

European Capital of Culture

RĪGA | 2014

The European Capital of Culture is designated to the European Union for one year. During the year the host city organises a series of cultural events with a strong European dimension.

A *European Capital of Culture* is a title given to two cities designated by the European Union for one year during which they organise a series of cultural events with a strong European dimension. Established in 1985, the tradition has become the most popular initiative of the European Union.

Selection: EU Member States choose host countries, host countries choose cities to be approved by the European Commission, then planning and celebrations can commence.

Budget: Ranging from EUR 7.93M (Reykjavik 2000) to EUR 83.50M (Liverpool 2007); on average: EUR 38.61M. Riga's total budget of preparation stage and the year of Capital of Culture is EUR 24M.

EU contribution: EUR 1.5M through the award of Melina Mercouri Prize.

Benefits

Vibrant cultural life: there were 7700 events with 5000 artists in Linz 2009.

Bigger audiences for cultural events: a 10% rise in arts audiences in Liverpool 2004.

More tourism: on average 12% increase in tourism for a Capital of Culture compared to previous years.

Increase in GDP: EUR 8.4M increase in Linz 2009.

Involvement of the public: nearly 60% of the residents of the city of Luxembourg visited an event during the *European Capital of Culture* year.

Partnerships: co-productions and cultural exchange in collaboration with 54 countries in Stavanger 2008.

Revitalized city: a series of old industrial buildings were regenerated into cultural venues in Lille 2004.

Future locations



In 2014 Rīga, the capital of Latvia, is a *European Capital of Culture* along with Swedish city Umeå.

FORCE MAJEURE

Rīga introduced itself as a *European Capital of Culture* for 2014 with the programme *Force Majeure*.

With *Force Majeure* Rīga aims to show that culture can change the lives of people and cities for the better, that culture can become the instrument of salvation, the survival kit, the spring-board for bold new ideas.

LIBRARY

The new building of the National Library of Latvia opens its doors at the same time as the *European Capital of Culture* commences in Rīga. Additionally, literature, writing and bookmaking will be celebrated throughout the year with events such as a special exhibition celebrating 500 years of the printed book.

WORLD CHOIR GAMES

20 000 singers from 90 countries will come together for the World Choir Games in Rīga. Music will be celebrated in 2014 through new opera and ballet performances, numerous concerts and music festivals.



Light Festival "Staro Riga"

FIND OUT MORE: riga2014.org



The Latvian Institute

The Latvian Institute deals with promoting awareness and providing a wide range of information about Latvia. It works closely with local and foreign dignitaries, diplomats, academics, students and international media in developing an understanding of Latvia, its branding and its people.

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Gustavs Klucis. Socialist reconstruction. Design for poster, 1927.

ART

Excellence in arts will be celebrated in Rīga 2014 in many ways, through exhibitions of Latvian born world-famous artists Gustavs Klucis and Vija Celmiņš, with a new staging of Richard Wagner's *Rienzi*, and contemporary art festival *Survival Kit*.

HISTORY

One hundred years after WWI, a team of Latvian curators revisit the changes which the war brought to Europe in exhibition 1914. A series of exhibitions will be held in the former KGB building, there will also be an exhibition on the history of amber, and staging of a new opera based on an autobiography of holocaust survivor Valentīna Freimane.

CREATIVE QUARTERS

Rīga's creative quarters will come to the forefront during the year of culture with their diverse programmes, each reflecting its own unique local charm. Activities will include neighbourhood actions, pop-up studios, creative workshops, street celebrations and much more.

For further information please contact the Latvian Embassy or Consulate in your country, or the Latvian Institute:
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