development”⁸⁹

As written in the Prague 2000 report, “attracting visitors from abroad” was considered to be less important than previous enumeration of issues. This could be one of the reasons why Prague noticed decrease of visitors in 2000. This topic will be discussed in next chapter. See chapter 5.5.1 Visitors in Prague.

⁸⁷ European Cities and Capitals of Culture - City Reports: Part II. PALMER/RAE ASSOCIATES. *European Commission* [online]. Belgium, August 2004 [cit. 2013-04-19]. Available from: http://ec.europa.eu/culture/key-documents/doc926_en.htm , page 203

⁸⁸ Cities of Culture for the year 2000: Final Report. . [online]. March 2001 [cit. 2013-04-19]. Available from: http://ec.europa.eu/culture/archive/ecocs/pdf_word/capital2000_report_en.pdf

⁸⁹ European Cities of Culture for the year 2000: Final Report. . [online]. March 2001 [cit. 2013-04-19]. Available from: http://ec.europa.eu/culture/archive/ecocs/pdf_word/capital2000_report_en.pdf

5.2.2 Lille

The aim of Lille was “to undertake a regeneration of Lille and the greater region and transform the image of the city”. Lille also focused of “transforming the traditional black and white image of the city and the northern region”.⁹⁰ A certain similarity in the aims of Lille and Pilsen is evident. As mentioned in the chapter 3.1.3, Pilsen was influenced a lot by totalitarian regime and needs some transformation as well. It is hopeful of some reawakening of society and openness. Pilsen wants to present itself in another way like Lille did.

Lille planed some kind of “metamorphosis” which laid in the long-term development process. The whole population was involved into the transformation of the city.⁹¹

Lille’s key objectives were following:

- “Promote social cohesion”
- “Enhance pride and self-confidence within the region”
- “Promote creativity and cultural experiences”
- “Bringing art into the streets”
- “Organising popular street festivals”
- “Encouraging encounters between artists and the public”⁹²

5.2.3 Liverpool

The key aim of Liverpool was to attract more visitors to the city and to develop economy of the city trough the tourism. Liverpool also focused on changing the image of the city. It wanted “to attract inward investment

⁹⁰ European Cities and Capitals of Culture - City Reports: Part II. PALMER/RAE ASSOCIATES. *European Commission* [online]. Belgium, August 2004 [cit. 2013-04-19]. Available from: http://ec.europa.eu/culture/key-documents/doc926_en.htm , page 346

⁹¹ *ibid.*

⁹² *ibid.*

and emphasise the quality of the city's offer for potential residents". When Liverpool received the title ECOC it already had well-developed music scene, museums and galleries, therefore, it focused on the sustainability of these sectors. Moreover, it concentrated on "developing greater national and international recognition for the city's cultural offer".⁹³

The central theme of Liverpool for the year 2008 was "The World in One City" which is supplemented by three sub-themes "Create, Participate and Regenerate".⁹⁴

Here are some other aims of Liverpool:

- "Engaging with a wide range of audience and participants"
- "Broadening access and engagement in culture"
- "Social cohesion and community change"⁹⁵

5.2.4 Conclusion of aims

Liverpool put emphasis on visitors and tourism compared with Prague which was not focused primarily on foreign tourists. All examined cities including Pilsen attached great importance to gain publicity and to become worldwide known. On the base of that all ECOCs underwent some process of modification. Pilsen has been still in process of transformation.

The common aim of all examined cities including Pilsen is a changing of the city perception and transformation in general.

⁹³ GARCIA, Beatriz et al. Impacts 08: European Capital of Culture - Research Programme. *University of Liverpool* [online]. [cit. 2013-04-19]. Available from: <http://www.liv.ac.uk/impacts08/>

⁹⁴ European Capital of Culture 2008. ERM ECONOMICS. *Documentation Centre on European Capitals of Culture* [online]. May 2003 [cit. 2013-04-19]. Available from: http://www.ecoc-doc-athens.eu/attachments/274_Liverpool%202008%20Final%20Report.pdf, page 8

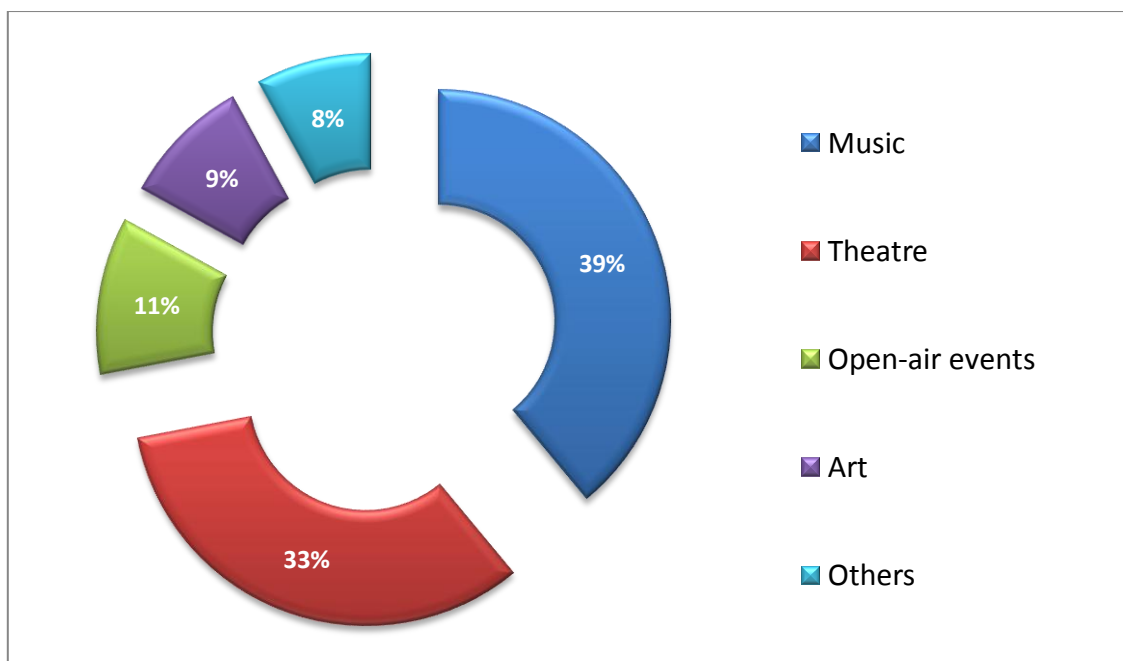
⁹⁵ GARCIA, Beatriz et al. Impacts 08: European Capital of Culture - Research Programme. *University of Liverpool* [online]. [cit. 2013-04-19]. Available from: <http://www.liv.ac.uk/impacts08/>

5.3 Programme

5.3.1 Programme of Prague

Prague organised 682 music events, 576 theatre events, 153 visual art events and 192 street parades, festivals and open-air events. 380 projects were realised from 950 project proposals. Following diagram presents sectors of events held in the year 2000.⁹⁶

Diagram 1: Events in Prague 2000



Own processing using source: European Cities and Capitals of Culture - City Reports: Part II. PALMER/RAE ASSOCIATES. European Commission [online]. Belgium, August 2004 [cit. 2013-04-19]. Available from: http://ec.europa.eu/culture/key-documents/doc926_en.htm , page 207

Here are some examples of Prague's projects:

- **Genius loci** were series of concerts related to the musical history of Prague.

