



**UMEÅ2014** EUROPEAN  
CAPITAL OF  
CULTURE

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**”From European Capital of Culture  
to Cultural Capital”**

4 ways to do things

1. Do it the right way and  
it ends up right

or

2. Do it the right way and  
it ends up wrong

or

3. Do it the wrong way  
and it ends up wrong



Or finally

4. Do it the wrong way  
and it ends up right

1. DO IT THE RIGHT WAY  
AND IT ENDS UP RIGHT

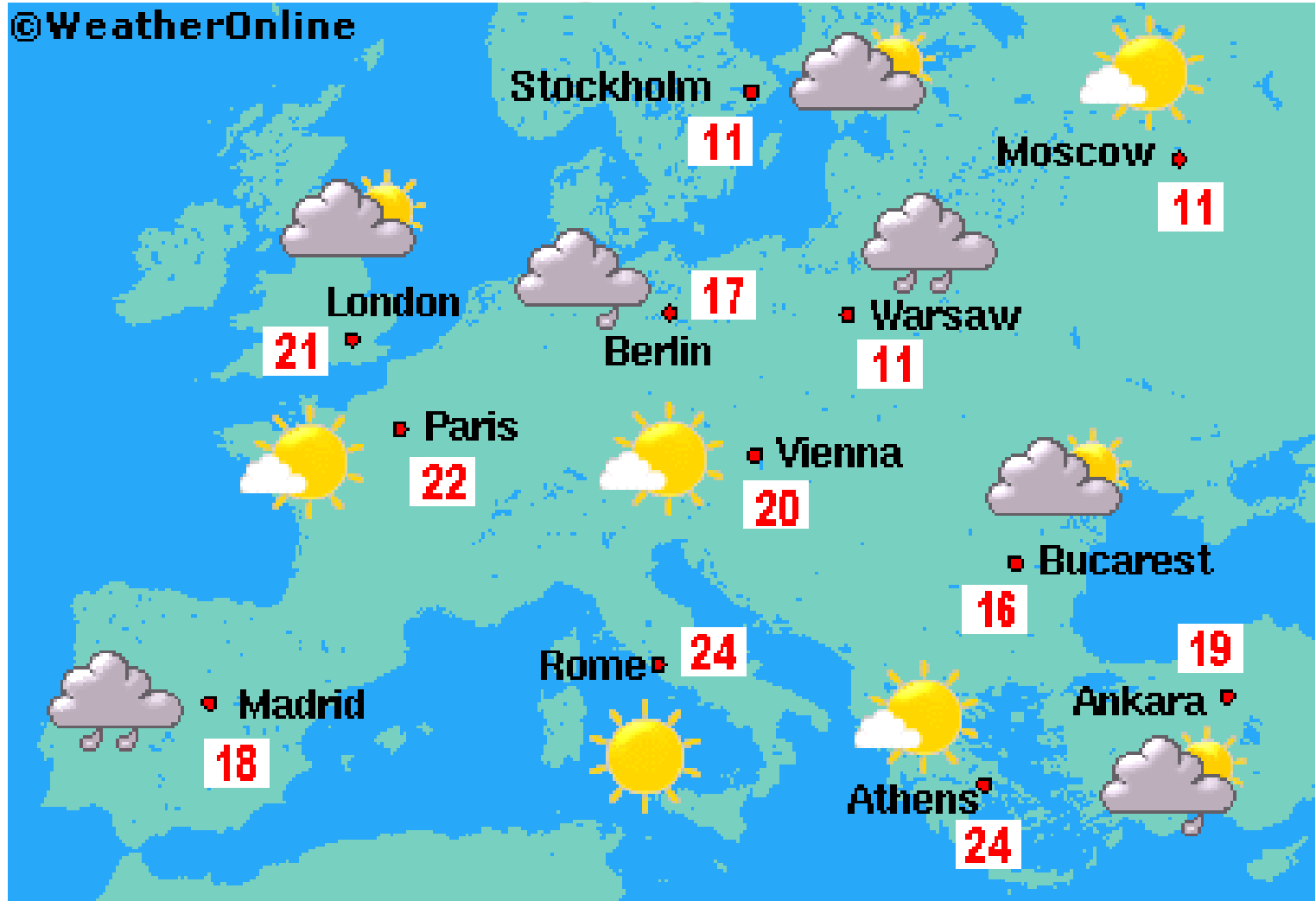
2. DO IT THE RIGHT WAY  
AND IT ENDS UP WRONG

