

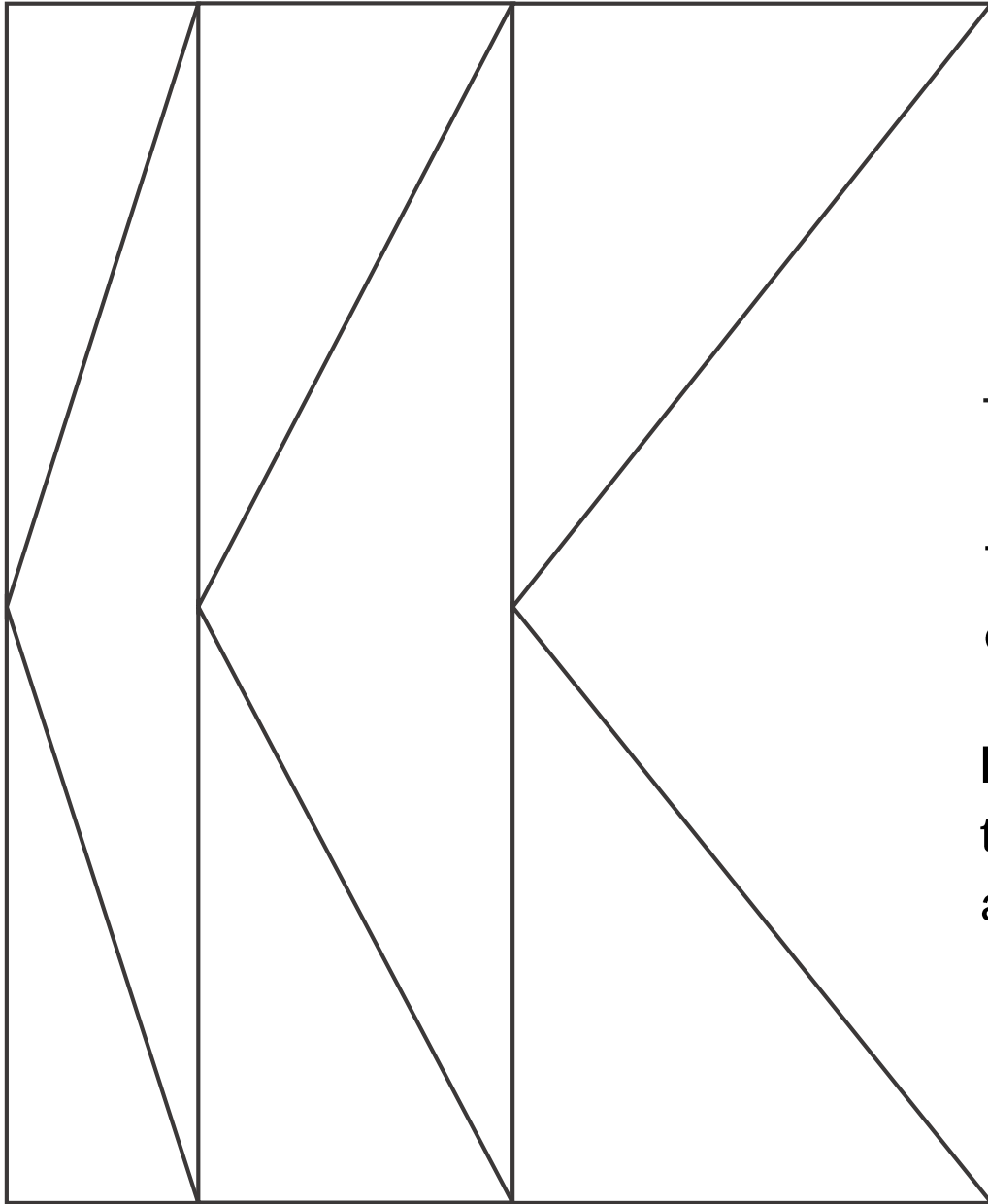
Kaunas 2022

European Capital of Culture

Virginija Vitkienė

An aerial photograph of a river valley, likely the Nemunas river in Kaunas, Lithuania. The image is in grayscale and features a white geometric frame that is a rectangle with a triangle cut out of its center, pointing to the left. The text 'Innovative strategic tools for Kaunas' is overlaid on the right side of the image.

