



United Nations Educational, Scientific and Cultural Organization

# UNESCO

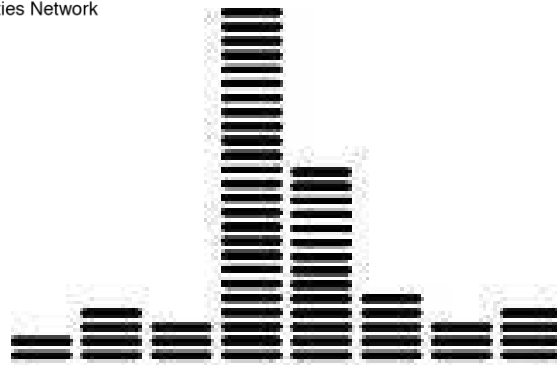
# CREATIVE CITIES OF MUSIC



## Bogotá City of Music

United Nations Educational, Scientific and Cultural Organization

Member of the UNESCO Creative Cities Network since 2012



## Bologna City of Music



a UNESCO Creative City

# UNESCO CREATIVE CITIES NETWORK

34 cities world-wide

[around 50 preparing bids / already applied]

7 Creative Disciplines:

- Music
- Literature
- Gastronomy
- Folk Art
- Film
- Media Art
- Design



COMUNE DI BOLOGNA

# BOLOGNA CITTÀ DELLA MUSICA UNESCO



United Nations  
Educational, Scientific and  
Cultural Organization



Bologna UNESCO City of Music

Member of the Creative Cities Network since 2006  
under the framework of  
The Global Alliance for Cultural Diversity

# BOLOGNA CITY OF MUSIC 2006

[www.comune.bologna.it/cittadellamusica](http://www.comune.bologna.it/cittadellamusica)

tel. 051203040

Numbers: **9898** Music events in Bologna (live music 6270)  
**313** different venues  
**2.1** million people attending  
**1500** people working in the music sector  
**160 000 000** total estimated income



# Music Production

Specialised staff and technicians, rehearsal rooms and recording studios, Bologna is literally a city that lives on music. Bologna counts also many independent labels supporting emerging bands, as well as important management offices.

## Numbers:

100	band/artists
231	SME working in the musical sector
131	labels for musical production
23	music publishers
39	recording studios
115	managers/promoters of musical events
20	radio stations

# Students

Bologna is known as “la Dotta” (the Learned), because of its University, founded in 1088. Now, Johns Hopkins University, The Royal College of Spain and College of China, enhance the international dimension of the City’s cultural life



Numbers: Over 85,000 University students per year  
23 University faculties  
200 music school teachers  
4000 students in music disciplines

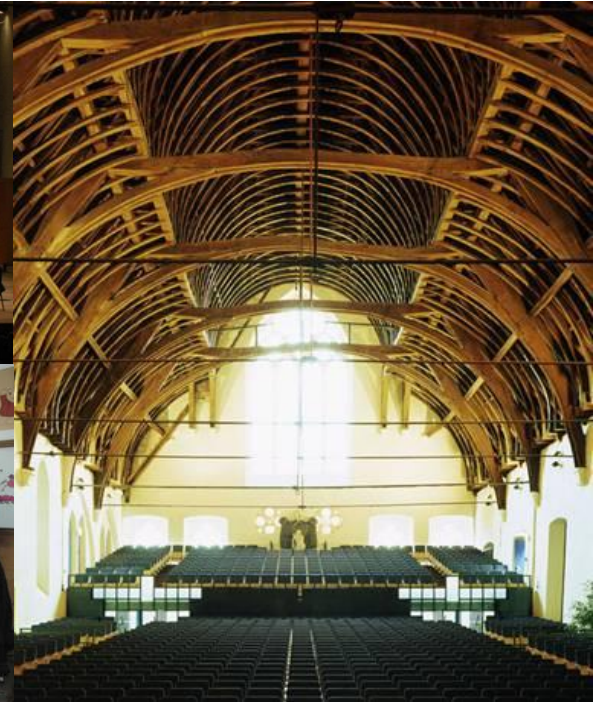
**SEPTEMBER 18-21, 2013**

**BOLOGNA**

**ANNUAL MEETING OF THE  
UNESCO CREATIVE CITIES  
NETWORK**

**34 CITIES WORLD WIDE**

# Ghent - A UNESCO Creative City of Music since 2009



Heritage, Festival city, education, participation





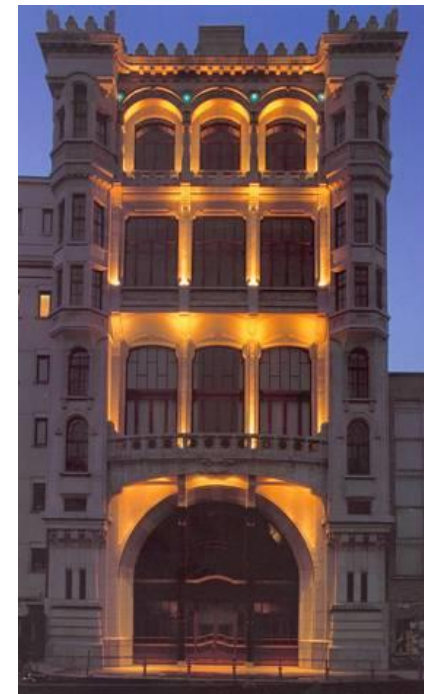
## 2010 Declaration of Ghent : in search of a privileged partnership