3. DO IT THE WRONG WAY AND  
IT ENDS UP WRONG

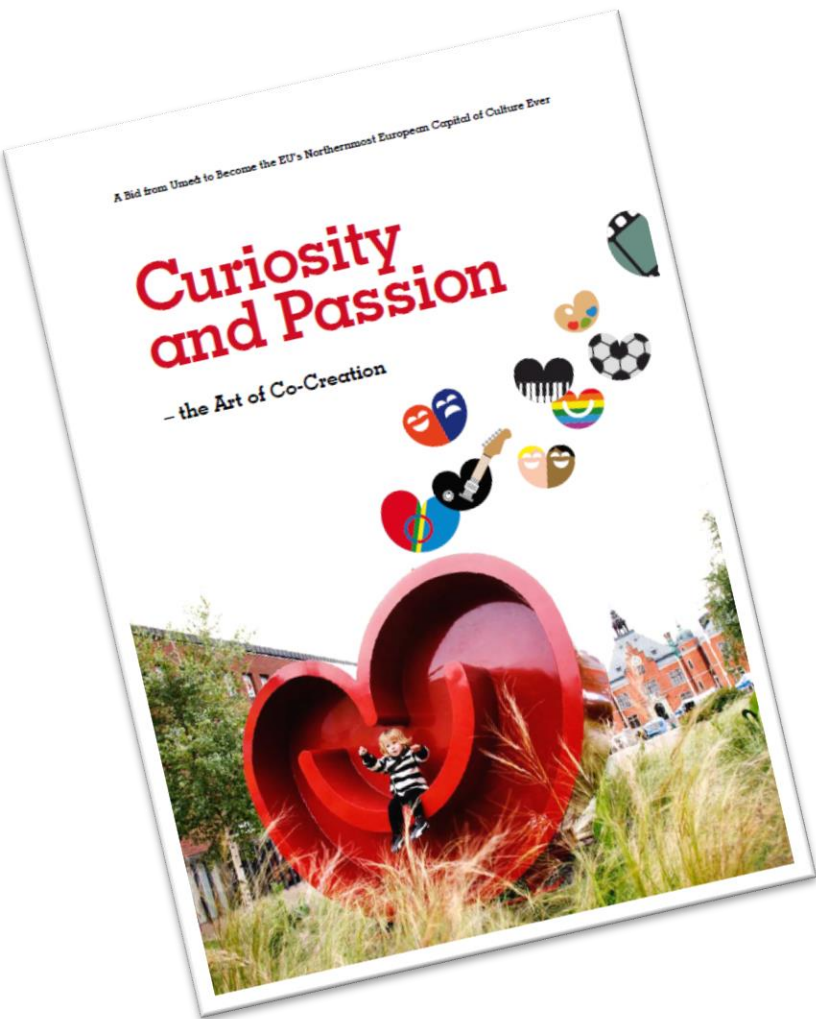
4. DO IT THE WRONG WAY  
AND IT ENDS UP RIGHT



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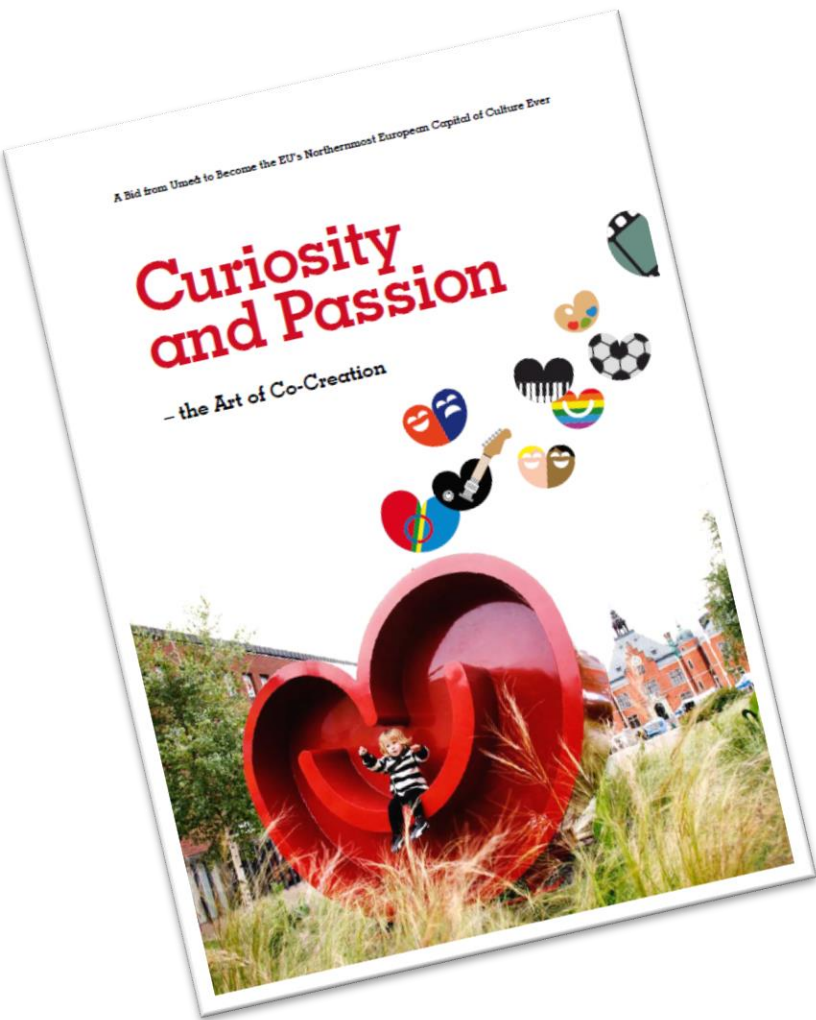






