Erasmus + BIP
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Cultural Labels and Urban Development

ECOC – UNESCO World Heritage

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- The expectations
- ECOC & other cultural labels: for whom, where and how?
- From Mons2015 as an example
- Some conclusions

The expectations:
Bilbao, Glasgow et al…

What is expected in terms of development?

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Various expected impacts

- Development of cultural activities, training and framing of the sector
- Creation of direct and indirect, temporary or sustainable income and employment (creative activities, ITC, hotel and catering, tourism, buildings, and so on)
- Building and urban renovation, infrastructure, mobility and external investment (R&D)
- National and international change of brand image
- Local pride and improvement of the living spaces

Guggenheim effect in Bilbao



But also

- Delays in the outputs, over-spendings
- Other public priorities postponed and crowding-out effects
- Depopulation in some neighboorhood or gentrification



Frank Gehry's Guggenheim Museum in Bilbao: **does it do enough for the city's ordinary residents?** Photograph: Gary Calton, 2015

Three expected and interconnected trends

- (Only?) positive externalities: direct, indirect and induced effects
- Urban marketing tool
- Catalyst for spatial revitalisation and a cultural and creative cluster
- Convergence towards an international standard growth or a territorial specific model

ECOC & other cultural labels

for whom, where & how?

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ECOC

- Initially: a label to build Europe
- The capital cities as ECOC
- Support of regional development and urban regeneration
- Support for social cohesion and sustainability



Glasgow ECOC in 1990

UNESCO World Heritage

i.e. *the identification, protection and preservation of cultural and natural heritage around the world considered to be of outstanding value to humanity*

UNESCO creates:

- Rights and obligations
- International legitimacy & fame
- Support for a model of preservation + worldwide attractiveness



Belgian and French belfries, 2005

FOR WHOM?

- Tourists, external investors, regional and local visitors, experts, cultural artists, cultural hobbyists, inhabitants, ordinary citizens, young, elder people, migrants, …?

WHERE?

- In the centre, around the centre, in the suburbs, in rural area, in a cross-border area, …?

HOW to manage?

- By a limited group of decision-makers and (international) experts, with a call for projects, with some participatory processes, …?

A model of attractiveness, imports of expertise and the management towards a model of converging cultural and creative growth

or

a grounded approach based on local resources, inhabitants and local cultural systems?

Gerry Mooney, Cultural Policy as Urban Transformation? Critical Reflections on Glasgow, European City of Culture 1990, *Local Economy*, 19 (4), November, 2004

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Beatriz Garcia, Tamsin Cox, European Capitals of Culture long term effects, IP/B/CULT/IC/2012-082, *report requested by the European Parliament's Committee on Culture and Education,* 2013;

European Commission, Directorate-General for Education, Youth, Sport and Culture, *European capitals of culture – 30 years*, Publications Office, 2020, **https://data.europa.eu/doi/10.2766/367668**

From Mons2015

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Mons2015: an attractive approach

- Mega-events and international references
- 5 museums (re)opened at the same time
- ‘Imports’ of experts for the programme (the railway station by the Spanish architect Calatreva)
- The ‘cultural km’ in the historic city and a temporary network of connected cities







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Mons2015: the territorial trends



- Four flags: St George, Vincent Van Gogh, Verlaine and Roland de Lassus
- In the city centre **plus** in Mons-Borinage
- Activities based on the past Italian immigration, an exhibition illustrating « local stars », local narratives
- The role of citizens as ambassadors





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In 2023, …

- Cultural infrastructure e.g. the museums, street art, the Maison Folie, the Atleirs of FUCaM, … (+ students' mental maps)
- Regional and European tourism
- New restaurants and shops in the historical centre
- Every 2-year international cultural exhibitions
- Fundation and specific organisations (SMART and CRC) to connect or support artists

But also

- Housing pressure
- No real impact on employment
- Brain drain for students, especially graduated in arts

