

Valletta
2018
EUROPEAN CAPITAL
OF CULTURE

Valletta 2018
European Capital
of Culture
Highlights from 2014



EUROPEAN CAPITAL
OF CULTURE

A look back

In 2014, the Valletta 2018 Foundation continued its preparations for the title of European Capital of Culture (ECOC) 2018 by expanding its cultural programme, strengthening its administrative structures, increasing its efforts in communicating and engaging with the public, and developing its research programme.

The Cultural Programme has grown in its international stature to allow for the creation of stronger European collaborations and community based projects. Various projects have been consolidated since the bid book, together with the development of new projects, which seek to promote the Foundation's objectives along four main strands, namely (i) education, (ii) community, (iii) skills, and (iv) events.

Mario Philip Azzopardi has been selected as artistic director through an international open call. As of January 2015 he starts working on the development of four major projects for 2018.

The Foundation launched a new brand identity in October 2014 to mark its new phase as a formally nominated ECOC. The message which the new brand aims to deliver is that Valletta 2018 is a catalyst for change. The new Valletta 2018 visual representation defines an identity anchored in the uniqueness of the city, hence the tagline Belt Unika. The new logo adopts Valletta's grid-like streets as its central motif. This brand identity will guide the Foundation's work throughout the run-up to 2018.

A new website facilitating public access to information about the activities related to Valletta 2018 has been launched. The Foundation has also increased its engagement with the public through its social media channels, with Facebook, Twitter and Instagram proving to be particularly effective means of communication.

Valletta's formal nomination as ECOC 2018 was celebrated through Prospettiva, an architectural installation that was inaugurated in October 2014. Furthermore, the Foundation has continued its work on various other infrastructural projects, including the Valletta Masterplan (incorporating the regeneration of Strait Street, the Old Market and the Floriana garden belt) and improving ferry connections to and from Valletta.

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Research work has also developed significantly in 2014, with the Foundation's Evaluation & Monitoring process being finalised in view of the commencement of the actual research. A Steering Committee has been set up incorporating a number of government entities and researchers who will be carrying out studies within their field of expertise. The Foundation will be measuring its objectives through five research themes, namely, (i) cultural and territorial vibrancy, (ii) governance and finance, (iii) community inclusion and space, (iv) the tourist experience, and (v) the Valletta brand.

The Cultural Mapping project, which seeks to generate information and analysis on the use of spaces for cultural purposes, has also progressed significantly. The first phase, a map of each locality in Malta and Gozo, based on Geographic Information Systems (GIS) technology, was finalised in December. An interactive online map displaying all the data gathered will be launched in the Spring of 2015. The second phase of the project, an academic publication analysing contemporary cultural activity in relation to the use of these same spaces, has also been progressing smoothly.



ABOVE: Children playing along Tribali frontman, Peter Paul Galea at the **Recycled Percussion Workshop**
BELOW: **Malta Fashion Week** has helped to raise Valletta's profile and visibility in Malta and internationally



Cultural Programmes Collaborations

The work of Valletta 2018 at a regional and local level has intensified throughout 2014, and the Foundation is undergoing an ongoing dialogue with regional and local authorities to ensure further collaboration in the upcoming years.

Current coordination throughout 2014 with Public Cultural Organisations (PCOs) will also act as groundwork for 2015-2018, when the Valletta 2018 Foundation's Artistic Director will coordinate the artistic approach towards 2018 with artistic directors at other PCOs.

Collaborative work with European cities has flourished, particularly in terms of collaboration with Leeuwarden 2018 to build links between local communities in each city. The Foundation intends to further develop and extend these international collaborations over the upcoming years, to ensure that its cultural programme will have a robust European dimension.

An example of this is a small but extensive project between Leeuwarden's Potatoes Go Wild Non-Governmental Organisation (NGO), and the village of Qrendi in Malta, and includes exchanges between farmers and artists. An offshoot of this project has been the **Poetry in Potato Bags** that will see poets from Malta and the Netherlands exchanging poetry through the potato industry and potato packaging. Another link with Leeuwarden is the **Behind the Front Door** which has linked this project with a local initiative in Bormla, training young people to interview and record stories from their locality.

Valletta 2018 is actively promoting mobility and communication between communities around the Mediterranean. **Valletta Living Together**, is an example of a project which is committed to awarding Valletta the status of an intercultural city. This project, being carried out in collaboration with SOS Malta, has resulted in Valletta formally joining the Council of Europe's Intercultural Cities programme in November 2014.

