

A nighttime photograph of Ghent, Belgium, featuring a bridge over a canal, a church spire, and fireworks exploding in the sky. In the foreground, a festival tent is illuminated.

gent:

**UNESCO
Creative City
of Music**

**First European Forum on Music - Vienna
musical diversity in urban context**

Katrien Laporte

Advisor for culture to the deputy mayor for culture, tourism and festivities

Ghent is a provincial town in size but it's a world town in it's thinking (*Jelle Dierickx, artistic director Festival of Flanders*)



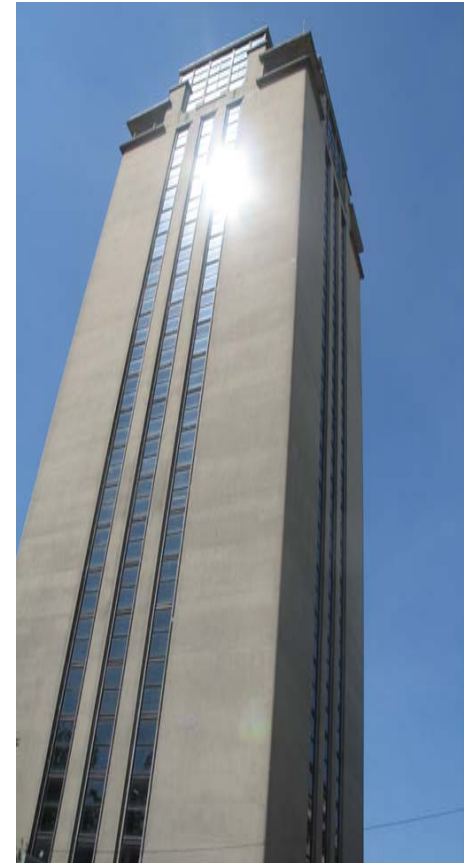
General Facts and Figures

Population: 240.000

- Ranked second to Antwerp, in Flanders
- 15% of immigrant origin, mostly Turkish origin,
- 155 nationalities

Asset : largest education city of Flanders

- **68.000 students**
- According to the 'Academic Ranking of World Universities':
"Ghent University is Belgium's top-ranking institution"



City asset : cultural heritage and the arts as a resource for tourism

- Rich architectural, cultural and historic heritage (medieval city with attractive monuments and historical building)
- Significant centre of culture and tourism
 - over 700.000 overnight stays/year
 - over 1,7 million daytrip tourists
 - fastest growing tourist destination for historic towns in Flanders
 - National Geographic traveller magazine : 3th most authentic destination in the world

What a surprise! Not because Ghent is an authentic, real city, filled with excellently preserved buildings, monuments and art treasures. The real surprise is/was that the city is recognised for these qualities! And what's more, Ghent is praised for its "brilliant mix of a wonderful past and a contemporary, vibrant city".

Gent, 2020 a creating city

- The mission statement, a shared ambition, a strategic plan of the administration and the city council for Ghent in 2020:



Ghent, a creating city, a pioneer in the development of a sustainable, solidary and open society by uniting all creative forces”

- Study European commission The economy of culture

Creative industry sector : fastest growing economy - 5,8 million people work in creative industries = 3,1% of total employment figures. Turnover bigger than chemical and food-industry

The tree band (boomfanfare)



Cultural context

Cultural Policy Plan 2008 – 2013: *'A Nile flows through Ghent'*

- 9 Museums
- Public Library with 15 branches in every district
- Archives and Archaeology services: the Black Box
- Monument and Architecture service
- Cultural Centre Circa, Arts Service
- **19 subsidised (by Flemish government and by city) music organisations** : music stages, classical ensembles, management offices, music education organisations..., Music Centre De Bijloke, Flemish Opera Art Centre Vooruit, 'Handelsbeurs' music centre, Pop and rock centre Democrazy, NTGent city theatre, Intercultural Centre De Centrale, Music Hall Capitole..., Logos, centre for experimental music, music theatre LOD,
- 8 theatres, 6 arts centres, and many other bigger and smaller producers in the field of music, dance and theatre, professional and amateur
- 400 cultural organisations

Unesco creative cities network

- Exists since 2004
- Ghent, Since June 2009
- Belfry and 2 beguinages on list of Unesco world heritage
- Global Alliance for Cultural Diversity
- Strategic collaboration between cities – development creative industries
- Only 21 cities worldwide in Design, craft and folk art, media-art, music, film, literature, gastronomy
- Music cities : Seville, Bologna, Glasgow Gent



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After the bid, why did Ghent received the title ?

