



Veszprém-Balaton 2023  
European Capital of Culture

# VESZPRÉM AND THE BAKONY-BALATON REGION

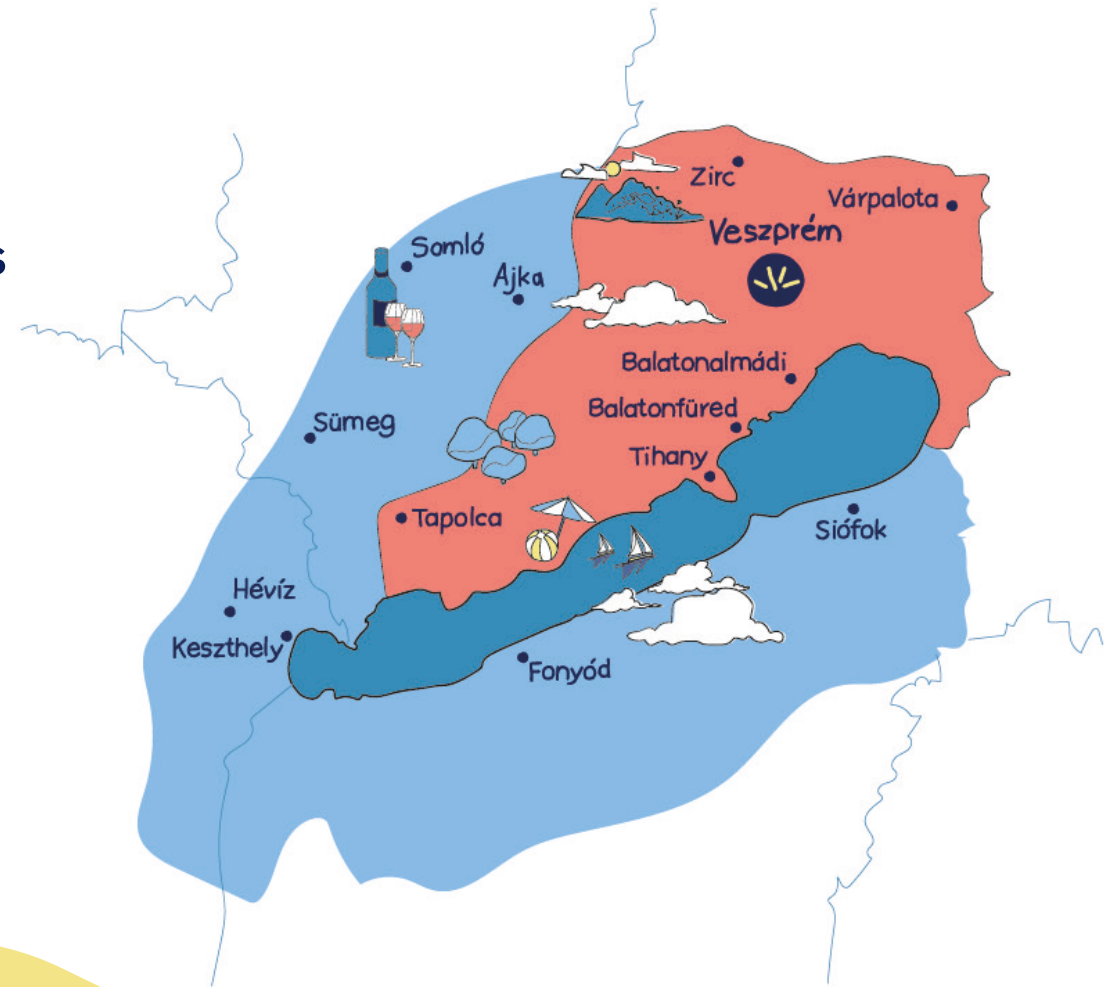
## THE CITY OF VESZPRÉM

- 60,000 inhabitants
- Bakony+Balaton region = 450.000 inhabitants
- 15 km from the north coast of Lake Balaton
- 110 km from Budapest

UNESCO CITY OF MUSIC since 2019

EUROPEAN CAPITAL OF CULTURE in  
2023

MUSIC STRATEGY OF VESZPRÉM – the  
city with the „most music” in Hungary  
for 2030





# OUR puzzle of being/becoming a music city

High level music festivals of regional/national/international (?) importance

Music initiatives (series, festivals) - not business model based  
Gap-filling / high added value + national importance

