



ATTRACTIVE AND DYNAMIC SOCIETIES

CENTRAL BALTIC LAUNCH EVENT
Cay Sevón, CEO, Turku 2011



Cities' 3 roles

Places for good-quality living

- A non-denied value in itself

Nodal points of growth in their regions

- Impact on balanced regional development

Strongly contribute to the competitive edge of the whole Europe

- A responsibility to contribute to success



Knowledge economy and cities

The knowledge economy underlines the importance of cities

Comparative advantage: earlier a matter of productivity, now dependent on ability to innovate

Urban regions have attributes needed for innovation:

- Critical mass of knowledge institutions, companies & suppliers of services
- Attractive, diverse and exiting environment
- Service variety for living

Innovation presupposes

- A creative milieu
- A dense environment of knowledge workers & their networks

The character of the city

Cities are places of choice and cultural identity

Attractiveness of the environment of everyday life – one of the keys to a liveable city

Attractiveness – a competition factor

Well-being – a result of

- Everyday life
- The individual character of the city
- A combination of individuality & community spirit

Provides space for all groups





European Capital of Culture

Designed to bring to peoples of Europe together

Title has a remarkable cultural & socio-economic impact

Specially designed programme:

- Forward-looking, without neglecting the history of the city
- Innovative
- Emphasis on contemporary cultural forms
- Involving local & European artists
- Cultural dynamism

Inclusive, sustainable



Turku 2011: Long and broad preparation process

- thousands involved

- unanimous decision

The Turku 2011 Strategy



The Vision 2016

Turku 2011 is more than one year. It is a process through which Turku emerges as a pioneer and a creative centre of the Baltic Sea region cooperation, a city that produces and mediates arts and science.



Aims

Well-being

Creative industries and cultural export

Internationality

Turku 2011 – broad definition of culture

“Culture is the continuum of doing, learning and thinking”

The arts form the heart of the Capital of Culture

Open-minded cooperation as well as encounters

between different fields of art and other domains,
generation **new and creative ways of thinking**

Turku 2011 views culture particularly from the **perspective of interaction and doing things together**



National cooperation

Presents Finnish culture as well as the innovation and welfare society to the rest of Europe and the world.

Forum of the Finnish Cultural Cities, created by the 7 applicant cities -> supporting Turku 2011, national cultural policy making, and the local development processes

All Finnish ministries are involved in the co-operation -> Government's principle decision in February 2008

Bringing the Baltic Sea to the spot light

Baltic sea – European Sea of Culture

Turku and Tallinn form a strong couple for 2011:
co-operation in cultural projects, tourism and marketing.

Turku has wide networks in the Baltic area e.g. through
the universities, the UBC etc.

Long relations to e.g. Tallinn, Tartu, St. Petersburg,
Rostock, Gdansk and Stockholm



Turku

Tallinn

Cultural Capital Cruises



Turku 2011 Programme

The heart of the Capital of Culture year

Will consist of 250-300 projects

The first open project and idea call was arranged at autumn 2005 → 500 proposals →

Best of them were collected into the preliminary programme published in the Turku on Fire Bidding Document

Second round of open project call ends May 31, 24 h.
→ selection will form the basis of the programme

**The plans & action & the preliminary programme at
www.turku2011.fi**

Turku 2011 Organisation

Turku 2011 Foundation

- * Responsible organisation for the realisation of Turku 2011
- * Operational budget 55 M€ (2008-2016)









TURKU ON FIRE



www.turku2011.fi