The First Annual Valletta 2018 Conference on Cultural Relations in Europe and the Mediterranean was held in September 2014. The conference, titled "Dialogue in the Med – exploring identity through networks" focused on networks, mobility, and dialogue within the context of an ECoC. Furthermore, the Foundation is also investing



FROM LEFT TO RIGHT: Professor Alexiei Dingli, Valletta Mayor, Jason Micallef, Chairman of the Valletta 2018 Foundation and the Hon. Owen Bonnici, Minister for Justice, Culture and Local Government during the launch of the Christmas and New Year's Eve Celebrations in Valletta.

in a number of mobility or residency projects that allow artists to have just this opportunity, including **Curators in Residence**, **Artist in Residence**, and collaboration with the **Roberto Cimetta Fund**.

The Valletta 2018 Foundation has also taken part in **OPEN DAYS**, the 12th European week of regions and cities which was held in October in Brussels by participating in the 'Culture as a recipe for territorial cooperation' workshop together with other past, current and future ECoCs.

As part of the Foundation's work to enhance community access to culture, Valletta 2018 has consolidated the Valletta Forum, set up in 2013 and which brings together all civic and community organisations in Valletta. This allows for direct participation of Valletta residents in the Foundation's programming.

Other community-related collaborations which took place during 2014 included **Qatt ma Ninsa**, a community oral history project that seeks to record the stories and memories of local people, in collaboration with Heritage Malta. From this initial event, several performances and off-shoot projects have been created; for example a performance by the Teatru Manoel Youth Theatre with the residents of Birgu or a series of short films starring Gozitans.



ABOVE: **3D Architectural Mapping and Visual Projections** by MCAST students at Piazza San Ġorġ during the New Year's Eve Celebrations
BELOW: A floral intslation inspired by traditional Maltese tiles patterns for the first edition of the **Valletta Green Festival** held during May 2014.

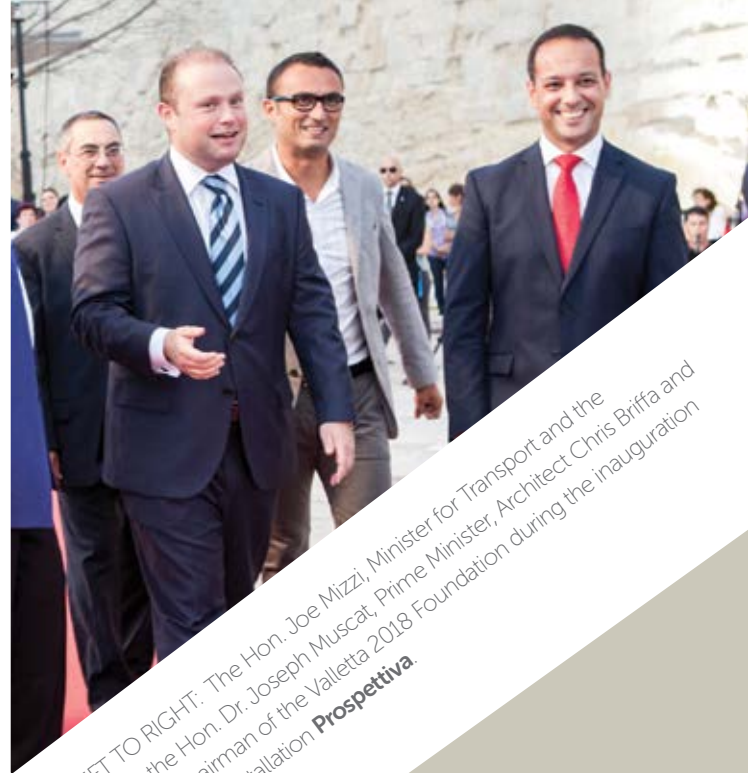


A number of small-scale, grassroots projects that have been carried out, such as **Festa Paper**, **Grey to Green** and **I-Ikla t-Tajba**, are planned to continue and grow further in the run-up to 2018. **Band on the Run**, has been meeting weekly since the beginning of 2014, and will hopefully be confident enough to investigate exchanges and contacts with other similar bands around Europe in 2015.

