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 modell based
Gap-filling / high added value + national importance

The music of the everydays:
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/underutilitized 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.
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
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

HANGJÁTÉK/SAOUNDPLAY
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 selfsupporting with some smaller financial support from the city
Location: Dimitrov Rehearsal Centre
Music/Veszprém/2023