- Music and heritage
- Festival city
- Education
- participation

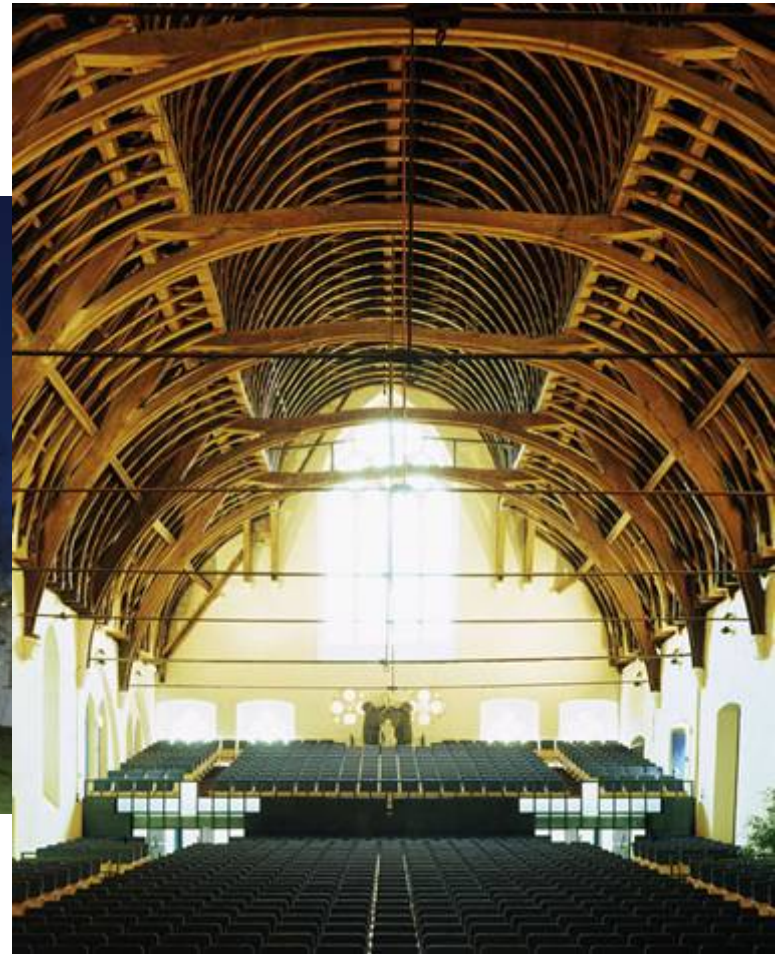
Flemish Opera (19th century)



Arts Centre Vooruit (1912, former socialist cooperative, monument of the year 2000)



Music Centre De Bijloke (13th c. hospital)



Handelsbeurs, exchange (18th and 19th c.)



Festivals

Ghent, City of Festivals

- Festival of Flanders (September, October)
 - International Film Festival – The impact of music on film (October)
 - World Soundtrack awards
 - Gent Jazz Festival (July)
 - Ghent Festivities (July) hosting several festivals from pop and rock to world music over techno and street theatre, direct and indirect economic impact of €49.5 mio with over more than 1.8 mio visitors
 - Many festivals throughout the year (opera and music theatre festival for children), contemporary opera festival, ethnic-cultural music festival Les Goûts de Gand, dance and techno...
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- EFA (European Festival Association)
 - FMiV (Federation of Music Festivals in Flanders)

Ghent Festivities



Gent Jazz Festival (annual summer festival on the historic Bijloke site)



Photo © Jos L. Knaepen

Tangodemonstration during OdeGand, opening cultural season with Festival of Flanders



Education and young musicians

- Conservatory and music academies
- 2 post-graduate institutions
 - Opera studio
 - Orpheus institute (advanced studies en research in music first doctoral programme for performers and composers in Flanders)
- IPEM platform for innovation and music research from the Gent University
- Many non-formal platforms for art and music education
- Lively young music scenery
- 600 rock and pop bands

participation

- Broad participation of audience and artists
- City nr 1 in Flanders concerning number of performances in relation to its population
- 185 stage productions per 10.000 inhabitants
- 1.800 music events per year
- City composer

Live Opera screening of Don Giovanni on Saint-Peter's square



City budget for culture

- Cultural annual budget € 38.4 mio (**6% of overall city budget**)
- Music subsidies issued by the City of Ghent: € 6 mio + 2 mio for infrastructure annually
- 30% of project subsidies go to music projects
- Structural support for amateur music ensembles
- Cultural investment € 65 mio in current policy plan (**17% of overall city budget**)
- € 12 mio is invested in the Ghent music sector by the Flemish Government
- The Flemish Opera is a Flemish institution € 14.1 mio for both Antwerp and Ghent

Future : Ghent Unesco creative city of music

- Unite and collaborate with various musical actors in Ghent
- Make them more visible
- Product development
- Acquisition of important music events
- Create more opportunities for Ghent musicians and audiences
- Invest in infrastructure for creation
- Promote the image of Ghent – city-marketing and tourism tool
- Collaborate, network with the other creative cities of music
- Before summer 2010 : indepent non profit organisation
- Launch Ghent, Unesco creative city of Music September

De Centrale – intercultural music centre

- °1995 department of welfare's municipal integration office → political statement : inclusive policy
- Based in former electric power station in a multicultural neighbourhood
- Original main objective :
 - right to culture of ethnic-cultural minority groups and cultural participation
 - Stage for artistic expression and intercultural collaboration of the cultural diversity of Ghent and Flanders
- Mainly focus towards Turkisch community, also North-African, Black African and Eastern European communities
- Since 3 year operating under departement of culture
→ emphasis the intrinsic values of cultural diversity from a more cultural and artistic perspective
- Competence centre cultural minorities for broader artistic and cultural field in Flanders

Dubble concert : Absynthe Minded (Ghent based international known popgroup) + Turkisch group Yüksek Sadakat





Thank you for your attention!

More information

op www.gent.be/