Several skills development and capacity building projects have begun. **The Curatorial School**, which took place in 2014 as part of the Valletta International Visual Arts Festival (VIVA), provides training to artists, curators, teaching staff and academics. Furthermore, numerous workshops and master classes are being organised during the **Malta Arts Festival**, the **Malta Jazz Festival** and **Modern Music Days**. The Valletta 2018 Foundation is collaborating with the British Council UK on theatre technical skills programmes. Capacity building and training programmes also resulted from collaboration with St. James Centre for Creativity, and Arts Council Malta (ACM). Strategic collaboration meanwhile took place with **Notte Bianca** and **Malta Fashion Week**, raising Valletta's profile and visibility in Malta and internationally. Such work will be augmented in 2015.

Valletta 2018 has also worked extensively to include various members of the public. Collaboration has taken place with the International Day against Homophobia and Transphobia (**IDAHO**) with regards to Lesbian, Gay, Bisexual, and Transgender (LGBT) rights and cultural expression. Further specific collaboration included support to the **Malta Football Association** (MFA) for the hosting of the **UEFA U17 Championships** in June 2014 and the annual Isle of MTV concert.

Valletta 2018 is also collaborating closely with **MCAST**, the Malta College of Art, Science and Technology, in particular with the Institute of Art and Design. Projects that took place in collaboration with MCAST students included designs for the Valletta Cruise Port embarkation tunnel and the 3D architectural mapping and visual projection for the Christmas/New Year's Eve period, for the second year running.



FROM LEFT TO RIGHT: The Hon. Joe Mizzi, Minister for Transport and the Infrastructure, the Hon. Dr. Joseph Muscat, Prime Minister, Architect Chris Briffa and Jason Micallef, Chairman of the Valletta 2018 Foundation during the inauguration of the architectural installation **Prospettiva**.



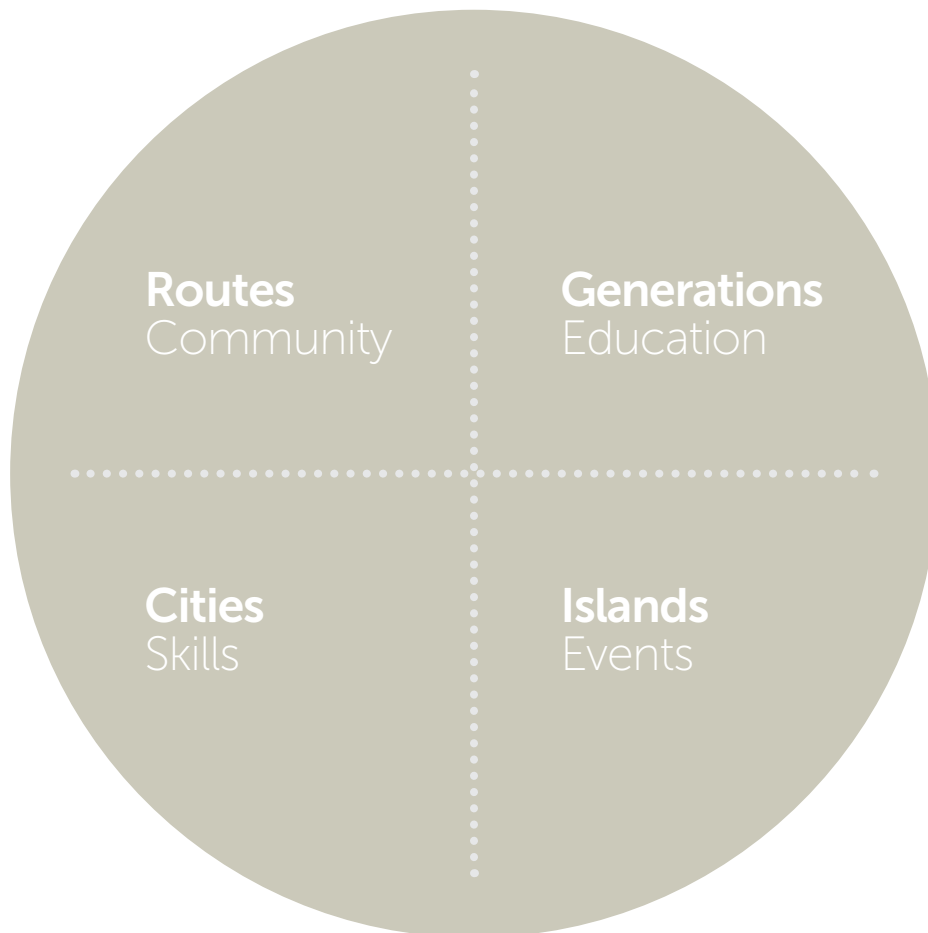
The Valletta 2018 Foundation Board of Governors
BACK ROW FROM LEFT TO RIGHT: Dr. Karsten Xuereb, Executive Director Valletta 2018 Foundation, Mr. Stephen Vella, Mr. David Curmi,
MIDDLE ROW FROM LEFT TO RIGHT: Ms. Marouska Formosa, Secretary to the Board of Governors, Mr. Douglas Salt, Dr. Marc Sant,
MIDDLE ROW FROM LEFT TO RIGHT: Professor Alexiei Dingli, Jason Micallef, Albert Marshall.



