

MARIBOR 2012 – The European Capital of Culture



FROM CHALLENGES TO RESULTS



5	A COMMON STORY OF NEW OPPORTUNITIES
8	ORGANIZATION
9	Candidature
11	Nomination
13	Establishing the Public Institute MARIBOR 2012 – European Capital of Culture
14	Maribor 2012 Public Institute's Bodies
17	Maribor and the partner towns – Murska Sobota, Novo mesto, Ptuj, Slovenj Gradec and Velenje
46	Public Institute's Operations 2010–2012
49	Legal Affairs and Personnel Administration
50	PROGRAMME ACTIVITIES
51	Programme in Progress
53	Town Keys
55	Terminal 12
57	Urban Furrows
61	Lifetouch
64	Cultural Embassies
66	Cultural Embassies in pictures
71	Culture Enables
75	With Volunteers at the European Capital of Culture 2012
77	University of Maribor – RAZ:UM
80	EUROPEAN CAPITAL OF CULTURE 2012 PROJECT OPINION POLL
83	Encouraged Recall or European Capital of Culture 2012 Event Participation
83	The 2012 European Capital of Culture Importance Evaluation
87	Event Participation
93	Conclusions

94 COMMUNICATIONS AND MARKETING

- 95 Project Vision, Mission and Goals
- 96 Goal connection
- 97 MARIBOR 2012 – European Capital of Culture as a Strong Brand
- 97 The System of Creating an Event and its Brand
- 103 Promotional Activities
- 111 Sponsorship Strategy
- 113 Public Relations
- 115 The Substantive Orientation of Public Relations
- 118 Analysis of Media Publications
- 119 Foreign Media Work
- 119 Online Communications
- 123 The European Capital of Culture 2012 e-Bulletin
- 123 Facebook
- 125 Twitter
- 125 Instagram – the Grand Instagram Contest »Capture Your Inspiration!«
- 127 The Maribor 2012 Mobile App
- 128 Maribor 2012 Info Points

132 GROWTH IN THE FIELD OF TOURISM

- 134 European Capital of Culture 2012 Activities Involving Tourist Public Abroad

136 THE STUDY OF THE PROJECT'S ECONOMIC EFFECTS

140 EUROPEAN CAPITAL OF CULTURE 2012 LEGACY

144 EUROPEAN CAPITAL OF CULTURE 2012 PROJECTS





A COMMON STORY OF NEW OPPORTUNITIES

The year of holding the title of culture capital brought a new period and new experience to Slovenia, the East Cohesion Region, Maribor and the partner towns. The Maribor 2012 institute carried out the biggest European cultural project on behalf of Maribor, Murska Sobota, Novo mesto, Ptuj, Slovenj Gradec and Velenje. The candidature for the ECoC project was lodged by the country on behalf of these cities and towns. And from that time onwards, we can witness the biggest opportunity for establishing relationships and co-operation between the city, the region and country. Uncertainties and lack of clarity regarding the selection of the appropriate organizational form at the beginning also demonstrate the fact that something new had started to happen. That we stood for a project that exceeds the boundaries of the typical practice of cooperation in Slovenia. A long-drawn-out search for solutions and the selection of an inefficient organizational form for the biggest and most recognizable European project in the Republic of Slovenia contributed to the uncertainty of execution of the year of holding the title. Unclear expectations of the stakeholders and at the same time, only a year before holding the title, the many changes in the organization have presented many doubts of how the Republic of Slovenia, the region and the city and towns would be able to justify the acquired title of the European Capital of Culture. What is more, personnel changes in almost all the Institute's bodies, even just a month before the beginning of the ECoC year, caused confusion regarding the execution of the project. In 2011, an independent Brussels commission at the European Commission registered office verified the reality of execution of the project for the last time and the guarantees that were given by cities and the country. With a team of Maribor 2012 institute's co-workers, we managed to persuade the independent commission, regardless of all the uncertainties, that we will be able to qualitatively realize the biggest European cultural project with the support of the cities and the country in 2012.

By organizational consolidation, setting up a solid management, and with the exceptional support and engagement of the Programme Council and Public Institute Council we managed to set solid foundations for the quality and prominent execution of the ECoC project in 2012.

The cooperation between the partner towns, establishing contacts and the cooperation of numerous institutions from Slovenia and abroad in 2012 enabled the project to successfully achieve the most ambitious goals. For its activities, the Institute set the key goal of linking the cities and towns, strengthening and supporting the cultural potential in Slovenia and bringing about even greater recognisability, strengthening the recognisability of the city and region, encouraging intercultural dialogue, supporting the European dimension and encourage creativity at different stages. That is why, at the very start of the Institute's activities, the need to strengthen the establishment of contact between institutions and the need to involve different institutions in the ECoC 2012 project was highlighted. Moreover, establishing





contact with various social areas – not only art-related, but also education, research and economy – represented an important premise of the starting point of the Maribor 2012 institute's management.

In an organization whose fundamental result is the production of art and creative services, it was necessary to set up an organizational scheme with clearly defined sectors or fields of activity, whose holders are responsible for realizing the set goals. The fundamental goals of the Institute administration and operation have been the integration of quality art content, operational rationality in terms of the acquisition and usage of all potential resources, clear recognisability of the MARIBOR 2012 – European Capital of Culture brand and the participation of various segments of the public from the project environment.

The art content was produced using local potentials. At the same time, there were added quality upgrades of various programmes. The goal of the production of art was to realize a quality artistic offer in the year 2012, and at the same time to ensure the sustainable development of cultural range at specific points in the environment.

The rational operation of the Maribor 2012 institute represents an efficient exploitation of the physical potentials that are provided by public and economic resources, for which a quality and rational usage of personnel and financial resources was necessary. Considering the fact that the financial construction of the project was set in the previous years, it was necessary to carefully monitor its realization, with the participation of both the country and the local communities; special emphasis was placed on acquiring additional resources that have been very limited, however, due to the deepening economic crisis.

The European Capital of Culture is also an important brand for the city itself and for the partner towns, as well as for the whole country. Clear MARIBOR 2012 – European Capital of Culture brand recognition that is based on positive connotation is the fundamental goal of public communications. The unrecognisability of the city and towns in the European area presented a great challenge to the Institute where we presented Maribor, the partner towns and the country to the world through a year-long project and opened the door to all the advantages that could be expressed in this period. And that is why a great deal was done in the field of tourism – the affirmation of a new form of so-called cultural tourism that brings new opportunities in the region. The extremely increased tourist visits to Maribor and the partner towns have proven that the ECoC is an extremely attractive brand and that the Institute activities have been directed in the right direction towards attracting visitors from abroad. That Maribor was recognised as one of the top ten destinations in Europe shows the important steps that have been taken in the development of tourism through the biggest cultural project.

A very important task of the Maribor 2012 institute was the integration of different segments of the public in the project and coexistence for the project's duration. The ECoC project has an enormous scope since its activities cross the boundaries of the city and country, demanding the participation of various audiences in the project. Educational, economic, media, political and all other institutions play an important role in the project. The artistic content is created by artists from the domestic and international environment, but the wider environment must sense the need for identification with the project. For this very reason, the European Capital of Culture was an incredible opportunity to develop culture on different levels of society. The important starting points of culture in the field of public dialogue, encouraging the cultural standards and values that are required in the environment, and increasing cultural awareness and democratization is what we tried to achieve with the ECoC 2012 project. I was sure that the involvement of different social institutions encompassing the entire field of people's activities played a vital role in the success of the project – ranging from all the cultural institutions, universities, secondary and primary schools, sports,

the economy to last but not least all the subcultural groups in the field of culture and art. The comprehensive range of content for different segments of the public, the mainstream and non-mainstream, is a foundation of searching for synergies in society. The ECoC project brought many effects to the city, region and country, which we will certainly assess in the future, regardless of whether they are visible or hidden, social or economic. Due to the international involvement and the extreme dynamics of many institutions, the year 2012 presented an incredible opportunity for boosting social development in the city and the region. That is why the Institute, with the help of the cities and towns and the country as a whole, played an important role in establishing contacts above the level of the institutions, which marks a tendency towards the establishment of a coherent region. The city of Maribor, as a protagonist in the field of cultural activities, established a starting point for regional relations. The European Capital of Culture as an incredibly positive and recognizable international brand brought new opportunities that can boost the development of the city and the region in the long run and create sustainable effects. The ECoC brand remains for the city, towns and the region and with it comes the opportunity to strengthen activity and cooperation, as pointed out by the Maribor 2012 institute in 2012. We managed the MARIBOR 2012 – European Capital of Culture brand with quality, rationality, professionalism and devotion and lead a project that should be the pride and glory of all citizens. After all, the citizens, visitors and creators acknowledged the project as theirs and enabled the city and towns and the country to justify the ECoC candidature.

The ECoC 2012 project has paved the way in many areas. And due to its incredibly vast scope and complexity, it could not be compared to anything in Slovenia. By the end of the project, it is clear that we have been facing new solutions, new searches and new knowledge. The city and the towns gained in pride, the self-awareness that they are capable of achieving ambitious goals, and most of all it raised the self-confidence of citizens who are proud of the area they live in and co-create. Finally, we can only weave stories through common activities, through establishing contacts and synergies since the ECoC is one common story. A story of art, politics, economy and mainly of dedicated citizens.

In the 5,300 events that were part of the ECoC 2012 programme and by including more than 30 different countries, we witnessed an incredible recognisability of the project and many visits. That is why in this publication, we present exceptional results in the field of tourism that were recorded in Maribor and the partner towns in the year 2012. We present data on the increased recognisability of the city and incredibly strong recognisability of the ECoC project in the Slovenian area. Take a walk through an overview of the different activities of the Maribor 2012 institute that we recorded in the year 2012 when we hosted over 200 different delegations, a series of events and followed the project's commitments. Thanks to the dedication to the goals and commitments of the European Capital of Culture, we brought the project to its closing stage and I believe that we realized goals that also bring new developmental opportunities, new models of operation and cooperation. That is, new models of existence in a wider area. We have made a step towards an improved quality of living on all levels, boosted many a potential in the environment and proven that cooperation is key for every step forward. This year we took a step towards a better future for generations to come. Finally, the ECoC project legacy will mark the developmental pace of the city and the region, which will pave new paths while searching for a new identity. However, this is a process that will be assessed in the future, as well as the exceptional heritage that was left following the ECoC project.

SUZANA ŽILIČ FIŠER, PhD

Director-General MARIBOR 2012





ORGANIZATION



Candidature

Based on the 2006 open call of the Ministry of Culture, KIBLA was selected by the Municipality of Maribor to prepare the candidature for the European Capital of Culture 2012 (Ministry of Culture of the Republic of Slovenia, 2006) for the city of Maribor and its partner towns – Murska Sobota, Novo mesto, Ptuj, Slovenj Gradec and Velenje. The documentation had to be prepared taking into account all the application criteria and requirements ranging from the thematic, such as an emphasis on cultural tourism, to infrastructural, where the proposed projects had to be supported with documentation confirming that the investments are planned. More intensive preparation for the application began in the autumn of 2006. As part of the documentation, KIBLA had to prepare and annex the 2007-2011 Local Cultural Programme of the Maribor Municipality. On 14 February 2007 the City Council discussed and confirmed both the prepared candidature and the local cultural programme, which was a mandatory part of the application procedure. Final preparations included obtaining additional documents and the preparation of materials, which lasted until the end of February 2007 when the application had to be handed in on the 27th.

In 2007, the Ministry of Culture examined and checked the completeness of applications. It has been determined that 4 cities had applied: Celje, Koper, Ljubljana, and Maribor. In April, Culture Minister Vasko Simoniti, PhD appointed an international expert commission for evaluating the applications, which decided at its May 2007 session that the best and most suitable application was that given by the city of Maribor and its partner towns – thus it was proposed that minister select Maribor as the candidate city. Because of Maribor's considerable advantage over other cities, the minister followed the commission's recommendation and proposed that the Government of the Republic of Slovenia supported Maribor and its partner towns for the candidature of European Capital of Culture 2012. On 31 May 2007, the Government confirmed the minister's proposal.

In August of the same year, preparations for the procedure in Brussels began. First, a method for the realisation of the process had to be selected and a questionnaire had to be completed, requesting certain basic and detailed answers to the questions on the starting points required by the ECoC project. After several meetings at the Ministry of Culture, the thematic points of departure were agreed upon. After the negotiations, the financial frames had to be shrunk to an agreed number, from 230 million euros to 200 million euros, of which 50 million were intended for programmes and 150 million for investments. The documentation was later approved by the Government of the Republic of Slovenia at its session on 23 December 2007 and was sent to Brussels in the following days.





Nomination

After the presentation of the programme, the international expert commission in Brussels determined to recommend Maribor for nomination for the European Capital of Culture for 2012 and the procedure was underway. First, the European Commission accepted the nomination, which was then also confirmed by the Culture Ministers of all the EU Member States. Finally, on 15 May 2009, it was accepted in the European Parliament. Thus the Maribor candidature was officially closed and there were no obstacles to taking additional steps. That is, mainly establishing an organization that will run the project (European Commission 2012).





Establishing the Public Institute MARIBOR 2012 – European Capital of Culture

In February 2010 the City Council of the Municipality of Maribor adopted an Ordinance on the constituent instrument of the public institute Maribor 2012 – European Capital of Culture establishing an organisation for the realisation of the ECoC project (Medobčinski uradni vestnik, 2010). However, for most the year preparations for the project's realisation took place through provisional and acting bodies until the programme and business directors and after acting general director also the general director were officially appointed by the end of 2010 and started their duties.

The institute was established for the comprehensive planning, preparation, organization and execution of the »Maribor 2012 – European Capital of Culture« project. The institute's mission in the framework of the ECoC 2012 project was the promotion of culture as one of the fundamental factors in the relationship between individuals, cities, regions and countries, and the establishment of cultural dimensions as a vital part of social relations. Thus the institute developed a local, regional and national cultural identity connected to local, European and global cultural achievements and contributed to shaping the European cultural identity that is based on rich cultural diversity.





Maribor 2012 Public Institute's Bodies

Maribor 2012 Public Institute's Administration

SUZANA ŽILIČ FIŠER, PhD, Director-General since 1 April 2011
 MITJA ČANDER, Programme director since 12 October 2010
 VLADIMIR RUKAVINA, Acting Director-General since 9 March 2010 to 2 February 2011
 HELENA HVALEC, Business director since 9 March 2010 to 21 April 2011
 ALEŠ NOVAK, Acting Programme director since 9 March 2010 to 11 October 2010

Maribor 2012 Public Institute Council

RUDOLF MOGE, President
 mag. FRANCI PIVEC, Deputy president
 MARJETA CIGLENEČKI, PhD, member
 MATEJA KOMEL SNOJ, member
 BARBARA KOŽELJ PODLOGAR, member
 LUČKA LORBER, PhD, member
 ANDREJ VERLIČ, member
 NINA HOJNIK, member

Ex-members:

JOŽEF ŠKOLČ
 JÓZSEF GYÖRKÖS, PhD
 STOJAN PELKO, PhD
 SUZANA ŽILIČ FIŠER, PhD
 ROMAN GLASER, PhD
 SAŠO DROBNAK
 SREČKO MEH
 ALEŠ HAUC
 MILAN PETEK
 OTO LUTHAR, PhD
 BOJAN KONTIČ

Maribor 2012 Public Institute's Programme Council

JANEZ LOMBERGAR, President
IVO VAJGL, Deputy president
META GABRŠEK PROSENC, member
DARKO LUKIČ, PhD, member
LUKA NOVAK, member
JURIJ SADAR, member
VITAL VERLIČ, member

Ex-members:

JOŽE VOGRINEC, PhD
TOMAŽ PANDUR
DARKO BRLEK
SIMON KARDUM
MITJA ČANDER

ECoc Academy

The ECoC Academy is a prestigious consulting body comprised of reputable members in the field of Slovenian culture, science and art. The members of the ECoC Academy contributed reflections on the operation of the institute and at the same time they have been actively involved in various ECoC programmes. The members of the ECoC Academy:

DUBRAVKA TOMŠIČ SREBOTNJAK,
MILENA ZUPANČIČ,
MLADEN DOLAR, PhD,
TOMAŽ ŠALAMUN, Academic,
Prof. MATJAŽ KMECL, Academic,
DRAGO JANČAR, Academic,
ANDREJ BRVAR,
IGOR GRDINA, PhD and
OSKAR KOGOJ.





Maribor and the partner towns – Murska Sobota, Novo mesto, Ptuj, Slovenj Gradec and Velenje

The partner towns have certainly been one of the key parts and programme contents of the ECoC 2012 project. Regardless of the troubles at the start, the numerous disagreements and the coordination that was required due to such a large number of partners, the decision that such a large number of partners would collaborate in the project was indeed correct. 5 partner towns that hosted the event; 5 respective city opening ceremonies, 6 city co-ordinators and the cooperation of 17 programme units from Murska Sobota, 18 from Novo mesto, 22 from Ptuj, 15 from Slovenj Gradec, and 23 from Velenje has indeed shown positive effects. In Maribor and its partner towns of Murska Sobota, Novo mesto, Ptuj, Slovenj Gradec and Velenje the European Capital of Culture 2012 presented a homogenous, common programme story in which each town kept its distinctive features and made effective use of all its potentials. Each of the partner towns has been marked by a specific field of culture – the flagship of Murska Sobota and the culture of the Pomurje region was literature, the starting point of Novo mesto was Slovenian expressionism, Ptuj is a carnival town and at the same time the oldest town in Slovenia, Slovenj Gradec is marked by a tradition of fine arts, and last but not least Velenje is a town of young people, culture and sports. A total of 111 contractual projects have been carried out in the partner towns, totalling more than 1500 events with almost 500,000 visitors.





Maribor





Maribor, with something over hundred thousand inhabitants, is the second largest city in Slovenia and the regional centre of the Štajerska region. The Drava river, which flows through the city, was extremely important for the development of the city. It is surrounded by the wooded Pohorje, which is the extreme south-east edge of the Alps and the central winter sports centre of Slovenia. On the west span is the wine-bearing Slovenske gorice and the flat Dravsko polje as the Western threshold of Panonia. Maribor was first mentioned as a city in the middle of the 13th century (Zavrnik in Miše and Slanič, 32). Since medieval times, the city has belonged to various state formations. For the longest period, from the 13th century until the end of the World War I, it belonged to the Habsburg crown as a Styria county town where the Slovene population and settled German ethnicity coexisted. Following the end of World War I, it came under the rule of the Kingdom of Yugoslavia. And after World War II it was included in Tito's Yugoslavia. Finally, in 1991 it became part of the sovereign country of Slovenia. The old city centre reflects the medieval urban image of Maribor. The remaining part of the fortification has a 14th century



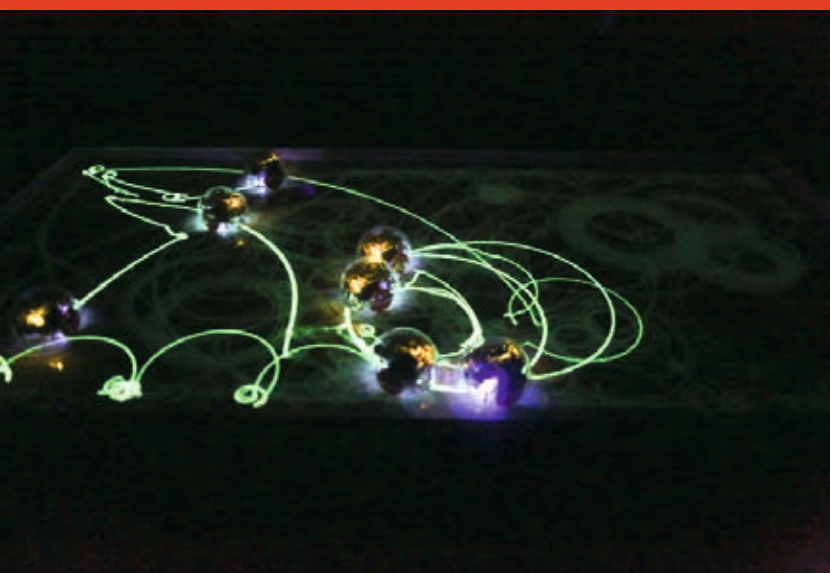


synagogue and a prestigious Gothic cathedral church of Saint John the Baptist. When a railway line ran between Vienna and Trieste through Maribor in the mid 19th century, Maribor rapidly began developing and industrialised from its previously mostly trade guild and wine trade city. Since the end of the 20th century, the city has mainly developed as a logistic, university and cultural centre. The University of Maribor is the second oldest university in Slovenia (Pivka, 37). One of the main venues of the ECoC programme was also located in the main theatre hall of the Slovene National Theatre Maribor. Each October, since 1965, the Slovene National Theatre Maribor has hosted the gathering of Slovenian theatres, the Borštnik Meeting (Pivka, 39). The city fosters publishing and concert activities and the National Hall is best known for its organization of the multicultural Lent festival. Maribor offers numerous other cultural institutions and venues: the Maribor Art Gallery, the Regional Museum Maribor and the new Maribor Puppet Theatre (Zavrnik in Miše and Slanič 2012, 32).

In the year of holding the title of the European Capital of Culture, 308 programmes and projects took place in Maribor, carried out by local, Slovenian and international partners. Most of the programmes and projects have been designed especially for the year and have been further classified into four basic programme strands and entities, which formed the contextual and connecting core of the programme scheme.