Innovative strategic
tools for Kaunas



The proposed approach of our session

The **effect** the title has brought to your city/region

The **success stories** and lessons learned about placing culture at the center of your city's development

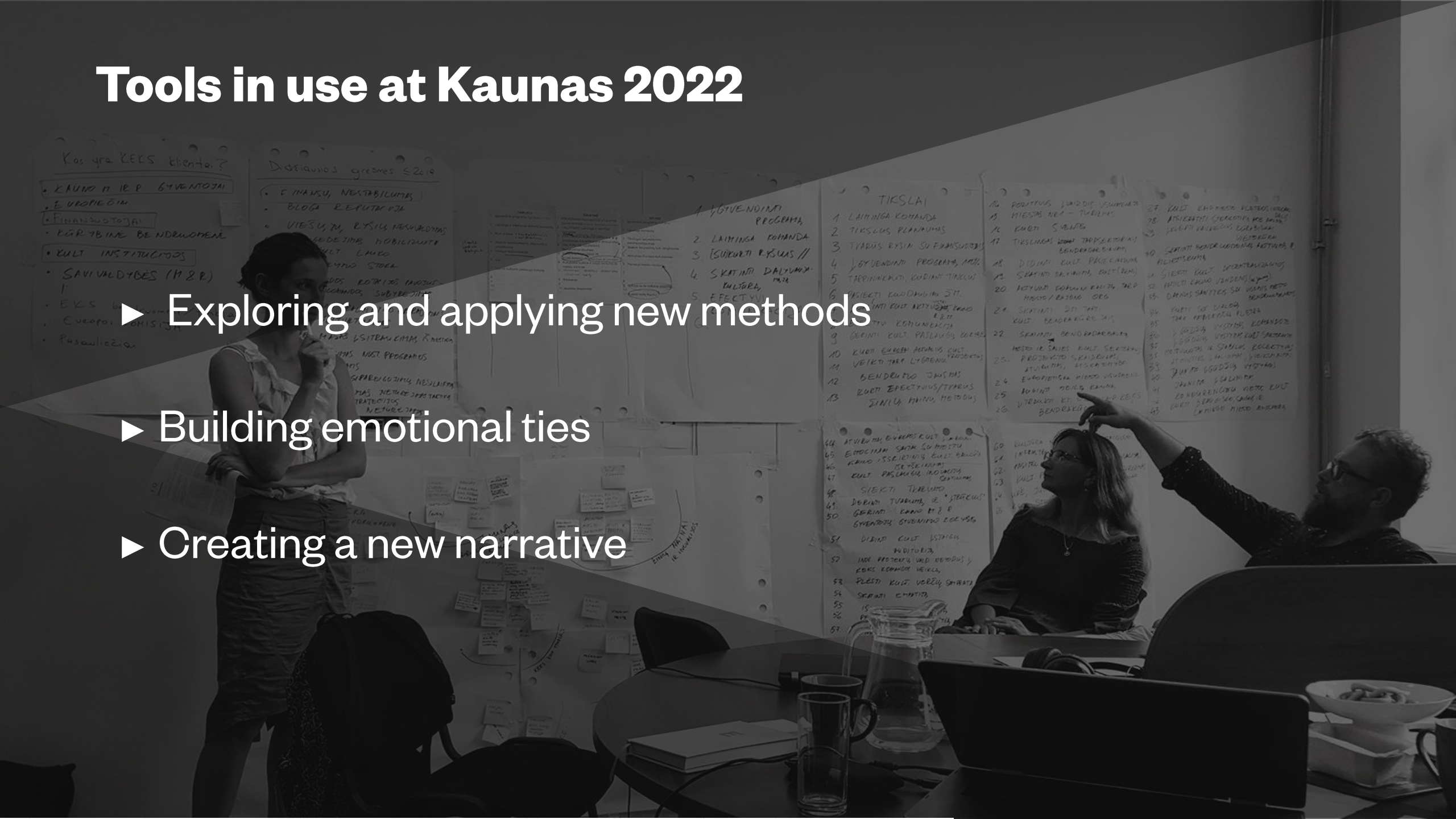
Innovative strategic tools introduced with the ECoC title that helped develop positive changes in different areas of your city's life

