

ACTIVITY REPORT

European Music Day 2025

Activity

European Music Day Celebration

Date

21 June 2025

Venue

Ateneo de Cáceres, Spain

Organised by

Cáceres European Capital of Culture 2031 Consortium

Activity Description

To mark European Music Day, Cáceres 2031 organised a free cultural event aimed at bringing European musical heritage closer to citizens through a participatory, educational and intergenerational experience.

The programme featured two performances of “**A Magical Journey Through Music**”, performed by the **Alla Corda String Quartet** and presented by local artist **Chloé Bird**, who, through her character Greta Maleta, guided audiences on a journey across different countries, traditions and periods of European music history.

Attendance

- Approximately 100 attendees across the two performances.
- Participation from audiences of different ages.
- Free and open-access event.

Artistic Programme

The repertoire showcased the richness and diversity of European music, including works by:

- Johann Sebastian Bach.
- Wolfgang Amadeus Mozart.
- Johannes Brahms.
- Claude Debussy.
- Béla Bartók.
- Ennio Morricone.
- Max Richter.
- Karl Jenkins.
- Traditional Irish music.

The programme connected different European musical traditions, ranging from the Baroque period to contemporary compositions.

Key Messages

Chloé Bird

- Presented music as a space for dialogue, encounter and diversity.
- Emphasised the value of celebrating differences as a source of cultural richness.
- Main message: diversity strengthens connections between people and communities.

Iris Jugo, General Coordinator of Cáceres 2031

- Highlighted European Music Day as an opportunity to celebrate Europe's shared cultural heritage.
- Emphasised culture as a powerful tool for social cohesion and mutual understanding.

Jorge Suárez, Councillor for Culture of Cáceres City Council

- Reinforced the importance of citizen participation within the European Capital of Culture bid.
- Stressed that citizens should be the central protagonists of the process towards 2031 and that culture should act as a driver of collective transformation.

Participation and Community Engagement

Following each concert, attendees were invited to share refreshments in an informal setting that encouraged dialogue and interaction. These spaces promoted community participation and cultural exchange in line with the values of the Cáceres 2031 project.

Contribution to the Cáceres 2031 Bid

The activity contributed to the strategic objectives of the bid by:

- Promoting European cultural heritage.
- Encouraging equal access to culture.
- Strengthening citizen participation.
- Creating intergenerational meeting spaces.
- Highlighting European cultural diversity.
- Reinforcing the connection between local culture and European values.

Assessment

The event achieved strong public participation and successfully met its objectives of promoting European culture, encouraging civic engagement and strengthening the values of inclusion, diversity and community participation that underpin Cáceres' candidacy for European Capital of Culture 2031.