Town keys created a dialogue between the city and art. Through various events, the participants tried to encourage the opening up of identity circles of the city and at the time sought new forms of creative accommodation. They especially focused on the revitalization of the city centre as a symbolic »place« of urbanity. The emphasis has been put on filling empty or demolished locations in the city centre, through exposure or adding new elements. For example, in projects such as **River Noise**, **The Confession Room** and **Street Comics**. The history of the city, which is strongly marked by the history of its German-speaking inhabitants, also represented an important aspect – creating strong interest from projects such as **Germans and Maribor**, **Let's See What They're Doing** and **The History of Maribor's Houses**. The projects **Bomb-Attack on Maribor**, **What is Maribor (Was ist Maribor?)** and **Safari Tour Maribor** offered an upgrade of the spiritual space. Of course, something would be missing if there were no big festivals such as the already traditional **Lent Festival** and numerous festival events for children – **Art Camp**.

Terminal 12 introduced top quality art with a special emphasis on new approaches and local creativity. It combined all the artistic genres from film, theatre, visual arts and literature to architecture. Top quality and profiled projects with a unique artistic vision and radicalism of substance and execution was the thread connecting the events. The programme has also substantially upgraded the programmes within the theatres, galleries, cinemas, concert venues and other artistic institutions. 2012 was the first time Maribor had hosted such a vast number of world-class productions, ranging from grand philharmonics and overwhelming musical performances (**Ivo Pogorelich with the Zagreb Philharmonic Orchestra**, **Maribor Festival**, **Mars Festival**) to acclaimed theatre productions from around the globe (**The Stage Between the Sky and the Earth** programme), an incredibly vibrant popular and club music programme (**European Jazz Orchestra**, **the Rosenberg Trio** and violin player **Tim Kliphuis**, **Chick Corea**), leading international architecture projects (**2112Ai [Architectural Intelligence]**), acclaimed European art exhibitions (**Art Kept Me Out of Jail!**, **Silent Revolutions**, **Beautiful Painting is Behind Us**, **Maribor Project/Rebecca**



Horn & Guests), and visits from foreign intellectuals and writers. Besides multi-layered cultural productions from all corners of the globe, the audiences could see numerous ambitious Slovene productions. The leitmotif connecting the Terminal 12 events raised key questions regarding our current state, our future and especially the role of art in the times yet to come.

All these projects filled the physical and spiritual space of the city with different synergies, connected the citizens with the city and livened up the events in the European capital of culture. During the summer months this situation was strongly boosted by seven open-air stages offering different yet mainly musical programmes.

Urban Furrows were intended to raise awareness among the public and to develop completely concrete examples of good practices in the field of alternative and autonomous productions, namely in those aspects of life that serve as a prerequisite for a tolerant, mutual and creative society. Throughout the entire year, the strand has dealt with the exploration of Roma and ethnic issues, homelessness and the position of rejected youth, modern national and international migration policies and sustainable local supply. One of the greater achievements was the inauguration of the **Centre for Alternative and Autonomous Production – CAAP**. Finally, throughout the entire year, the aim and wish of the Urban Furrows strand was directing the energy and programme towards less privileged communities and neighbourhoods.

Lifetouch pursued two goals. The first one was to transplant as well-rounded a picture as possible of the programme and events in the framework of the European Capital of Culture into a wider context through the web. The other goal was to instil a certain (self)reflection into the project. The first part aimed at following and (self)reflecting on the programme, events and content of the ECoC MARIBOR 2012 (the **Through Textual Nets** project), while the other track reflected on the events in the wider cultural and geopolitical context that influenced and determined the area of the Eastern Cohesion Region; the region of the European Capital of Culture, events both historical and contemporary. In one of his articles for the Perspectives and Reflections 2012 project, renowned Serbian author Dragan Velikić wrote the following about the web portal of the Lifetouch programme strand: »I would call the phenomenon of the Slovenian site in the beginning of the 21st century Maribor's fantasy.«

Besides the four programme strands, the ECoC story structure provided a special place for three programme entities that also show a new programme that was premiered for the first time. In the framework of international activities, we must first list the **Cultural Embassies** that, besides cooperation with many European and non-European countries, showcased different cultures from the European Union and the entire world. With all this, we devoted special attention to people with special needs and volunteering within **Opportunity for All**. Last but not least, the University of Maribor (the **RAZ:UM** programme) holds a special place for the city, the entire region and the ECoC project, which shows great development potential.



Murska Sobota





Murska Sobota, with approximately fifteen thousand inhabitants, is the most northern Slovenian city and also the westernmost city of the Panonian region. Its image is embellished with the Park of Peace, in the midst of which is situated a Renaissance castle with a Regional Museum and a hall for hosting events. The flagship of the culture of the Pomurska region is literature, which has left and is still leaving a deep trace in all genres of Slovenian literature. From the Prekmurje region come a great number of artists – mostly landscape artists, which is telling of the charm of this region. Its symbol is a stork. In 2011, Murska Sobota got a renovated multipurpose theatre and concert hall, Park Theatre, which strengthens the town's position as a regional centre. At the same time, the building retained the exceptional architecture of the Slovenian »Moderna« period (Zavrnik in Miše and Slanič 2012, 39). Twenty co-production projects and around 250 events took place in the town in 2012. These enriched the cultural activities of the city on the banks of the Mura river and drew attention to its heritage. First-class names of the world, European and domestic artistic environment came to Murska Sobota in 2012. At the same time, young and unacknowledged artists were given a chance. It hosted unforgettable





events, exhibitions and workshops, which were visited by almost 80,000 visitors. Moreover, it connected domestic creators, creators in partner towns and the wider area. It strengthened the friendship between the partner towns and deepened their cooperation.

The town reached its peak in the modern dance performances of the **International Modern Dance Front@ festival**, theatrical performances in the framework of the **New Theatrical Challenges** project where we should undoubtedly highlight the **Invisible Circus (Le Cirque invisible)** with **Victoria Chaplin and Jean-Baptiste Thiérrée** show. In addition, there were exhibitions such as **From the Collection of the Museum of Concrete Art Ingolstadt**, **From Page to Space**, **Revealed/Hidden**, **Mura Open**, and **Tü Mo – Slavic Settlement of Prekmurje**.

The children also got their share since the **My Town** project was devoted to them. Here, besides their idols, they could get acquainted with art through workshops that took place during the whole of the summer. The audience was also not let down by what the traditionally acclaimed festivals such as **PAC's Music May**, **Sobota Days**, and **Sobota Summer** had to offer. Fortified with excellent performers, they took us on a journey into the world of classical music, pop and rock, ethno music and jazz.

A documentary film was made, **Radgona 1991 – Independence War in Pomurje**, which took us to the time of the independence war and offered new facts, findings, testimonies and never before seen footage that stirred the spirits. The **Prejk 12** project also stood out due to its fresh and innovative approach, which, with its spatial interventions, highlighted the examples of **Novak's architecture** that is still present the town from a different angle. It closed its doors in the autumn with selected sounds of electronic music and various workshops.

The **Digital Classics** project, a musical project by the group *a la fetish*, was intended for musical gourmets and aficionados and was certainly something special since it combined both classical and electronic music, rounding up the performance with artistic ambient dancers, tango dancers and shenanigans on tape.

2012 was also a year of the written word. The Dialect Literature Festival *Dialecta* brought to the town creators and recreators of Slovene dialect literature and experts who observe their activity not only in the Prekmurje region but also in the entire territory of Slovenia and beyond its borders. The main Slovenian meeting of authors and publishers of youth literature, **Eye of the Word**, addressed as its topic numerous questions in the field of literary creativity and publishing and awarded the reputable **Večernica** prize for the best work in the field of youth literature to **Dim Zupan** for his book **»Hektor in zrela hruška«** (»Hector and the mature pear«) which was published by the **Mladika** publishing house. The written word has been poured into music in the **Mura Narrative Songs and Romances** project. The novel **»Sprehajališča za vračanje«** (»Walkways for Returns«) by **Feri Lainšček** has also come to life with the voice of **Simona Kopinšek** and an unforgettable musical performance was presented to the listeners. In autumn, Murska Sobota was embellished with four new sculptures, works by the local artists. The projects **Roundabouts** and **Signs of Panonian Muses** generated unique works that will remind visitors for a long time of the year when Murska Sobota also took part in the European Capital of Culture project. In its **Mura Open** catalogue, the culture capital pointed out valuable sculptures from the legacy of the Mura factory that became part of the town.

The Murska Sobota events were enlivened by networking projects in which local artists also participated. For example, the **Harmonies** project intended for associations and amateurs. **Music without Borders** showcased exceptional work by music school pupils. The **Culture on the Palm of Your Hand** was reported on the town events and provided archiving. The European Fairytale brought closer Scottish folktales. And finally **Wow, Industry!** highlighted the priceless Mura factory design.



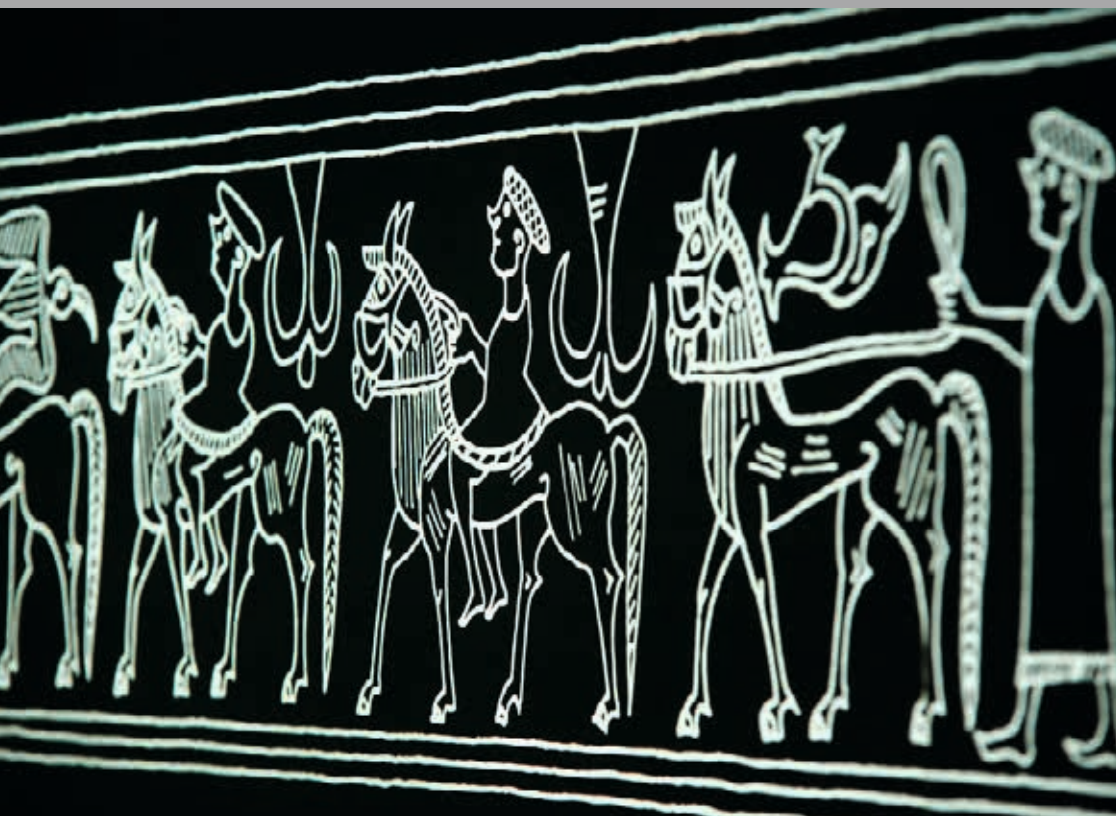
Novo mesto





Novo mesto, with almost forty thousand inhabitants, is the centre of the Dolenjska region. The region where Primož Trubar was born. This Lutheran priest established himself as the beginner of the Slovenian printed word in the mid 16th century. In particular, the revival cultural movement *Novomeška pomlad* (the Novo mesto Spring), which appeared after World War I as the starting point of expressionism in Slovenia has been meaningful. The town boasts a central library and museum. In addition, it is marked by the revival of the visual and expressive arts as well as music (Zavrnik in Miše and Slanič 2012, 45). 19 projects and over 400 major and small scale events took place in the Municipality of Novo mesto in 2012 and they were visited by more than 50,000 visitors.

The ECoC project presented an enormous challenge to the individual Novo mesto producers and most of them accepted it as an opportunity for a quality upgrade and the establishment of the platform for new projects to take place in Novo mesto in the years to come. The cooperation of the Municipality of Novo mesto in the European Capital of Culture MARIBOR 2012 partner project established ties with a relatively remote region. In the past, however, the town has been



fostering connections with Ljubljana and Zagreb. The experience, knowledge and programmes that they exchanged with Maribor, Murska Sobota, Ptuj, Slovenj Gradec and Velenje have been rich and they opened up opportunities for cooperation following 2012.

The greatest acquisition regarding the investments was the reconstruction and modernisation of the Anton Podbevšek Theatre in 2010, since besides Slovenj Gradec Novo mesto was the only partner town to be awarded funding in the public tender issued by the Ministry of Culture. With the acquired funds and the twenty percent share from the municipality, they renovated and modernised the Anton Podbevšek Theatre in terms of construction and technology. They have also acquired new visual and audio equipment.

Of course, exceptional and quality programme content is also important. Events have been arranged throughout the year, and festivals followed one another in quick succession. Novo mesto has cooperated with other towns on certain projects. The **Jazzinty** and **Fotopub** festivals, which livened up the city centre, could not be passed without mention, as well as **Rock Otočec and the spectacle Detonation – Two Men with Bombs**, directed by Matjaž Berger. This year, Novo mesto has also been marked by important local cultural heritage projects and historical projects that were arranged by the **Museum of Dolenjska**. Plus, they showcased a collection on the development of the automotive and trailer industry within the framework of the **Wow, Industry!** project. And finally there was the Situla Department Store where stories from the distant past and the heritage of Novo mesto met with the present, as well as the ECoC Info Point in the Hostel Situla where visitors obtained all the important information on the European Capital of Culture project and events.



Ptuj





Ptuj is the oldest town in Slovenia with approximately twenty-three thousand inhabitants. The main cultural and historical site of the town is the strikingly elevated Ptuj Castle. The collections exhibited there do not only belong among the most important in Slovenia but also in the wider Central European region. There you can find the Dominican and Minorite monasteries, as well as the still preserved remnants of the fortification by the Drava river and let us not forget the archaeological remains dating from the times of the Roman Empire. The city has a central library, art galleries and a permanent chamber theatre. Ptuj also boasts its ***Kurentovanje***, a traditional event charged with an extremely strong ethnological, magical and pagan content for which Ptuj got the reputation of a true carnival town (Zavrník in Miše and Slanič 2012, 51). In 2012, a total of 480 events with almost 25,000 participants took place in Ptuj. According to the reports of the producers, the Ptuj events attracted almost 230,000 visitors.

In Ptuj they built on the wealth of immaterial and immovable cultural heritage of the town Ptuj and fashioned the **Art and Heritage Carnival**, a parade of intertwined events. They also organized the





intercontinental **Ethnofest** combining more than **60 groups** and **2000 participants** from **eleven countries**. They prepared Artfest with the musical and theatrical performance the **Wedding of Korant**, the international art contest **Ex tempore** and other artistic events, **Karnevalfest** with the **International Gathering of Brass Bands**, **52nd International Carnival Parade** with more than **100 groups** and **4500 participants** from **8 countries**.

This year, the cultural activities in Ptuj offered excellent international and domestic productions, including the theatre pieces **Danton's Death** and **In the Solitude of Cotton Fields**, produced by the **Ptuj Town Theatre**. Also the **Ivan Potrč Library Ptuj** made a contribution with the project dedicated to Štefka Cobej, PhD and with the Libraries of the Twin Towns project. The **Ptuj – Ormož Regional Museum** justified its reputation. The new exhibition of the collection of masks with a new exhibition room expanded the museum space and the ethnographic legacy finally received the emphasis it deserves. Ptuj hosted an outstanding exhibition showing the **collection of works by Oskar Kokoschka**, which presented his influence on **Elsa Oeltjen Kasimir** and **Jan Oeltjen** who were born in Ptuj.

The Ptuj summer festivals were imbued with the environment and the town – first it hosted the **Festival of Children's Creativity**, with various handicraft and creative workshops that attracted older children. This was followed by the **Arsana** music festival accompanied by the **10th Art Stays Ptuj** festival, one of the biggest European festivals of contemporary art, presenting art from **26 European countries** and the other **six continents**, as well as other projects such as installations of European academies, light art performances, intermedia performances, musical performances by artists from the USA, Germany, Italy and much more. 60 events occurred at the **Days of Poetry and Wine 2012** event, including 25 readings of poetry where **27 poets** coming from **19 different countries** read works in **18 languages**.

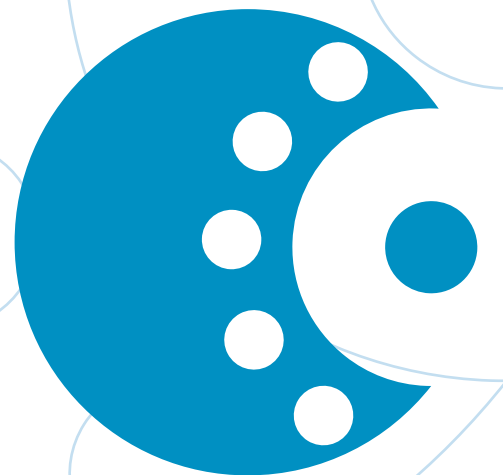
Ptuj brought to life two thousand year old Roman stories – this year's 5th **Roman Games** marked the 1943th anniversary of the general's choir in Petoviona. The **Cinema without Ceiling** film festival spiced up the closing summer evenings. Of course, there were many other events and festivals throughout the year that livened up the town streets of Ptuj. That the European Capital of Culture project is an intergenerational event was proven by the **Klub ptujskih študentov** (Ptuj Student Club) with the **Terasafest** and **Wine is Thicker than Water** festivals, which both combine entertaining, creative and educational content and have been bringing life to our town for some years.

Digital content such as the **Lifetouch** publication, and online information about the projects surely has to be mentioned among the joint and network projects that have been carried out in the area of the Municipality of Ptuj. We should not forget the printed edition of the Lifetouch strand, offering information about the current events for all the partner towns. **Projects by the University of Maribor**, which also included students from the area of the Municipality of Ptuj. Then the **professional publications** such as **The Arts around 1400** which dealt with the monuments from our local area. And individual projects such as the **Culture on the Palm of Your Hand** – a series of TV shows about the European Capital of Culture project. The **Wow, Industry!** project with a number of exhibitions dealing with the creative industries with the cooperation of the Ptuj – Ormož Regional Museum and the participation of the **Centre of Free-time Activities** through film workshops. And lastly, the **Harmonies** project, which includes events in the field of amateur culture with the participation of the **regional Public Fund for Cultural Activities in Ptuj**.



Slovenj Gradec





Slovenj Gradec, with nearly seven thousand inhabitants, is the smallest partner town to participate within the European Capital of Culture project. It is the centre of the Koroška region. The town situated in the midst of the mighty mountains is mostly recognizable in the Slovenian cultural space as the focus of fine art and as a location where the rich lore of the past goes hand in hand with a modern beat. The art tradition of medieval carvers and Baroque masters has been poured into the internationally acclaimed activity of the Koroška Art Gallery, which Slovenj Gradec carried far beyond the borders of Slovenia under the auspices of the UN (Zavrnik in Miše and Slanič 2012, 57).

In the past year, numerous events have taken place in the Municipality of Slovenj Gradec and its neighbouring Municipality of Ravne na Koroškem under the auspices of the European Capital of Culture 2012 project. Thus 25 projects with many accompanying activities and visiting events have taken place. All in all, there were 100 events. According to the participation of visitors, the





projects may be evaluated as extremely successful. In the entire year, we recorded almost 52,000 visitors and a total of over 3000 performers.

As one of the six ECoC partner towns, Slovenj Gradec has gained on many levels. For the most part, this includes building upon the existing content since this is the knowledge that the town has and because these are the contents that the town will direct its attention to in the future. The **Angels of the Apocalypse**, an exhibition by the Serbian artist **Vladimir Veličković** and **Jože Tisnikar**, a painter from Slovenj Gradec as well as the international exhibition **Soft Control** were among the most prominent events, which also lead to an increase in visits to Slovenj Gradec. The **1st International Solo-singing Competition** in interpreting **Hugo Wolf's** songs which will also be held in the future belongs among the programmes that have been prepared by the end of the ECoC year and has long-term value for Slovenj Gradec.

This town of the Koroška region also gained in terms of infrastructure. In the framework of the preparations for ECoC project, **Hugo Wolf's birth house** has been renovated and a documentation centre was arranged. At the same time, the **gallery** and the **Koroška Regional Museum** underwent a refurbishment. Furthermore, the **old town centre** where the summer festival events took place was renovated.

This included traditional and this year internationally upgraded content in the framework of the ECoC project such as the **14th Peace festival**, **19th Art & Crafts Exhibition**, **Summer Festival Events** and the **Youth Literature Festival**, **Urška**.

In cooperation with other partner towns, the town also hosted some of the so-called networking projects such as **Wow, Industry!**, **Luxury Productions – Film Workshop**, **Music without Borders**, **Harmonies**, **Slovenian Book Days**, cooperation on the **Regional Book Fair**, **European Fairytale**, **Skate Festival**, **Culture on the Palm of Your Hands**, **Clownbuf Clown Festival** and **Faces of Inner Power**.