⁹⁶ European Cities and Capitals of Culture - City Reports: Part II. PALMER/RAE ASSOCIATES. *European Commission* [online]. Belgium, August 2004 [cit. 2013-04-19]. Available from: http://ec.europa.eu/culture/key-documents/doc926_en.htm , pages 207, 208

- Prague was also presented as a **City on the River**. The programme, theatre performances and film screenings, took place on or beside the river and invited over 40,000 visitors.
- Prague's main theme for the year 2000 was "Cultural Heritage", therefore, it prepared the **Permanent exhibition of 19th and 20th Century Art**. This exhibition focused on the continuity of the arts over the last two centuries was set up at the national Gallery. It attracted a huge entry, over 120,000 visitors.⁹⁷

Prague put great emphasis on so called "professional" projects in comparison with "community/amateur" projects. Prague attached big importance to star names and popular events which found as one of the problems related to its programme as mentioned in the City Report.⁹⁸

Prague's programme was focused on events which would be anyway a part of its calendar whereas other cities made use of the opportunity and created new institutions, programmes and activities.⁹⁹

5.3.2 Programme of Lille

Lille focused on broadening of its cultural programme over the metropolitan area. It concerned the region Nord-Pas de Calais and some Belgian towns, 160 towns in total.¹⁰⁰

Lille presented 2,500 events. Following diagram presents sectors of events held in the year 2004.¹⁰¹

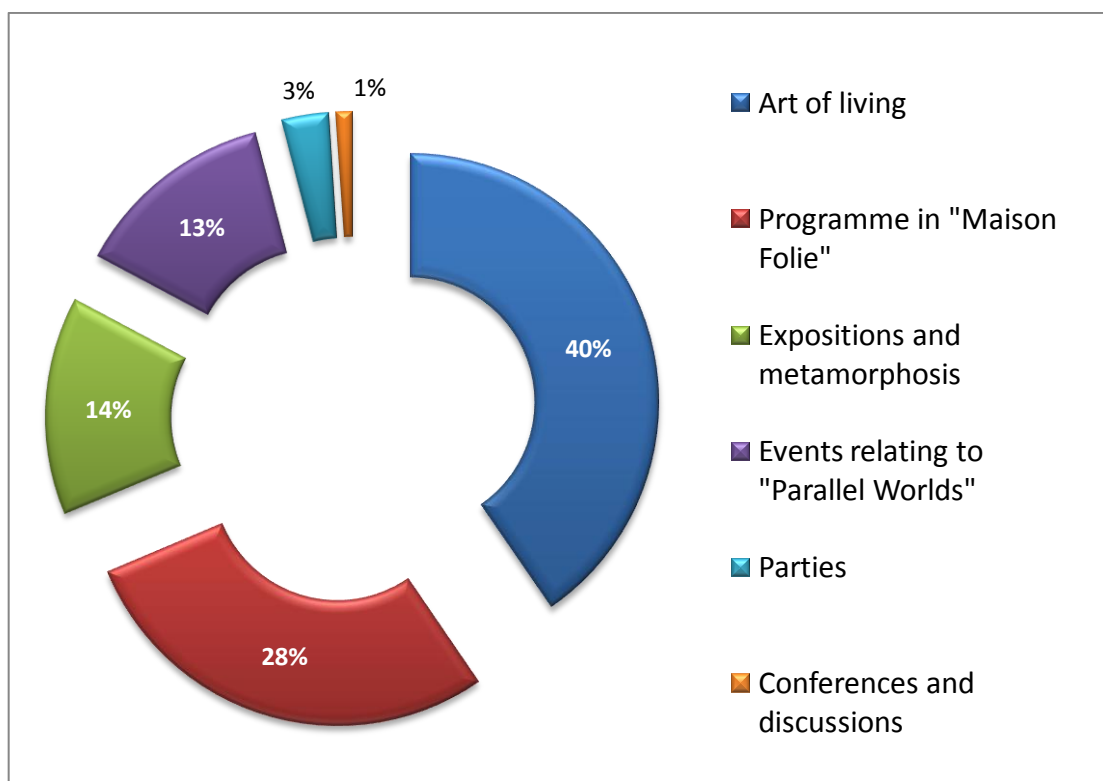
⁹⁷ European Cities and Capitals of Culture - City Reports: Part II. PALMER/RAE ASSOCIATES. *European Commission* [online]. Belgium, August 2004 [cit. 2013-04-19]. Available from: http://ec.europa.eu/culture/key-documents/doc926_en.htm , pages 207, 208

⁹⁸ *ibid.*

⁹⁹ *ProCulture: Praha - kulturní politika* [online]. 8.12.2004 [cit. 2013-04-19]. ISSN 1214-8369. Available from: <http://www.proculture.cz/cultureinfo/kulturni-politika-v-cr/praha/praha-2000-byla-hodnocena-ve-srovnani-s-ostatnimi-evropskymi-mesty-let-1995-2004-534.html>

¹⁰⁰ European Cities and Capitals of Culture - City Reports: Part II. PALMER/RAE ASSOCIATES. *European Commission* [online]. Belgium, August 2004 [cit. 2013-04-19]. Available from: http://ec.europa.eu/culture/key-documents/doc926_en.htm, page 347

Diagram 2: Events in Lille 2004



Own processing using source: *Événements a Lille. Lille2004lille* [online]. 2004 [cit. 2013-04-20]. Available from: http://lille2004lille.free.fr/indicateurs_bilan.pdf

Lille's focused the most on following projects:

- **“Art de vivre”** (an art of living) was an event included more branches: cooking, sporting and interior design. It was based on “metamorphoses: artists, sculptors and designers have transformed the urban environment to generate new perceptions”. One of the transformations took place in the Lille Flanders train station.
- Furthermore, Lille organised 32 thematic weekend events called **“Parallel Worlds”**. Each weekend was concentrated on different theme like New York, China, Jamaica etc.
- Lille continued in the metamorphoses and transformed former factories and heritage sites into 12 **“Maisons Folies”**. These areas

¹⁰¹ Lille 2004. *ΠΟΙΕΝ ΚΑΙ ΠΡΑΤΤΕΙΝ* [online]. © 2004 - 2013 [cit. 2013-04-19]. Available from: <http://poieinkaiprattein.org/europe/european-capital-of-culture/lille-2004/>

are designated for artists and locals who can mix there, share their artistic movements and create an atmosphere to feel at home. “Maisons Folies” are fully-equipped including performance area, an exhibition venue and multimedia space.¹⁰²

The project “Maison Folie” could be an inspiration for Pilsen’s project called “Světovar” which will be also created in order to connect artists together and to make use of an abandoned industrial area. Both these projects are based on the main aim. The French website www.maisonsfolie-lille.fr¹⁰³ enables to do a virtual tour around every single room of Maison Folie.

5.3.3 Programme of Liverpool

On the Liverpool 08 website Liverpool’s programme is presented as “Europe’s biggest and most diverse celebration of culture with more than 50 international festivals in art, architecture, ballet, comedy, cinema, food, literature, music, opera, science and theatre”.¹⁰⁴

Here are the most interesting events from the year 2008:

- **The Concert of the Royal Liverpool Philharmonic Orchestra** which was followed by the conductor Sir Simon Rattle’s return. “The Royal Liverpool Philharmonic Orchestra is the oldest surviving professional symphony orchestra and the second oldest concert-giving organisation in the UK.”¹⁰⁵ No wonder that it was an incredible event.

¹⁰² European Cities and Capitals of Culture - City Reports: Part II. PALMER/RAE ASSOCIATES. *European Commission* [online]. Belgium, August 2004 [cit. 2013-04-19]. Available from: http://ec.europa.eu/culture/key-documents/doc926_en.htm, page 347

¹⁰³ *Maisons folie de Lille* [online]. [cit. 2013-04-19]. Available from: www.maisonsfolie-lille.fr

¹⁰⁴ Liverpool 2008. *Liverpool08.com* [online]. [cit. 2013-04-19]. Available from: <http://www.liverpool08.com/about/>

¹⁰⁵ Royal Liverpool Philharmonic Orchestra. *Royal Liverpool Philharmonic* [online]. [cit. 2013-04-19]. Available from: <http://www.liverpoolphil.com/286/our-history/royal-liverpool-philharmonic-orchestra.html>

- **The 5th Liverpool Biennial**, the largest festival of contemporary visual art where many work arts of artists from around the world are presented. ¹⁰⁶
- **European Amateur Boxing Championship**, the most prestigious boxing competition in Europe, was organised in Liverpool. ¹⁰⁷

The programme of Liverpool was supported by 08Volunteer programme lasted four years from 2005 to 2008 and involved 971 active volunteers “of whom 15% considered themselves to be Black or Minority Ethnic (BME) and 6.1% disabled”. ¹⁰⁸ It was discovered that volunteers increased their knowledge of Liverpool’s history, got in touch with visitors, made connections and friendships and last but not least they made a contribution to Liverpool’s reputation.

Liverpool did not prepare a programme just for the year 2008. Its plan was to develop themed years in the period 2003 – 2010. Each year was focused on different theme. Following figures present particular themes.

Figure 2: Themes of Liverpool programme

Year	Theme
2003	Learning
2004	Faith
2005	The Sea
2006	Performance
2007	Liverpool’s 800 th birthday year
2008	European Capital of Culture
2009	Environment
2010	Creativity and Innovation

Own processing using source: **Liverpool Culture Company: Final Report 2003 - 2008.**
 [online]. [cit. 2013-04-20]. Available from:
http://www.voluntariado.segovia2016.es/boletin_segovia2016/NEWSLETTER%20SEGOVIA%202016/Octubre/liverpool_08.pdf

¹⁰⁶ Liverpool Biennial: International 2008. *TATE.org* [online]. [cit. 2013-04-19]. Available from: <http://www.tate.org.uk/whats-on/tate-liverpool/exhibition/liverpool-biennial-international-2008>

¹⁰⁷ European Senior Boxing Championship Liverpool 2008. *European Boxing Confederation* [online]. [cit. 2013-04-19]. Available from: <http://www.liverpoolboxing.co.uk/home.htm>

¹⁰⁸ GARCIA, Beatriz et al. Impacts 08: European Capital of Culture - Research Programme. *University of Liverpool* [online]. [cit. 2013-04-19]. Available from: <http://www.liv.ac.uk/impacts08/>, page 26

5.3.4 Conclusion of programmes

Liverpool benefited from the great engagement of volunteers who worked on four year project and promoted the ECOC. Likewise, Pilsen appeal to general public for helping Pilsen to become successful ECOC. Everyone who would like to assist in the Pilsen's project could join the Guardian Angels Club and become Guardian Angel of Pilsen 2015.¹⁰⁹

Following table gives figures corresponding to events of examined ECOCs which were held within their hosting years of the competition.

Figure 3: Number of ECOC's events

ECOC	Approximate number of events
Prague 2000	1768 ¹¹⁰
Lille 2004	2500 ¹¹¹
Liverpool 2008	7000 ¹¹²

Own processing using sources mentioned above

The total number of Pilsen's events for the year 2015 will be specified in 2014.¹¹³

While comparing numbers of events following fact must be taken into consideration. "The 2004 European Commission funded review of ECoC cities noted that the average number of events is approximately

¹⁰⁹ Klub strážných andělů. PILSEN 2015 TEAM. *Plzen 2015* [online]. © 2013 [cit. 2013-04-19]. Available from: <http://www.plzen2015.net/pridej-se/dobrovolnik/?lang=en>

¹¹⁰ European Cities and Capitals of Culture - City Reports: Part II. PALMER/RAE ASSOCIATES. *European Commission* [online]. Belgium, August 2004 [cit. 2013-04-19]. Available from: http://ec.europa.eu/culture/key-documents/doc926_en.htm, pages 207, 208

