

**Selection  
of the European Capital of Culture  
for 2016 in Spain**

Selection Panel

**Final Selection report**

Madrid, 27 – 28<sup>th</sup> June 2011

In accordance with the Annex of the Decision 1622/2006/EC of the European Parliament and the Council of 24 October 2006 establishing a Community action for the European Capital of Culture event for the years 2007 to 2019 (hereinafter referred as “the Decision”), Spain is entitled to host a European Capital of Culture (ECOC) in 2016.

Guided by the Resolution of the Spanish Council of Ministers of 22 May 2009 on the implementation in Spain of the Community Action for the ‘European Capital of Culture’ event, the Minister of Culture invited Spanish cities to participate in the competition for the title of the “European Capital of Culture 2016”.

The managing authority of the ECOC competition in Spain is the Ministry of Culture.

The procedure for implementing this Decision in Spain was set out in the Rules of Procedure adopted by the Ministerial Decree (*Orden*) CUL/2394/2009 of 31<sup>st</sup> July 2009, published on 11<sup>th</sup> September 2009.

In accordance with the Decision and the Rules of Procedure, the Ministry is responsible for the organisation of the national competition, designation of national experts, organisation of the pre-selection and selection meetings, visits to the cities and it shall also liaise with the European Commission when necessary.

The Selection Panel was appointed by the Ministerial Decree (*Orden*) CUL/1662/2010 of 7th June 2010, published on 22 June 2010.

## **Pre-selection**

Fifteen cities submitted an application for the title of European Capital of Culture for the year 2016 within the fixed deadline (12 July 2010) as well as all documents requested by the Ministry of Culture: Alcalá de Henares, Burgos, Cáceres, Córdoba, Cuenca, Donostia - San Sebastián, Las Palmas de Gran Canaria, Málaga, Murcia, Oviedo, Pamplona, Santander, Segovia, Tarragona and Zaragoza.

This was the highest number of applications in the history of the European Capital of Culture initiative and proof of the cultural richness of Spain as well as the importance attached by local governments to cultural policies.

Under Article 7 of the Decision, which deals with the first round of the selection process, the panel reviewed the applications in line with the criteria stated in Article 4 of the Decision. The pre-selection meeting was held in Madrid on 27, 28 and 30 September 2010. All the thirteen members of the Selection Panel were present - 7 members nominated by the European Institutions (2 by the European Parliament, 2 by the Council, 2 by the European Commission and 1 by the Committee of the Regions) and 6 members nominated by the Minister of Culture of Spain. The received applications were examined thoroughly, and the Panel found that all of them accomplished the objectives of the event,

proposed interesting cultural programmes, and addressed the criteria for the cultural programme fixed by Article 4 of the Decision (i.e. the “European Dimension” and “City and Citizens”).

The panel short-listed the six cities it considered to have the highest quality bids in relation to the criteria for the event (in alphabetical order): (1) Burgos, (2) Córdoba, (3) Donostia-San Sebastián, (4) Las Palmas de Gran Canaria, (5) Segovia and (6) Zaragoza.

The results of this stage of the competition were reported in the Report on the Pre-selection phase, which was submitted to the Ministry of Culture and the European Commission by the set deadline.

## **Final Selection**

All six pre-selected cities responded to the call for completed applications for the title of the European Capital of Culture 2016 announced by the Ministry of Culture on 23<sup>rd</sup> October 2011, by Resolution of the Directorate General for Cultural Policy and Industries of 21<sup>st</sup> October 2010, published on 23<sup>rd</sup> October 2010.

Six one day visits to the pre-selected cities preceded the final selection. In chronological order these were Zaragoza (30<sup>th</sup> May 2011), Donostia - San Sebastián (31<sup>st</sup> May 2011), Burgos (1<sup>st</sup> June 2011), Segovia (2<sup>nd</sup> June 2011), Córdoba (3<sup>rd</sup> June 2011) and Las Palmas de Gran Canaria (afternoon of 4 June and morning of the 5<sup>th</sup> June). The delegation consisted of the following members of the Selection Panel: Manfred Gaulhofer, Emilio Cassinello, Danuta Glondys and Jordi Pascual. The delegation of the Selection Panel was accompanied by a representative of the European Commission and representatives of the Spanish Ministry of Culture in charge of logistic matters.

