

NOVI
CULT®

20,21.

Novi Sad 2021
European Capital of Culture
Candidate City

CALL FOR IDEA PROPOSALS

THAT WILL BE PART OF THE PROGRAM

NOVI SAD 2021



Нове везе



Нове снаге



Нови простори



Нова Европа

1. General Information

Based on the decision of the European Parliament and the Council from 16 April 2014 on establishing the initiative of the European Union for the project European Capitals of Culture in the period 2020-2033, one city from the candidate country or potential candidate will be declared a European Capital of Culture in 2021 (ECoC 2021).

After recognising the importance for cultural, economic and tourist development of the City of Novi Sad, the City Assembly adopted the Decision on the candidacy of our city for the European Capital of Culture in 2021, believing that Novi Sad has necessary capacities for the successful realisation of the project. At the same time, the Decision on naming and forming the Organisation Board was also made. So far, the Board realised numerous activities for the preparation of the candidacy, among which is drafting the Concept of the Candidacy of Novi Sad 2021.

Based on the above mentioned concept, the Project Novi Sad 2021 will be based on four program pillars that follow usual sectors within the cultural sector: (1) public institutions of culture, (2) independent cultural scene, (3) cultural and creative industries and (4) everyday culture of citizens and amateurism. Each of these fields has specific challenges and possibilities, resources and needs, therefore the programs that will be proposed should be based on the specificities for each of them. Within each of the pillars, there will be interventions in the form of projects, programs and initiatives that include four directions of action, i.e. four topics:

Re-connect!

Goal: creating communion based on creativity.

Empower!

Goal: strengthening capacities of individuals and organisations for participation in local economy, culture and politics.

Localize!

Goal: reconstructing the existing and creating new public places for meeting of cultures, entrepreneurship in culture and cultural development.

EuropeaNS

Goal: strengthening the existing and creating new cultural, social, political and economic connections between local stakeholders and foreign partners from Europe.

Based on the concept of candidacy of Novi Sad the following moto of the candidacy was proposed:

KULT TURA - Novi Sad 2021. / CULT TOUR - Novi Sad 2021

The following common goal is to create original and innovative program that will be based on the proposed concept and become integral part of the bid book, and that will represent the city and the region in 2021. The City of Novi Sad submits its bid book together with its surrounding area, i.e. Municipalities of Irig, Beočin and Sremski Karlovci. The proposals of project ideas that will be chosen by the Program Council Novi Sad 2021, will become part of the bid book of the City of Novi Sad for the title of European Capitals of Culture in 2021, and afterwards it will be decided about the possibilities of their financing.

2. Criteria of the Call

Proposed ideas must be innovative, must not be already seen or already realised, and must meet the following criteria that will also be used for valuating them:

- 1) they should be in accordance with the project of European Capitals of Culture:
 - to safeguard and promote the diversity of cultures in Europe and to highlight the common features they share as well as to increase citizens' sense of belonging to a common cultural area;
 - to foster the contribution of culture to the long-term development of cities in accordance with their respective strategies and priorities;
 - to enhance the range, diversity and European dimension of the cultural offering in cities, including through transnational cooperation;
 - to widen access to and participation in culture;
 - to strengthen the capacity of the cultural sector and its links with other sectors;
 - to raise the international profile of cities through culture.
- 2) they should be in accordance with **goals of the candidacy of the City of Novi Sad for the ECoC 2021:**

Initial assumption of the candidacy of the city for the ECoC title is the fact that culture, together with education, is foundation for any further economic and social development of the city. The goal of the candidacy is to make the ECoC title in 2021 a platform for development of cultural and creative potentials of the city, for development of local concept and strategy of sustainable development of the cultural sectors through:

- strengthening institutions of culture;
- strengthening cultural participation;
- development of creative industries;
- decentralisation of culture and inter-sector cooperation;
- preservation of cultural heritage;
- access to culture for all social groups (including minority and marginalised communities);

- development of international cooperation in the field of culture, tourism, art and creative industries.

All of the above mentioned should contribute to the prosperity of citizens by creating new work places, social cohesion, tolerance and overall quality of everyday life. Apart from this, the focus is on *generation approach* to the project ECoC. In the future, the creative economy will be characterised by self-employment, connectivity and networking while working on projects that demand flexibility, communication, mobility, knowledge of information technologies and competition. This is where younger generations should find their chance. This approach has the goal to offer a chance to young people, who are coming of age with new information-communication technologies, to give maximum contribution to long-term development of the city and at the same time project their future in the city where they live.