¹¹¹ Lille 2004. *ΠΟΙΕΝ ΚΑΙ ΠΡΑΤΤΕΙΝ* [online]. © 2004 - 2013 [cit. 2013-04-19]. Available from: <http://poieinkaiprattein.org/europe/european-capital-of-culture/lille-2004/>

¹¹² GARCIA, Beatriz et al. Impacts 08: European Capital of Culture - Research Programme. *University of Liverpool* [online]. [cit. 2013-04-19]. Available from: <http://www.liv.ac.uk/impacts08/>, page 18

¹¹³ FAQ: Evropské hlavní město kultury - nejčastější otázky. *Plzen2015.net* [online]. Plzeň, © 2013 [cit. 2013-04-19]. Available from: <http://www.plzen2015.net/media/faq/>

500, but counts are often not strictly comparable with each other as cities use different approaches in accounting for their activities.”¹¹⁴

For example the number 7000 contains “not only full events but also total performance days, exhibition days, training and educational workshops either delivered by the Liverpool Culture Company or arising from direct grants or procurement”¹¹⁵

5.4 Financial support

Here is a table of total budgets of examined cities for organisation of the year of European Capital of Culture.

Figure 4: ECOC’s budgets

ECOC	Total budget in €
Prague 2000	28.8 million ¹¹⁶
Lille 2004	73.7 million ¹¹⁷
Liverpool 2008	152.34 million ¹¹⁸
Pilsen 2015	99.87 million ¹¹⁹

(25.810 CZK = 1 EUR – exchange rate from Mars 2013)¹²⁰

Own processing using sources mentioned above

Next tables refer to finance funds of all examined cities. It was not possible to discover all finance funds, therefore, in the table there are

¹¹⁴ GARCIA, Beatriz et al. *Impacts 08: European Capital of Culture - Research Programme. University of Liverpool* [online]. [cit. 2013-04-19]. Available from: <http://www.liv.ac.uk/impacts08/>, page 18

¹¹⁵ *ibid.*

¹¹⁶ *European Cities and Capitals of Culture - City Reports: Part II. PALMER/RAE ASSOCIATES. European Commission* [online]. Belgium, August 2004 [cit. 2013-04-19]. Available from: http://ec.europa.eu/culture/key-documents/doc926_en.htm , pages 210, 211

¹¹⁷ *ibid.* page 349

¹¹⁸ GARCIA, Beatriz et al. *Impacts 08: European Capital of Culture - Research Programme. University of Liverpool* [online]. [cit. 2013-04-19]. Available from: <http://www.liv.ac.uk/impacts08/>, 16,17

¹¹⁹ HAVLÍČKOVÁ, Šárka et al. *Pilsen, open up!: application of the City of Pilsen for the Title European Capital of Culture 2015*, page 166

¹²⁰ *Peníze.Cz: Kurz Eura* [online]. © 2000 - 2013 [cit. 2013-04-19]. ISSN 1213-2217. Available from: <http://www.penize.cz/kurzy-men/6596-euro>

mentioned the most important ones. All figures were converted into euro according to appropriate exchange rate.

5.4.1 Budget of Prague

Figure 5: Budget of Prague 2000

Local authorities that participated the most in the funding of the project Prague 2000	
State and City of Prague	18.81 million
European Union	0.26 million
Sponsorship	1.77 million
Total budget	28.8 million ¹²¹

(34.582 CZK = 1 EUR - exchange rate from December 2000)¹²²

Own processing using sources mentioned above

Prague obtained the lowest amount of grant from the European Union. It could be compared with the amount that obtained Liverpool. Both these amounts did not exceed 1 million Euro. On the other hand their total budgets are completely different. Prague noticed the lowest total budget compared to Liverpool with the largest one.

¹²¹ European Cities and Capitals of Culture - City Reports: Part II. PALMER/RAE ASSOCIATES. *European Commission* [online]. Belgium, August 2004 [cit. 2013-04-19]. Available from: http://ec.europa.eu/culture/key-documents/doc926_en.htm , pages 210, 211

¹²² *ibid.*

5.4.2 Budget of Lille

Figure 6: Budget of Lille 2004

Local authorities that participated the most in the funding of the project Lille 2004	
City of Lille	8 million
Regional Council of Nord Pas-de-Calais	8 million
Pas-de-Calais	6 million
State	13 million
European Union	4 million
Sponsorship	13 million ¹²³
Total budget	73.7 million¹²⁴

Own processing using sources mentioned above

This table clearly expresses the engagement of the region which participated in both programme creation and project funding. Lille received the largest grant from the state and also benefited from sponsorship. These two local authorities participated in the funding to the same degree.

¹²³ Artistic Programme: Lille 04 Programme.pdf. DAEM SITEMAP. *Documentation Centre on European Capitals of Culture* [online]. © 2009 - 2011 [cit. 2013-04-19]. Available from: <http://www.ecoc-doc-athens.eu/lille-home/program/108-artistic-program.html>

¹²⁴ European Cities and Capitals of Culture - City Reports: Part II. PALMER/RAE ASSOCIATES. *European Commission* [online]. Belgium, August 2004 [cit. 2013-04-19]. Available from: http://ec.europa.eu/culture/key-documents/doc926_en.htm , page 349

5.4.3 Budget of Liverpool

Figure 7: Budget of Liverpool 2008

Local authorities that participated the most in the funding of the project Liverpool 2008	
Liverpool City Council	88.52 million
European Union	0.96 million
Other public sources	3.68 million
Sponsorship	26.37 million
Total budget	152.34 million ¹²⁵

(0.84515 GBP = 1 EUR – exchange rate from Mars 2013)¹²⁶

Own processing using sources mentioned above

At first sight the figures in the table 5 are various. Liverpool financed the project mostly from the City Council funds. It was 58% of the total budget. Liverpool also raised considerable funds for the project realisation from sponsors. The sponsorship presented 17% of the total budget. However, European Union offered the lowest financial aid.

¹²⁵ GARCIA, Beatriz et al. Impacts 08: European Capital of Culture - Research Programme. *University of Liverpool* [online]. [cit. 2013-04-19]. Available from: <http://www.liv.ac.uk/impacts08/>, 16,17

¹²⁶ *Peníze.Cz: Kurz Eura* [online]. © 2000 - 2013 [cit. 2013-04-19]. ISSN 1213-2217. Available from: <http://www.penize.cz/kurzy-men/6596-euro>

5.4.4 Budget of Pilsen

Figure 8: Budget of Pilsen 2015

Local authorities that participate the most in the funding of the project Pilsen 2015	
City of Pilsen	29.91 million
State	18.45 million
European Union	30.7 million
Sponsorship	1.72 million
Total budget	99.87 million ¹²⁷

Own processing using sources mentioned above

Compared to other examined cities, the biggest difference could be seen in the financial aid from the European Union. Almost one third of the Pilsen's total budget is financed by the EU. Consequently EU and City of Pilsen play crucial role in securing of the project funding.