The final selection meeting was held in Madrid at the Museo del Traje on 27-28 June 2011. Seven European and five national members of the panel participated in the meeting. Representatives of the European Commission were present as observers.

The Final Selection meeting was attended by candidate cities represented by local authorities at the level of mayor, directors of cultural institutions, non-governmental organisation members, artists, curators, advisors, experts, young people and representatives of the institutions appointed to organise the city's cultural programme for the European Capital of Culture 2016. The final presentation consisted of a thirty minute presentation by the bidding team, followed by a sixty minute question and answer session. On 27<sup>th</sup> June 2011 the bids of Burgos, Córdoba, Donostia - San Sebastián and Las Palmas de Gran Canaria were presented. On 28<sup>th</sup> June 2011 the bids of Segovia and Zaragoza were presented. The announcement of the winner of the competition took place at 17.00 on 28<sup>th</sup> June in the Auditorium of the Ministry of Culture in the presence of the Minister of Culture.

## The Evaluation by the Selection Panel

It was evident for the panel that an extraordinary effort had been made by the cities to stick to the objectives of the event, to follow the criteria for the cultural programme laid down in Article 4 of the Decision (i.e. the “European Dimension”, and the “City and Citizens Dimension”), and to take into account in their final bids the recommendations made by the Selection Panel in its report on the pre-selection phase.

The panel highlighted the following characteristics of the six bids.

### Burgos

- The clear-cut title of the bid: “R-evolución”. It expressed well the will to use culture “to re-vitalise the city and make society progress”, and was coherent with the aspirations of the city related to the ECoC bid.
- A good cultural programme spread over the three phases of "Re-discover", "Re-invent" and "Re-lease", which included comprehensive detailed presentation of four demonstrative projects: "The White Night" (as part of the "The authentic city: Sharing Public Space and Human Values " theme), “Burgos Tells” (as part of the "The eloquent city" theme, “People Like Us” (as part of the "Journeys in Search of Truth" theme, and "The Collision Project" (as part of the “The Problem of Beauty” theme). The Panel was pleased to learn that “The White Night” and “Burgos Tells” were already being implemented successfully.
- The strong support for the application by the cultural actors, the business sector, the university and citizens, grouped in a very active volunteers' organisation.
- The existence of a Strategic Cultural Plan, which guarantees the inclusion of the programme as an integral part of the long-term development of the city, and the preparation of a Cultural Industries Plan, intending to connect employment to the 2016 programme, and to boost the role of cultural industries in the city.
- The unanimous support of all the parties represented in the Municipal Council, as well as the support of the provincial Diputación and the government of the autonomous community of Castilla y León.

### Córdoba

- The title of the bid, “El futuro tiene raíces. Celebrando la diversidad”, which is fully coherent with the symbolism of the city. The bid was convincing in its approach to celebrate diversity based on the city's centuries' long tradition in dialogue and peaceful co-existence. The bid also articulately expressed “the aim that Córdoba becomes an inspiration for the rest of Europe”.
- A good cultural programme illustrating the idea of "Southern Constellation" and

divided into three themes that expand into seven programming areas which contain suitable projects for the support of local cultural development such as the “Crealia” or “Meridians” projects, as well as projects that may have a truly positive impact for the building of Europe and beyond, like “In Praise of Diversity” or “Cultures for Peace and Inclusion”.