Velenje





Velenje is considered the centre of the Šaleška dolina valley, which is situated close to the border of the Štajerska and Koroška regions. A castle looms over this town of more than twenty-eight thousand inhabitants, which was first mentioned as early as 1270 and is among the most beautiful in Slovenia. Velenje is a typical product – also in terms of architecture – of the rapid industrialization in the period of Tito's Yugoslavia. Nowadays Velenje is a modern town of culture, young people and sports (Zavrnik in Miše and Slanič 2012, 63).

24 ECoC stories related to Velenje formed a cultural programme that was thought through carefully and communicated with both the local community and with the programme guidelines of the European Capital of Culture project. Throughout the year, there were 260 events that have been visited by almost 80,000 visitors.

The Velenje projects were organised into three cultural pillars and have drawn on topics of local tradition, strengthening well established cultural platforms and programmes, as well as on the identification of unused potentials. Below you can find the projects belonging to the first group,





which draw on tradition, bringing to life town stories: the **International Brass Band Competition** connecting tradition and contemporary creativity, **Europe Dances**, a revival of the trademark that has grown from a dance event on the Velenje roller skate rink to a hosting event of the **European Standard and Latin American Dance Championship**, the **Velenje International Embroidery Festival 2012**, which has woven threads for international cooperation between knitting ladies and exhibited ethnological masterpieces and contributed to maintaining a rich tradition and cultural heritage, and lastly **Max Club Jazz Festival** which with its quality jazz programme returned to its roots and once again found its moment in top-notch jazz performances that satisfied even the most demanding audiences.

The next cultural pillar was formed by well-established Velenje programmes that are based on the inclusion of different age groups, intergenerational cooperation and provided quality cultural education for all generations in Velenje: both for encouraging children's creativity in all art genres as well as for the vibrant, youthful beat of the town and the quality accommodation of the middle aged and older generations. In the context of this programme group, we should first mention **Pika's Festival**, which with the help of the character Pipi Longstocking culturally educates and entertains the youngest. This is followed by the **Kunigunda Youth Culture Festival**, sailing on the wings of joint youthful and creative forces bringing to town cutting edge and alternative productions. The international **Lirikonfest** has brought joy to literary aficionados each year with its lyrical art festival. This year, the Slovenia Coalmining Museum also contributed in the field of visual arts with its quality exhibition and spatial installation **Laibach kunst**. The intergenerational cooperation and amateur creativity achieved all the newly set creative goals with the **Great Form, Human Figure** project.

Lastly, the third programme pillar consisted of projects that uncovered new potentials and which have proven that it makes sense to build on fresh ideas that broaden the cultural horizons and liven up the town's steady beat. Here belongs the **Šaleški Student Octet**, which played with combined stand-up comedy performance and vocal singing and surprised the citizens with an interesting creative intrusion; a flash mob in the town centre. The **Carmina Burana** rendition by the SToP percussion group, a project that combined instrumental, vocal and visual creative forces into a majestic whole that enchanted many visitors. The **Three Exhibitions** presented works by local academic painters **Anja Jerčič Jakob**, **Uroš Potočnik** and **Nataša Tajnik Stupar** by way of three independent exhibitions. The **Promenade** project included young people in the exploration of spatial solutions. The ideas for the renovation of one of the most frequented town streets were compiled in a book and the project's realization was the construction of an urban element. The topic of the quality of life and environmental solutions in the future of the Šaleška dolina valley was established through the **Sustainart** exhibition by the students of the Environmental Protection School of Higher Education. The House of Minerals presented the richness of a vast geological mineral collection with three visiting exhibitions in the ECoC partner towns. The **Lost Places in a New Perspective** project has shed light on valuable parts of the history of Šaleška dolina valley and has commemorated the villages lost due to the lakes that came into existence because of coalmining. The lake has motivated and combined literary creativity in a book of short stories, entitled **Lake on the Border of Town**. The **ECoC Imaginary Essence** project with its multimedia show offered **Stane Špegl's** view on individual ECoC partner towns. The **White Goods**,



Black Magic project focused on the industrial heritage of Velenje, of which it spoke through the language of contemporary artistic practices. The **Laibach** band was hosted on the newly built **Ligi's Stage** in the mine shaft, a unique event that attracted visitors from the whole of Slovenia. The lake-floating **Elvis Halilović's Water City** has contextually combined and connected the lake-related stories with a newly established platform and directed our gaze toward future creative relations and interesting modes of co-existence arising from this.

Besides Velenje projects, other networking projects that were carried out in ECoC partner towns also came to life. The most prominent was certainly the **Wow, Industry!** project by the **Gorenje factory and Velenje Gallery**, which presented the path of Gorenje's creative industry through design, marketing and visual communications. Film and animation workshops as well as various musical and dance performances also took place in the networking programme framework.

It has been shown that the cultural stakeholders in the Eastern Cohesion Region have a lot in common despite their local differences and specifics in various fields of culture – that is, creativity, organization, dedication to work, the wish to connect, etc. On the grounds of these differences, the region may present itself as being culturally rich, diverse and attractive to visitors. At the same time it is necessary that for the reasons that are common to its creators – being small, unrecognized and self-sufficient – they should act unified on the market of cultural goods and tourism. A significant increase in the number of foreign and domestic guests in ECoC 2012 cities was the confirmation of such indicators.

It was determined that the cultural events in their broadest sense are those that are listed very high on the value scale of human needs in the conscience of the inhabitants of city environments. People want cultural and culture-related events since they are one of the opportunities for searching and confirming one's own identity. A significant increase in the number of visitors to cultural and related events in ECoC 2012 partner towns was a confirmation of these indicators. It has been evident that culture is one of those social factors that is able to mobilize and attract a larger number of people for creativity. The more any of the partner towns was immersed in social or economic distress, the more interest there was in the creation of culture programmes. A significant increase in active (co)creators of cultural programmes in partner towns in 2012 – also on the part of the population that has not cooperated in cultural production in the past – has confirmed these indicators.

In fact, necessity served as the systematic link. The number of interested parties and cultural and other creators that have cooperated at later stages and the dedication shown in their execution and devotion to the European Capital of Culture – MARIBOR 2012 brand have confirmed the indicators.

It is a fact that it would be suitable to keep the information and organizational ECoC 2012 platform, its programme starting points and the future opportunities for their development, as well as their connecting effects in the region and wider area in one way or another.





Public Institute's Operations 2010–2012

The European Capital of Culture – Maribor 2012 is a legal entity governed by public law. It is an indirect budget user as set by the Rules Determining Central and local Government Budget Direct and Indirect Spending Units.

The institute was established on the 30th March, 2010. It was founded by the Municipality of Maribor, which must ensure funds for its activities.

The public institute Maribor 2012 mission in the framework of the ECoC 2012 project was the promotion of culture as one of the fundamental factors in relationships between individuals, cities, regions and countries, and the establishment of cultural dimension as a vital part of social relations. In this way, the public institute Maribor 2012 develops the local, regional and national cultural identity based on the richness of cultural diversity (Public Institute Maribor 2012, 2012, 107).

Table 2.1: **Operating results in the 2010 - 2012 period**

REVENUES	2010	2011	2012
1. REVENUES of the MUNICIPALITY of Maribor and Republic of Slovenia	2,199,662.00	6,074,755.00	16,542,998.00
1.1. Programme material costs	1,777,900	4,377,816	13,232,276
1.2. Basic operational expenditure	403,668	867,377	2,386,882
1.3. Labour costs	18,094	829,562	923,840
2. REVENUES OF PARTNER TOWNS	0	402,098	1,275,321
2.1. Basic operational expenditure	/	217,350	689,358
2.2. Programme material costs	/	184,748	585,963
3. OTHER OPERATING INCOME	232	534.742	1.369.834
TOTAL REVENUES (1-3)	2,199,894	7,011,595	19,188,153
EXPENSES	2010	2011	2012
1. PROGRAMME MATERIAL COSTS	1,777,900	5,055,962	15,066,652
2. BASIC OPERATIONAL EXPENDITURE	403,805	1,134,885	3,211,233
3. LABOUR COSTS	18,115	820,401	909,519
TOTAL EXPENSES (1-3)	2,199,820	7,011,248	19,187,404
OPERATING SURPLUS	74	347	749

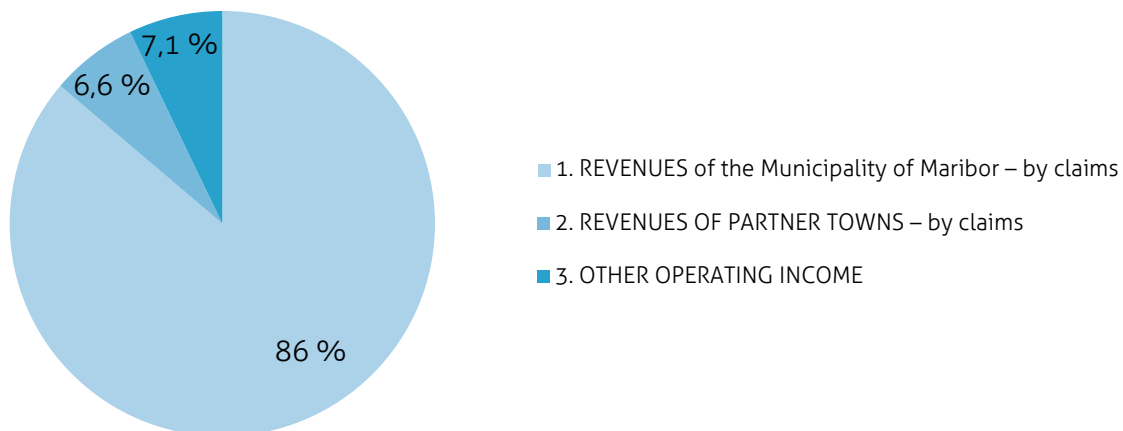
Source: Annual report on the work and operation of the Public Institute Maribor 2012 in the year (2012, 109)

During its three years of operation, the public institute realized gains in the amount of 28.4 million EUR. This was financed by the Municipality of Maribor and indirectly by the Republic of Slovenia in the share of 87%, the partner towns 6% and non-public gains totalled 7%.



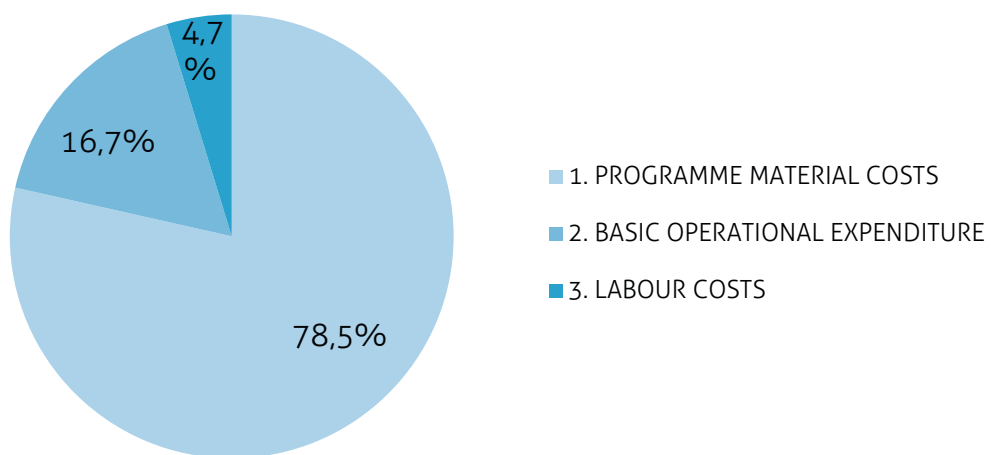


Chart 2.1: **Structure of revenues in the year 2012**



Source: Annual report on the work and operation of the Public Institute Maribor 2012 in the year (2012, 112)

Chart 2.2: **Structure of expenses in the year 2012**



Source: Annual report on the work and operation of the Public Institute Maribor 2012 in the year (2012, 116)

Legal Affairs and Personnel Administration

The following table shows the allocation of the number of employees and changes in representation of the types of employment in the year 2012 by individual sectors of the public institute Maribor 2012.

Table 2.2: **Employees in the public institute Maribor 2012**

SECTOR	No. of EMPLOYEES	
	1 Aug 2011	1 May 2012
PROGRAMME	12	12
OPERATIONS	7	9
MARKETING	6	7
TOTAL	25	28
Employed for an indefinite period	0	0
Employed for a fixed period	25	28
Public representatives	0	10

Source: Annual report on the work and operation of the Public Institute Maribor 2012 in the year (2012, 11)

Table 2.3: **Comparison of the actual EcOC 2010–2013 budget and the planned budget**

	Planned 2010–2013 EcOC budget	Structure of the plan	Actual realization of the 2010–2013 budget	Structure of the realization
Programme costs	24.643.000	43 %	21.900.514	75 %
Basic operational expenditure	9.625.000	17 %	2.482.126	8 %
Labour costs	15.250.000	26 %	2.223.451	8 %
Marketing	7.905.000	14 %	2.663.269	9 %
TOTAL	57.423.000	100 %	29.269.360	100 %

Source: Financial services Maribor 2012





PROGRAMME ACTIVITIES



Programme in Progress

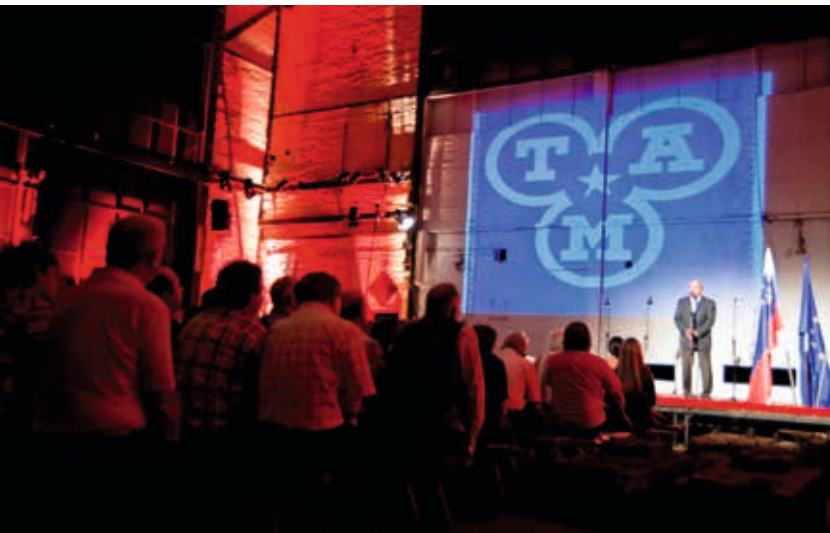
A selection, which was presented by KIBLA and published in its PURE ENERGY! publication, was created from the wide range of programmes, projects, initiatives, ideas and proposals that served as a base for the candidature, with which Maribor and the partner towns obtained the title of the European Capital of Culture 2012. The opinion of the Brussels commission on April 2008 was that this was the first stage in forming the programme framework of the future capital of culture. Several months later, on 14 July 2008, the Municipality of Maribor appointed a Temporary Secretariat¹ in charge of the execution of the ECoC 2012 project. In the subsequent development of the project idea until its second presentation in Brussels, announced for 5th November 2008, this Secretariat conceived 16 programme strands by the end of August and in September that included numerous projects and programmes that have been elaborated at various stages of the process:

- Pure Energy!
- Musica noster amor
- Maribor Festival
- At the Crossroads of World Cultures (Lent Festival)
- Carnival of Art and Heritage
- Harmony in Sobota
- Muses of Socialism
- Glass Sphere – Ars Eco Echo
- European Capital of Culture 2012 – Open Zone of Europe
- ARS VirDiCo
- EuGenius Loci
- Ars Non-Violens
- The Mast of Europe
- Eupippi L.
- Two Men with Bombs
- Dreams into the Future

Bearing in mind the Brussels commission recommendations and guidelines of the public institute Maribor 2012 led to the additional conceptualization of the programme. Therefore, by the end of 2010, 4 basic programme strands were created out of 16 programme areas: **Town Keys**, **Urban Furrows**, **Terminal 12** and **Lifetouch**, and by the end of 2011 3 programme entities as well: **International Cooperation/Cultural Embassies**, **Opportunity for All** and **RAZ:UM**. The programme strands and entities were intended to be the underlying programme scheme that included the already accepted projects from 2010 as well as new projects. Besides the programme strands and entities, which can be understood as a vertical dimension of the programme scheme, there were also seven programme sections created that horizontally/thematically intersected with the programme strands (Public institute Maribor 2012, 2012, 23).

1 The following is a list of members of the Temporary Secretariat that was presided over by Vladimir Rukavina: Andrej Verlič, Emanuel Čerček, Peter Tomaž Dobrila, Gordana Kolesarič, Danilo Rošker, Suzana Žilič Fišer, Daniel Sajko, Stojan Skaličky, Marinka Jerman Jelek, David Braun, Brigita Pavlič and Simon Tekavec.





Town Keys

The Town Keys programme strands – working title »Maribor reanimated« - was conceived as one of the basic, most fundamental parts of the European Capital of Culture project. Our starting point was the position of a »basic cell of history« – that is, the inhabitants of the city of Maribor – and how to really »pin« the ECoC project on them and make it theirs. The theme of this programme strand was the story of Maribor and its urbanity. The goal was a vibrant, interesting and thriving city centre.

Two working groups were created. The first, a group of field producers selected on the basis of a public tender, researched the actual physical and mental situation of the city space. Initially they conducted a survey among the inhabitants and business entities in the area of the old city centre. This was followed by evaluation and determining the points of interest and finally they looked at both personal and communal stories and possible project starting points. The other group consisting of professional workers, who were selected from their respective fields, used the method of accelerated brainstorming to select or create projects in a digital form.

This was followed by the mental encapsulation of the spatial area, which in our case meant the town walls that represent a symbolic »place« of urbanity. This resulted in the Illuminated Town Wall project. Then the utilization of empty or demolished areas in the city centre. As a result there occurred projects involving various forms of spatial intervention that expose or add new elements such as Flower Street, River Noise, The Confession Room, Mosaic, Promenade, Table Poetry and Street Comics. Here also belong projects such as Northern Lights, Kisses & Hugs and the Old Maribor photography exhibition, which were displayed in shop windows in the city centre. In one of the main city streets, the House of Science/Centre of Experiments was opened in cooperation with the university. The story of Maribor also includes a look at the history of its German-speaking population – that is why a major exhibition took place at the former Maribor Grand Coffee Shop on the main Glavni trg square. This led to the Bomb Attack on Maribor, the project entitled Situation: Anopthalmus hitleri, the Intellectual Whores project, the department for off-programme theatrical productions – What Is Maribor? (Was ist Maribor), Safari Tour Maribor and Infertile performances – which make use of spaces and situations outside the scope of traditional theatre, as well as the online miniseries Maribor Janitor.

All these projects filled the physical and spiritual space of the city with different synergies and connected the citizens with the city giving the tempo the basic atmosphere of the events in the European capital of culture. In the summer, this situation was strongly boosted by seven open-air stages offering a diverse yet mainly musical programme.





Terminal 12

The Terminal 12 programme strand brought together highly diverse projects coming from different fields of art. They were spectacles – the so-called »highlights« – which mainly showed a strong orientation towards the international in terms of both content and production. Because of this, the Terminal 12 programme strand incorporated large-scale ECoC productions with international features.

Within the above-mentioned project heterogeneity ranging from visual arts, concerts of classical and non-classical music, literature, theatre, architecture and intermedia art to opera, puppet theatre, film, fashion and other forms of artistic expression, we set the goals of a number of projects from the very start that were connected by a common theme. The common theme was the examination of the future, opportunities and tendencies that appear on a global and local level and particularly the involvement of Maribor and the partner towns in this hands-on search. The Stage Between the Sky and the Earth, a cycle of excellent theatrical productions, Art Always Wins, a cycle of predominantly international exhibitions, the Ulay, 2112Ai [Architectural Intelligence], Twelve projects, Radar Project, numerous concerts (Laurie Anderson, Sigur Rós, The Stroj) and many other productions belong among the projects that examined the future.

An efficient alternative approach to execution has been shown by the White Noise prefabricated pavilion installation, which was brought to Maribor in cooperation with the Salzburg provincial government, the Austrian Embassy in Ljubljana, the Austrian Cultural Forum Ljubljana and the representative office of the Chamber of Commerce in Austria. The exhibition of Austrian Design, Surprisingly Ingenious, set in the prefabricated building on Liberty Square was visited by more than 9,000 visitors in less than three weeks.

Terminal 12 used the existing infrastructure conditions. This way the turned a weakness into an advantage and indicated many dilapidated buildings that could turn into attractive venues for specific artistic productions with a minimum input effort. Uncovering new possibilities within the given situation became the guideline of many ECoC projects. That is, mainly projects in the field of performing arts (Faust at the TVT Boris Kidrič – Hall, La Voie de l'écuyer at the Kamnica Hippodrome, and In the Solitude of Cotton Fields in Talum, Ptuj), visual arts (the Almost Spring exhibition at Slavija, Ulay at the Judgement Tower, Lent) and in the field of modern music (the concert by the Stroj group at the Gorenje Surovina venue, Sigur Rós in the Leon Štukelj Square). All the above productions were well received by both the public and critics.