Pilsen is not much supported by sponsors. The financial support from sponsorship could be compared to the amount that Prague received. The City Report of Prague pointed to the problem of sponsorship. Prague noticed "inadequate sponsorship contracts", furthermore "inadequate strategy for raising sponsorship". It also remarked "no tradition of cultural sponsorship in the Czech Republic".¹²⁸ The question of low sponsorship concerns Pilsen as well. Admittedly, the sponsorship presents weak point of the Czech cities in the funding of the project ECOC.

¹²⁷ HAVLÍČKOVÁ, Šárka et al. *Pilsen, open up!: application of the City of Pilsen for the Title European Capital of Culture 2015*, page 166

¹²⁸ European Cities and Capitals of Culture - City Reports: Part II. PALMER/RAE ASSOCIATES. *European Commission* [online]. Belgium, August 2004 [cit. 2013-04-19]. Available from: http://ec.europa.eu/culture/key-documents/doc926_en.htm , page 212

5.4.5 Conclusion of budgets

Figure 9: ECOC's budgets and events

ECOC	Total budget in €	Number of events
Prague 2000	28.8 million ¹²⁹	1768 ¹³⁰
Lille 2004	73.7 million ¹³¹	2500 ¹³²
Liverpool 2008	152.34 million ¹³³	7000 ¹³⁴
Pilsen 2015	99.87 million ¹³⁵	not established

(25.810 CZK = 1 EUR – exchange rate from Mars 2013) ¹³⁶

Own processing using sources mentioned above

To conclude this chapter it is good to mention how many events were organised by the ECOCs compared with the budget they spent on. As indicates the Figure 9, Liverpool was the most successful ECOC regarding both the highest budget and the highest number of events. The second highest budget has Pilsen therefore it could be expected high number of events.

5.5 Visitor perspectives

5.5.1 Visitors in Prague

Despite the fact that Prague is considered to be major touristic destination of the Czech Republic it noticed decrease of foreign visitors

¹²⁹ European Cities and Capitals of Culture - City Reports: Part II. PALMER/RAE ASSOCIATES. *European Commission* [online]. Belgium, August 2004 [cit. 2013-04-19]. Available from: http://ec.europa.eu/culture/key-documents/doc926_en.htm , pages 210, 211

¹³⁰ European Cities and Capitals of Culture - City Reports: Part II. PALMER/RAE ASSOCIATES. *European Commission* [online]. Belgium, August 2004 [cit. 2013-04-19]. Available from: http://ec.europa.eu/culture/key-documents/doc926_en.htm , pages 207, 208

¹³¹ *ibid.* page 349

¹³² Lille 2004. *ΠΟΙΕΝ ΚΑΙ ΠΡΑΤΤΕΙΝ* [online]. © 2004 - 2013 [cit. 2013-04-19]. Available from: <http://poieinkaiprattein.org/europe/european-capital-of-culture/lille-2004/>

¹³³ GARCIA, Beatriz et al. Impacts 08: European Capital of Culture - Research Programme. *University of Liverpool* [online]. [cit. 2013-04-19]. Available from: <http://www.liv.ac.uk/impacts08/>, 16,17

¹³⁴ *ibid.* page 18

¹³⁵ HAVLÍČKOVÁ, Šárka et al. *Pilsen, open up!: application of the City of Pilsen for the Title European Capital of Culture 2015*, page 166

¹³⁶ *Peníze.Cz: Kurz Eura* [online]. © 2000 - 2013 [cit. 2013-04-19]. ISSN 1213-2217. Available from: <http://www.penize.cz/kurzy-men/6596-euro>

during the year 2000. In fact the total number of visitors to the Czech Republic increased approximately by 3 370 contrary to the year 1999. However the number of foreign visitors who stayed overnight in Prague and registered in some accommodation in Prague rapidly decreased.¹³⁷

As published the website ProCulture.cz¹³⁸ Prague's aim was to attract more visitors to the capital city. Nevertheless in 2000, according to study set by Palmer/Rae Associates for the European Commission, Prague noticed the biggest decrease of visitors who stayed overnight compared to 29 examined cities.

"In 2000, the greatest numbers of foreign tourists came from Germany, Poland, UK, Spain and Italy."¹³⁹

Possible reasons why Prague noticed decrease of visitors:

- Sharing of the title with 8 other ECOCs¹⁴⁰ relating to "competition for visibility"¹⁴¹
- Prague's programme was not so interesting in comparison with other ECOCs
- Promotion: official web site concerning Prague 2000 was not found compared to Lille's official web site www.lille2004.fr and Liverpool's official web site www.liverpool08.com.
- In 2000 the Czech Republic was not a member of the European Union. Therefore, Prague was not so "popular" in the world as the others were.

¹³⁷ European Cities and Capitals of Culture - City Reports: Part II. PALMER/RAE ASSOCIATES. *European Commission* [online]. Belgium, August 2004 [cit. 2013-04-19]. Available from: http://ec.europa.eu/culture/key-documents/doc926_en.htm , page 213

¹³⁸ ProCulture: Praha - kulturní politika [online]. 8.12.2004 [cit. 2013-04-19]. ISSN 1214-8369. Available from: <http://www.proculture.cz/cultureinfo/kulturni-politika-v-cr/praha/praha-2000-bylahodnocena-ve-srovnani-s-ostatnimi-evropskymi-mesty-let-1995-2004-534.html>

¹³⁹ European Cities and Capitals of Culture - City Reports: Part II. PALMER/RAE ASSOCIATES. *European Commission* [online]. Belgium, August 2004 [cit. 2013-04-19]. Available from: http://ec.europa.eu/culture/key-documents/doc926_en.htm , page 214

¹⁴⁰ *ibid*, page 209

¹⁴¹ *ibid*. page 210

5.5.2 Visitors in Lille

“In general, the events have attracted more visitors than anticipated.”¹⁴² Lille was focused on increasing the number of visitors. “Lille being an important crossroads has traditionally been a place of transit for visitors but they hope to change this with the cultural year and get people to stay.”¹⁴³ This aim was fulfilled. For example organised city tours noticed two times more visitors in contrast to the year 2003.¹⁴⁴ Over 650.000 visitors had already surprised organisers at the opening night on 6th December 2003. Only 150.000 of them were counted on.¹⁴⁵