The music of the everyday:  
Good quality, accessible live music happening in/to the city  
„No more boring Tuesday strategy”

Music education for all generations:  
Accessible, affordable, adaptable

## **MUSIC OF THE EVERYDAYS**

**Urban development and revitalisation programme  
(Street Management Programme):**

- New function for empty/underutilized spaces in downtown of Veszprém**
- Music industry meets hospitality services**
- Creating emblematic places – making them part of the Veszprém (and the Music City) brand**

**No more boring Tuesdays.**

**PAPÍRKUTYA**  
**culture bistro & live**  
**music pub**

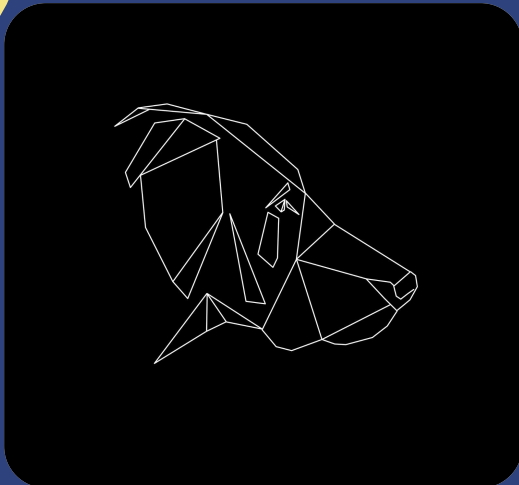
Culture bistro in the downtown of Veszprém

An empty building was renovated and filled with new function

Concerts on weekdays

Personal, intimate milieu, to bring music closer

**OPENED IN OCTOBER 2020., NOWADAYS IT IS ONE OF THE MOST POPULAR PLACES IN VESZPRÉM**



## MUSIC EDUCATION for all generations

1. Music is everywhere, everywhen. / Music is all around us

Projects: PAPER DOG (Papírkutya), SOUND PLAY (Hangjáték) complex music education/development program

2. Playing Music is not the privilege of professionals. Find your music, enjoy!

Projects: SOUND PLAY(Hangjáték), Hangár Popular Music Centre

3. Support and develop teachers, experts to help their work with music education

Projects: SOUND PLAY (Hangjáték), MusiColours Capacity Building Seminar

4. Possibilities to musicians, bands

Projects: Dimitrov Rehearsal Centre, Hangár Popular Music Centre, Music Hungary Conference & Show Case, MusiColours Youth Music Festival, World Music Capital/Balkan Most

# HANGJÁTÉK/ SAOUNDPLAY

## COMPLEX MUSIC DEVELOPMENT PROGRAM

Music TRAININGS – different levels, for different ages, amateurs

- Early childhood musical development
- Train the trainers programmes
- Pop music education
- Support the operation of various music communities – including CHOIRS restart
- „Instant music sessions” with varied thematic focus
- Communal music sessions – as teaser events





# HANGÁR

## Popular Music Education Center

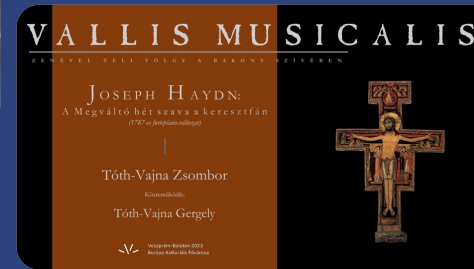
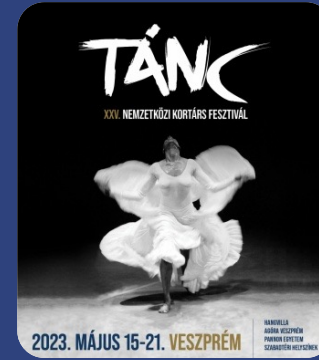
Locally based private music teachers – centrally co-ordinated  
Most popular musical instruments: guitar, bass guitar, drums, percussion, keyboard, ukulele, saxophone, singing

Pilot period started in April 2022  
„sold out” - students of different ages

It is established and operating with ECoC support until 2024, afterwards it will be self-supporting with some smaller financial support from the city  
Location: Dimitrov Rehearsal Centre



# Music/Veszprém/2023



# auer fesztivál veszprém