- The participation of the cultural actors in the elaboration of the bid, as well as the passion and commitment of ordinary citizens for the nomination.
- The integration of the cultural programme in the urban planning of the city, with five Culture Streams that cross the old town and converge to the Guadalquivir river on the right hand river side and the Cultural Riverside that is supposed to create a new skyline for a new Cordoba on the left hand river bank.
- The unanimous support of all the parties represented in the Municipal Council, as well as the support of the provincial Diputación and the government of the autonomous community of Andalucía.

### **Donostia - San Sebastián**

- The title of the bid, “Cultura para la convivencia”, which synthesises one of the key European challenges: the respectful co-existence of people who "share places where multiple identities, values and objectives cohabit and constantly keep redefining one another".
- An excellent cultural programme placed under the spirit of "Waves of Energy", with 62 projects, structured over the four axes of “Lighthouse of Peace”, “Lighthouse of Life”, “Lighthouse of Voices” and “Lighthouse of Land & Sea” and developed using five cross-cutting work methodologies. The Panel was pleased to note that some of these initiatives were already taking place; others would be launched in the coming months or years, and some of them would go on beyond the year 2016. The programme had been very convincingly led by the artistic director.
- The innovative approach used to foster participation of the cultural actors and the citizens in the elaboration of the bid.
- The will to connect Donostia - San Sebastián to Europe (and the world at large), using a number of mobile initiatives (office, boat, train and circus) in order to exchange and learn, spreading the cultural programme across Europe and gathering the best experiences from other European cities.
- The unanimous support of all the parties represented in the Municipal Council, as well as the support of the Diputación Foral of Gipuzkoa and the government of the autonomous community of the Basque Country.

## **Las Palmas de Gran Canaria**

- The title of the bid, “Una luz en el océano”, which expressed well the aim of the bid to turn the city into a cultural hub at the outer periphery of Europe, which conveys cultural messages to all European citizens.
- A good cultural programme of six plus one thematic lines (The Port of La Luz - Transporting Ideas; A Reef of Reminiscences; Parallel 28: The Volcanic Garden; Hooked on the Risco; The River of Sugar; Culture at 22º, Plus 6) that is based on local assets such as heritage and nature, artistic excellence, positive attitude towards diversity and foreign cultures, social concern and tri-continentality, and which is well translated into outstanding projects like the “Parque de las Creaciones” or “Hooked on the Risco”. The Panel was also impressed with the strong inclusive and integrating aspects of the programme.
- The vision of the technical team that elaborated the bid, in close cooperation with cultural actors of the city, as well as the passion that many citizens put in the race for the nomination, which is reflected in the high number and impressive quality of citizens' participation initiatives.
- The sustainability of the programme: the strong place given to culture in the long-term development plan of the City named "Proa 2020", the existence of a Strategic Cultural Plan of the City, the coherence of the bid with the Cultural Plan, and the importance granted to cultural industries in the bid.
- The unanimous support of all the parties represented in the Municipal Council, as well as the support of the Cabildo of Gran Canaria and the government of the autonomous community of the Canary Islands.

## **Segovia**

- The title of the bid, “Ciudad Laboratorio de Cultura”, aimed at demonstrating that a small inland city bridging large cities with territories and landscapes can put culture at the centre of an urban development project if it aims to give the best quality of life to citizens.
- A good cultural programme divided into four main programmes (“Konexionex”, “Bravo!”, “Paisajes” and “Convergentes”) that are inspired by the thematic axes of New Centrality, Future Heritage Lab and Social Innovation and focus on the practical applicability of the core ideas of the bid. The programme is placed under the concept of city as a cultural lab for social innovation that tries to generate a creative territory and to forge a network with Europe.
- The balanced budget and the clear governance structure, which guaranteed the independence of the artistic director, the efficient delivery of projects and their evaluation.
- The sustainability of the programme, because it fosters the active participation of all citizens in cultural projects, integrates cultural policies well into broader local

development plans and plans to show paths to a solvent, efficient and sustainable city.

- The unanimous support of all the parties represented in the Municipal Council, as well as the support of the provincial Diputación and the government of the autonomous community of Castilla y León.