Many projects within the Terminal 12 programme strand were prepared in cooperation with numerous public cultural institutions, without whose cooperation, the execution of the said





projects would not have been possible. The Slovene National Theatre Maribor enabled the execution of a number of excellent events in the field of theatre, classical music, ballet and also literature in accordance with high quality standards. Let us list a few: Ivo Pogorelich with the Zagreb Philharmonic Orchestra, the premiere of the Jan Fabre's *Drugs kept me alive!*, the spectacle of soloists by the Mariinsky Theatre from Sankt Petersburg, the Madlenianum Theatre visiting performance, the Metropolis film projection accompanied by the symphony orchestra, transmissions of opera performances from the Metropolitan opera, the Sankai Juku performance, the Twelve project and more. In cooperation with the Maribor Art Gallery, we prepared a cycle of exhibitions entitled *Art Always Wins* (Jan Fabre's exhibition *Art Kept Me out of Jail*, *Silent Revolutions/Contemporary Design in Slovenia*, *Beautiful Painting is behind Us* and *Maribor Project/Rebecca Horn & Guests*), which has attracted a wider audience and has clearly shown Maribor's need to follow other comparable cities across Europe and include representative exhibitions as a necessary part of its cultural realm.

Many projects such as the Oskar Kokoschka exhibition in Ptuj, *Soft Control* in Slovenj Gradec and Maribor, theatrical productions like *In the Solitude of Cotton Fields*, the 2112Ai [Architectural Intelligence] project and most of the many festivals that could set their work more ambitiously (the International Modern Dance *Front@* festival, *Days of Poetry and Wine*, *Move to Maribor*, the *Music, Wine and Fashion* festival, etc.) due to additional funding from the ECoC budget, present new ideas, approaches and connections. The networking that was carried out through these platforms in 2012 will definitely leave a permanent mark across the entire region.

Urban Furrows

Urban Furrows are one of the four programme strands of the European Capital of Culture – Maribor 2012. They consist of seven closely interrelated projects that were intended to form an example of a comprehensive and sustainable development of the region from the aspect of environmental, social and cultural potentials. Roughly we can divide them into ecological projects: Sustainable Local Supply (SLS), Community Gardens, Seed Library; and socially engaged projects: the Ethnomobile, Digital Nomads, Teleport projects. The Urban Furrows programme section began in the beginning of 2011. It was founded on processes in which the researchers have been creating various communities and created new social possibilities in the city on a weekly basis. Although the Urban Furrows programme section offered more than a hundred events, most of them were oriented towards specific groups. Their training, education, advocacy, strengthening of existing ties, etc.

The entire work and purpose of the Urban Furrows programme section was upgraded with the Centre for Alternative and Autonomous Production (CAAP), in which all the legal entities that have arisen from the Urban Furrows programme could create, exchange, cooperate and develop new economic and social approaches. In particular, in terms of community companies, responsible economy and directly engaged practices that address people's needs. The CAAP section, which was located in Studenci, Maribor functioned as a community centre offering infrastructure and know-how, serving as a meeting space for sharing ideas, initiatives and cooperation. It was a laboratory for building new social economies and practices.

Furthermore, the Urban Furrows programme established the Sustainable Local Supply (SLS) system in cooperation with the educational and social institutions of the Tezno district community and communities of traditional small farmers from the Maribor hinterland. In 2012, the Zadruha Dobrina Cooperative served as a good example of establishing ties between producers and processors from the Slovenske gorice region, which supply over 20 public food establishments in Maribor on a weekly basis. Through the city and online store, they supply the citizens of Maribor with boxes of produce and a fresh farmer's feast (catering).

Together with the establishment of an alternative supply with seasonal and fresh food, we also created a seed library. The Seed Savers Association collects, propagates and enhances the richness of the old indigenous varieties. With the seed archive and laboratory, it establishes distribution systems – a digital herbarium in order to bring seasonal food with its high biotic value back onto plates once more. Located in the Borova vas village in Maribor, close to a great concentration of blocks of flats, the first example of an ecologically certified urban community garden modelled





on rich European examples of urban community gardening. In kindergartens and schools, they established permaculture, butterfly and fruit gardens that enriched the pedagogic process and established a direct relationship between school subjects and the natural environment.

100 educational and other activities have been carried out within the Digital Nomads project: a digital literacy series, advocacy, consultancy, **sadza batik** workshops and critical thinking workshops for secondary school students. The following three priorities have been set in the examination of the Roma issue: firstly, to shed light on arranged marriages and the role of girls and women in Roma families since the beginning of Roma immigration to Maribor to the present day with the help of the work of a Roma author; then to influence the language and other cultural diversities of the city and its citizens by creating a Slovene-Roma dictionary and organizing intensive courses in the Roma language; and lastly to implement special programmes for the empowerment of these same girls and women, educational workshops for children and music therapy through fieldwork in the Poljane flats district with a concentration of Roma families with social problems. The Teleport Project – a cyclist- and pedestrian-friendly community with regular weekly bicycle repair shops, critical mass, bicycle parades and plans for social enterprises, is already taking steps to combat »the raging cars« in the city, calling attention to the safety of pedestrians and cyclists on the streets by preparing special strategies and solutions for spatial arrangement to provide safety for pedestrians and cyclists, the most vulnerable participants in city traffic.

All six abovementioned projects of the Urban Furrows section have been realized under the community roof of the Centre for Alternative and Autonomous Production – CAAP.





Lifetouch

»Lifetouch« pursued two goals. The first, to place as well-rounded a picture as possible of the programme and events in the framework of the European Capital of Culture through the web into a wider context. The other goal was to instil a certain (self)reflection into the project on two separate tracks. The first part aimed to follow and (self)reflect on the programme, events and content of the ECoC MARIBOR 2012, while the other track reflected on the events in the wider cultural and geopolitical context that influenced and determined the area of the Eastern Cohesion Region. That is, the historical and contemporary events of the region of the European Capital of Culture. The first flagship of this programme strand was the textual contributions by various international writers, ranging from eminent to alternative and offering a highly diversified reading. **Perspectives and Reflections** offered thoughts from diverse European (and broader) micro environments coming from different traditions, cultures, philosophical views and practically all social spheres. Their references comprise a colourful image of the European social conglomerate, but basically they offered thoughts framed with the topic of modern age fears, individual and collective fears as well as fear concerning the system. A special feature of the opinions and essayistic texts in the Perspectives and Reflections section was that we first offered (free of charge) publication of texts in other printed and online media (Objektiv, Pogledi, etc.) and in the end texts of the Perspectives and Reflections section were summarized in over 20 media from 6 countries. In fact, altogether more than 530 texts have been contributed and published online in their original version and in Slovenian and English translation. An intensive editorial selection of texts for the Anthology of Perspectives and Reflections: The State of Things was carried out in October and November and was presented on 13 December 2012.

The **Mapping out Maribor** section brought about a renewed and in-depth consideration of Maribor as a city and of its history. It also brought about consideration of the key identity stories and chapters. The complex image of Maribor nowadays, its current and present situation with all its perplexing aporia and systemic practical problems that the city faces was presented in opinion and critically analytical articles. Thanks to this, Maribor and the East Cohesion Region has undoubtedly acquired some new coordinates in the historical sense with an emphasis on self-reflection on the opportunities and issues that resulted in a new quality of communication between different centres, people and institutions in the city. One of the tasks the Lifetouch programme strand has undertaken in its media section was the **establishment of ties with the regional media and cooperation with national media**.





The **MARŠ Marches to Earth!** Project has been involved in the tissue of the Lifetouch programme strand on several levels. The foundation was formed by the programme strand's regular cooperation with the five key supporters of the institution, which was in the direst condition in 2011 in terms of material, financial and other things required for functioning. In the first plan, the concept of cooperation was based on maintaining the MARŠ radio station.

The Lifetouch strand established a connection with the Maribor Radio Station as part of RTV Slovenia with regards to the Living Legends project, a multimedia project with ethnographical content that brought to life the ethnological values, natural and cultural heritage of eastern and northern Slovenia by way of permanently recording and showcasing various professions, crafts and traditional habits of certain locations and social strata. The project was carried out in two stages in the framework of the broader-scope Through Textual Nets project. The first stage was based on research carried out by the Ethnology and Anthropology students in regional and ethnographic museums of the East Cohesion Region. 16 traditional professions that originate from traditional or special habits, crafts or professions that are nowadays slowly falling into oblivion or becoming scarce were selected from the eastern Slovenia environment. These professions also significantly marked people and their surroundings in the long-term. A series of sixteen documentary feuilletons was transmitted via the Lifetouch programme strand online portal, and at the same time they prepared radio shows using the rich audio material of the cultural editorial board at Radio Maribor. The project closed with the multimedia exhibition Living Legends, which was on show from the end of July until the end of August in the K8 Gallery.

The concrete project of connecting regional media resulted in the **Culture on the Palm of Your Hand** report show, which performed the important task of transplanting as well-rounded a picture as possible of the programme and events of the European Capital of Culture to the broader national area. The monthly show was broadcast on all the regional partner television stations. The show was also available on the Lifetouch programme strand website (together with an archive of all past shows). An additional ten shows in 2012, which reported on events from all the European Capital of Culture partner towns, have been added to the eight shows from 2011.

In the scope of the Lifetouch programme strand cooperation with printed media, specifically with the Večer newspaper publishing house, twelve public talks were given in 2012, entitled **Evening Newspaper Talks**. In talks moderated by two reporters of the Večer newspaper, personalities functioning in the same creative or social fields confronted each other; and through these »confrontations« of opinions, poetics and approaches established new contextual dimensions marking the area of Maribor and also the wider area.

Besides cooperation and relations with other media, the Lifetouch programme strand was engaged on its own since, in cooperation with the Umco d.d. company, it issued the **Lifetouch Edition** monthly in the Slovenian language. Every Saturday before the 15th of the month, the

printed material was published as supplement of the Saturday Delo edition and brought quality articles from the Perspective and Reflections programme section. It was also an announcement guide for the coming ECoC MARIBOR 2012 project's events and reception, reflections and views on past events. Moreover, it contained interviews with key personalities from the local and wider European area who have been connected with the ECoC project. Altogether eleven editions were published in a circulation of 70,000 copies. All the copies of the edition were printed and added as supplement to the Delo d.d. Printing Centre. The summer edition of the monthly, issue 6/7, was the most extensive because it was a double edition and contained 100 pages.

The **TEDx** project, an assembly of local and independently organized events, was conceived in the context of the globally acclaimed short lectures entitled TED. The preliminary and preparatory section, which at the same time presented the key part for the project's promotion took place online and via social networks where individuals fascinated by various forms of creative thinking and culture in its strict sense of meaning could share opinions and views. The event performance was followed by TEDx lectures, which were published on the Lifetouch website. In 2012 the project consisted of the main event in the National Hall, in which they presented the central topic in terms of the culture of ideas in its broadest sense to smaller events that have arisen from the central topic.

The Lifetouch programme strand significantly upgraded the media operation in the framework of motion pictures with **its own video production**. It started with creative representations of all the partner towns and their programmes and all the programme strands and entities. The Through Textual Nets videoproduction project interwove various contributions in video sections on the Lifetouch website. Basically, the videoproduction structure was divided into the INFO and REFLECTION sections. The Lifetouch video team completed work with 160 video report units. They filmed 59 faces, 89 units in the TV/Docu/Film section, 49 video stories, 23 documentaries, 62 talks and 98 lectures and symposia.

All the content of the Lifetouch programme strand was also available via various modern tools and technologies. Mobile devices are undergoing an incredible rise in terms of technological and user experience. Equipped with a variety of different sensors and apps, they offer numerous possibilities for users. The Maribor 2012 application, which was created in coproduction between Lifetouch and Spletart, in its essence presented a mobile guide of ECoC. It was available for both the Android and iOS (iPad, iPhone, etc.) platforms and included an event calendar, outstanding events, MARIBOR 2012 project news, Lifetouch programme strand content and other digital guides through the ECoC project (for example, the Northern Lights project, presentations of partner towns, etc.). Throughout the year 2012, the application has been updated with various contents.

The Lifetouch website served as a portal for the direct transmission of talks from the Twelve project with customized content for people with special needs.





Cultural Embassies

In the past year Maribor has accepted 31 different cultures from around the world. It offered space for creating to more than a hundred artists and has interwoven their small and large stories with its advantages and weaknesses. On its stages, squares and halls, it showcased the cultural specifics of sixteen European Union countries and fifteen outside this region, many also coming from remote continents. The plurality has become one and the homogeneity obtained solid foundations due to the multitude of identities.

It was all founded on mutual commitments and communication, which often uncovered this boundless diversity that enriches our world and serves as a foundation of the European story. The commitment to cultural dialogue, which is the promoter of every joint project. Of every handshake that brings us closer in this constant self-critical examination of our own relationships and values. We sealed our work with more than 80 foreign partners. Here you could mostly find government institutions – 31 embassies of foreign countries based in Ljubljana and Vienna and 15 foreign cultural institutes based in Slovenia and the region (only one of them opened their representative office in Maribor). We cooperated with foreign non-government organizations and cultural foundations, with former, present and future European capitals of culture and cities that are still competing for this title. 35 public and non-government cultural and education institutions and private companies from Maribor and the partner towns hospitably received this internationally colourful programme. A network of partnership and cooperation has been interwoven that provided opportunities for mutual strengthening through cultural differences in the future as well.

In the past year, over 206 different events were carried out in the framework of Cultural Embassies. We hosted 49 visual arts, photography and architecture exhibitions; 26 dance, theatrical and puppet performances; 27 classical and popular music concerts and a rich film programme including 42 film days, 9 intermedia and 15 literary events, symposia and round table discussions. We also carried out 3 artist-in-residence projects that offered the artists accommodation and the chance to create in Maribor, getting to know the city and its inhabitants as well as seeking inspiration in a new environment.

On 29 November 2012, at the close of the Cultural Embassies programme entity, we hosted a round table discussion on the significance of cultural diplomacy. The open public discussion that followed set the starting points or, we might say, the foundations for future cooperation and highlighted the need for the infrastructure and the network of relationships, established by the Cultural Embassies project's programme, to serve everybody and in particular the organizations and individuals that acknowledged culture as the field of integration.

The successful cooperation with the Japanese non-government organization EU-Japan Fest from Tokyo

was undoubtedly one of the biggest achievements of the department for international cooperation. In the past year, we connected local artists and cultural institutions with Japanese ones and realized 14 joint projects. The well-known DJ Krush introduced himself in Maribor in 12 April 2012, and Japanese poets, who translated their poetry in workshops in cooperation with Slovenian poets, appeared at the Days of Poetry and Wine in Ptuj. In the Maribor Puppet Theatre, we could watch the Audition for Life show, the theatrical dance sensation Betontanc created through artist-in-residence projects in Tokyo and Ljubljana and in cooperation with Original tempo, a Japanese musical group. Besides the internationally acclaimed Sankai Juku butoh dance group, which appeared in Slovene National Theatre Maribor in September 2012 with their dance performance Tobari, the autumn in the Maribor Puppet Theatre was marked by the Japanese puppet tradition: hosting the Hitomi-za otome bunkarku traditional Japanese theatre, the youngest were fascinated by the Japanese marionettes of the Edo Marionette group and theatrical performances by the Japanese director and puppeteer Noriyuki Sawa. All performances were accompanied by workshops for children and animated feature films by the Japanese designer and puppet manufacturer Kihachira Kawamota. In October 2012, the ECoC Children's Choir performed an international choir concert with two Japanese choirs that stayed in Maribor for some days and thus contributed to the exchange of experience between the young and the establishment of lasting friendly ties. In the framework of Cultural Embassies Guimarães 2012/Portugal, we set the exhibition European Eyes on Japan/Japan Today vol. 14, which showed photos by the Slovenian artist Bojan Radovič from Novo mesto and Portuguese artist Jose Pedro Cortes. In one month, the two creators captured in the lens their view of the Japanese landscape. In the framework of the Radar Project, we had the opportunity to marvel at the fashion creations by the Japanese Koji Tatsuno.

This year's International Festival of Computer Arts (IFCA), which opened its rich programme in October 2012 with the Open Reel Ensemble from Tokyo, was marked by Japanese artists. The EU Japan Fest foundation left its signature also in the international exhibition Soft Control with the Japanese artist Seiko Mikami. In the Cultural Embassies programme, we presented a rich cultural heritage of 31 countries from the entire world. The following countries participated: Austria, Belgium, Bulgaria, Brazil, Estonia, Finland, France, Croatia, India, Italy, Israel, Japan, Portugal, China, Kosovo, Cuba, Latvia, Hungary, Former Republic of Yugoslavia Macedonia, Mexico, Germany, Poland, Portugal, Russia, Slovakia, Spain, Serbia, Sweden, Switzerland, Turkey and the United Kingdom of Great Britain and Northern Ireland. In the Vetrinj Mansion, the citizens were addressed by 31 ambassadors. Our first cultural embassy, the embassy of Finland and Estonia, was visited by Androulla Vassiliou, the European Commissioner for Education, Culture, Multilingualism and Youth. A two-year productive cooperation with the EU -Japan Fest Committee non-government cultural organization from Tokyo and a rich Japanese art programme also accompanied the visit of Takashi Kawamura, the foundation president, who is also president of the management board of one of the leading world corporations - Hitachi. Many meetings on an economical and government level took place in the Vetrinj Mansion, including with the Prime Minister of the Republic of Slovenia. Furthermore, an expert discussion entitled Innovation and Future Generation, with the participation of representatives of successful Slovenian companies and corporations, was held here. Throughout the entire year, Maribor and the partner towns hosted other senior representatives of European institutions, foreign and domestic governments and parliaments as well as cultural and educational institutions.





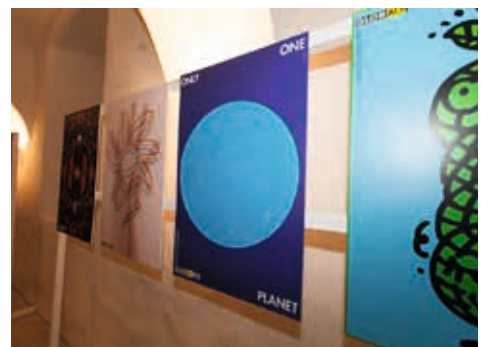
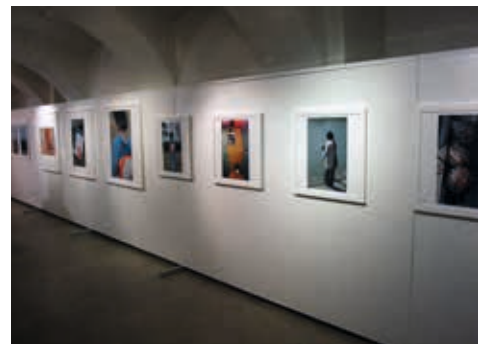
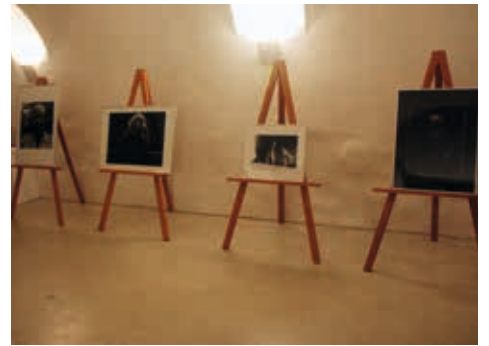
Cultural Embassies in pictures

The countries we hosted within the Cultural Embassies in temporal order: **Finland, Estonia, India, Hungary, Switzerland, Spain, Iran, Italy, Russia, Mexico, France, China, Turkey, Israel, Germany, Serbia, Great Britain, Croatia, Poland, Belgium, Bulgaria, Macedonia, Japan, Austria, Cuba, Kosovo, Slovakia, Portugal, Sweden, Latvia, Brazil.**











Culture Enables

Opportunity for All – Culture Enables was introduced to the ECoC programme scheme as an entity carried out in parallel with the official ECoC programme and which enabled accessibility to programme content on various stages for everyone including people with special needs. Here we dealt with the creative adaptation of physical access to cultural institutions, programmes and online content. We encouraged the inclusion of various organizations, groups and handicapped individuals in society with the organization of public actions and events. We mainly focused on the physically challenged, the blind and partially sighted, deaf persons and deaf and dumb persons as well as persons with mental developmental disorders. In a broader context, the adaptations pertain to the oldest visitors, families with children and other people who need such adaptations in a specific period.

We entered the ECoC year open-handedly with the Smetumet cultural-ecological fellowship that took over the one-year Culture Enables project, with which we sought paths and ways of cooperation. To achieve the best possible availability of the cultural programme, we strived to connect handicapped individuals and their organizations with producers and managers of cultural institutions. Events and workshops within the entity were intended for all visitors. According to their needs, we also provided a sign language interpreter and volunteers who provided help with carrying out programme contents as assistants. This required the additional stimulation of associations of persons with disabilities, employment and professional rehabilitation centres and individuals in order to entice interest and the desire for cooperation in projects that were prepared in the framework of the entity. Through activities and media reporting, we wanted to influence the public opinion and ways of inclusion and representation of handicapped persons in media and society.