ABOVE: Actress Ruth Borg performing during Qatt ma Ninsa - Birgu
BELOW: **Mewweg**, an installation by artist Enrique Tabone during Birgufest

Cultural Programmes

Statistics



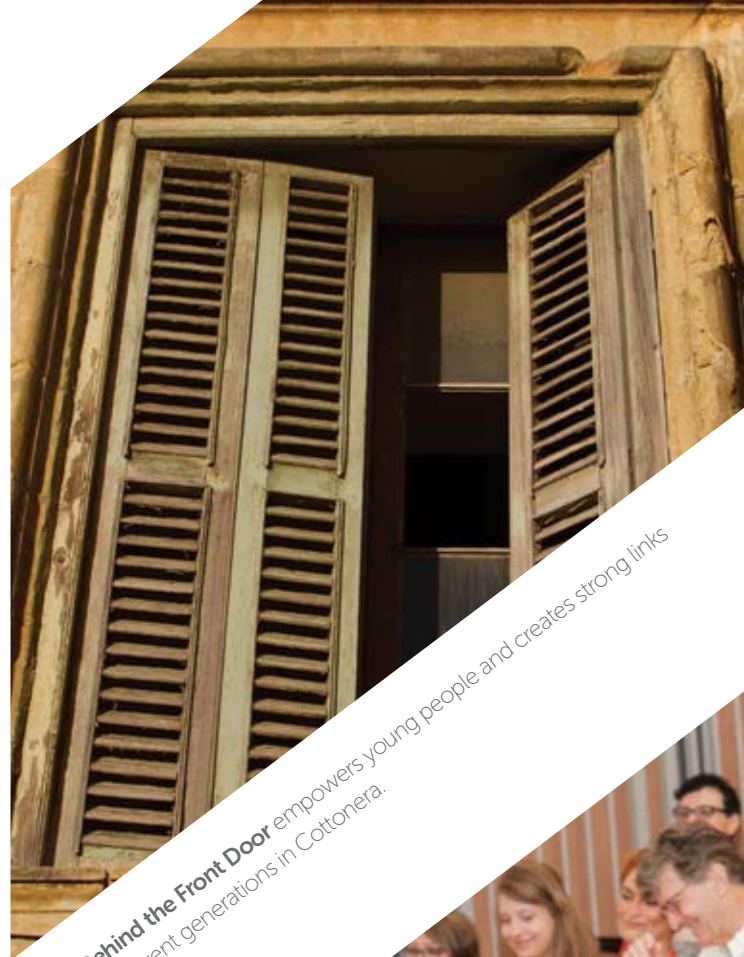
Of the **sixty-four projects** in the Bid Book's Cultural Programme, approximately **a third** are either in planning or pilot project phase, if not already underway.

At least **a third of the Foundation's programming focuses on communities around Malta**, and directly addresses citizen participation and engagement.

Valletta 2018 Projects

projects spearheaded by
Valletta 2018

Name of Project	Project Description
Annual Conference on Cultural Relations in Europe and the Mediterranean	The first in a series of annual conferences addressing different aspects related to cultural relations in Europe and the Mediterranean.
Behind the Front Door	A Bormla Community Project aiming to empower young people and create strong links between different generations within the same community
Community Hip Hop	This project involves a local hip-hop artist working with vulnerable individuals (inmates at YOURS and young asylum seekers) and in a long-term singing and rhythm-making project. Participants are encouraged to tell their stories and speak about their lives through creativity and music.
Curatorial School (VIVA)	A one-week intensive curatorial programme with international speakers from various European institutions. This is part of a visual arts programme that also combines a curatorial residency, and a series of exhibitions of contemporary art.
Festa Paper	A visual and community celebration of the Festa through papermaking workshops where shredded 'festa paper' will be recycled into new sheets of paper.



