

MALAGA 2016 - CANDIDATE FOR EUROPEAN CULTURE CAPITAL

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Málaga 2016

In 2016 two cities, one from Spain and another from Poland, will be European Cultural Capitals; beforehand, the cities must go through a competitive selection process that will end in a final decision in the first three months of 2012.

The title of European Capital of Culture will be awarded to the city whose cultural programme for 2016 deserves to be considered exceptional because of its quality, European dimension and involvement of its citizens.

In Spain this process has already begun; a first phase, of pre-selection, will be carried out prior to the ultimate decision. It will be finished in October 2010. About fifteen cities, among which is our Málaga, have shown their intention to run.

Málaga's Strategic Plan sets culture as one of the main axes for the potential development of the city. According to this plan, a strong network of exhibition and cultural venues has been created; some are already functioning, some in construction.

Our city has seen a deep transformation. And now it has an opportunity to let all of Europe know about its most precious resource - its people's creativity- by showing a new image, not much taken into account until now: a thriving cultural city

The diversity of its territory, its artistic heritage, the infrastructure connecting it to the world, its hotel accommodation, its cosmopolitan feel... all these realities together offer a very positive backdrop for the candidacy of Málaga 2016.

Participation by the citizens is a key factor. The international recognition of Málaga's artistic and cultural potential requires everyone's involvement, be it through active collaboration in cultural activities or simply by attending and learning from them.

In order to channel, stimulate and monitor this source of energy, Málaga's City Hall, the Regional Government of Andalucía, the Provincial Council and the University of Málaga have set up Málaga Ciudad Cultural Foundation, which will consolidate the cultural potential of Málaga for the future.

The cities that have been European Cultural Capital's have seen transformations of the cultural awareness of their citizens, by becoming known as creative cities and by the profits generated for their economy and employment, through the increase in cultural-oriented visits.

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