## Vision:

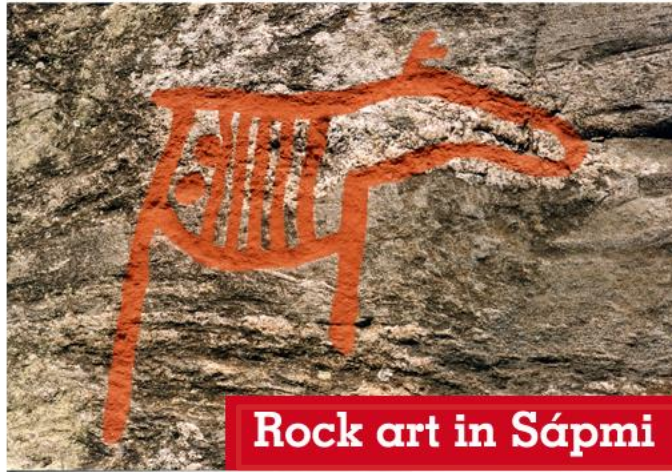
- Culture as pleasure, joy, desire and passion
- Culture as an arena for committed, creative, critical and active citizens
- Culture as inspiration for a sustainable society and global development



## Strategy:

Open Source

- Co-Creation
- Participation
- Accessibility
- Common Ownership



100+  
PROJECTS



Horror&Art



Spring Forward Festival



Littfest



Contemporary  
Circus Festival



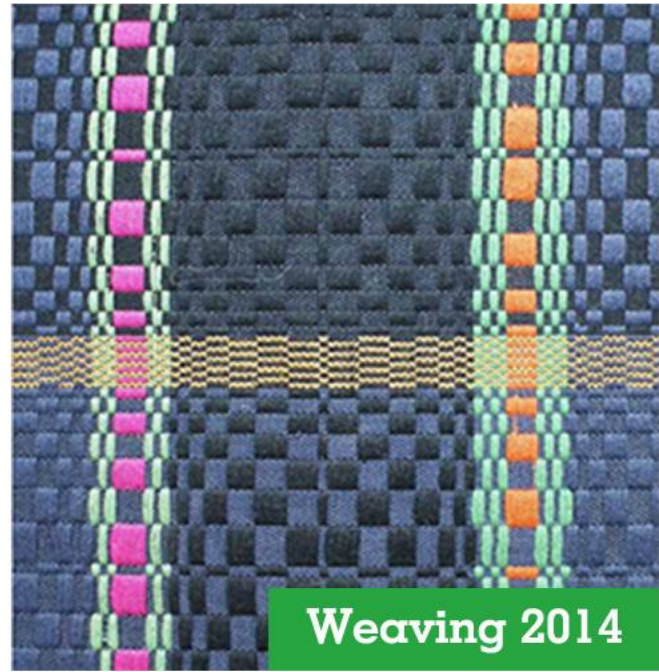
Sami week

# 35+ FESTIVALS



UMEÅ2014 EUROPEAN CAPITAL OF CULTURE

Design Research Society



Weaving 2014



WorldSkills

Human Rights Days