ABOVE: **Behind the Front Door** empowers young people and creates strong links between different generations in Cottonera.



ABOVE: Cultural theorist and critic Mieke Bal and UK Video artist Michelle Williams Gamaker during the **VIVA Curatorial School**

Name of Project	Project Description
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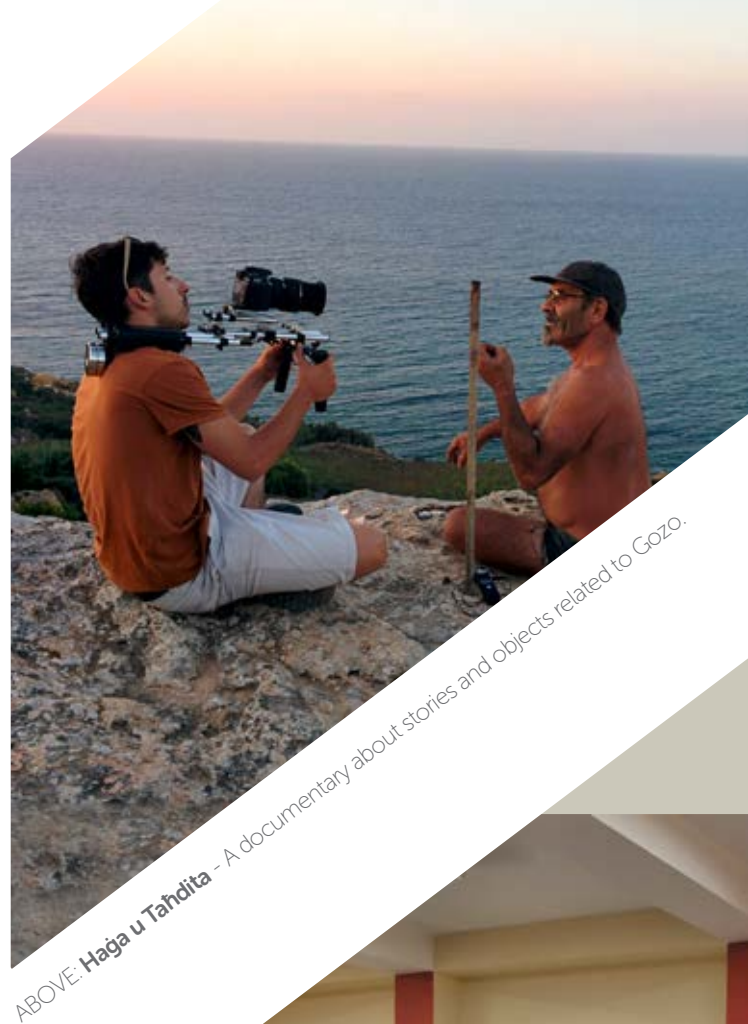
Grey to Green A long-term greening project involving communities, horticulturists and researchers from around Malta and Gozo. This project aims to foster community spirit and a sense of local ownership.

Haġa u Tahdita Musicians and singer-songwriters put the words and stories of Gozo residents to film, in order to give voice to less represented individuals.

Il-Warda tar-Riĥ A multiple site, public art-installation project linking four geographical points around the islands of Malta and Gozo. These compass points become the focus for community activities, story gathering, workshops and creative events, acknowledging the historical, mythological and living presence of the winds and their importance in Mediterranean culture.

KantaKantun A Malta-wide project, allowing musicians to spend extended periods within school walls, collaborating with students and teachers, to enrich learning and teaching through music and to give children the chance to participate in a long-term music project.

Prospettiva A large-scale highly visible installation celebrating the award of the ECoC title to Valletta. This project aims to put the very best of Maltese contemporary design, architecture and art on a public platform.



ABOVE: **Haġa u Tahdita** - A documentary about stories and objects related to Gozo.



ABOVE: Students at St. Albert the Great College in Valletta taking part in **KantaKantun** a three part education project linking music and architecture.