Tools in use at Kaunas 2022

► Exploring and applying new methods

► Building emotional ties

► Creating a new narrative





Constant learning

Tools / programmes:

Tempo Academy of Culture

Designing Happiness

**Constant
learning**



Tempo Academy of Culture (from 2016)

Audience Development programme

Community / participatory culture programme

Kaunas Challenge programme

Hospitality programme

European Capital of Culture Forum



Audience Development programme

Community activism / participatory culture programme

Kaunas Challenge programme

Hospitality programme

European Capital of Culture Forum

2 days each x 6 months (hands off)

8 sessions

12 organizations

2 persons each

4 months

*Applying methods
within organization
(hands on)*

2018-2021, lead – Agata Etmanowicz



Audience Development programme

Community / participatory culture programme

Kaunas Challenge programme

Hospitality programme

European Capital of Culture Forum

25

Fluxus agents

Trained and recruited

445

Activities and
events
implemented

17284

Participants
in the community events

33

Partnerships
signed

19

Artists
commisioned

29

Initiatives
from communities



2017-2019

Audience Development programme

Community activism / participatory culture programme

Kaunas Challenge programme

Hospitality programme

European Capital of Culture Forum



118

Youngsters tutored

92

Activities

Initiated & implemented

2010

Young people

Involved **directly**

6

Partnerships

signed

2016-2019

Audience Development programme

Community activism / participatory culture programme

Kaunas Challenge programme

Hospitality programme

European Capital of Culture Forum

160

Volunteers registered

100

Active participants

at events and hospitality talks

Strategy of hospitality prepared

2018-2023





Audience Development programme

Community activism / participatory culture programme

Kaunas Challenge programme

Hospitality programme

European Capital of Culture Forum

900 registered participants in two editions

More than **100** from foreign countries

More than **50** speakers

More than **20** workshops held

2018-2019

Designing Happiness

A **toolkit** for organisations with practical recommendations how to increase physical and mental accessibility of cultural products and venues

Seminars, trainings, workshops for culture professionals



Pritaikyta
judėjimo negalią
turintiems



Nepritaikyta
judėjimo negalią
turintiems



Pritaikyta
silpnaregiams /
regėjimo negalią
turintiems



Nepritaikyta
silpnaregiams /
regėjimo negalią
turintiems



Pritaikyta
klausos negalią
turintiems



Nepritaikyta
klausos negalią
turintiems



Draugiška aplinka
proto negalią
turintiems



Nepritaikyta
aplinka proto
negalią turintiems



Building emotional ties the city and citizens

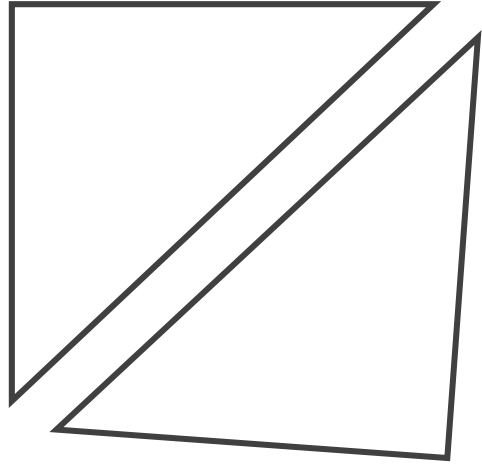
Tools:

Community programme

Modernism for the Future

Memory Office

Community programme We the People



Trainings

Recruiting

Open calls

Distinguishing local experts and activists

Empowering them

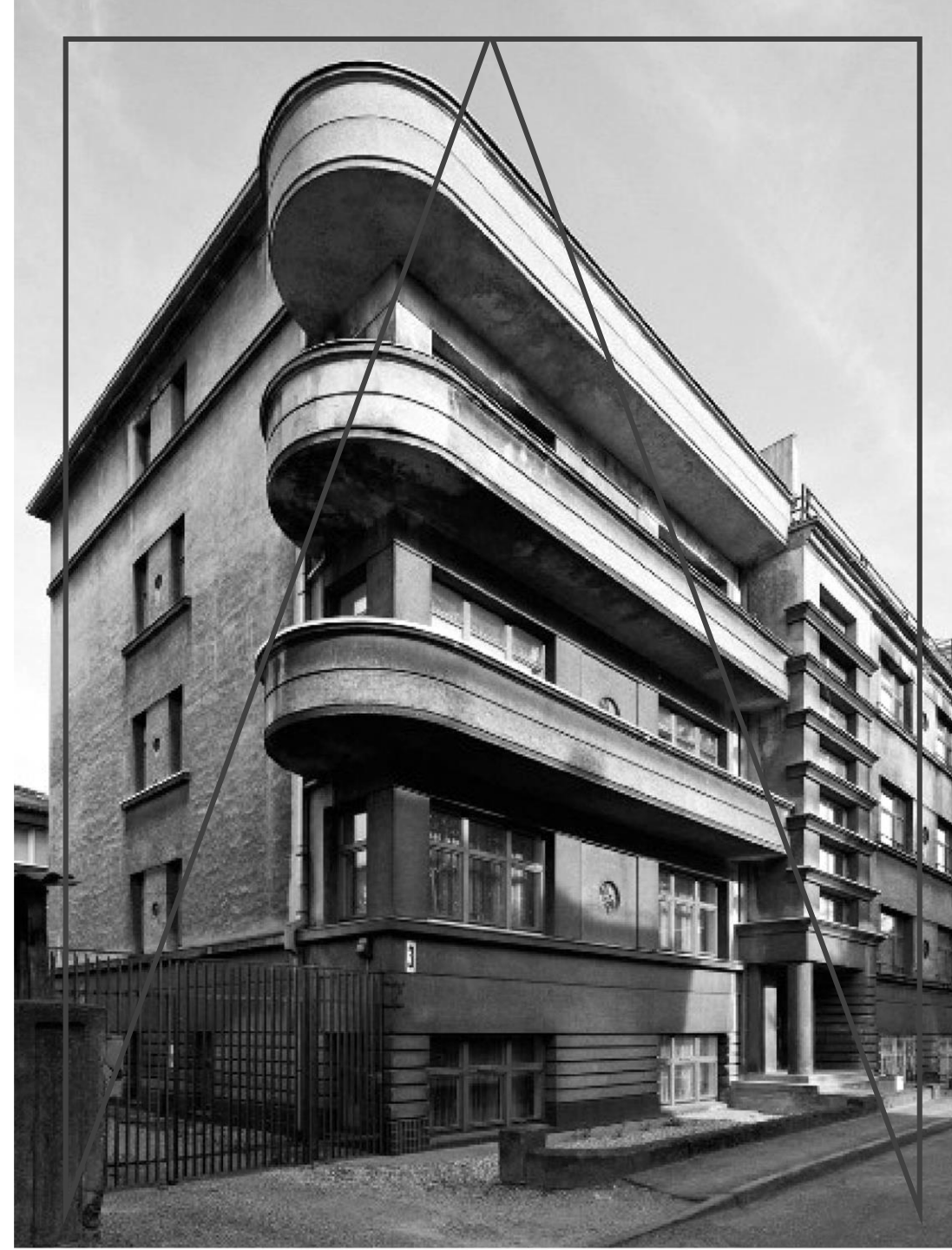
Contemporary Neighbourhoods (special programme for Kaunas District)



Modernism for the Future programme

Being a pro-active **international** platform for interpretation of modernism (summer camps, conferences, publications, exhibitions, international residencies)