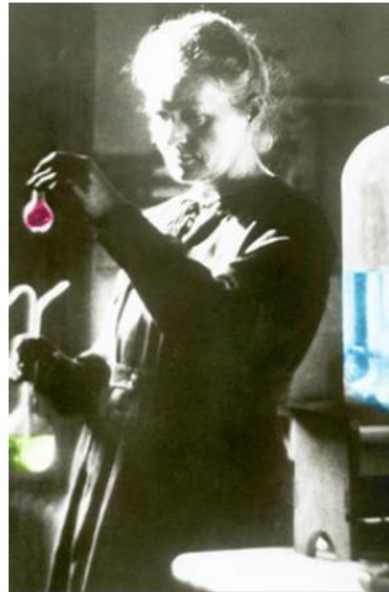
20+

CONFERENCES

Championship week

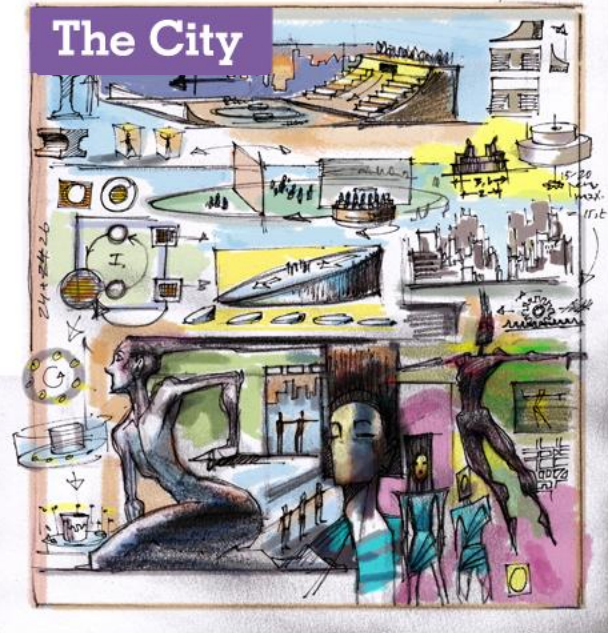


Inta Ruka



Blanche and Marie

The City



Elektra



80+  
EVENTS









# Euroepan Tour

Opening 1:st February

2014







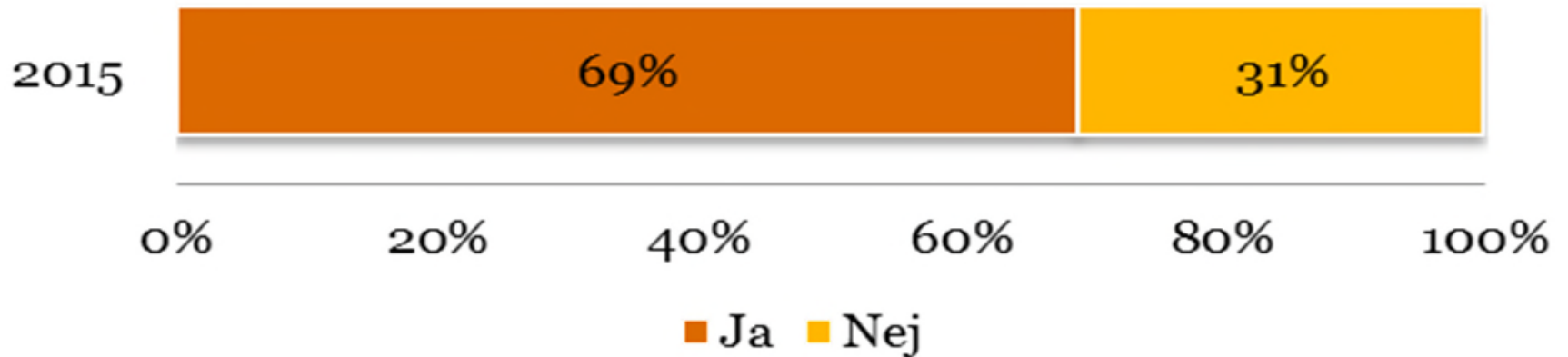
# A Statistics Sweden citizen survey in spring 2014 show that ...

♥ Approximately 67 percent of Umeå residents over 18 years have been a part of the ECoC year.

- They have been directly involved in one or several events (such as project manager, artist, artists, partners, etc)
- They have been volunteers, hosts and proposers.
- They have visited events.