A work group consisting of representatives of blind and partially sighted, deaf and hard-of-hearing and physically challenged persons was formed in cooperation with the Municipality of Maribor Council for People with Disabilities. It checked the accessibility of 42 venues in Maribor and prepared detailed descriptions that clearly presented the current situation of the location, the possibilities for parking and access to the institution, the adaptation of toilet rooms for physically challenged persons and information and warning signs about orientation and movement in the room in order to allow all groups of visitors to visit the event. The venues and consequently the events have been equipped with physical accessibility icons for physically challenged, blind and weak sighted visitors and an induction loop based on these descriptions. The online event





calendar offered information on venue accessibility in order to allow persons with special needs to prepare in advance as well as serving as an additional encouragement to visit the events.

Descriptions of the current situation of venue accessibility were also sent to the managers of cultural institutions together with suggestions for appropriate expansions or adaptations of rooms in order to make them accessible to everyone. We offered the possibility of equipping rooms through the Smetumet cultural-ecological fellowship programme, which offered their own solutions for accessibility and at the same time pointed out the need to provide adequate architectural solutions. 18 locations in Maribor where ECoC events took place underwent adaptation. Temporary spatial interventions included setting up signposts for the easier orientation of visitors, marked indoor stairs to make them more accessible to the partially sighted, labelled elevators, staircases and toilets in braille, and big, clearly visible symbols and arrows for the easier orientation of the partially sighted and visitors with mental developmental disorders. They increased the accessibility for the physically challenged and partially sighted, as well as elderly visitors, families with young children and others. At the same time, owners and managers of venues and the public were reminded to make their locales readily accessible to everyone.

Accessibility doesn't just mean the physical accessibility of the venues, it also includes tailoring the programme contents to the needs of the blind and partially sighted, the deaf and hard-of-hearing, and visitors with mental developmental disorders. A selection of suitable events was created within the ECoC programme to suit these needs and we provided help with acquiring tickets and getting in touch with the organisers and coordinators of the events. We encouraged the organisers, co-producers and managers of cultural institutions to make appropriate adjustments to the rooms and events by submitting information, getting in touch with experts and organizations for persons with disabilities and by providing training. In this way we tried to raise the awareness and responsibility of everyone to provide conditions to ensue equitable attendance of ECoC programme events for as wide a circle of visitors as possible. For volunteers at the ECoC, we organized training and experiential workshops where they acquainted themselves with the appropriate information and methods of approach, communication, orientation and the provision of assistance to different groups of people with special needs.

We got in touch with the following organizations for people with disabilities: Ozara, URI Soča, VDC Sonček and the Ljubljana Blind and Partially-Sighted Youth Institute.

The ECoC website was customized to suit the needs of blind, colour-blind and partially-sighted persons with the option of switching over to the eSova interface. Simplification of the website menu structure was intended for easier reading of the content without an overabundance of visual elements, which are disturbing for weak-sighted persons. The customized website can also be read by the blind using screen reader add-ons.

Creating opportunities for spontaneous meetings, socializing and informal communication were guidelines for events and actions in the public space in order to raise public awareness about the inclusion of all members of society and breaking stereotypes, taboos and reducing prejudice, as well as triggering public debate.





With Volunteers at the European Capital of Culture 2012

In the framework of the Opportunity for All programme strand, the Maribor 2012 institute carried out With Volunteers at the ECoC project in cooperation with Slovenian Philanthropy, an Association for the Promotion of Voluntary Work and the Municipality of Maribor City Volunteers project. The project presented support for services in the form of organized volunteer work in activities that took place in the Municipality of Maribor and carried out by the Maribor 2012 institute in the framework of the European Capital of Culture 2012 project.

The volunteer work was done by volunteers in all programme strands and services of the Maribor 2012 institute and they could choose from more than forty different types of volunteer work. All volunteer work and ways of including volunteers in the work of the Maribor 2012 institute was prepared on the basis of the Volunteering Act (Official Gazette of the Republic of Slovenia, No. 3/2011), Rules on volunteer work in the Maribor 2012 public institute, volunteer work agreements (that have been concluded between the volunteer and institute) and the Code of Ethics for Organised Volunteering.

Volunteers have helped organize and carry out different events, escorting artists, receiving guests, ushering visitors, accompanying people with special needs, promoting volunteer work, setting up and dismantling exhibitions, preparing and executing protocol activities, promoting activities and providing teaching assistance, etc. Furthermore, the volunteers creatively prepared content related to volunteer work in the framework of the ECoC project. They have been publishing a blog about their volunteering work. They documented the work of other volunteers. Finally, they themselves decided to prepare a bulletin in cooperation with the City Volunteers project in which they presented their experience and views on the ECoC project.

In 2012, volunteers performed more than 7,800 hours of volunteer work. Most of it was done in the Town Keys programme strand. The volunteer who performed the most hours of volunteer work was Nikolas Koser, who dedicated 440 hours of his time to us throughout the entire year.





Table 3.1: No. of performed hours of voluntary work by programme strand, entity or service of the Maribor 2012 institute.

No. of hours worked by	No. of hours	%
strand/service/entity		
Town Keys	2.829	36
Terminal 12	556	7,10
Lifetouch	349	4,40
Urban Furrows	730	9,30
Opportunity for All	590	7,50
Cultural Embassies	1.411	18
Marketing and PR	934	12
Protocol	322	4,01
Film	136	1,73
TOTAL	7.857	100

Source: Annual report on the work and operation of the Public Institute Maribor 2012 in the year (2012, 70)

By including volunteers, the Maribor 2012 institute acquired 87 additional co-workers and active co-creators of the ECoC project who offered support in the preparation and execution of activities. Consequently, due to this added value of volunteer work, certain activities were carried out with greater quality because we included volunteers in work related to escorting artists and delegations, receiving guests, etc. Besides assistance with other projects, the volunteers and partners also suggested additional independent programme activities (for example the Turning Point bulletin).

By including volunteers, we also achieved greater active participation of the local population in the preparation and execution of the project, which consequently contributed to the greater involvement of the city in the events of the European Capital of Culture 2012 project. With volunteers, we achieved the additional promotion of the ECoC 2012 brand, individual events and volunteer work (for example, the volunteers wore volunteer T-shirts with the ECoC logo, they talked about the events they participated in to their relatives, friends, etc.) and consequently helped increase the number of visits to the events.

The With Volunteers at the ECoC project contributed to better attention and sensibility for topics related to culture, art and cultural politics. The group of ECoC volunteers also included volunteers from abroad (Italy, Croatia).

University of Maribor – RAZ:UM

With establishment of an art-research centre of the University of Maribor (RAZ:UM), it combined projects by the faculties and universities to carry them out in the framework of the ECoC 2012 – RAZ:UM platform. The interdisciplinary designed projects, in which students and pedagogic staff participated in more than 30 projects within 7 programme entities (Out of the Box, Oasis of Culture - ŠOK, the House of Science, Art Now, the House of Architecture Maribor, University Library of Maribor, Faculty of Arts, RAZ:UM), formed the foundation of the art-research centre that turned out to provide added value for the University of Maribor during the execution of the project. Proof that the programme was made with sustainability in mind can be seen in the fact that many of the activities will continue in the following years, some within the ambit of the European Youth Capital.

Out of the Box was a project designed to expand the non-formal, creative thinking about the scientific, research and artistic professions. Throughout the entire year, numerous experts or artists held lectures at different locations in the city. Besides this, there were two symposia in the ambit of the project: the Out of the Box Conference 2012 and the University and the City Symposium (a meeting of University representatives and organizers from the cities of the European capitals of culture).

The House of Science was designed as an environment for the popularization of science. To this end it functioned in the city centre in cooperation with the Centre of Experiments. Besides demonstrations of experiments, the programme covered events and activities that presented





scientific achievements to the general public. It included students and lecturers from the University of Maribor.

The Art Now! Project was contextually related to the establishment of the Academy of Arts at the University of Maribor for carrying out projects and setting up exhibitions of artists from the University of Maribor while creating a generation point that intertwined numerous relationships, socializing and networking in the field of art. In the ambit of the Oasis of Culture (ŠOK), they prepared a creative field of action of students and other young people according to the method known as students for students with the goal of strengthening ties and connections between students of different fields of study and study programmes. Rooms for creative work were available to students in the Rectorate of the University of Maribor. The project will continue with the European Capital of Youth 2013 project.

Through the House of Architecture Maribor project, an environment was generated for almost all the architectural events of the European Capital of Culture project – mainly those connected to the development of the architecture study programme at the Faculty of Civil Engineering. We carried out 20 exhibitions and 5 projects in the city centre.

The Faculty of Arts offered a programme strand that brought with it projects exploring the role and meaning of maintaining the Slovene language community abroad and the history of Slovenian art. They also offered projects about coexistence between cultures.

The University Library Maribor carried out projects intended to increase reading and information literacy. The day-and-night reading room project of the University Library will be established in 2013, which will be one of the new generation points of the University of Maribor.





EUROPEAN CAPITAL OF CULTURE 2012



PROJECT OPINION POLL

At the public institute, we have always been monitoring what the public thinks of the project. The public opinion poll was executed on a Slovenian sample and on a sample from the city of Maribor. We have also prepared additional analyses and ECoC 2012 material concerning tourism for the European commission.

The research was executed by the RM PLUS company, the research activity was designed as a tool for regular (every 2 months) monitoring the reactions to the activities of the ECoC 2012 project in the general public on two levels: the entire country of Slovenia and the Maribor municipality. 4 measurements on the Slovenian level (in March, May, July and December 2012, each time using an N=700 sample) and 4 measurements on the Maribor level (in March, N=100 sample, May, N=500 sample, October and December on N=700 samples) have been executed.

The research was executed using random, representative population samples older than 15 and the gathered data was weighed in such a way that it matched the population structure in that age frame according to gender, age, education and regional distribution.

The statistical error of the samples (for structural shares) with a 95% reliability at a size of N=700 does not exceed $\pm 4.0\%$ t., at a size of N=500 $\pm 4.5\%$ t. And at a size of N=100 $\pm 10.0\%$ t. For the middle estimate values, with a sample of N=700, a 95% reliability and a standard deviation of 1, the standard error of the estimate is 0.038 and the confidence interval is 0.0742 of the estimate. The data was gathered with the help of a structured questionnaire in a computer-supported telephone studio (CATI) with a team of 30-35 interviewers. Each measurement was executed in 3-4 days.

The key temporal development of key indicators (spontaneous recall, mutual encouraged recall, event participation, future participation) shows that the project was increasingly present throughout the year and the intensity was understandably a bit lower on the Slovenian level than on the level of the Maribor municipality.

Four research waves on the Slovenian level and on the level of the Maribor municipality present a systematic monitoring of the ECoC 2012 project and are interesting proof of the effectiveness of the project on a national and local level.





Encouraged Recall or European Capital of Culture 2012 Event Participation

In Slovenia the number of answers concerning the participation in at least one event before December increased to 10.8% (8.8% in July, 6.2% in May, 7.1% in March) of all the interviewees. In Maribor, the share of those who participated in an event also increased to an amazing 53.2% (48.5% in October, 22.5% in May, 24.5% in March).

The event participation intensity on the Slovenian level increased in December 2012 in comparison to July 2012 and each of the interviewed visitors participated in an average of 3.24 events (2.6 in July, 2.67 in May). On the Maribor level the intensity also increased as in December the average visitor participated in 3.5 events (3.41 in October, 2.74 in May).

Measurements on the Slovenian level have shown that Maribor was additionally visited by 26.2% and partner cities by 12.5% of the event participators especially because of the ECoC 2012 project. Measurements on the Maribor level have shown that Maribor was additionally visited by 29.5% and partner cities by 3.4% of the event participators especially because of the ECoC 2012 project.

On the Slovenian level, the main reasons for nonattendance at the ECoC 2012 events were remoteness or lack of transport (46%), lack of time or inappropriate event time (18.3%), lack of interest or the participators disliked the events (7.1%), lack of money (6.6%), lack of information or promotion (6.6%).

On the Maribor level the main reasons for nonattendance at the ECoC 2012 events were lack of time or inappropriate event time (28.0% in December, 34.8% in October), followed by lack of interest or event dislike (26.3%, 20.7% in October).

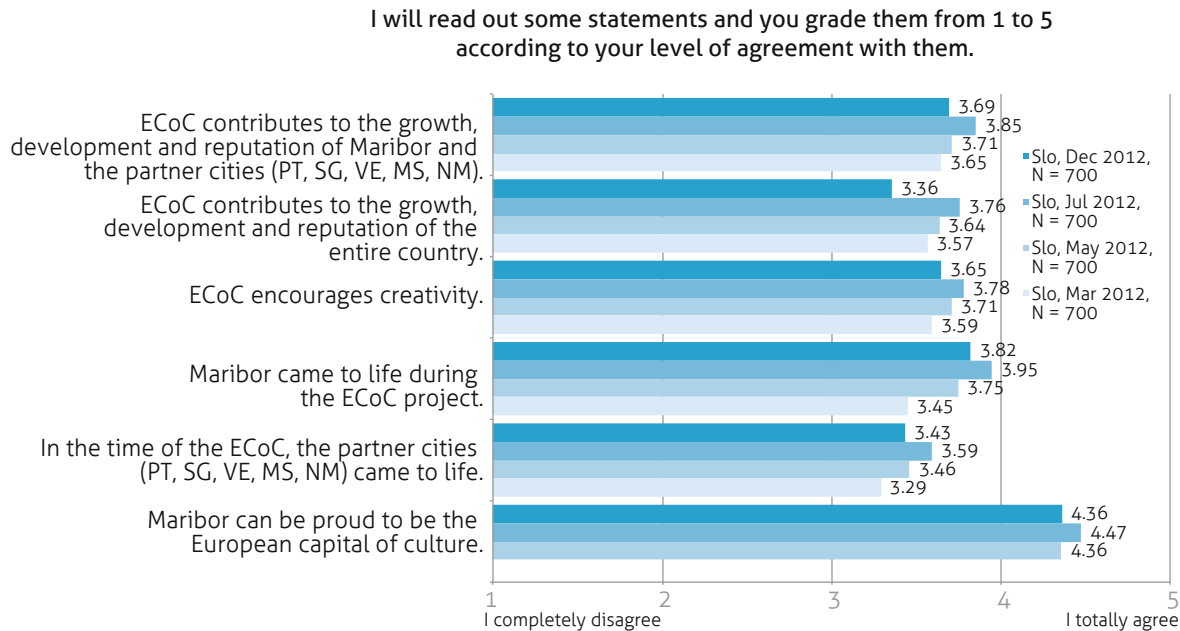
The 2012 European Capital of Culture Importance Evaluation

In the research, numerous questions concerning the importance of the European capital of culture were posed and in both samples the 'Maribor can be proud to be the European capital of culture' criterion was rated highest.



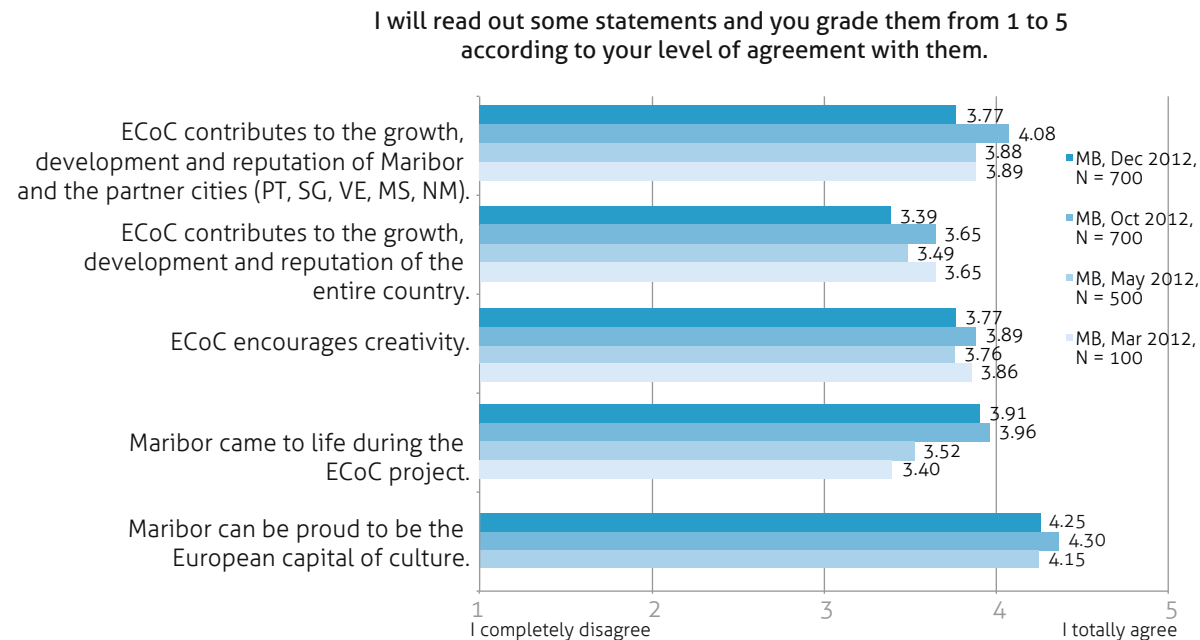


Graph 4.1: 2012 ECoC importance evaluation (December 2012, Slovenia)



Source: RM PLUS

Graph 4.2: 2012 ECoC importance estimate (December 2012, Maribor)



Source: RM PLUS

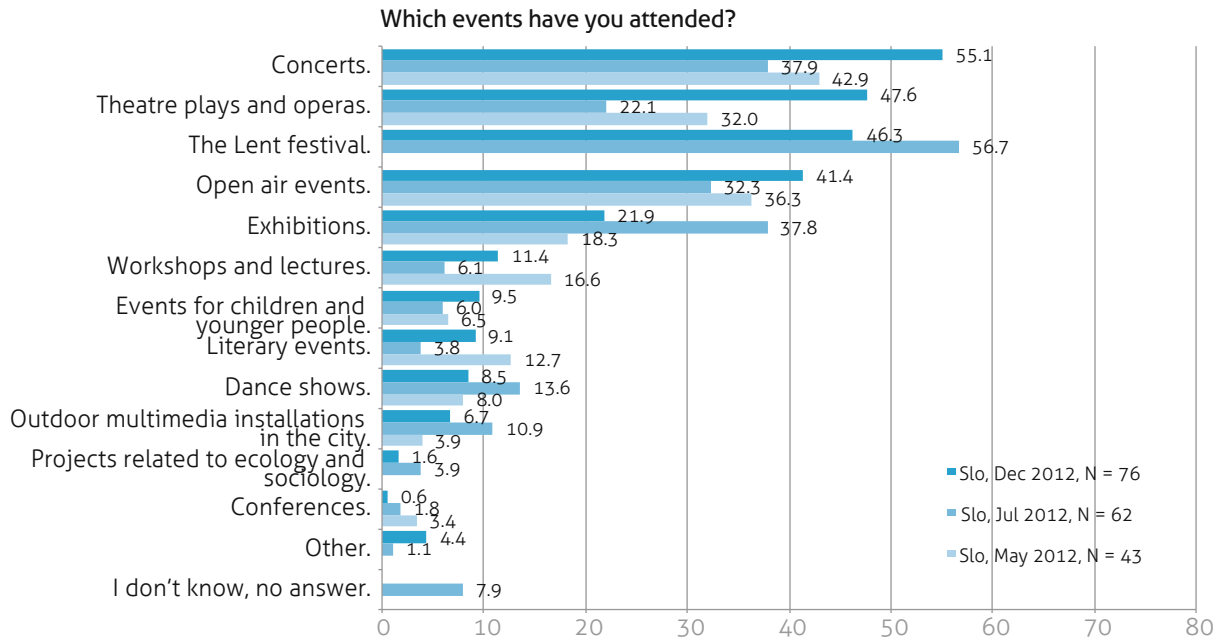
In the Slovenian sample, the aspect that was added in May is the highest rated: 'Maribor can be proud to be the European capital of culture' (in the Slovenian sample on a grading scale of 1 to 5, where 5 means agreeing and 1 disagreeing with a certain statement). It was rated with an average of 4.36 points (4.47 in July, 4.36 in May). The ratings are again higher than in the previous periods. There were more questions and later on most aspects on the Slovenian level received slightly higher grades in December than in the previous July period. The highest graded aspect of the ECoC 2012 events was their diversity, which was graded with 3.96 (3.96 in July, 3.9 in May and 3.8 in March). Slightly lower, but similarly graded are the quality and sensibility of the execution with 3.81/SLO-3.82 MB (3.81/SLO-3.79/MB in July, 3.75/SLO-3.61/MB in May and 3.53/SLO-3.51/MB in March). These are followed by event accessibility (appropriate prices or free entry) with 3.69 (3.66 in July, 3.69 in March and 3.54 in March) and the fact that there are enough free entrance events at the 2012 ECoC with 3.58 (3.53 in July and 3.65 in May).

On the Maribor level, four aspects of the 2012 ECoC were graded higher or similarly in December compared to October. The highest graded aspect of the 2012 ECoC events was their diversity. In Maribor the highest graded aspect of the 2012 ECoC events is also their diversity with 4.08 (4.1 in October, 3.92 in May).