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Some conclusions

About the French 2028 ECOC

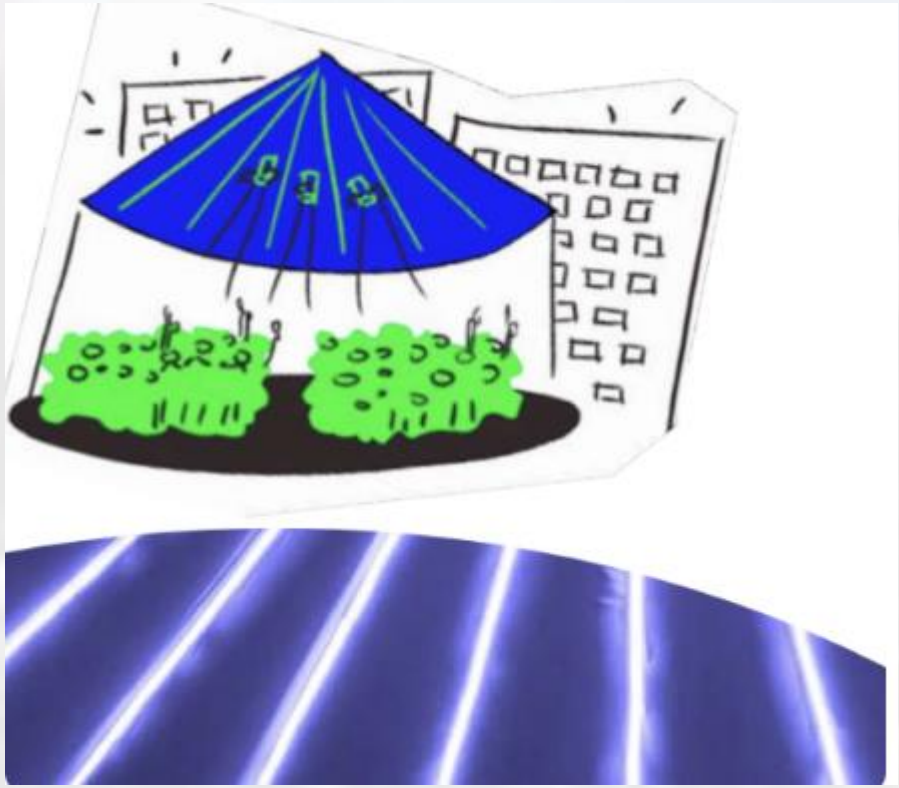
- *Perifeeries*

Saint-Denis: based on a participative and collaborative process of governance

Connection with peripherical cities of Brussels

- *Rouen, Seine normande*

Rouen: based on the River Seine, from Rouen to Le Havre



Conseil d'influence, périféeries

About the French 2028 ECOC

- Beginning of the call:

December, 2021

- Today:

4 out of 9 candidates are selected that is: **Bourges, Clermont-Ferrand, Montpellier & Rouen**

- Result:

December, 2023



By way of conclusion

ECOC, a label intrinsically related to a model of standard growth

- The ‘dictatorship’ of the labels
- The competition (for instance at the national level)
- Economic more than cultural objectives

Plus:

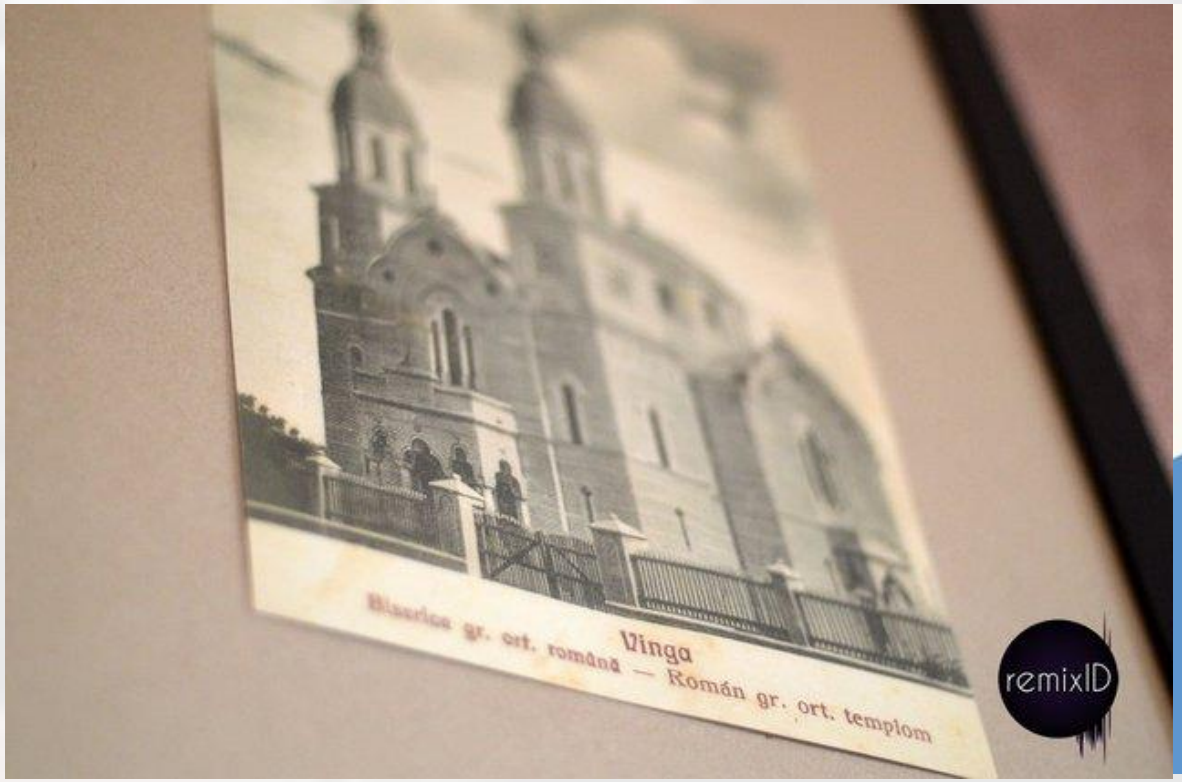
- Environmental and social stakes
- Need for a grounded model of urban development

Which culture(s)? What is culture?

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