3) they should have clear cultural and artistic content that includes:

- clear and consistent artistic vision and strategy of cultural program;
- participation of local artists and cultural organisations in creating and realising cultural programs;
- ability to connect local cultural heritage and traditional art forms with new, innovative and experimental cultural expressions and new technologies.

3. Procedure for submission and selection of project ideas

Idea proposals are submitted on the application form together with the estimated costs via e-mail at predlog@novisad2021.rs, with the subject '**PROJECT IDEAS NOVI SAD 2021**'. The right to submit an application have all domestic and foreign legal and natural persons, regardless of the field in which they perform their activities. Depending on planned activities in your project ideas, it is allowed to plan financial means for preparation activities that would include period before 2021. All project ideas must be realised exclusively during 2021, while preparation activities could be realised from the moment the title is designated to the City of Novi Sad (expected in early 2017).

All submitted idea proposal will be reviewed by the PROGRAM COUNCIL of Novi Sad 2021, following further development of submitted idea proposals with applicants.

Proposals for projects ideas will be selected by the Program Council of Novi Sad 2021, and will become integral part of the bid book of the City of Novi Sad for the title European Capital of Culture.

All submitted idea proposals will be processed in accordance with the Law on Copyright and Related Rights ('Official Journal of RS', no. 104/2009, 99/2011, and 119/2012) and we will take measures in order to protect rights of applicants.

Deadline for submission of proposals for project ideas is 15 May 2015. You can get all additional explanation about the Call details by calling 021/521-742 or via e-mail predlog@novisad2021.rs.

4. Guidelines for applicant

Public Institutions of Culture

Apart from the job of safekeeping cultural heritage, improving it and presenting it to public by implementing their program policies, public institutions of culture are expected to introduce art and culture into public spaces through cooperation and joint projects with schools and universities, civil sector, independent cultural scene, amateur organisations and civil initiative, minority and marginalised groups.

Furthermore, project ideas from the following field will be supported: international cultural cooperation; cooperation with public city enterprises in the field of culture, art and urban development, cultural tourism, education; trainings for strengthening of organisation capacities in communication with citizens, their associations and organisations; trainings in the field of cultural marketing and entrepreneurship; study visits, reviving cooperation with twin towns of Novi Sad, as well as former and future ECoCs; project ideas that include cooperation of libraries and publishers; joint project ideas of archives and associations of citizens in order to raise awareness on the importance of archives as testimonies on collective existence of a nation through time, their tradition, history, etc.

Infrastructure project ideas that relate to reconstruction, construction and adaptation of buildings and surrounding space are not part of this call, and will be resolved in direct discussions with the City Administration for Culture.

Cultural and Creative Industries (CCI); Independent Cultural Scene

CCI include all those individuals, groups and associations that, thanks to creativity based on knowledge, talent and skills, create new values and thus contribute to total social wellbeing.

This section will support project ideas of individuals, groups and associations in the field of visual art, design, music, music and video production, alternative theatre and performance, literature and publishing, festivals and festival associations, IT sectors and applied information technology, old crafts, training in the field of cultural marketing and entrepreneurship, project of international and regional cooperation, public and private partnership on projects in the field of CCI, start-up project ideas in the field of CCI, education for CCI.

In the context of decentralisation of culture and its dislocation from the very centre of the city, the network of cultural service stations will be established. They will serve as creative hot spots, i.e. hubs – places of gathering, networking and connection of individuals and groups in order to jointly access to local and international places.

This is why, this initiative especially supports project ideas that deal with organisation, program concept and management of this self-sustaining cultural stations for citizens, in peripheral and suburban parts of the city.

Civil Sector and Everyday Culture of Citizens

Civil sector is one of the pillars of program concept of the project ECoC, which is expected to give significant contribution in context of participation, decentralisation and access to culture in the city. It includes youth sector, socially engaged sector, sector for minority cultures, sector for development of literature and religious communities. Apart from individual approach, this sector is expected to connect and jointly approach to project ideas with institutions of culture and other city institutions, educational institutions on all levels, sector for CCI, participate in the initiative for organisation and management of cultural service stations - hubs.

Project ideas that will receive special support are those that promote and improve quality of life in the city, preservation and maintenance of public spaces in local communities (landscaping of parks and sports fields, children playgrounds), removal of graffiti, painting murals, mutual help between various groups and solidarity (elderly people, people with disabilities, etc.), integration festivals in order to increase visibility of various age groups, inter-religion and inter-nation tolerance, old traditions and getting to know the value of diversity. The Danube Region, common for all minority groups, culture amateurism, marking important locations, persons, houses and monuments, recognising and emphasising European heritage of Novi Sad, minorities of Novi Sad as European minorities, international literary festivals and promotions, exchange and visits of authors, space which would present and nurture literary identity of Novi Sad.