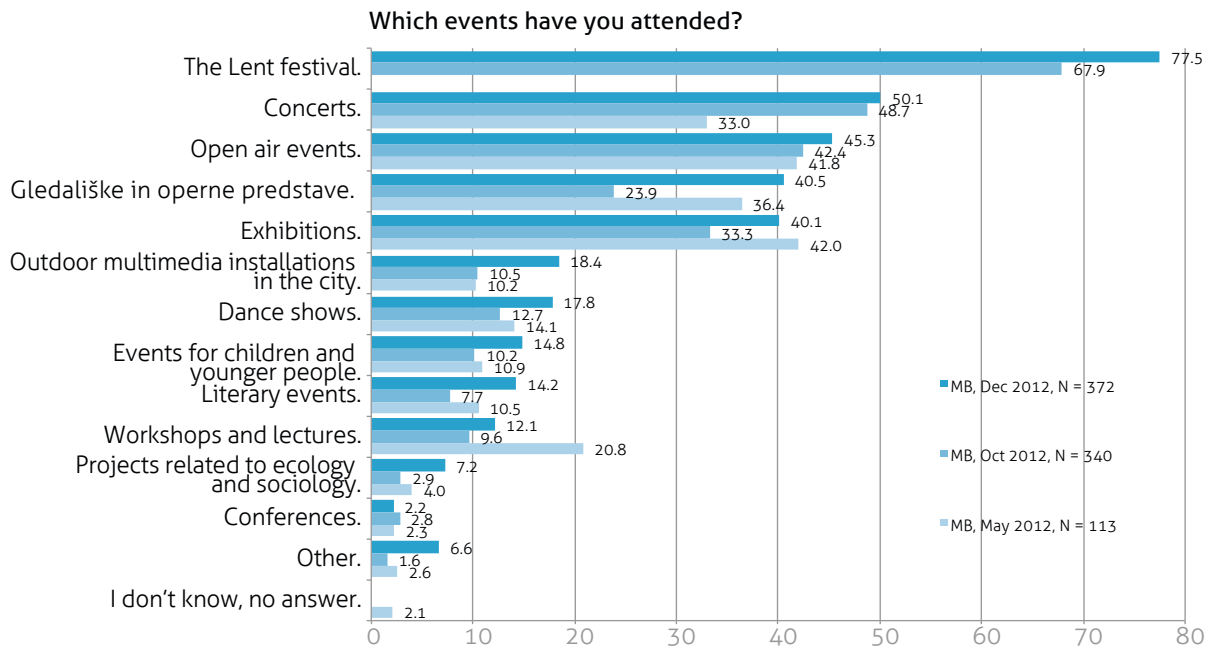


Graph 4.3: Event participation on the Slovenian level



Source: RM PLUS

Graph 4.4: Event participation on the Maribor level



Source: RM PLUS

Event Participation

The event participation intensity on the Slovenian level increased in December compared to July. Among the interviewed visitors, each participated in an average of 3.24 events (2.6 in July, 2.67 in May). On the Maribor level, the intensity also increased with each visitor participating in 3.5 events in December (3.41 in October and 2.74 in May).

According to the December measurements, on the Slovenian level the most participators in the ECoC events visited concerts - 55.1% (37.9% in July, 42.9% in May), followed by theatre plays and opera - 47.6% (22.1% in July, 32% in May), The Lent festival - 46.3% (56.7% in July), open air events - 41.4% (32.3% in July, 36.3% in May) and exhibitions - 21.9 (37.8% in July, 18.3% in May). These are followed by workshops and lectures - 11.4 (6.1% in July, 16.6% in May), events intended for children and younger visitors - 9.5% (6% in July, 6.5% in May), literary events - 9.1% (3.8% in July, 12.7% in May), dance shows - 8.5% (13.6% in July, 8% in May), multimedia outdoor installations - 6.7% (10.9% in July, 3.9% in May). The other events were visited by 2% or less of the visitors: Projects connected to ecology and sociology and conferences.

On the Maribor level, the most popular event was the Lent festival (77.5% visitors, 67.9% in October), followed by concerts (50.1%, 48.7% in October, 33% in May) and open air events (45.3%, 42.4% in October, 41.8% in May).

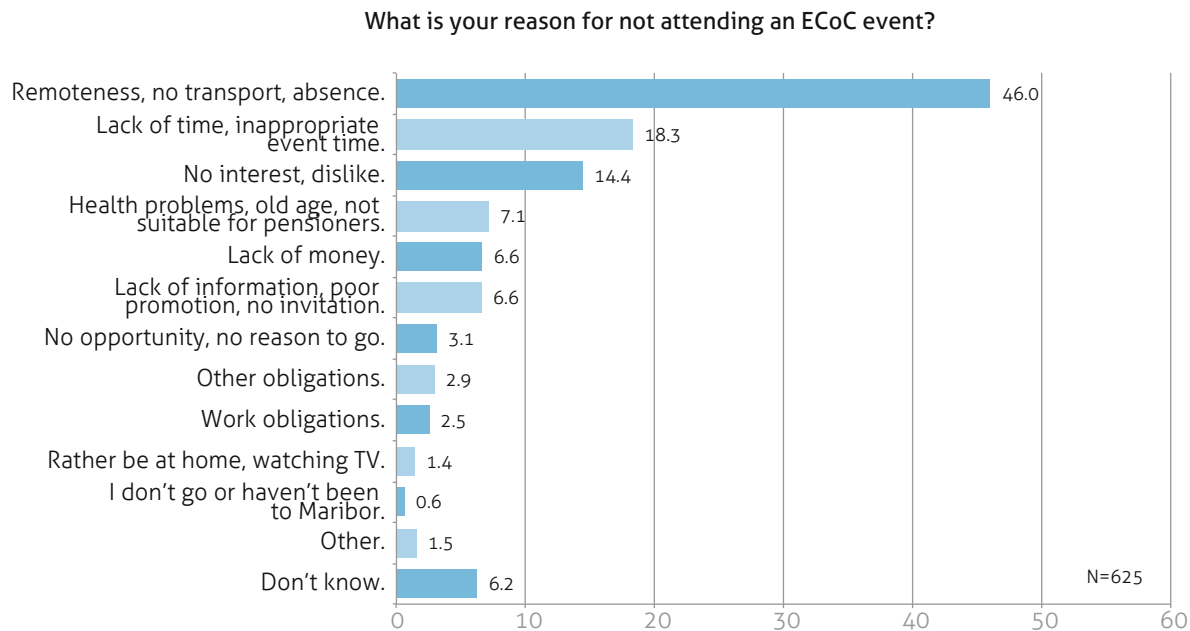
We can notice a much larger share of visitors compared to measurements in October, with theatre plays and opera (40.5%, 23.9% in October, 36.4% in May) as well as exhibitions (40.1%, 33.3% in October, 42% in May), outdoor multimedia installations in the city (18.4%, 10.5% in October, 10.2% in May), dance shows (17.8%, 12.7% in October, 14.1% in May), events intended for children and younger generations (14.8%, 10.3% in October, 10.9% in May), literary events (14.2%, 7.7% in October, 10.5% in May) as well as with workshops and lectures (12.1%, 9.6% in October, 20.8% in May). With the other events, we mostly measured slightly increased shares of participation compared to those measured in October, but these events were attended by less than 8% of the visitors.

58.6% of the interviewees on the Slovenian level visited certain ECoC events in Maribor because they were already in the city, 20.7% attended an event in the partner cities because they were already there for some other reason. 26.2% of the interviewees visited Maribor especially for the ECoC and 12.5% visited one of the partner cities for that reason. On the Maribor level, 68.5% of the visitors attended an event in Maribor because they were already there and 6.7% attended events in partner cities because they were already there for some other reason. 29.5% of the interviewees visited Maribor especially because of the ECoC and 3.45% visited partner cities for that reason.



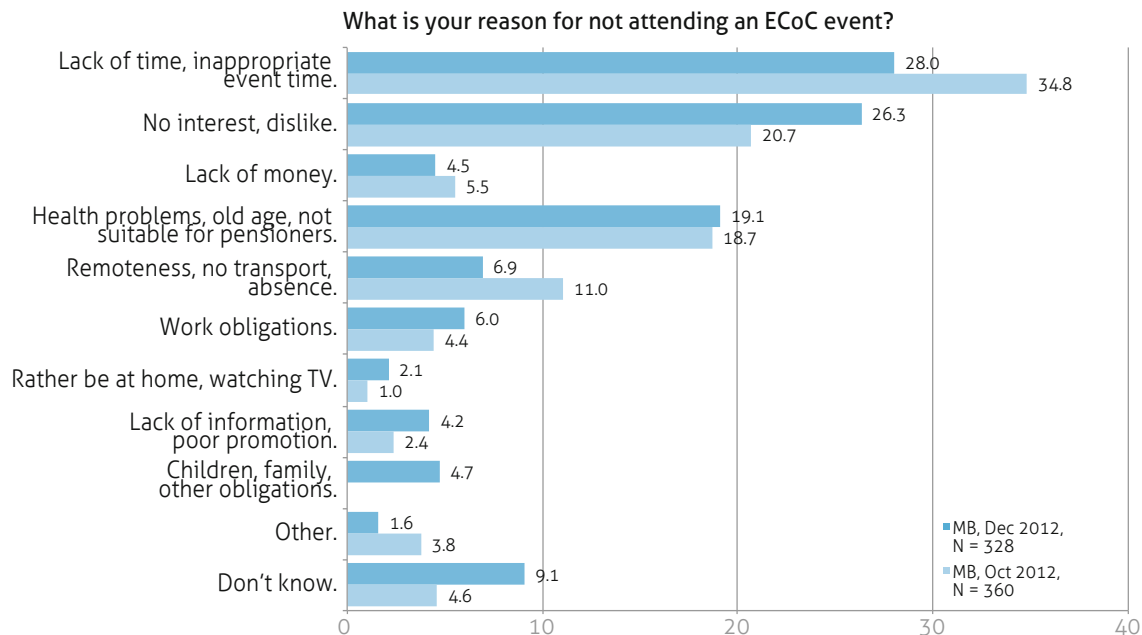


Graph 4.5: **Reasons for nonattendance at ECoC events on the Slovenian level**



Source: RM PLUS

Graph 4.6: **Reasons for nonattendance at ECoC events on the Maribor level**



Source: RM PLUS

On the Slovenian level, the main reasons for nonattendance at ECoC events were: remoteness or lack of transport (46%), lack of time or inappropriate event time (18.3%), lack of interest or event dislike (7.1%), lack of money (6.6%), lack of information or promotion/invitation (6.6%). That they did not attend the ECoC because of remoteness or lack of transport was mostly stated by people with higher degrees of education, from the Gorenjska or Goriška regions and those who gave partially correct answers during spontaneous recall.

Lack of time or inappropriate event time is mostly stated by people on the 15-17 and 30-49 age groups, those with a family income between 1601-2000 EUR, workers, interviewees from the Podravska region and those that live in households with three people.

That they lack interest or that they dislike the ECoC events was mostly stated by those in the 15-17 age group, pupils/students and interviewees from the Prekmurje region.

Medical problems and the opinion that the ECoC events were not suitable for the retired population were mostly stated by those aged 65 or older, interviewees with primary school education, interviewees with an income of 401-800 EUR, pensioners and people who live by themselves.

Lack of money is mostly stated by interviewees with primary school education, with an income of less than 800 EUR, pensioners, those who live in households with two people and those who spontaneously only partially recalled the name of the project.

Most interviewees on the Maribor level who did not attend any ECoC events states lack of time and inappropriate event time as the reason (28%, 34.8% in October), followed by a lack of interest or event dislike (26.3%, 20.7% in October) and medical problems or problems related to old age as well as the opinion that the events were not suitable for pensioners (19.1%, 18.7% in October).

Remoteness or transport problems with physical absence is stated by 6.9% nonattendants (11% in October), the rest state work obligations, lack of money, children, family and other obligations, poor publicity and the fact that they would rather stay at home or in front of the television.

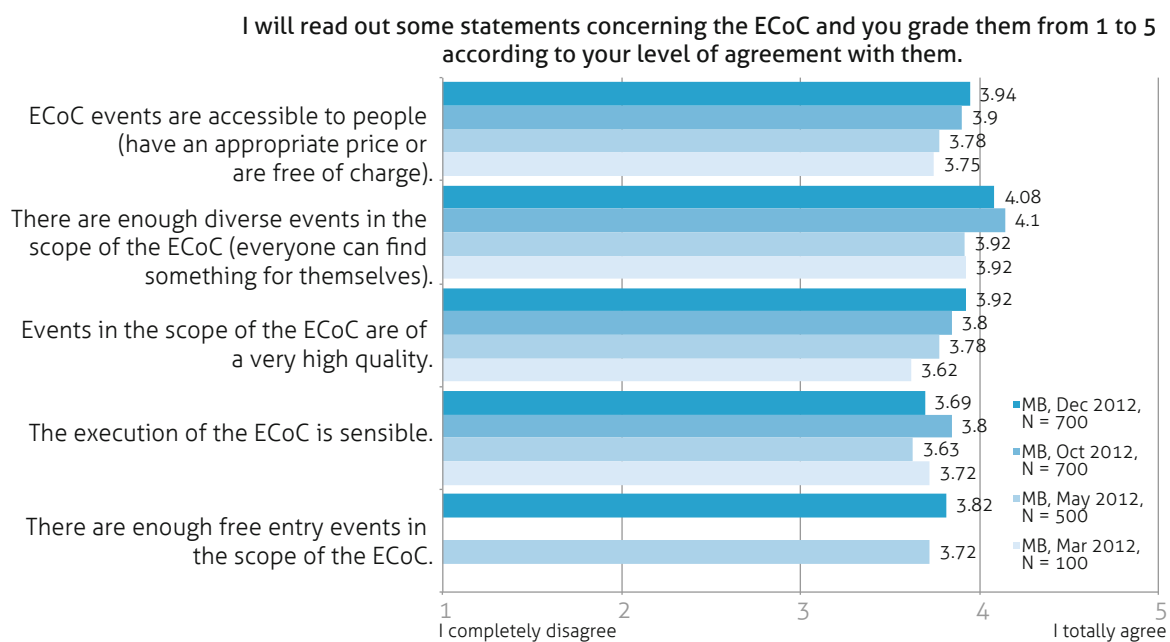
Lack of time and inappropriate event time is mostly stated by people aged 30-39, office workers and people living in households with 4 people.

Among those that did not attend any events, only 4.2% state lack of information or poor advertising as the reason.





Graph 4.7: **Evaluation of ECoC events according to accessibility (price), diversity and quality with an evaluation of the sensibility of the entire ECoC project on the Maribor level**



Source: RM PLUS

On the Maribor level, three aspects received higher grades in December than at previous measurements and two received lower grades. The highest graded aspect of ECoC events is their diversity (4.08, 4.1 in October, 3.92 in May), slightly less, but still higher than the previous measurement: quality and accessibility (3.92-3.94, 3.8-3.9 in October, 3.76-3.63 in May). These are followed by the criteria that there were enough free entry events included in the ECoC (3.82, 3.72 in May) and the sensibility of project execution (3.69, 3.8 in October, 3.63 in May, 3.72 in March). The opinion that there were enough free entry events included in the ECoC project is mostly shared by people with higher levels of education, employed experts, interviewees from the Podravska and Koroška regions, those living in households with two people and those who could spontaneously or partially recall the project's name or have attended an event.

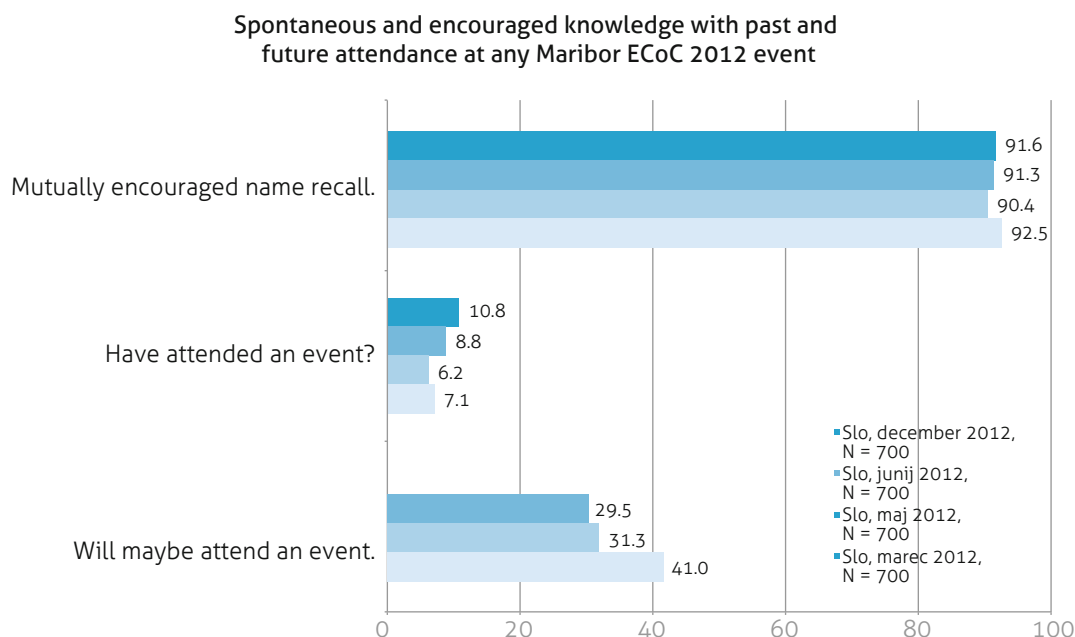
The opinion that ECoC events are of high quality is mostly shared by people in the 40-65 age group, interviewees with higher levels of education, pensioners, interviewees from the Podravska, Zasavska and Notranjsko-kraška regions, those living in households with two people and those who could spontaneously or partially recall the project's name, have attended an event or simply noticed changes.

The opinion that the ECoC project execution was sensible is mostly shared by those in the 50-64 age group, housekeepers, pensioners and those living in households with two people.



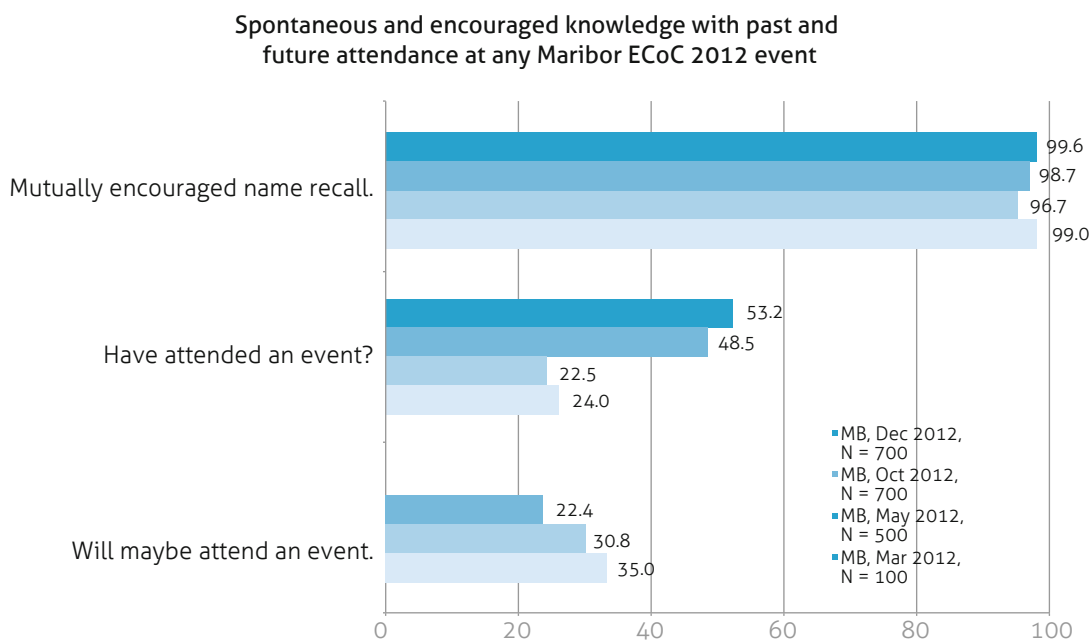


Graph 4.8: **Spontaneous and encouraged knowledge on the Slovenian level**



Source: RM PLUS

Graph 4.9: **Spontaneous and encouraged knowledge on the Maribor level**



Source: RM PLUS

Conclusions

The development of the project on the Slovenian and Maribor levels is shown by two graphs: The key temporal development of the key indicators (spontaneous recall, mutual encouraged recall, event participation, future attendance) shows that the project was increasingly present throughout the year (mostly in the Summer or during the Lent festival), and the intensity is understandably lower on the Slovenian level than on the Maribor municipality level.

Throughout the monitoring, it is evident that the project was less supported by people with lower levels of education, those with a lower economic standard, older people and pensioners. On the Slovenian level, the highest graded criterion was the 'Maribor can be proud to be the European capital of culture', followed by, 'Maribor came to life', 'ECoC contributes to the growth, development and reputation of Maribor and partner cities', 'ECoC encourages creativity' and 'ECoC contributes to the growth, development and reputation of the entire country' with the lowest score. All the aspects of the ECoC importance have received lower scores in the last measurement (December) than in the one in July, at the time of the peak of the festival, but the grades stopped at the levels of those measured in May. We can see a similar picture on the Maribor level. The highest graded aspect is 'Maribor can be proud to be the European capital of culture' and 'ECoC contributes to the revival of partner cities' the lowest. It is also clear that the grades of the 'Maribor came to life' aspect have dropped a little.

As measurements on the Slovenian level have shown, Maribor received 26.2% additional event visitors especially because of the ECoC project and the partner cities 12.5% additional visitors. Measurements on the Maribor level have shown that 29.5% more visitors came to Maribor and 3.4% to the partner cities.

On the Slovenian level, all ECoC aspects were graded higher in December than July – the highest graded aspects of the events is their diversity, followed by other aspects with slightly lower grades: the quality and sensibility of the execution and accessibility with the number of free entry events having the lowest grade. On the Maribor level, four aspects of the ECoC were graded higher or similarly in December compared to October – The highest graded aspect is diversity, with accessibility and event quality achieving slightly lower scores, followed by the number of free entry events and the sensibility of the project execution.