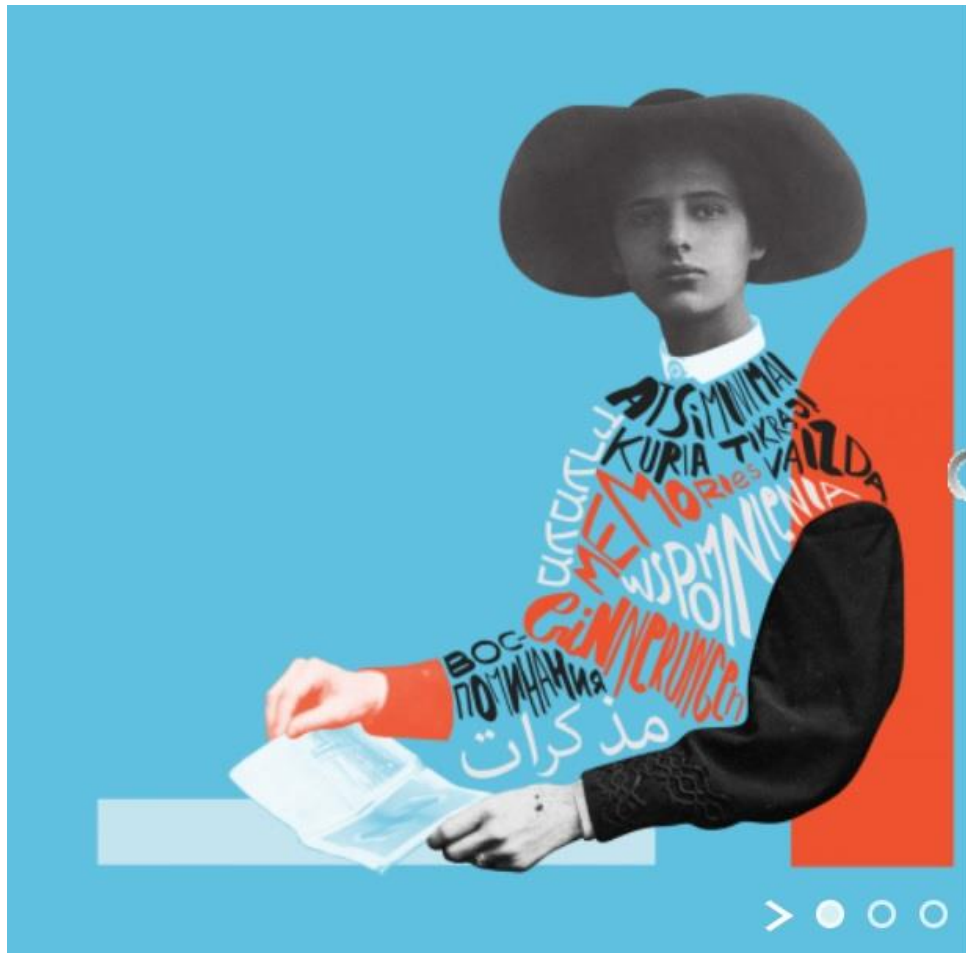
Building a **local** heritage community around it: www.modernizmasateiciai.lt (preparing owners and activating 365 modern buildings for artistic interpretations during year 2022 and beyond)