## **Zaragoza**

- The title of the bid, "Utopía Europa", aiming "to raise debate and contribute fresh ideas in order to improve the cultural dimension of the European project" based on the conviction that "there is still a place in Europe for Utopia".
- A good cultural programme that was structured along the five central themes of "Memory and Celebration", "City and Urban Culture", "Diverse Europe", "The Route of Utopia" and "Ties to Latin America" that convincingly translate the key concept of the bid into concrete projects. The concept and the programme also showed a clear-cut orientation towards the marriage of new technologies with contemporary arts (as, e.g, through the "Digital Mile" area, the EuroTEA festival and the ScanMemories project). The programme also conveyed the vision that a sustainable city must include culture as one of its main components.
- The coherence of the programme with the Strategic Cultural Plan of the City, and the committed participation of citizens and the cultural actors in the elaboration of a bid, convincingly led by the artistic director.
- The territorial dimension of the programme; on the one hand, involving seven cities and villages in Aragon as well as other cities in the Ebro valley, and on the other hand, making the best use of the extensive existing cultural infrastructure and the experience of Zaragoza in international networks and partnerships.
- The unanimous support of all the parties represented in the Municipal Council, as well as the support of the provincial Diputación and the government of the autonomous community of Aragón.

All 6 cities presented very strong bids, disregarding the messages of some stakeholders (especially digital media and press) that tried to grant to one city or another the role of favourite. All members of the Selection Panel agreed that the six cities met the criteria to become a European Capital of Culture and convincingly showed their will to make culture a core issue of future city development. All the members of the Selection Panel therefore wholeheartedly praised all 6 cities for their excellent work.

The final deliberations of the jury were organized as an open discussion in which each panel member freely expressed his/her opinion. The debate focused on the criteria as laid out in Article 4 of the Decision (the "European Dimension" and the "City and Citizens Dimension") and the quality and sustainability of the cultural programmes presented by the cities. For the final vote of the Selection Panel, a majority of two thirds was needed to

recommend a city according to the Article 6.6 of the Rules of Procedure adopted by the Minister of Culture of Spain (Ministerial Decree CUL/2394/2009, of 31<sup>st</sup> July 2009, published on 11<sup>th</sup> September 2009). Each panel member voted in secret and a clear majority of the Panel (which fulfilled Article 6.6) agreed that the bid of Donostia –San Sebastián best reflected the objectives and criteria of the European Capital of Culture, and that it provided the best possibility for the successful implementation of the event. Consequently, the panel recommends that Donostia - San Sebastián be designated as the Spanish European Capital of Culture for 2016.

The panel's recommendation was announced by the Chairman of the jury at the press conference held immediately after the closing session of the Selection Panel. On behalf of all members of the Selection Panel the Chairman congratulated the winner of the competition and emphasized how difficult it had been for the panel to select one city out of six as they had all submitted excellent applications.

This is why:

- The Selection Panel recommends the five finalist cities to implement a maximum of the cultural programmes presented in their bidding documents and to continue to make culture a focal point of city development.
- The Selection Panel would like to encourage the Spanish authorities to give special support to the cultural programmes of the five finalists during the period 2012-2015.

## **Recommendations of the Selection Panel to the nominated city**

In accordance with Article 8 Paragraph 4 of the Decision, the Panel wishes to make the following recommendations to Donostia -San Sebastián concerning the progress and the arrangements to be made:

- The Selection Panel congratulates Donostia - San Sebastián for the quality of its bid, which impressed the Selection Panel in the pre-selection phase, and was confirmed at final selection stage. The Monitoring and Advisory Panel will closely monitor the delivery of all commitments made by the city at the application stage.
- The Selection Panel underlines that Donostia - San Sebastián has been recommended for the title for the excellent quality of the cultural programme proposed. Accordingly, the Monitoring and Advisory Panel will lay the focus of its activities on securing that the scope, the content and quality of the programme be maintained as proposed in the application.
- The Selection Panel felt the programme was very convincingly elaborated by the artistic team led by its director, and strongly recommends the city to keep the artistic team and the director on board.
- The Selection Panel recommends the artistic team to make sure that artistic excellence is respected as the core objective of programme development throughout all phases of the proposed participative programme development

process.