Name of Project	Project Description
Recycled Percussion Workshop	A community recycling and instrument-building project, culminating in an afternoon of music and jamming. This is a fun event where all ages, abilities and cultures can come together to create music and rhythm in an unstructured environment. Following the last edition, some of these participants were then invited to play alongside Tribali at Earth Garden in June.
San Miguel Percussion Workshop	A percussion workshop led by Tribali frontman Peter Paul Galea with children of all abilities.
Storyworks	A programme intended to provide an opportunity for Maltese screen writers to work with senior lecturers from the University of Southern California, USA. The programme aims to develop a pool of screen-writing talent in Malta and to raise the quality of locally-produced scripts for film and television..
Valletta Forum	The Valletta Forum, for the first time is bringing together members of all Valletta clubs and associations from all sectors in order to propose policy to the Foundation. The Forum has the aim to build a sense of ownership within Valletta, increase local participation, and ensure that the views of the local community are taken into planning and programming consideration.



ABOVE: **Valletta 2018 Earth Garden Happy Jam** at San Miguel Primary Education Resource Center.



ABOVE: Participants during **Storyworks**, a scriptwriting programme for the screen.

Collaborative Projects

collaborations with other entities

Name of Project	Project Description
Amaze in the City	A public interactive installation that took place as part of Science in the City and Notte Bianca.
Band on the Run	Band on the Run for the first time brings together musicians from the circa 70 band clubs in Malta and Gozo, to play together in one national band. The project celebrates band-club culture present in villages around the country, and fosters a community spirit across band clubs through music.
Belti	A school project with the St James Cavalier Education Team focusing on Valletta's children, involving them in a long-term creative, interdisciplinary project. Belti aims to instil a sense of self-worth and confidence in the students through a creative activity.
Cultural Mapping	This project generates information on the cultural uses of public spaces, cultural venues and sites across Malta and Gozo through an interactive online map which will be made freely available to the public. An academic publication, analysing the use of these spaces from the perspective of various fields will follow.
Earth Garden	A local green finger festival that voices care for the environment through arts, music and culture in a holistic way.



ABOVE: **Amaze**, a public interactive installation that took place as part of Science in the City and Notte Bianca.



ABOVE: **Belti** focuses on Valletta's children, involving them in a long-term creative, interdisciplinary project.

Name of Project	Project Description
Elegija	A platform for local poetry; in collaboration with Reel Festivals and Inizjamed, this project involves two Maltese poems being translated and interpreted through film. This film premiered at the Malta Mediterranean Film Festival in September, and will be disseminated to festivals worldwide.
European Cultural Networks Meeting	The annual meeting of the representatives of Cultural Networks from around Europe.
FES Collaboration on Euro-Med education	An education programme for children in non-formal and informal education. This project aims to raise awareness on Euro-Med matters through games and interactive learning.
Jazz on the Fringe	A series of fringe events accompanying the Malta Jazz Festival, including a series of master classes by important jazz educators, the Malta Summer Jazz Contest, and a series of concerts in various venues around the island involving also groups composed by foreign and local musicians.
Junior Achievement Young Enterprise - participation in European Finals	Local young entrepreneurs Concentr8 travel to Tallinn to participate in the European Finals of the Junior Achievement Young Enterprise Awards
Kids' Guernica	A global visual arts initiative taking place in many cities around the world over the past 20 years. This was a collaborative project with Hatto Fischer and Paul Dalli.
L-Ikla t-Tajba	A food-based project, seeing teenagers working with chefs and exploring food cultures in different contexts, showcased during Notte Bianca.



ABOVE: **Elegija** a project involving two Maltese poems being translated and interpreted through film.



ABOVE: **L-Ikla t-Tajba**, A food-based project, seeing teenagers and adults working with chefs and exploring food cultures in different contexts.

Name of Project	Project Description
Malta Design Week	A week-long event showcasing the best innovation and creativity of Maltese design. The event provides an opportunity for local designers to exhibit and speak about their work, while Design Dialogues will provide an opportunity for seminars, lectures and conversations around the subject of design to take place.
Malta Fashion Week	A high-quality event held in Valletta, involving Art and Design Students from Leeuwarden in the Netherlands, who set up links with MCAST students.
Malta Showcase	A collection of high-quality repertoire available to travel around Malta and Europe. This project provides performers with a platform for promotion on the local and international stage.
Mewweġ	An artistic installation by artist Enriquer Tabone during Birgufest
Modern Music Days	A series of events, master classes and concerts focusing specifically on 20th century and contemporary music. Local composers and performers will be showcased alongside their European colleagues.
Move Week	A project highlighting Valletta's rich culture and heritage through physical activity and games. This project aims to promote active living and highlight the links between sports and culture.
Open Days Participation	An annual four-day event during which cities and regions showcase their capacity to create growth and jobs, implement European Union cohesion policy, and demonstrate the importance of the local and regional level for good European governance.