Possible reasons why Lille noticed increase of visitors:

- Many events were organised in public space.¹⁴⁶
- Open-air festivities caught attraction of coincidental passers-by.
- Developed system of promotion: ambassadors, volunteers, graphic identity, print media, new technologies, etc.¹⁴⁷
- Involvement of the whole Nord-Pas de Calais region.¹⁴⁸

5.5.3 Visitors in Liverpool

The main aim of Liverpool was attracting more visitors. It is interesting to note that 2.6 million of visitors came to Liverpool for the reason that it received the title. 97% of these people visited Liverpool for

¹⁴² European Cities and Capitals of Culture - City Reports: Part II. PALMER/RAE ASSOCIATES. *European Commission* [online]. Belgium, August 2004 [cit. 2013-04-19]. Available from: http://ec.europa.eu/culture/key-documents/doc926_en.htm , page 347

¹⁴³ *ibid*, page 351

¹⁴⁴ *ibid*.

¹⁴⁵ *ibid*, page 347

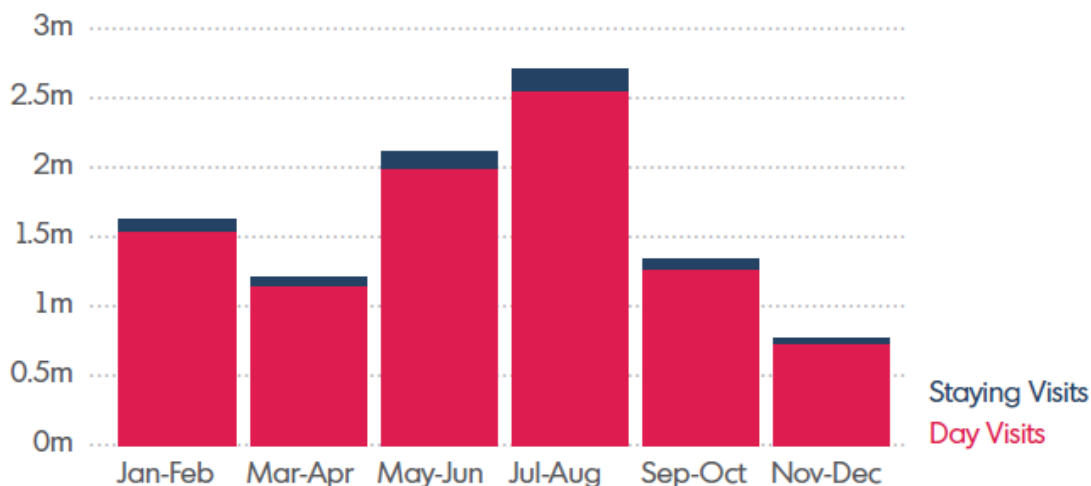
¹⁴⁶ *ibid*.

¹⁴⁷ *ibid*, page 350

¹⁴⁸ *ibid*, page 346

the first time.¹⁴⁹ Following figures represent number of visits to Liverpool in 2008 depending on the season. It is obvious that the summer season was the most successful in the turnout.

Diagram 3: Number of visits to Liverpool in 2008 created directly by the Liverpool ECOC



Source: Beatriz et al. Impacts 08: European Capital of Culture - Research Programme. University of Liverpool [online]. [cit. 2013-04-19]. Available from: <http://www.liv.ac.uk/impacts08/>, page 29

117 official international delegations were effected in the year 2008.¹⁵⁰ Moreover it was observed 34% rise in Liverpool visits and 19% rise in Merseyside (including Liverpool) visits.¹⁵¹

To conclude, Liverpool came up to expectations. They noticed an increase of visitors. Additionally 26% of visitors perceived the events as 'good' and 61% as 'very good' which might be very successful finding.¹⁵²

¹⁴⁹ GARCIA, Beatriz et al. Impacts 08: European Capital of Culture - Research Programme. *University of Liverpool* [online]. [cit. 2013-04-19]. Available from: <http://www.liv.ac.uk/impacts08/>, page 3

¹⁵⁰ GARCIA, Beatriz et al. Impacts 08: European Capital of Culture - Research Programme. *University of Liverpool* [online]. [cit. 2013-04-19]. Available from: <http://www.liv.ac.uk/impacts08/>, page 30

¹⁵¹ *ibid*, page 31

¹⁵² *ibid*, page 23

Possible reasons why Liverpool noticed increase of visitors:

- Merseyside attracted many visitors. ¹⁵³
- Significant influence of volunteers. ¹⁵⁴
- “65% of UK residents were aware that Liverpool was European Capital of Culture” ¹⁵⁵ which shows well developed promotion.
- Emphasis on media. For example 500 new group pages were created on Facebook. ¹⁵⁶

5.5.4 Conclusion of visitors

As stated in the figure below, Lille and Liverpool observed approximately the same number of visitors compared to Prague which lags behind them. There is a big difference among them. Some possible reasons which affected the number of visitors are mentioned above.

In general factors that influence the interest or lack of interest are following: promotion, date and place where events take place, sharing of the title, tourist attractions and engagement of the region and volunteers.

Figure 10: Number of visitors

ECOC	Total number of visitors
Prague 2000	2,619,395 ¹⁵⁷
Lille 2004	9,000,000 ¹⁵⁸
Liverpool 2008	9,800,000 ¹⁵⁹

Own processing using sources mentioned above

¹⁵³ *ibid.* page 3

¹⁵⁴ *ibid.*

¹⁵⁵ *ibid* page 4

¹⁵⁶ *ibid.*

¹⁵⁷ Hlavní město Praha - statistické údaje. *PragueWelcome.cz* [online]. © 2013 [cit. 2013-04-19]. Available from: <http://www.praguewelcome.cz/file/edee/cs/infocentrum-b2b/statistiky/podlady-statistiky-web.pdf>

¹⁵⁸ Plzeň 2015 Evropské hlavní město kultury a region. *Plzen 2015* [online]. © 2013 [cit. 2013-04-19]. Available from: <http://www.plzen2015.net/wp-content/uploads/2012/02/Region%C3%A1ln%C3%AD-program-EHMK-Plze%C5%88-2015-II.pdf>