♥ About 20 percent of Umeå residents over 18 years have spent either "much more than usual" or "somewhat more than usual" on culture during the first months of 2014

# *Was it positive for Umeå to be European Capital of Culture 2014?*









## Urban Strategies for Culture-Driven Growth Co-Creating a European Capital of Culture

### Co-creating a European Capital of Culture

Nils Wåhlin, Maria Kapsali, Malin H. Näsholm and Tomas Blomquist

Over the past three decades, the European Capital of Culture has grown into one of the most ambitious cultural programs in the world. Through the promotion of culture across the continent, the program fosters mutual understanding and intercultural dialogue among citizens, thereby increasing their sense of belonging to a community. This insightful book outlines potential avenues through which culture and creativity can raise the imaginative capability of citizens and harness opportunities tied to what the 'culture-driven growth'.

Search within Book...



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  - Organisation Studies
- Economics and Finance
  - Urban Economics
- Geography
  - Cities
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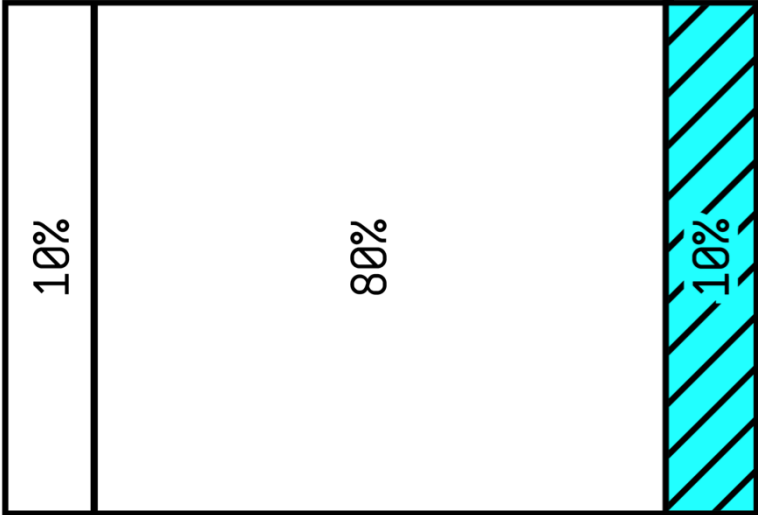
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# Legacy

- ♥ New cultural venues, hotels, public parks etc
- ♥ Increased funding for cultural stakeholders, groups, institutions. Umeå is now the city that invest the most in culture per capita in Sweden (Eur 260 / person or 4% of city budget)
- ♥ Increased tourism even after the Ecoc year. 2014 +24%, 2015 +7%, 2016 +15%, 2017 +12%, 2018 +8%, 2019 +14% (Sep)
- ♥ Competence to work with new projects and bids (Green Capital, Capital of innovation)
- ♥ New awareness of the impact of Culture and the method of Co-Creation

INSPIRE / EXAMPLES

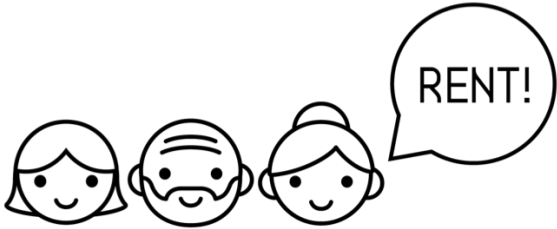
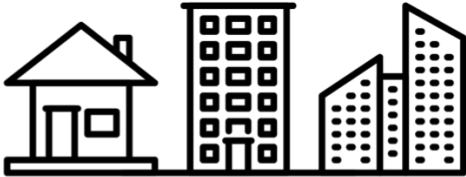
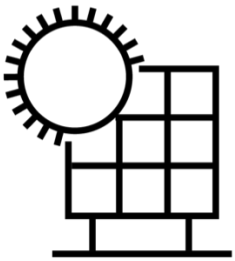


GIRLS AGES 16-24

*(re)defining the problem, benchmarking, ideating, building, testing, auditing*



INSPIRE / EXAMPLES



*(re)defining the problem, benchmarking, ideating, building, testing, auditing*

## INSPIRE / CHALLENGES

↳ GEOGRAPHICAL POSITION

↳ BUSINESS AS UNUSUAL

↳ KEEPING MOMENTUM



# Thank you!

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EUROPEAN CAPITAL  
OF CULTURE

# ”Never underestimate the power of administration”