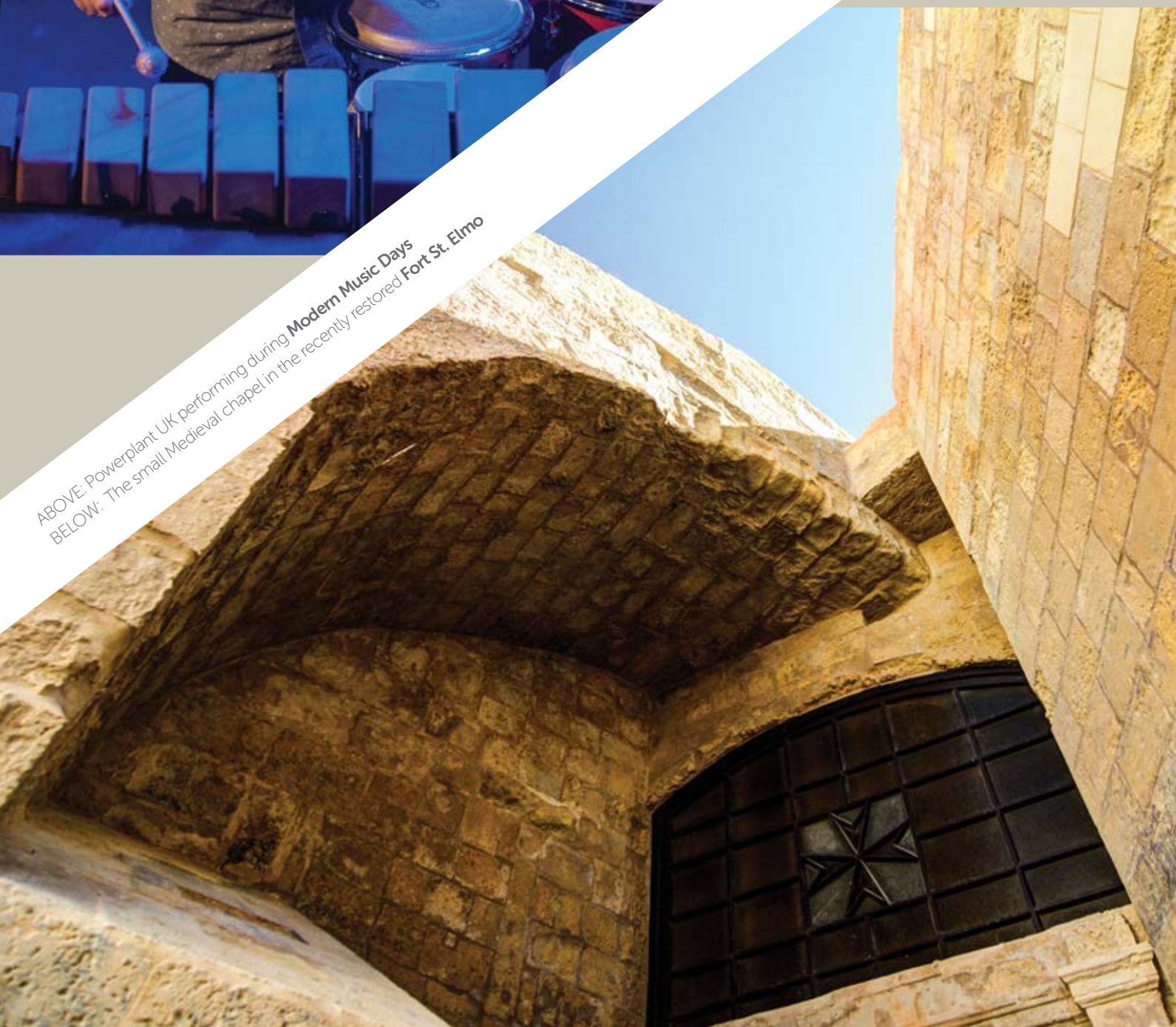
ABOVE: **Malta Fashion Week**, a high-quality event held in Valletta, involving Art and Design Students from Leeuwarden in the Netherlands, who set up links with MCAST students.