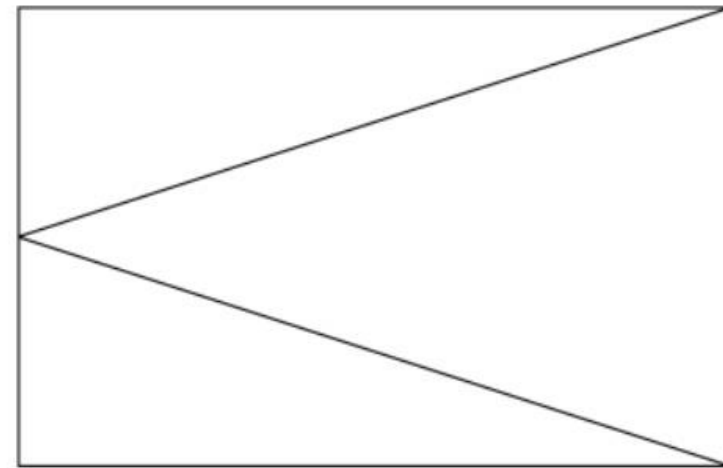
Memory Office

Memory archive of Kaunas www.atmintiesvietos.lt/kaunas2022

Sity-telling festival www.istorijufestivalis.eu/en

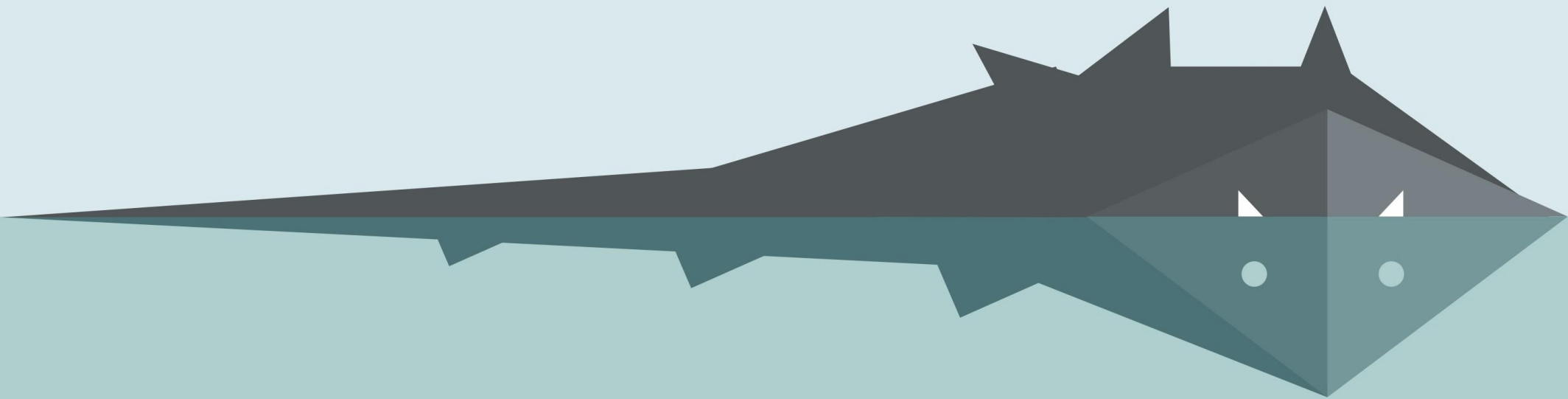


CITYTELLING FESTIVAL



OCTOBER 17-24TH, KAUNAS, 2019

Creating a new narrative for the city: **The Mythical Beast of Kaunas**



SOME FACTS ABOUT THE BEAST OF KAUNAS

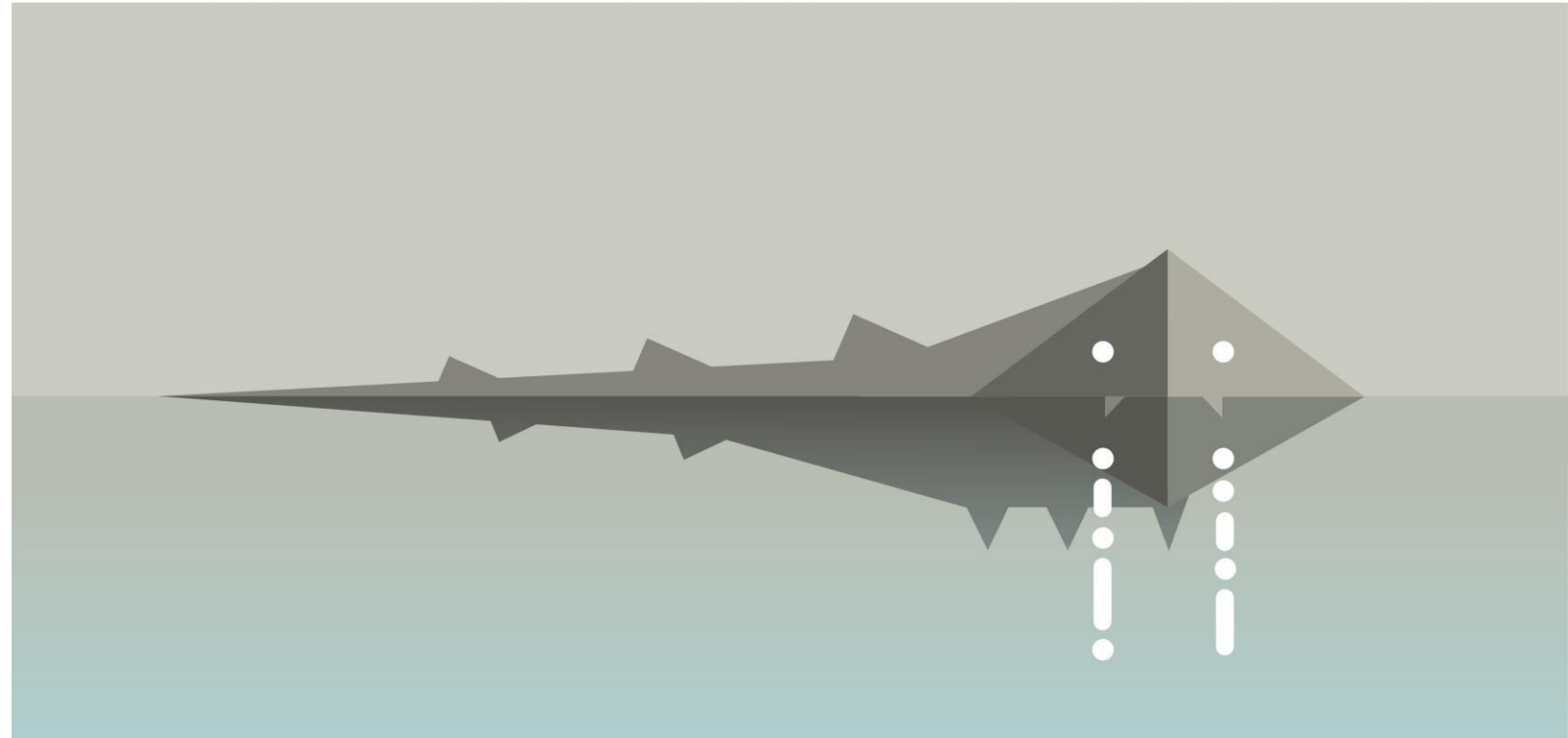
IT PLAYS DEAD WHILE AMBUSHING AND DISGUISES ITSELF AS AN ISLAND IN THE NEMUNAS RIVER