¹⁵⁹ GARCIA, Beatriz et al. Impacts 08: European Capital of Culture - Research Programme. *University of Liverpool* [online]. [cit. 2013-04-19]. Available from: <http://www.liv.ac.uk/impacts08/>, page 4

5.6 Long-term effects

5.6.1 Prague

“There are no long-term cultural development strategies or visions for the future.”¹⁶⁰ The ECOC was the first big culture event in the Czech’s history therefore no further plans for the future were prepared. It could be expected that Pilsen will be more successful. The Prague’s final report mentioned that the year 2000 did not help culture to become more important for politics.¹⁶¹

5.6.2 Lille

The programme of Lille was already created with the long-term intention and was significantly supported by politicians.¹⁶² These days Lille’s official web site www.lille2004.fr directly refers to information about lille3000.

lille3000

Picture 8: lille3000



Source: YOU&ME-ISMS. *YOU&ME-ISMS* [online]. 2010 [cit. 2013-04-20]. Available from: <http://blog.youandme-isms.net/>

lille3000 is a continuation of the Lille’s hosting year 2004. The web site www.lille3000.eu presents the slogan “lille3000 le voyage continue” which is translated into English as “lille3000 the voyage goes on”.

¹⁶³

¹⁶⁰ European Cities and Capitals of Culture - City Reports: Part II. PALMER/RAE ASSOCIATES. *European Commission* [online]. Belgium, August 2004 [cit. 2013-04-19]. Available from: http://ec.europa.eu/culture/key-documents/doc926_en.htm , page 216

¹⁶¹ *ibid.* page 216

¹⁶² *ibid.* page 351

¹⁶³ Lille3000: le voyage continue. [online]. [cit. 2013-04-19]. Available from: <http://www.lille3000.eu/lille3000/fr/>

Lille underwent a transformation in 2004 which was one of the main aims. Moreover it discovered creativity of its region and for this reason it opens the door to the future. Lille is focused on the questions of the tomorrow's world development. The main goal is to teach general public about culture and to draw the audience closer to culture. lille3000 follows up the year 2004 with many events. To remark very significant symbol of the year 2004 were "Maisons Folies".¹⁶⁴ Programme lille3000 is prepared to continue the promotion of Lille.

lille3000 focuses mainly on contemporary art, innovation and the future. Following figures represent some events based on the programme lille3000.¹⁶⁵

Figure 11: lille3000 events

Year	Name of event	Characterisation
2006 - 2007	Bombaysers de Lille	Presentation of Indian culture at the crossroads of art and modernity
2007 – 2008	Passage of Time	Exhibition of contemporary history
2010	Traffic Jam Pascale Marthine Tayou	Monumental exhibition of Cameroonian artist living in Europe
2011	Paranoïa Exhibition	Vision of futuristic society threw new technologies
2012	Spring 2012 in Saint Sauveur	Spring festival related to social intercours
2013	Spring 2013 in Saint Sauveur	Exhibition Artificial Natures of 27 international artists

Own processing using source: Presentation. *Lille3000: le voyage continue* [online]. [cit. 2013-04-20]. Available from: <http://www.lille3000.eu/lille3000/en/presentation>

¹⁶⁴ Lille3000: le voyage continue. [online]. [cit. 2013-04-19]. Available from: <http://www.lille3000.eu/lille3000/en/presentation>

¹⁶⁵ ibid.

5.6.3 Liverpool

Picture 9: Year of the Environment



Source: Liverpool Daily Post: Liverpool City Council - Our City - Our Planet [online]. [cit. 2013-04-20]. Available from: <http://www.liverpooldailypost.co.uk/environment/sponsors/2009/08/21/liverpool-city-council-year-of-the-environment-2009-100252-24499528/>

The year 2009 in Liverpool was presented as the Year of the Environment (see Figure 2). It was aimed at the reduction of carbon footprint. A Green Ambassadors programme in this year made an appeal to general public. It concerned “reducing the amount of electricity used at home to planting at least one tree or shrub during the year”.¹⁶⁶ Furthermore Liverpool concentrated on environmental conferences in the city, promotion of green issue in primary and secondary schools, encouraging people to learn more about environment both in the city itself and in Liverpool’s neighbourhood, selling organic products etc.¹⁰⁴

5.6.4 Conclusion of long-term effects

As already mentioned Prague’s first big culture event was hosting the ECOC. It explains why it was not prepared to plan any future events. Moreover there were problems related to insufficient finance and decreased sponsorship.¹⁶⁷

Previous facts clearly show that Prague did not focused much on long-term effect whereas both Lille and Liverpool did. Varied programme is one of the reasons why tourists come back to these cities.

¹⁶⁶ Liverpool 08: Eco-World in One City. *Documentation Centre on European Capitals of Culture* [online]. © 2009 - 2011 [cit. 2013-04-19]. Available from: http://www.ecoc-doc-athens.eu/attachments/066_LIVERPOOL%2008%20EXPLORING%20ECO-WORLD%20IN%20ONE%20CITY.pdf

¹⁶⁷ European Cities and Capitals of Culture - City Reports: Part II. PALMER/RAE ASSOCIATES. *European Commission* [online]. Belgium, August 2004 [cit. 2013-04-19]. Available from: http://ec.europa.eu/culture/key-documents/doc926_en.htm, page 216

The best developed project of examined cities presents Lille. Its advantage over the others is simple access to information about events thanks to the web site.

5.7 Observations and recommendations

This chapter concerns the observations acquired during the execution of the comparative study. Moreover it gives some recommendation to Pilsen based on the survey.

5.7.1 Recommendations what Pilsen should focus on

- Lille involved the whole region in addition some Belgian towns in its cultural programme. This fact helped with the promotion of events beyond the city borders. Similar to Lille Pilsen should engage the Pilsen Region in the project to be at least as successful as Lille was.
¹⁶⁸
- Lille got in touch with the general public and they succeeded in creation of “a system of feedback on public opinion”. ¹⁶⁹ From their own experience they have been able to develop long-term programme. If Pilsen wants to deal with long-term cultural events it will be necessary to develop system similar to Lille’s one. The view of the society is very important.
- Promotion is an important part of the whole hosting year. Pilsen already has well-developed web sites which are available in English too. The web site www.plzen2015.net informs about current events, of course about the project and invites everyone to join the project 2015. Every support is welcome.