ABOVE: Children participating in a Tai Toi workshop as part of **Modern Music Days**.



ABOVE: Powerplant UK performing during **Modern Music Days**
BELOW: The small Medieval chapel in the recently restored **Fort St. Elmo**



Name of Project	Project Description
Poetry in Potato Bags	A collaborative project between Malta and Leeuwarden, using the centuries-long agricultural connection to swap poetry and language and to have a conversation through poetry and food. Every year, eight Frisian poems will be sent to Malta with the cargo, and every year, eight Maltese poems will be sent back to Friesland to be packaged and bought with the potatoes.
Poetry in Potato Bags - Qawra	Summer workshops with children linking poetry with agriculture.
Qatt Ma Ninsa	This project involves collecting shared memories and community narratives of maritime traditions through an open day held at the Malta Maritime Museum. These narratives were then transformed into theatrical performances.
Qatt Ma Ninsa Birgu	A travelling performance by Teatru Manoel Youth Theatre (TMYT), under the direction of Chris Gatt, based around the objects and stories gathered at the Qatt Ma Ninsa event in May.
Raising a Revolutionary	Exhibition of work by local artist Raphael Vella in Warsaw.
Restoration of Fortifications Conference	A conference based around the successful restoration of the fortifications in Valletta.
Ru:t	An open call and contemporary art exhibition commemorating Malta's accession to the EU, taking Valletta 2018's theme of Routes / Roots as a starting-point for inspiration.
School Workshops	As part of Valletta 2018's awareness-building campaign, actor Malcolm Galea is visiting primary schools all around Malta. Valletta 2018 is working with the Projects & Initiatives Department in the Directorate for Educational Services to ask children what culture means to them, and how they think culture can improve their lives.

Name of Project	Project Description
Sofar Sounds	A series of secret gigs taking place in unusual settings in Malta, and linking with a similar event in London. The gig is not publicised on mainstream media and information will spread by word of mouth.
Technical Skills	An initiative linking all those working within the theatre production and events management sectors to ensure that capacity-building and training take place in the run-up to 2018. This project involves a professional development course in collaboration with the Creative Skills Department of the British Council in London and a commitment from Cultural Entities to invest in training and internships.
UEFA Under-17 Football Tournament	Collaboration with the Malta Football Association, linking sport and culture, and showcasing the best of local talent to Europe. Valletta 2018 collaborated in the production of television clips and a choreographed performance before the final match.
Valletta Green Festival	A weekend-long event filling Pjazza San Ġorġ with a huge floral display. Together with the Environmental Landscape Consortium, Valletta 2018 creates a huge display of flowers and greenery, workshops and awareness building activities.
VIVA	An international contemporary visual arts event and exhibition, centring on St James Cavalier, Pjazza La Vallette and Pjazza Teatru Rjal.

Website Statistics

December 2014

Since October 22nd, website had

22,469 page views

and

8,661 sessions*

* A session refers to the time spent on the Valletta 2018 website by a user.



73.8%

new sessions

26.5%

repeated visitors

In comparison with the same period last year, the number of sessions was

118%

Number of sessions

2014

8,661

2013

3,973

Ages of website visitors

27.5%

18 to 24 years

33.5%

25 to 34 years

15.5%

35 to 44 years



Valletta 2018 website is mostly accessed in Malta from

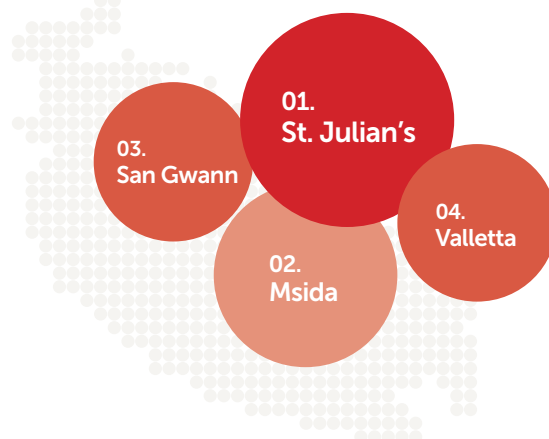
Followed by

05.
London

06.
Milan

07.
Paris

08.
Leeuwarden



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