

**Selection of a  
European Capital of Culture  
2013**

Selection panel

**Final selection report**

September 2008

In accordance with decision no. 1622/2006/CE of the European Parliament and the Council of 24 October 2006 establishing a Community action to further the European Capitals of Culture scheme for the years 2007–2019, and decree no. 2007-872 of 14 May 2007, a competition has been held to designate the French city responsible for organising the event entitled “European Capital of Culture” for the year 2013. The procedure for implementing this decision in France was set out in decree no. 2007-872 of 14 May 2007 and the notice published on 15 May 2007.

The selection panel established by the orders of 10 and 14 December 2007 and 11 August 2008 was given the task of recommending a city for designation as European Capital of Culture 2013. The members of the panel are listed in an appendix.

In accordance with article 7 of the decision of 24 October 2006, the preselection meeting was held in Paris on 17, 18 and 19 December 2007.

At this meeting, in accordance with article 6 of the decision of 24 October 2006, the panel appointed Sir Robert Scott as Chair for the entire procedure; it also appointed Jean Guéguinou as Vice-Chair and Anne Magnant as Recorder.

Application files had been received from Amiens, Bordeaux, Lyon, Marseille, Nice, Saint Etienne, Strasbourg and Toulouse. Following the preselection procedure, the panel proposed to shortlist the four cities of Bordeaux, Lyon, Marseille and Toulouse, whose applications in their view best met the objectives of the event and the criteria of the “European dimension” and “cities and citizens”.

### **The selection procedure**

At the request of the Chair of the panel, the final selection meeting was preceded by a one-day visit from a delegation from the panel to each of the four short-listed cities, taking place between 1 and 5 September 2008. The delegation comprised the Chair and Vice-Chair of the panel and two other panel members selected by the Chair and Vice-Chair, one from those appointed by the European institutions, the other from those appointed by France.

The application files had been submitted by the cities by 18 August and were sent to the panel members by the Ministry of Culture and Communication prior to these visits.

The Ministry of Culture and Communication called a meeting of the selection panel at the Musée d’Orsay, Paris, on 15 and 16 September 2008.

The final selection meeting began with a presentation of the city visits by the panel delegation that had made them. The four short-listed cities were then heard in succession, each interview comprising an oral presentation of the project lasting no longer than 30 minutes, followed by an hour-long discussion with the panel. The panel then deliberated its choice of city to be designated European Capital of Culture.

Each of the four cities was represented by its mayor, the head of the cultural project and, in most cases, representatives of the general and regional councils involved, as well as local

economic interests and some artists. The composition of these delegations demonstrates the degree to which the bid to become European Capital of Culture was a unifying project for the four cities concerned. Two presentations were supported by audiovisual materials.

Each of the four cities had done a great deal of work since the preselection panel has examined their files. All the cultural projects had been given greater depth and detail; in many cases management had been consolidated and artistic teams strengthened while funding proposals were far more detailed in every case. The desire of each to stage the event, already keen at the preselection stage, was felt even more strongly. Each of the four cities regards the event as an important means of joining the ranks of the largest European metropolises and extending their influence beyond their own boundaries, while strengthening their identities internally by helping them to meet the challenges of the 21<sup>st</sup> century.

As in its preselection report, the panel would like to emphasize the place each of the four cities gives to culture as a means of strengthening social cohesion, developing exchanges and diversity and embracing multiculturalism and intercultural dialogue. These cities all believe that artists and culture can provide answers to the complex questions posed by diversity and globalization. Culture is also regarded, particularly in economic circles, as a major element in making the city and region more attractive and increasing innovation.

The four cities' artistic projects draw on all forms of artistic expression and all give a large place to creation, new technologies and contemporary forms of music. Architecture and urban planning have an important place in all the projects.

The proposed forms of management all involve a support association; the cultural project is entrusted to an artistic director or a team given total freedom of artistic choice.

All the cities had made efforts to rally the local population to their bid; several had already launched a number of the activities planned in their cultural project. The panel thinks that these activities will be pursued and that the unifying effects of preparing the event will give new impetus to their cultural life.