Among the reasons for nonattendance at ECoC events on the Slovenian level, the following were the most common: remoteness or transport problems, lack of time or inappropriate event time, lack of interest, health problems or old age, lack of money and lack of information or poor promotion. On the Maribor level, the following reasons were the most common: lack of time or inappropriate event time, lack of interest, health problems or old age, remoteness or transport problems, work obligations, children/family and other obligations, lack of money and lack of information or poor promotion.

Four research waves on the Slovenian level and on the level of the Maribor municipality present systematic monitoring of the ECoC 2012 project and are important proof of the effectiveness of the project on a national and local level.





COMMUNICATIONS AND MARKETING



Project Vision, Mission and Goals

In the framework of the project's mission, we have striven for Maribor to make big strides to liven up the cultural activity and experience faster development in all stages. Its holders would be creative citizens. As a consequence, Maribor and the partner towns of the East Cohesion Region would be more successful, the economy more innovative and the confidence of individuals greater.

We are confident that with the European Capital of Culture project we have achieved our goal for the entire society to be more creative, open and penetrative.

The vision, mission and goals – the main elements of the strategy – were defined by dividing them at the level of creators, users and consumers of cultural goods and visitors to events.

Livening up its cultural activity, Maribor experienced faster development at all levels. Its holders were creative citizens. Maribor, the partner towns, the North-East Cohesion Region, the Republic of Slovenia – all of them became more successful since our economy is more innovative and confidence of individuals greater. The mission presents a method of ECoC – MARIBOR 2012 operations and how it is nearing realization. It was defined from the aspect of users and all the other participants. It was, however, based on the starting points for acquiring of the European Capital of Culture title.

The mission of the European capital is to encourage a cultural relationship to life, new visions and creativity in the citizens of the partner towns and the country, to broaden mutual knowledge in Europe and the wider promotion of European culture on all levels. All this is a prerequisite for strengthening the value of the brand. The defined goals of the project were the basis for the preparation of the marketing and communication goals. The basic goals of the project have been hierarchically divided on the grounds of defined challenges and needs on three different levels:

- national or European culture goals,
- ECoC project goals on a corporate level, and
- goals of programme contents or events.

The goals defined the execution of basic and specific activities for promotion and communication that must follow the effects:

- **observation,**
- **recognition,** and
- **reception and attendance (co-creation or visiting),**
- an increased preference to visit cultural events,
- By using communication, entice **interest** and the wish for engagement and **participation with the stakeholders**, which is emphasized by the programme starting points and the project's slogan.

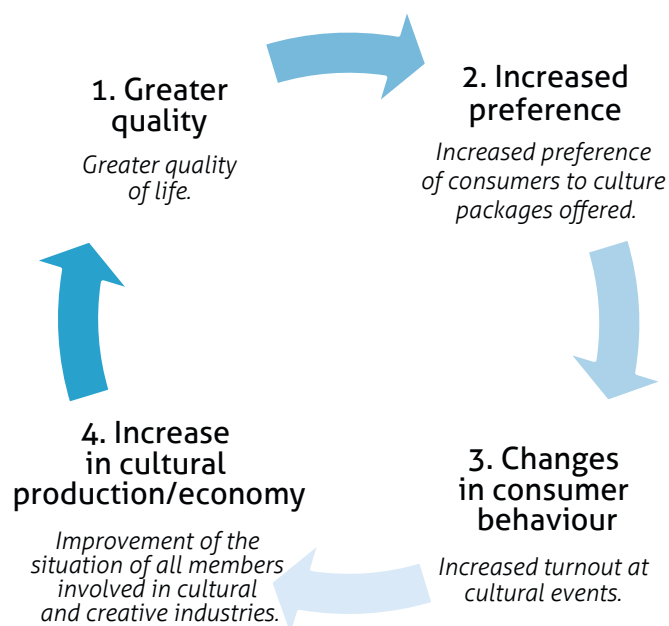




Goal connection

The circular connection between partial goals and their co-dependency that leads to the final goal can be observed in the following image.

Figure 5.1: **Circular partial-goal connection into the common global goal**



Source: Kline et al, 2011

MARIBOR 2012 – European Capital of Culture as a Strong Brand

MARIBOR 2012 – European Capital of Culture will be a locally, nationally and internationally recognized, acknowledged, innovative and inspiring project with its own brand. This fact was also the standing point of the European Union's requirements accepted upon the reception of the title. Throughout the entire year 2012, the Maribor 2012 institute marketing department carried out its activities on the grounds of the known goals, visions and missions of the project. It was mainly intended to increase the level of recognition of MARIBOR 2012 symbols and for shaping a strong European Capital of Culture brand, on both the local and the national and international level.

The System of Creating an Event and its Brand

Undoubtedly, the ECoC concept resulted from the idea of the productive usage of space. This was included in the very title (that is, in the initial stage of implementing this project in the EU when the cities where the European Month of Culture would take place were selected). As with most brands that result from the locale and its identity, it actually builds on a specific relationship between the following three elements:

- **product** / a product, service, event, idea (unique characteristics and properties on the level of event/programme);
- **process** – processing, preparation, approach (a special, different, specific process that the people have obtained over time so that it represents the tradition, accumulated knowledge or intellectual capital characteristic for a specific area);



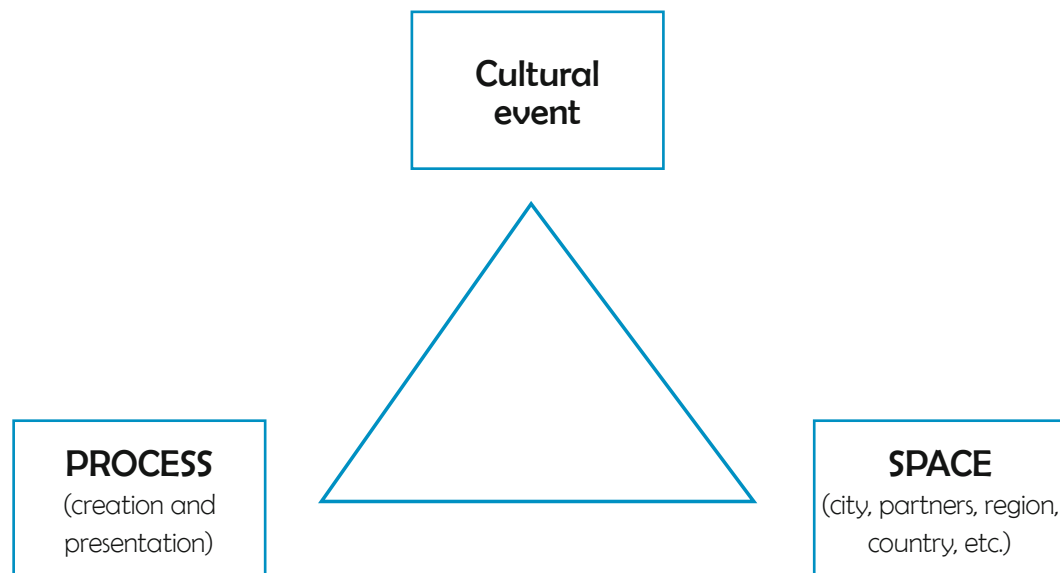


- **space** – characteristics of space give a historical and cultural background and developmental potential, marked with the idea of its origin.

The abovementioned system, which is shown in the following image, indicates that an arbitrary combination of these three elements is not effective. An appropriate balance needs to be found by selecting what can be observed as a unique mixture with specific characteristics. It presents the essence of the project's identity or ideas (actual programme) and defines its recognizable origin. This means that in our case the event was part of a bigger whole, although deviating in this co-creation of the Slovenian and European/global culture.

The 3P model consists of the three basic elements that were used to build the uniqueness of the planned ECoC Maribor 2012 event.

Figure 52: **3P Model**



Source: Adapted by Ilbery et al 2005 in Kline et al 2011

To be able to build a strong brand with a high level of recognition, affiliation and reputation, it was necessary to definitely define the image of the project. The prepared corporate identity manual presents its persona ID. The foundations for appearing in public have been set.



The key elements are as follows:

- *logo;*
- *tagline/slogan;*
- *Communications.*

The brand logo consists of a symbol, logo colour schemes and the inscription of the title.



The inscription of verbal element is entirely predefined. The only thing that changes is the year of the event. It consists of three concepts, from the brand name (MARIBOR), the year of the event (2012) and the official project title (European Capital of Culture). The whole is displayed in a black and grey colour combination.

MARIBOR2012
Evropska prestolnica kulture

MARIBOR2012
European Capital of Culture

The slogan selection followed the fact that the ECoC 2012 project belonged to all the inhabitants of Maribor and all the inhabitants of the partner towns Murska Sobota, Velenje, Ptuj, Novo mesto and Slovenj Gradec. A project belonging to all Slovenians. The slogan included everything the project communicated. That is, that culture may be a developmental moment of the future – a turning point and shift in our mentalities, perspectives and operational mode. The project's slogan was »THE TURNING POINT« (»ZAVRTIMO SKUPAJ!«).



Turning and energy was also indicated by the MARIBOR 2012 – European Capital of Culture logo, a combination of six circular shapes representing Maribor and the partner towns. The textures in them represent the energies characteristic of these places. Therefore, a red circle with a plane engine turbine symbolized Maribor due to its past airplane traffic activities, a green circle with a water turbine symbolized Murska Sobota due to the many watermills located on the Mura river, a grey circle with a turbine shape symbolized Novo mesto due to the Krško nuclear plant representing nuclear energy. A yellow circle with a windmill shape symbolized Ptuj due to the windrattles typical of the wine-growing surroundings, a blue circle with a »spaceship« turbine symbolized Slovenj Gradec due to the Slovene pioneer of astronautics Herman Potočnik Noordung, and lastly an orange circle with an »industrial« turbine symbolized Velenje due to the very strong Gorenje company and the nearby coalmine. The windmill symbols symbolized the creative start that was brought about by culture as the holder of social origin.



Even excellently written instructions and rules cannot ensure a successful brand without the selection of the proper promotional and communication channels. To achieve the goals, we introduced a brand administrator position that provided precisely defined design instructions, communication methods, presenting to the public, etc. All the provisions had to be taken into consideration on the corporate level and other levels – that is, mainly in the communications of individual co-producers.

On the corporate level, the brand administrator ensured coordination and validation in preparing graphic, audio, video and other materials, purchasing media space and prepared media »mixes« for individual campaigns and corporate brand appearance in media, coordinating the promotional activities of the Institute in accordance with its vision and goals, and ensured branding activities in the cities collaborating in the project, at the venues where the events took place and elsewhere. Considerable emphasis was placed on the efforts to bring the brand closer to people.

In coordination with the co-producers, the projects were on the one hand given free hands in the preparation of their own visual style. On the other hand, they tried to integrate the corporate identity of the MARIBOR 2012 – European Capital of Culture brand. It is the international recognisability and width that the brand brought with it that many partners saw as an opportunity for better recognisability and ultimately the success of their work. If many struggled with the MARIBOR 2012 – European Capital of Culture corporate identity brand at the start of the year, it was adopted by the end of the year mainly by those who were not part of the project but who wanted to add it to their communications. Due to this and similar cases, stricter control over any abuses of the brand usage had been one of the most important tasks of the brand administrator (Maribor 2012 Institute, 2012, 78).





Promotional Activities

Several activities were related to the scope of branding and increasing recognisability in 2012. On the Gruškovje border crossing, they set up a big billboard that informed passengers about the proximity of the city Maribor that was the European capital of culture in 2012. With three jumbo billboards of different sizes, branding was provided at the Ljubljana Jože Pučnik airport at Brnik. An additional billboard was provided for branding the silo of the Žito company in Ljubljana. Two buses were marked in Ljubljana and Maribor. Branding was also provided for all the five partner towns. Big billboards with the inscription »Welcome to the European Capital of Culture« were set up on city access roads in Maribor and the partner towns. The entrances to the buildings of co-producers, partners and bars in the city bore circles that symbolized the project's logo. Altogether, 300 locations were marked in all the cities and towns. For bridges and other important city streets, we created flags that hung there for the entire year. We also marked the tourist-information centres of the local tourist organizations and Maribor 2012 info-points in Maribor, the partner towns and Ljubljana. Additionally we marked the ark of the Old Bridge in the city centre, the viewing tower by the Koroška Bridge and the railway overpass in the direct vicinity of the abovementioned bridge. The city sites of special interest in Maribor bore marking signs with the MARIBOR 2012 – European Capital of Culture logo and a QR code with a link to the official website and an invitation to visit the www.maribor2012.eu website. The banks of the Drava river were also marked during the summer months.





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I FEEL SLOVENIA

ZAVRTIMO
SKUPAJ!
ČLOVEKA
V SEBI!



**PRVI
OBRAT**
SLAVNOSTNA
OTVORITEV
EVROPSKE PRESTOLNICE KULTURE

MARIBOR
TRG LEONA ŠTUKLIJA
14. JANUAR 2012, 20.00

PO OTVORITVI KONCERT

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Four bigger advertisement campaigns stood out in 2012. The first was intended for the opening ceremony event and was thus the biggest regarding invested funds as well as their scope or in other words the number of media channels used. It included 10 jumbo billboards, 100 citylight billboard, 20 advertisements in 8 different printed media. Altogether this meant almost 600 broadcasts on 6 radio stations, over 200 TV spots on 5 television stations, online banners on 3 online news portals, etc. In the all-Slovenian media, great attention was dedicated to local advertising. The central slogan was »The Turning Point! The Human Being Inside Us«, which primarily highlighted the fact of entering in the year of holding the title. At the same time, it functioned as an invitation to the Opening Ceremony event.

The second biggest campaign was carried out in the summer when the goal of Maribor and the partner towns was to draw as many tourists as possible. The »Spend the Summer in the European Capital of Culture« slogan invited visitors to summer events, festivals, concerts, etc. A special design depicting the central event of every individual town was prepared for every partner town. This was most probably the reason for an above average turnout amounting to 55%. In the number of media announcements, the campaign can be compared with the opening ceremony campaign. Admittedly, the television spots were shorter and the printed ads smaller in size. The campaign was also supported with street promotion.





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**20.7.
20.8.
2012** **POLENTA**
Različna prizorišča po Mariboru

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**DO
8.9.
2012** **SOBOŠKO POLETJE 2012**
Glasbeno zrcalo sveta
MOJE MESTO 2012
Različna prizorišča po Murski Soboti

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23.7. - 18.8. 2012 | **FOTOPUB 2012**
FESTIVAL DOKUMENTARNE FOTOGRAFIJE
Različna prizorišča po Novem mestu

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**POLETNI FESTIVALI
SUMMER FESTIVALS**
ART PTUJ 2012
WWW.ARTPTUJ2012.SI

ART STAYS
10th FESTIVAL OF CONTEMPORARY ART
18.7. - 1.9.2012

Arsana
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4th Music Festival
20.7. - 3.8.2012
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= BOGATA NAGRADA!**

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KULTURA NAVADE.**

I FEEL
SLOVENIA



GENERALNI POKROVITELJI

**RASTIMO
SKUPAJ!**

**SEJEMO
SPREMEMBE!**

15. DECEMBER
2012 ob 19.00

TRG LEONA ŠTUKLIJA
MARIBOR



MARIBOR2012

Evropska prestolnica kulture

Maribor • Murska Sobota • Velenje
Ptuj • Novo mesto • Slovenj Gradec



Celoten program na:
www.maribor2012.eu

GENERALNI POKROVITELJI:



The slogan of the October advertisement campaign was »Autumn Changes Colours, Culture Habits« and once more pointed out the wish of the Maribor 2012 institute to encourage changes in the mind-sets, functioning and understanding of everyone who was involved in the project. At the same time this was the only action that did not make use of communications or serve as an invitation to a specific event. It only highlighted the fact that the occasion of holding the title was drawing to a close and that visitors should enjoy the culture as best they can. Otherwise the campaign only appeared in national media. The part of the design was intended for advertising the first grand Instagram Photo Contest in Slovenia.

The last campaign in December put an emphasis on advertising the »Weekend Full of Celebration«. Its slogan »Let's Grow Together« challenged people to change or to say cultural activities do not end by the end of the year. With this action, we tried to motivate citizens to stay active in the field of culture. That they should keep growing. The campaign was accompanied by promotional activities. Every primary school pupil in Maribor and the partner towns was given a cup with a planted buckwheat seed. The cups were also handed out in old people's homes, to random passers-by and visitors to the December events. Altogether, 30,000 cups with buckwheat were handed out.

In 2012 there were 25 smaller advertising actions for individual events targeting a selection of media according to the specifics of the event. Together this means the usage of almost 160,000 seconds of radio advertising space, over 1,000 jumbo billboards and around 1,800 B1 size posters. To a great extent, the general public was informed using various printed matter, ranging from flyers and newspaper supplements to various leaflets with general interest topics and monthly programme contents. They were issued in the Slovenian, English and German languages. Smaller circulations also appeared in Croatian, Italian and French. Around 30,000 copies of programme leaflets were been issued on a monthly basis. If required, we also printed the »A Walk Through the City« multilanguage guide and the »Let's Grow Together« Multilanguage flyers.

The promotional actions abroad were specifically targeted because the budget could not afford bigger investments. The MARIBOR 2012 – European Capital of Culture brand thus appeared abroad (Austria, Hungary, Croatia, Italy, Germany and Serbia) mainly through Google advertising that altogether generated more than 60,000 clicks on the www.maribor2012.eu website. Together with the Lent Festival, one of the biggest European festivals and the biggest festival in Slovenia, the MARIBOR 2012 – European Capital of Culture brand also appeared by means of jumbo billboards in the Austrian Graz and Croatian Zagreb, where some of the so-called guerrilla actions also occurred.

The above mentioned activities provided suitable visibility and recognisability for the entire project in the country so that with the opening ceremony event, the advertisement could be directed to more targeted advertising of individual events and addressing of more specific public. To this end partnerships were concluded with media in Slovenia, such as

- television stations (RTV Slovenia and POP TV);
- Newspapers (Večer, Delo, Žurnal 24 and Žurnal);
- radio stations (Radio 1, Radio Center, Radio City);
- specialized printed media (Finance, CityMagazin, Slovenia Times and Salon Slovenija);





- local media in partner towns (Murski val, Vestnik, Dolenjski list, Radio Ptuj, Štajerski tednik, PeTv, Koroški radio, Radio Velenje, Naš čas, VTV, Mariborski utrip, RTS);
- external advertising (Europlakat, Primus media, Mediabus Ljubljana, Snaga Maribor, Cityscreen Maribor);
- online promotion (GoClick – Google AdWords);
- online event announcement (www.napovednik.com, www.dogaja.se, www.slovenia.info, www.sloveniaeventscalendar.com, www.eventim.si).

Two books were published as a result of the whole year of promotional performances. The first was published at the time of the opening ceremony and was mainly meant as a protocol gift with a detailed description of the idea of the project, Maribor and the partner towns. The other was a photo album and was published at the end of the period of holding the title and included many of the diverse events that took place in 2012.

Prior to the actual holding of the title, it was commonly held that 70% of the citizens of Ljubljana had never been to Maribor. Therefore, a goal was set to lure the inhabitants of the Slovenian capital to Maribor. It is a generally accepted opinion that this was at least in part successful. The public opinion poll showed that almost 39% of the visitors to events came to Maribor or a partner town solely and exclusively due to the European Capital of Culture project.

Even more important are two pieces of information directly related to advertising. By the end of 2012, only 7% of those asked answered that this was the first time they had heard of the project. And only 6.5% of those who did not participate in events did so because of lack of advertising materials, poor promotion or because they did not feel they were invited.

Throughout the entire year, materials have been prepared for the media, workshop materials for conducting tours in museums, galleries and around town for the blind and partially sighted for Maribor cultural institutions and tourist guides. The analysis of foreign media was provided for. In addition, we prepared flyers and promotional leaflets in several languages. There was also a photo archive and materials.

Among other things, the ECoC 2012 project recognisability was also increased using promotional products and gifts. In selecting promotional gifts, we focused on the originality of the product, experience from previous European capitals of culture and usability. With all the products, we pursued different variations of the MARIBOR 2012 – European Capital of Culture logo concerning text and/or colour scheme. When selecting souvenirs, we trusted the experience of the Slovenian Tourist Board (STA) and the Maribor Tourist Information Centre (TIC). At the same time, we tried to find completely original products that would clearly represent the story of the European Capital of Culture 2012 project.

Sponsorship Strategy

These activities were launched on the corporate level of the ECoC 2012 project. Due to the overall economic crisis and the aversion to the project in some quarters, acquiring financial funds was extremely difficult. In the end, 15 companies agreed to cooperate with the Maribor 2012 institute: 4 general sponsors (Pošta Slovenije, Zavarovalnica Maribor, Flamin avto – Avtohiša Kolmanič and Žito, food industry company) and 11 sponsor companies (Gorenje Surovina, ORINOCO, Pol, Ptujška klet, Europark, Vinag, C&A, Steklarna Rogaška, Alpe No 1, Loterija Slovenije, and Sava turizem). The total sponsorship resources value considerably exceeded the sponsorship strategy plan. Acquiring or searching for new sponsors has been ongoing for the entire year, namely for individual projects where the possibility of sponsor branding existed. This (unfortunately) was not possible with all the projects. Offers for advertising and cooperation in various events or printed matter were sent to more than 300 different addresses in Slovenia and abroad. Moreover, a special relationship was established with media partners that were prepared to provide special conditions for the Maribor 2012 institute during the year of holding the title. Partnership agreements were arranged, concluded and signed with those selected and local and nation-wide coverage of the project was achieved. There have been more than 35 media partners.