¹⁶⁸ European Cities and Capitals of Culture - City Reports: Part II. PALMER/RAE ASSOCIATES. *European Commission* [online]. Belgium, August 2004 [cit. 2013-04-19]. Available from: http://ec.europa.eu/culture/key-documents/doc926_en.htm, page 347

¹⁶⁹ *ibid*, page 350

- Lille evaluated that open-air actions attracted many visitors.¹⁷⁰ Likewise it would be advantageous for Pilsen to organise events in public space.
- Liverpool could be also perceived as very successful city regarding the number of visitors. According to the Diagram 3 it is obvious that the higher number of visitors came in the summer period. As already mentioned above Lille profited from open-air events, Liverpool from summer action. These two issues are closely connected together. Consequently the recommendation for Pilsen is to concentrate on summer open-air events.
- University of Liverpool elaborated a study called Impacts 08 – European Capital of Culture Research Programme. Different impacts were evaluated and the conclusion can be applied internationally.¹⁷¹ This research also expresses the University interest in the city development. Pilsen collaborates with the University of West Bohemia in Pilsen. It would be interesting to draw inspiration from the University of Liverpool and create a research to observe the situation in Pilsen and future impacts of the title ECOC.
- The sponsorship is very important issue and Pilsen just as Prague are not very supported by sponsors. On the other hand both Lille and Liverpool received considerable amount of money from sponsors. See chapter 5.4 Financial support for more information. To become more successful Pilsen should try to get more financial subsidies. Sponsors can help the city with the budget and also with the promotion. Both these facts play crucial role in the organisation of ECOC.

¹⁷⁰ European Cities and Capitals of Culture - City Reports: Part II. PALMER/RAE ASSOCIATES. *European Commission* [online]. Belgium, August 2004 [cit. 2013-04-19]. Available from: http://ec.europa.eu/culture/key-documents/doc926_en.htm, page 347

¹⁷¹ GARCIA, Beatriz et al. Impacts 08: European Capital of Culture - Research Programme. *University of Liverpool* [online]. [cit. 2013-04-19]. Available from: <http://www.liv.ac.uk/impacts08/>,

5.7.2 What Pilsen would better avoid

- Pilsen should prevent possible moments of surprises. For example Lille's opening night expected only 150,000 of visitors but it attracted more than 650,000 of people.¹⁷² It means 500,000 unplanned people. This is a matter which should be taken into consideration.
- Pilsen will have a possibility to break out of the city perception as a beer centre. Of course thanks to the Pilsner Urquell beer the city is well-known worldwide but it has more what to offer to its visitors. The same issue noticed Liverpool which was all the time connected mainly with the football. However it fulfilled its potential and proved that each visitor can discover the beauty of the city.¹⁷³
- The problem of visitors is described in the chapter 5.5 Visitor perspective. Possible way to avoid problems that affected Prague is to involve as many people as possible in the project, cooperate with the Pilsen Region, create balanced and interesting programme and last but not least attract visitors.

¹⁷² European Cities and Capitals of Culture - City Reports: Part II. PALMER/RAE ASSOCIATES. *European Commission* [online]. Belgium, August 2004 [cit. 2013-04-19]. Available from: http://ec.europa.eu/culture/key-documents/doc926_en.htm, page 347

¹⁷³ VAINFURTOVÁ, Martina. *Vnímání města Plzně jako hlavního města evropské kultury 2015*. Plzeň, 2012. Bakalářská práce. Západočeská Univerzita v Plzni., page 23

6 Conclusion

The aim of this bachelor thesis was to describe the city of Pilsen and the other examined cities and to compare them from different points of view.

Firstly, it was necessary to get relevant sources for the theoretical part. Secondly, the choice of Pilsen's predecessors was very important. Examined cities were chosen for their relation to the topic, moreover, because of their different approach to use the opportunity to boast the title.

Each part of the comparative study consists of a short conclusion. As discussed in 5.2.4, all examined cities aimed to transform the city and to gain publicity. It is obvious that every city is different and in some cases the comparison was difficult to draw such as the chapter 5.3 relating to their programme. As indicates the chapter 5.4.5 according to varied budgets of cities depending on the number of event the most successful ECOC was Liverpool. However Pilsen has also great budget and it is expected it will be successful as well although the amount of money is not the only key to success. Further issue dealt with audience. It was discovered that Lille and Liverpool observed approximately the same number of visitors in contrast to Prague which noticed some problems. The last criterion of the comparative study concerned long-term effects is discussed in 5.6. Both Lille and Liverpool developed project regard to the future whereas Prague gained first experience with hosting big culture event such as the ECOC and it was not prepared to make any plans for the future.

The last chapter of the comparative study 5.7 deals with additional observations and consequent recommendations. It provides information

which should the project team of Pilsen, essentially all future ECOCs, focus on to rank among successful ones.

The topic was useful to gain the awareness of the project European Capital of Culture in general and the developing programme of Pilsen. Additionally, the comparison of certain issues was set and it allowed discovering key elements of the ECOC hosting year.

Based on this thesis, further comparative study about Pilsen 2015 could be created. It would be interesting to analyse and compare the same facts but with an interval, specifically after the year 2015. Subsequently, it would be possible to compare numbers of visitors as well as long-term programme and to review the situation whether Pilsen was successful or not.

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8 Abstract

The topic of this bachelor thesis is European Culture Capital 2015: A Comparative study of Pilsen with its predecessors.

The first part explains key terms and gives general information about the project. Moreover, the emphasis is put on the city of Pilsen. The description of the city as well as places of interest is presented. Subsequently its programme for the year 2015 in addition to main events is introduced. The interview with the Techmania Science Centre secretary is also included. The practical part contains the comparative study of Pilsen, Prague, Lille and Liverpool from the point of view of their aim, programme, budget, audience and long-term effects.

The main goal of this thesis is to provide analysis of European Capitals of Culture and to compare their qualities among themselves.

9 Resume

Téma této bakalářské práce zní Evropské hlavní město kultury 2015: srovnávací studie města Plzně s předchůdci.

V první části práce jsou vysvětleny klíčové termíny a uvedeny základní informace o projektu. Bakalářská práce je zaměřena hlavně na město Plzeň. Je zde uveden stručný popis města, dále jeho program na rok 2015 a hlavní události roku. Další částí práce je interview s tiskovým mluvčím Techmania Science Centre. Praktická část se zaměřuje na srovnávací studii Plzně, Prahy, Lille a Liverpoolu z hlediska jejich záměru, programu, rozpočtu, návštěvnosti a dlouhodobých dopadů.

Hlavním cílem této práce je provést analýzu Evropských hlavních měst kultury a porovnat je mezi sebou.

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