In making its final selection the panel paid close attention to the conditions in which the programmes of the shortlisted cities met the objectives of the event, as set out in article 3 of the decision of 24 October 2006 and to the two categories of criteria established in article 4: "the European dimension" and "cities and citizens". It also examined the degree to which the programmes took account of the recommendations drawn up at the preselection meeting and in the preselection report concerning the formal presentation of the project, project content, project governance and respect for the criteria.

The project presented by Marseille was judged to respond best to the objectives of the event based on the criteria set out in the European decision and the panel's own recommendations. It was also the project that seemed to the panel to present in the most balanced way:

- a high quality, very coherent cultural and artistic programme based on a concept of interest to both the city and Europe, led by a highly professional project director supported by a solid team;
- strong political engagement on the part of the mayor of the core city and all the local authorities involved, whatever their political allegiance, across a broad geographical area in Provence;

- solid financial support from local authorities and business with a carefully considered funding plan.

In the panel's view, the project presented by Marseille, on which a great deal of work had been done since the preselection meeting, seemed innovative, well constructed and well prepared. The panel was sympathetic to its underlying objective of combining high artistic requirements with a desire to reach disadvantaged audiences. In addition, this project, which is part of the Barcelona process on Euro-Mediterranean cooperation, strongly reflects the European dimension of the event.

**For this reason, it is the panel's unanimous recommendation that Marseille be designated as European Capital of Culture 2013.**

Following its deliberations, the panel communicated its recommendation to the relevant departments of the Ministry of Culture and Communication.

### **The panel's recommendations**

In accordance with article 8-4 of the decision of 24 October 2006, the panel has set out the following recommendations to Marseille regarding progress to be made and works to be carried out in advance of 2013:

- **project governance**

Marseille's bid enjoys very strong commitment from all the political authorities. It also enjoys support from business and its funding plan seems solid. This political commitment and financial support are fundamental guarantees of the success of the event. It is crucial that all partners involved maintain a strong political and financial commitment to the project, as mentioned in the Charter of the association Marseille Provence 2013 adopted by the founders and partners members and as it was presented to the panel, throughout the entire period of preparation and during the year 2013 itself.

Throughout this period the artistic project should also continue to be very strongly led by a project manager supported by a professional team enjoying the confidence of the political and financial partners.

- **respect for the criteria regarding the cultural programme**

- the European dimension requires greater emphasis. Contacts with other countries in the Union should be more developed and lasting partnerships established. It should be possible to communicate the experience of the Euro-Mediterranean dialogue proposed by Marseille widely in Europe;

- cities and citizens: the desire to combine artistic quality with outreach to the wider population, notably in more difficult neighbourhoods, is a major element in the attractiveness of this project; care must be taken to see that it is fully implemented.

Major work should be done during the preparatory phase to ensure that the activities, and notably the workshops, can be sustained.

- **project content**

The project content is very polished and complete and should retain its character. But as such, it risks leaving no room for new ideas or contributions from other artists, notably from Marseille, between now and 2013. Some margin of flexibility should, perhaps, be found.

The participation of the Provence area in the programme should be more visible and better integrated.

Communication around the event should be closely studied. It is vital that this rather complex project be clearly explained to the media.

The panel reached its decision on the clear assumption that all financial commitments, including those of the State, will be met.

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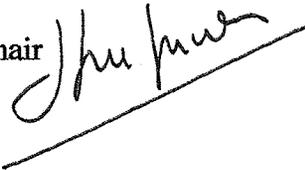
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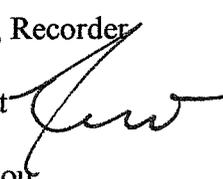
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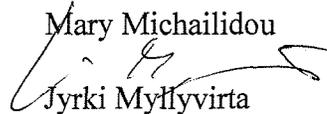
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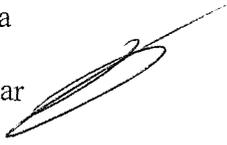
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