- The Selection Panel recommends Donostia - San Sebastian to revisit the organisational and management structure of the entity that will prepare and implement the ECoC programme and to make sure that the structure is well-suited for the scope and complexity of the tasks lying ahead and it unequivocally confirms both the overall responsibility of the artistic director for the quality of the programme and his absolute independence in making artistic choices.
- The Selection Panel recalls the importance of constant and stable support by all political forces throughout the preparation of the project. The Selection Panel therefore recommends that the governing bodies of the Consortium continue to include members representing all political players present in the City Council of Donostia - San Sebastián, the Diputación Foral of Gipuzkoa and the Basque Parliament.
- The Selection Panel recommends the governing bodies to consider inviting the Ministry of Culture to become a member of the governing bodies.
- The Monitoring and Advisory Panel would like to be regularly updated on the development of the extended financing.
- The Selection Panel recommends Donostia - San Sebastián to quickly extend and intensify its links with the city of Wroclaw and to come forward with joint project proposals at the first meeting of the Monitoring and Advisory Panel.
- The Selection Panel would welcome efforts by Donostia - San Sebastián to co-operate with the other five finalist cities in joint projects in the future.
- The Selection Panel stresses the importance of displaying the official logo of the European Capital of Culture title on communication material regarding the event.
- The Selection Panel further emphasises that the award of the Melina Mercouri Prize by the European Commission is not automatic as a result of winning the title. The city will have to deserve the prize by meeting all its commitments made at the application stage while taking into account the comments and recommendations of the Selection and Monitoring Panel.

**Next Steps towards the designation:**

- The Selection Panel will submit this Report to the Ministry of Culture and the European Commission. They will publish the Report on their relevant websites by 14th July 2011;
- The Spanish Government, in view of the final selection Report presented by the Selection Panel and according to its recommendation, will formally approve the proposed City of Donostia – San Sebastián to be awarded the title of the “European Capital of Culture” for 2016 and notify the European Parliament, Council, Commission and the Committee of Regions of this fact by the end of this year, 2011, at the latest. This notice will include the justification of the proposal based on the

### Selection Panel's Report;

- The European Parliament can submit its position to the European Commission within three months after it receives the proposal, at the latest;
- The EU Council of Ministers, upon the recommendation of the European Commission made in line with the position of the European Parliament and the justification based on the Selection Panel's Reports, will formally designate the European Capital of Culture for 2016 in Spain at its meeting in May 2012.

### Monitoring Phase:

In accordance with the Decision, the 2016 European Capitals of Culture, once designated by the EU Council of Ministers, will be submitted to a monitoring phase until the beginning of the event.

The monitoring panel will be comprised of the seven members designated by the European Institutions and will meet twice during the preparatory period for the event.

On the basis of the report issued by the monitoring and advisory panel after its second meeting, a prize "in honour of Melina Mercouri" shall be awarded to the designated cities by the Commission provided that they meet the criteria of the action and have implemented the recommendations made by the selection as well as the monitoring and advisory panels. The prize shall be monetary and shall be awarded in principle - if all the conditions are met - three months before the start of the relevant year for the 2016 title.

Madrid, 28<sup>th</sup> June 2011

The selection panel :

Manfred Gaulhofer, chairman	signed
Emilio Cassinello, vice-chairman	signed
Jordi Pascual, rapporteur	signed
Mireia Belil	signed
Enrique Cabero	signed
Constantin Chiriac	signed
Danuta Glondys	signed
Erna Hennicot-Schoepges	signed
Sir Jeremy Isaacs	signed
Cristina Ortega	signed
Elisabeth Vitouch	signed
Andreas Wiesand	signed