The Mythical Beast of Kaunas – how we create it

Co-creative writing, fairy-tale book, comics, public art, marketing, air-balloon trip over Europe, etc.

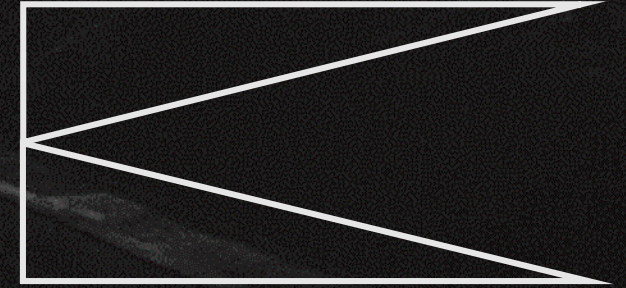
The trilogy of Grand events in 2022 will invite to live through the new legend **(1)** awakening, **(2)** encountering and **(3)** making a contract with The Mythical Beast of Kaunas.

SOME FACTS ABOUT THE BEAST OF KAUNAS



THE GREAT ČIURLIONIS WAS INSPIRED BY THE BEAST WITHOUT EVEN KNOWING IT

Why Kaunas needed the European Capital of Culture title?



- ▶ shrinking city
- ▶ city with bad publicity or no publicity at all
- ▶ common amnesia
- ▶ loss of a public life and a public space / the ghost town
- ▶ lack of community engagement
- ▶ the cultural institutions lacked the resources to correspond to the needs and expectations of contemporary audiences
- ▶ no sustainable bonds or links between culture and business, education, and other sectors
- ▶ feeling of temporariness...

Vision for Kaunas and Kaunas District for 2022 and beyond

A place for recognized talents, happy people and encouraging experiences

Engaged, empowered, and **sharing community**, rooted in and proud of its place, emotionally attached to its heritage, participating in co-creation of contemporary narrative of the city

Culture is accessible to everyone through friendly and creative public space and European artistic content

European destination, place of relevant contemporary culture

Strong culture sector - visible, socially responsible, networked nationally and internationally, working in regular partnerships with social, education, business, IT sectors and with communities

Thank you!
Stay in Kaun'tact 😊

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