

Perspectives of Paradigm Shifts

European Capital of Culture Pécs2010

Ten Years After

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A little bit ECoC history

1st Paradigm shift of the ECoC programme: 1991, Glasgow, UK:

- ECoC as catalyst for building new models for post-industrial cities
- This involved structural changes and a focus on cultural urban development
- Previously the focus had been on celebrating recognised cultural cities



Hungarian context:

- Competition between 11 cities
- Pécs started preparing the application: 2004
- Accession of Hungary to the EU: 2004





Pécs 2010, The Borderless City

3 main goals:

- More democratic concept of culture through new governance model, more involvement of local people, more co-creation
- New international-regional identity based on cultural diversity
- Stronger cultural profile, mainly through structural change (industry culture)



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Biggest challenges:

- Underdeveloped democratic political culture, post-socialist reflexes
- Lack of tradition of cultural decentralisation
- Constantly changing legal context (remember: 2004: Hungary's EU accession!)
- Different vocabulary, different expectations in cultural policy in east and west (in old and new EU countries)
- No clear guidelines about the shape and criteria for EcoC
- No questionnaire (in contrast with today)
- No EcoC informal network for advice and capacity building



Result

- More democratic concept of culture through new governance model, more involvement, more co-creation
Clearly failed (political interference)
- New international-regional identity based on cultural diversity
Pécs is more visible in its international region (and beyond).
Stronger international cooperations and networks, the city became more international
- Structural change (from industrial to cultural city), stronger cultural profile
Challenge in the ECoC phase: too much focus on the infrastructural projects
Strongest legacy



Revitalisation of public spaces



Museum Street



Regional Library



Zsolnay Cultural Quarter



Kodály Centre



Recommendations

Plan for overcoming the challenges of culture, society, urban development etc.

To realize it

- With a strong involvement

- In European context

- Focus on long-term impacts, sustainability and legacy

Independence from the party political process

- Appointed ECoC: Monitoring and Advisory Panel

- Bidding cities need much stronger support, more explicit expression by the EU





Thank you for your attention!