- Collaboration between subnetwork of UNESCO Creative Cities of Music
  - Education
  - Creation (festivals and productions)
  - Sharing expertise in the field of participation
  - Heritage and tourism
- Bologna Estate Festival, annual UNESCO Music Days, intensifying mobility of teachers and students of conservatory, workshops, masterclasses, residency program, composers exchange, newsletter
- Problem : facing financial inequality



# Effects/benefits in general

- more recourses for music
- more international attention for organisers and more touring opportunities for Ghent musicians
- music sector united in independent NPO
- music as a touristic and city marketing asset



# Effects/benefits

- music subsidies issued by the City of Ghent: € 6 mill.
- 30% of the cultural project money for music
- Investments by the city: € 2 mill annual
- € 12 mill is invested in the Ghent music sector by the Flemish Government and another € 1.2 mill by the Province of East-Flanders
- new : city marketing budget for international music events in Ghent and abroad
- acquisition policy for important music events and - organisations
- 2 new festivals : Showcase festival pop en rock Glimps and Flamenco festival
- Networking – coöperation



# Effects and benefits new term

new policy plan 2014-2019



# Effects and benefits new term

New policy plan 2013-2018:

- Continue what's good

Wish list:

- new venue for pop and rock
- more rehearsal spaces and studios for music
- more attention for the creative industries
- more attention for non formal music education



# GLASGOW CITY OF MUSIC

a UNESCO Creative City

Since 2008

Svend Brown, Director

AIMS:

# Iconic – symbolise Glasgow's pride in its creativity







**Knowledgeable – be  
the trusted source of  
information to all  
interested parties**

# INFORMATION

Online at [www.glasgowcityofmusic.com](http://www.glasgowcityofmusic.com) we offer

- Most comprehensive and accurate database of Glasgow Music, free
- Most comprehensive listings of Glasgow music events available, updated daily
- undertake regular research projects on Glasgow Music.
- Answer 30-40 enquiries per week from musicians, media, industry
- Cooperate with tourism and city marketing agencies to profile music in their briefings and materials



# Accessible - increase participation and access to music in Glasgow

# THE BENEDETTI SESSIONS

PARTNERSHIP WITH ROYAL CONSERVATOIRE, NATIONAL YOUTH ORCHESTRA,  
GLASGOW LIFE AND CREATIVE SCOTLAND TO CREATE WEEKEND OF STRING  
PLAYING LEAD BY NICOLA BENEDETTI TO INSPIRE ASPIRATION  
TO EXCELLENCE IN YOUNG PLAYERS AND GENERAL PUBLIC



# UNESCO FAMILY FUN DAYS:

15 PARTNERS COME TOGETHER TO CREATE A FREE DAY OF FAMILY MUSIC MAKING AND FUN TO ENCOURAGE FAMILIES TO PARTICIPATE IN MUSIC TOGETHER

# Basic principal:

**Always start with  
knowledge and  
research**

# SING SCOTLAND

(Starts June 2013)

A nationwide framework for  
singing and participation  
in the 2014  
Commonwealth Games



# BOGOTÁ

## City of Music

Member of the UNESCO Creative Cities Network since 2012



**Music: Motor of Social, Economic and Cultural  
Development**





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# UNESCO

# CREATIVE CITIES OF MUSIC



**Bogotá**  
City of Music

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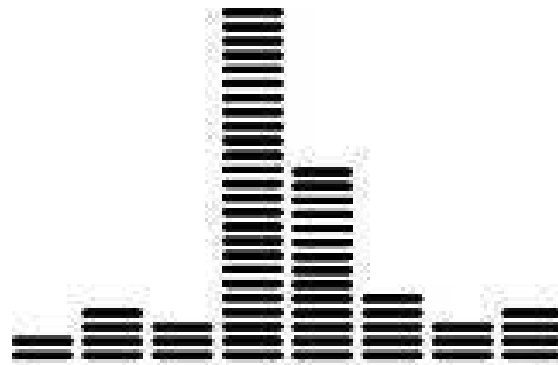
- Member of the UNESCO Creative Cities Network since 2012

**Sevilla**  
City of Music



**UNESCO Creative City of Music**

**YOUR CITY HERE**



**Bologna City of Music**



**GLASGOW CITY OF MUSIC**

a UNESCO Creative City

**TO BE CONTINUED....**