

**Designation of
a European Capital of Culture
for 2013**

Selection Panel

Pre-selection report

January 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 established 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 following cities submitted an application for the title of European Capital of Culture for the year 2013:

Amiens,
Bordeaux,
Lyon,
Marseille,
Nice,
Saint Etienne,
Strasbourg,
Toulouse.

According to article 7 of the decision of 24 October 2006, a selection panel must examine the applications in accordance with the criteria set out in article 4 of the said decision, agree on a shortlist of cities to be examined in greater depth and produce a report on the application files and a list of recommendations for shortlisted cities.

The selection panel, whose members are listed in an appendix, was established by the orders of 10 and 14 December 2007.

The Minister of Culture and Communication invited the panel to a pre-selection meeting, which was held in Paris on 17, 18 and 19 December 2007. The application files had been submitted to panel members by the Ministry of Culture and Communication prior to this meeting.

In accordance with article 6 of the decision of 24 October 2006, the panel appointed Sir Robert Scott as Chair; it also appointed Jean Guéguinou as Vice-Chair and Anne Magnant as Recorder.

The panel had an interview lasting one hour with each of the eight candidate cities. The cities presented their projects for 30 minutes before answering questions from panel members. The cities were all represented at the highest level by their Mayor or by the Chair of the *communauté d'agglomération*. Most of the presentations were based around audiovisual materials.

Having conducted the interviews, the panel would like to note the quality of most of the files and of the oral presentations.

The panel recognised the very great desire expressed by each city to host the event, the work they had already put into defining their projects and the work they were ready to undertake to become the European Capital of Culture.

The panel was also greatly pleased by the place given to culture in the development of each city and by the very dynamic role played by culture in their projects for embracing diversity in the 21st century, particularly in their approach to multiculturalism and intercultural dialog. These cities all believe that artists and culture can provide answers to the complex questions posed by diversity and globalization.

The panel noted that the candidate cities had all been highly impressed by the event's impact on the image of Lille, and were all convinced that the designation as European Capital of Culture is a cohesive project that can act as a catalyst for development not only in the cultural sector, but also in economic, social and urban spheres and can change a city's image for both its inhabitants and others.

The panel also noted that every city's project proposed to give complete freedom of artistic choice to the artistic director or project manager.

The panel believes that the work already carried out by all candidate cities can be put to good use by each one, including those that are not short-listed, to give impetus to their cultural life.

To draw up the short-list of cities,

- the panel closely examined the extent to which the candidates met the event's objectives, as set out in article 3 of the decision of 24 October 2006 and the two categories of criteria defined in article 4: "the European dimension" and "city and citizens";
- it based its considerations on the guide and questionnaire for candidate cities prepared by the European Commission;
- it considered what a French European Capital of Culture should be, notably in terms of its impact at the national and European levels;
- lastly it felt that the shortlist should not include too many candidates in order to avoid several cities embarking on a long and costly process that would have no chance of success.

After a long discussion it was judged that the four cities that best met the objectives of the event and the criteria of "the European dimension" and "cities and citizens" were:

Bordeaux,
Lyon,
Marseille,
Toulouse.

Following its deliberations, the panel submitted the shortlist of cities to the appropriate departments of the Ministry of Culture and communication.

In accordance with article 7 of the decision of 24 October 2006, the panel made the following recommendations to shortlisted cities:

- project content:

The project presented to the selection panel must be highly detailed. A project that has been thought through in depth cannot, at this stage of the selection process, consist simply of a concept or a series of themes: it must be a structured project with well-defined content.

The programme itself must be coherent and structured around the proposed themes. It must reflect the overall unity of the project and should not consist of a simple list of isolated events. The links between events and themes must be clearly apparent;

- project governance:

This is very important and must be sufficient to provide the project with strong leadership; solid governance is a factor for success. The responsibilities of the political authorities, any executive committee that may be set up and the operational team must be clarified in detail.

Provision must be made for solid, highly competent artistic direction on whatever model; the independence of artistic choices must be guaranteed.

At this stage of the selection process, the project must have credible financial backing with the guaranteed involvement of the local authorities;

- respect for the criteria

Some cities need to strengthen the European dimension; European partnerships and the development of European networks must be favoured.

Other cities need to deepen and diversify the involvement of local partners and citizens in the project.

Others need to make the project's durability and its effects for the city's medium and long term development more apparent, showing what will have changed in the city and what will remain after 2013;

- Formal presentation of the project:

For the final selection, the files submitted to the panel and the oral presentation will gain from a synthetic approach highlighting the application's originality and providing a detailed account of the financial arrangements for the realisation of the project.

To obtain more complete information for the final selection process, the Chair of the panel would like to visit the shortlisted cities, accompanied by a delegation whose membership may vary.

Sir Robert SCOTT, chairman

Jean GUEGUINOU, vice-chairman

Anne MAGNANT, recorder

Alain CROMBECQUE

Danuta GLONDYS

Mary MAC CARTHY

Patrice MARTINET

Mary MICHAÏLIDOU

Philippe NACHBAR

Jordi PASCUAL I RUIZ