Public Relations

Public relations are integral part of communications. Harmonized strategies and activities derived from the combined promotional and communications goals. The ECoC 2012 project had two communication lines. The first was related to the corporate communication of the project while the other pertained to the content or programme of the project in 2012, as well as to the effects the programme will have following the end of the project (mission, vision).

The project communications focused on two levels. First, attention was paid to communications on the corporate level of the project for communicating the goals, vision and mission as well as the basics of the operation of the institute; the programme that presented the way to achieve key goals was in focus at the second level.

The following aspects were considered in project communications:

- state – services (institutions, bureaus, etc), in charge of the promotion of the state, ensured the promotion of the ECoC 2012 as a national project at the European and global level;
- Maribor and the partner towns – communication was performed through municipalities, institutions, tourist centres, etc.;
- MARIBOR 2012 – European Capital of Culture – The public relations department of the Maribor 2012 institute in charge of communications at the corporate level, communicating the vision and mission at the level of the entire project through notifications in the media;
- co-producers – in charge of public relations at the level of their respective projects.





The Substantive Orientation of Public Relations

The following notifications, as defined in the mission, vision and project goals statement, were issued through the communications of the programme and entire projects.

- The values of the project and their creators: growth, development, progress, creativity, ambition, relationship, honesty, solidarity, equality, courage, exhilaration, independence, tolerance.
- The initiation of relationships between all the stakeholders of the project: economy, local community, media, visitors, politics, volunteers, authors.
- the ECoC 2012 project vision: The triggered dynamics of cultural creativity in Maribor, the partner towns, the North-East Cohesion Region and entire country will experience faster development, based on creative and confident individuals, which are the foundation of a more innovative and therefore penetrative economy. To awaken pride and courage in the inhabitants of the city and the citizens needed for implementing the social changes that are typical of responsible and open democratic societies. To renew confidence in the ability to achieve the various goals that we set ourselves as a sovereign country and constituent part of the EU.

Communications with target groups was carried out on several levels:

- on a local level by engaging the widest target groups, local communities in the project events;
- on a national level with the goal of drawing as many Slovenians as possible with an emphasis on drawing the inhabitants of Ljubljana to Maribor and the partner towns;
- on an international level it was ensured for the amusement of both the visitors to events and foreign tourists who visited Slovenia in 2012.

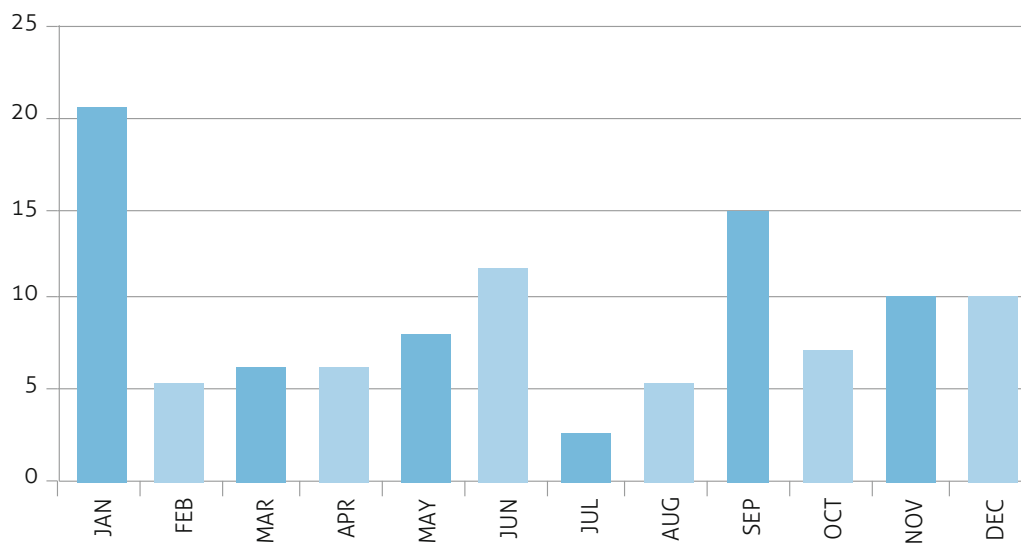
In first half of January 2012, we focused mainly on the European Capital of Culture opening ceremony event, which lasted from 13th to 15th January and was to a great extent dedicated to the organization and execution of the said event. To this end, we performed 11 presentations of the Maribor 2012 institute and programme. At the same time we coordinated and provided services for 273 accredited journalists, 88 of which came from abroad. At the Public Relations department in January, we actively prepared press materials for journalists and ensured the uninterrupted provision of services. Throughout the entire year, we also regularly monitored the reporting on the ECoC 2012 project by all the media and ensured competent and prompt answers to questions posed by Slovenian and foreign journalists.

Altogether, more than 115 press conferences were organized in 2012, both on the level of co-production and author projects. On the occasion of the January opening of the project, there were 21 press conferences. The fewest were organized in the summer months.





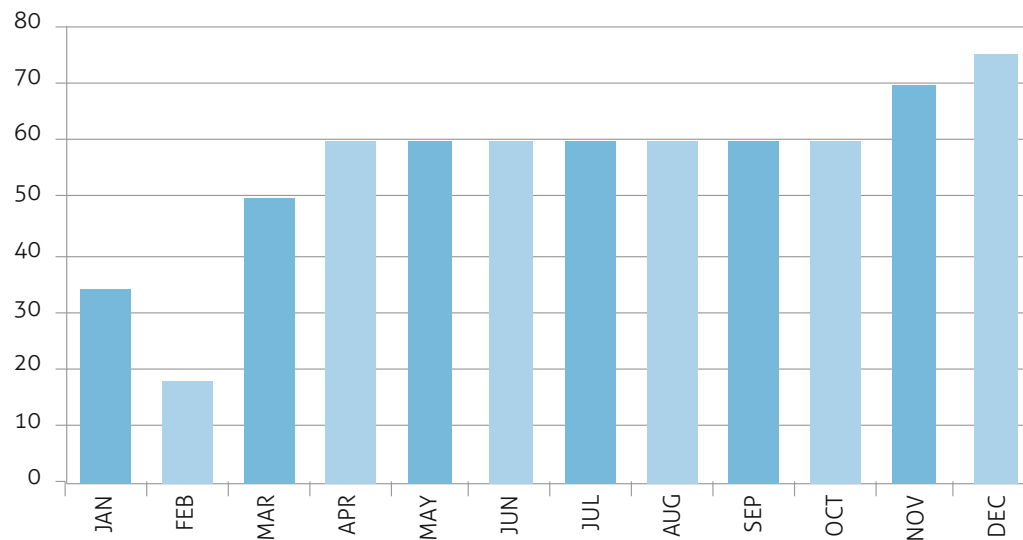
Chart 5.1: **Annual review of the number of press conferences**



Source: PR, Maribor 2012

The media were notified about the ECoC 212 project programme and contents with daily press releases. 34 press releases were submitted in January 2012, 18 in February, and the number of issued press releases increased to 60 in April. The peak was reached in November with 70 issued press releases. A total of 624 press releases was issued in 2012.

Chart 5.2: **Number of issued press releases by months**



Source: PR, Maribor 2012

As a significant public relations mechanism, publicity played an important role in the ambit of the project. The Public Relations department prepared texts and photos for the requirements of different media, which later on helped in the regular and prompt informing of the general public about individual cultural events in the ambit of the project.

The Maribor 2012 institute built the image, identity and reputation with the help of the Public Relations department throughout the entire year and in this way influenced the viewpoints of the end users – that is, the visitors to events or the active and passive participants in the ambit of the project. The department also helped to raise the recognisability and success of the entire project.





Analysis of Media Publications

In the Slovenian printed, electronic and online media there appeared 13,907 publications on the European Capital of Culture and related terms or key words during the analysis period between 1st January and 31st December 2012. Among them was 1,647 announcements that have been excluded from further analysis. A total of 12,260 publications were analysed.

The structure in terms of value dictated the prominent positive media image of the ECoC 2012 project. In the publications, we pointed out the selected media content concerning the programme (the ECoC programme). This was followed by other topics (content) with positive publicity such as events in the scope of the ECoC 2012 project, prominent high-profile exhibitions, the Urban Furrows projects, volunteer work, the Feel Maribor project for blind and partially sighted persons, a dramatic increase in the number of overnight stays and the number of visits by tourists, the involvement of the partner towns and the resulting greater recognisability.

Overview of publicity by media genre (N = 12,260)

Printed media: 2,845 publications in daily journals, 1,205 publications in weekly journals, 395 publications in fortnightly journals, 291 publications in monthly journals and 11 publications in bimonthly journals.

Electronic media: 4,275 online publications, 2,001 radio broadcast publications and 934 TV broadcast publications.

Foreign Media Work

In 2012 we systematically worked on the field of foreign media. Independently and in cooperation with the Slovenian Tourist Board (STA) and Tourist Board Maribor (ZTM), we planned multiple study tours that drew many important Austrian, Croatian, British, Belgian, Netherlands, German, Israeli, Spanish, Japanese and other journalists to Maribor and the partner towns, who reported on the ECoC 2012 project.

In 2012, the foreign media showed incredible interest in the project and 400 foreign media representatives from 28 countries visited Maribor. They included quite a few so-called freelance journalists who published in various media. Plus, certain media houses visited Maribor on multiple occasions that year. There were more than 800 recorded media publications.

The number of different media by countries: Austria **52**, Croatia **29**, Germany **16**, Italy **13**, Netherlands and Great Britain **10**, Belgium **9**, Israel **6**, Hungary and Spain **4**, France, China, Romania, Serbia and Switzerland **3**, Brazil, the Czech Republic and Sweden **2**, Australia, Bosnia and Herzegovina, Denmark, Estonia, Ireland, Poland, Portugal, Russia, Slovakia and Turkey **1**.

Important media publications: Kleinezeitung, Kronenzeitung, Wiener Zeitung, Lonely Planet, The Sunday Telegraph, The Observer, The Guardian, Independent, The Sunday Post, Chicago Tribune, La Repubblica, Večernji list, Vijesti, Haaretz; BBC, ORF, France 24, RTE Ireland's National Television, Deutsche Welle, Euronews, RAI 1, HRT, Al Jazeera, etc.

The ECoC 2012 project thus helped in achieving greater recognisability of cities and towns, the region and the entire country and putting them on the map.

Online Communications

In 2012, 819,355 persons visited the www.maribor2012.eu website and viewed **2,762,920 pages**. **608,702 visitors** to the website came from **Slovenia**, and **210,653 from abroad**. The order of foreign countries by the number of visitors: Austria, Germany, Croatia, Italy, Serbia, Hungary, USA, Great Britain, France, Portugal, Spain.

In 2012 **1,145 news items in Slovenian** and **529 news items in the English language** were published. In addition, there were **427 photo galleries** posted covering the ECoC 2012 events.





Chart 5.3: **Number of website visitors by month** (source: Google Analytics)

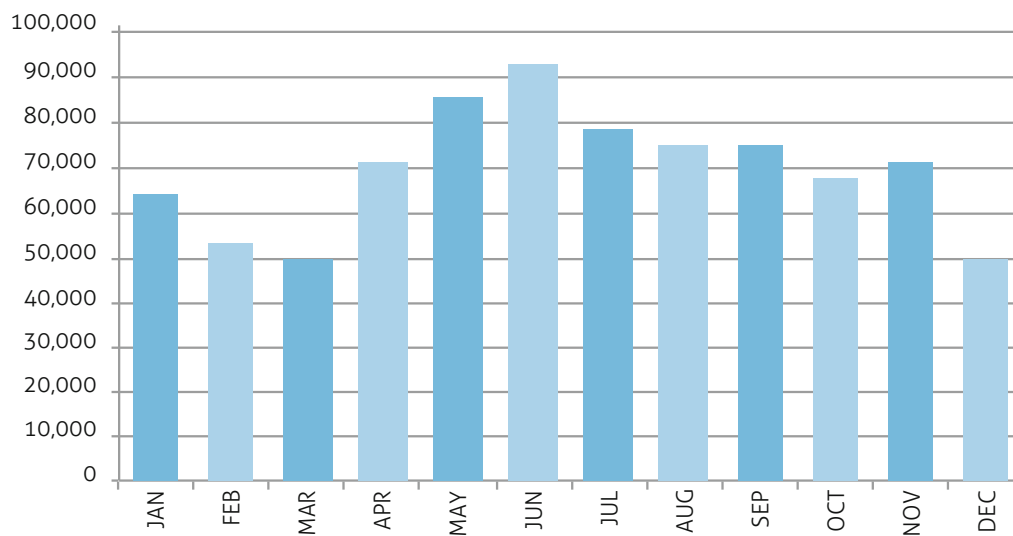


Chart 5.4: **Number of pages viewed by month** (source: Google Analytics)

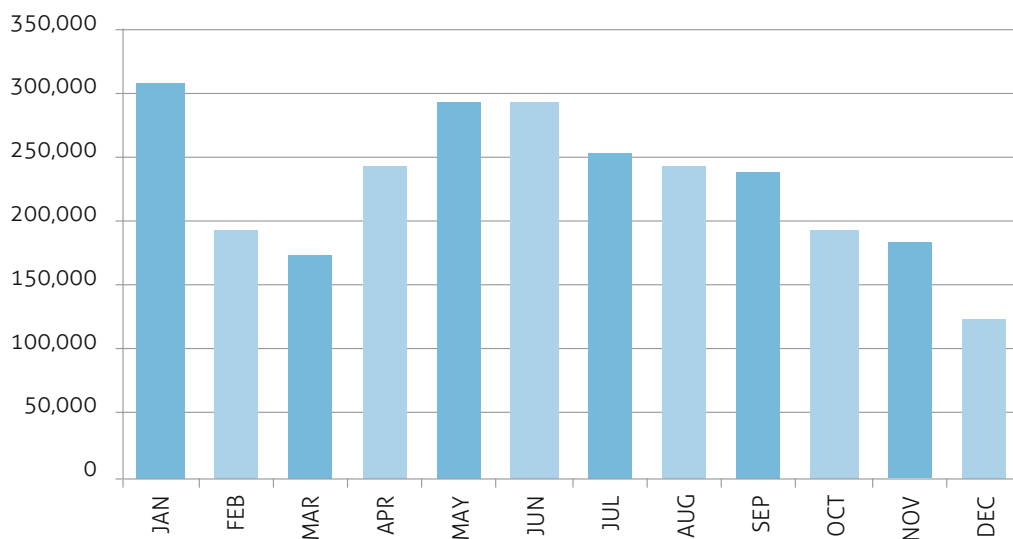


Chart 5.5: **Percentage of new website visitors by month** (source: Google Analytics)

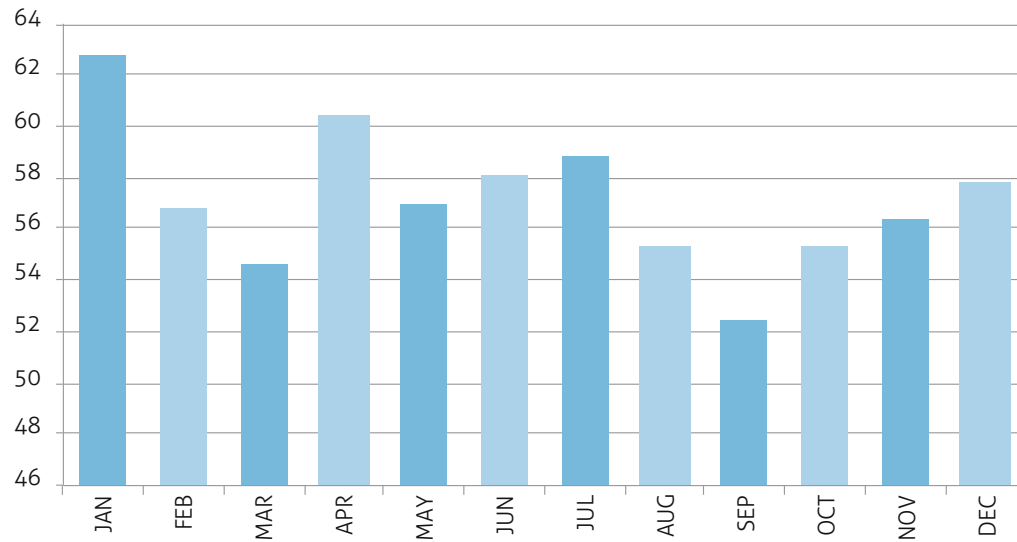
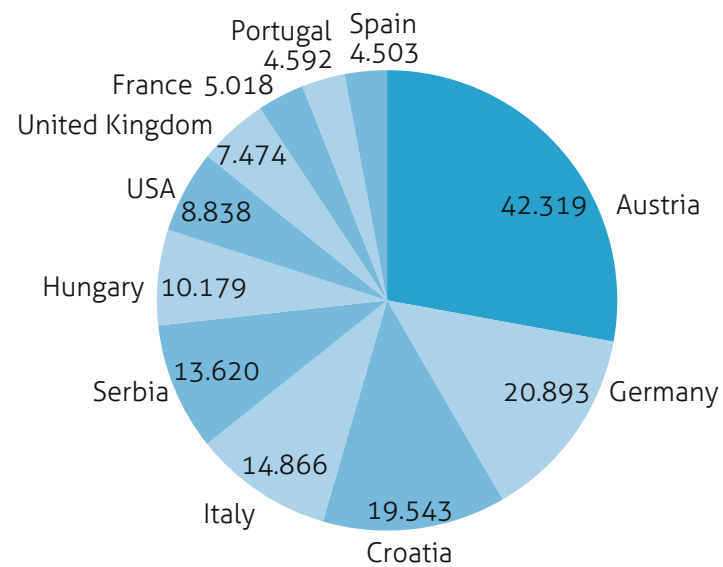


Chart 5.6: **Number of foreign website visitors** (source: Google Analytics)



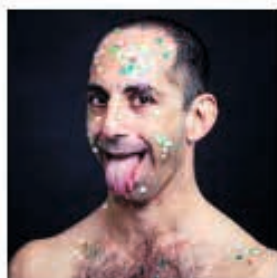


E-NOVICE IZ EVROPSKE PRESTOLNICE KULTURE št. 14, 7. maj 2012



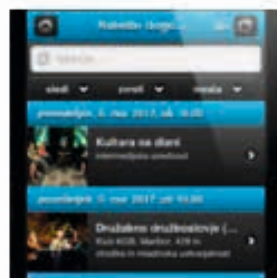
Mesec francoske kulture

Kulturne ambasade, v okviru katerih poteka mednarodno sodelovanje, bodo mesec maj obarvale v francoske barve, okuse in glasbo, saj bo Francoski inštitut Charles Nodder izbral! Večinski tunc.



Plesni performans Jana Fabra

Veliki mag sodobnega gledališča in likovne umetnosti Jan Fabre predstavlja, skupaj s plesalcem in koreografom Antonyjem Rizzijem, plesni performans Droge so me odvračale in ti šifrant.



Maribor 2012 v žepu

Informacije o Evropski prestolnici kulture Maribor 2012 so na voljo tudi preko mobilne aplikacije Maribor 2012 za pametne telefone in tablične računalnike.

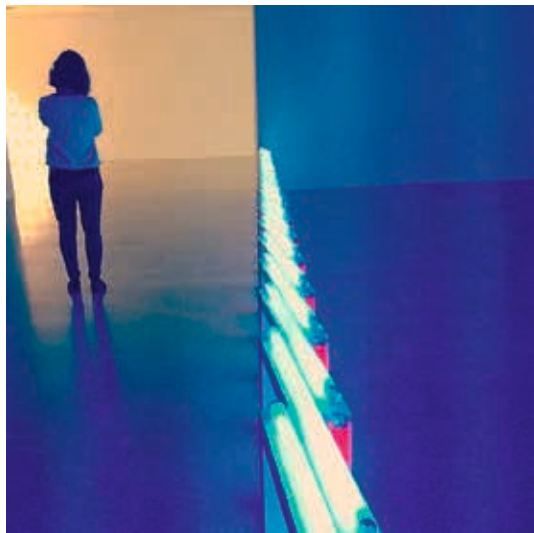
The European Capital of Culture 2012 e-Bulletin

The e-bulletin containing information on three highlight events and the entire weekly event programme was issued based on data files on subscribers, which included **4,343 e-mail addresses**. In 2012 we sent **53 e-bulletins in the Slovenian language** and **20 in the English language**.

Facebook

The European Capital of Culture 2012 was constantly updated on Facebook, the biggest global social network, via the Maribor 2012 Facebook page. On the page were posted selected information, online news and events links to the official website, photo galleries, video recordings and prize competitions. In June, July, October and November 2012 we carried out a special online campaign via this social network to increase the recognisability of the project and increase the number of visits to the Facebook page. In 2012, the Facebook page included **10,028 fans** from Slovenia and abroad. **The biggest weekly scope** or number of people that have seen any of the Maribor 2012 contents in one week amounted to 541,174, namely in the period between 28th May and 3rd June 2012 (source: Facebook Insights). Communication via the Facebook social network was carried out separately in the Slovenian and English languages.





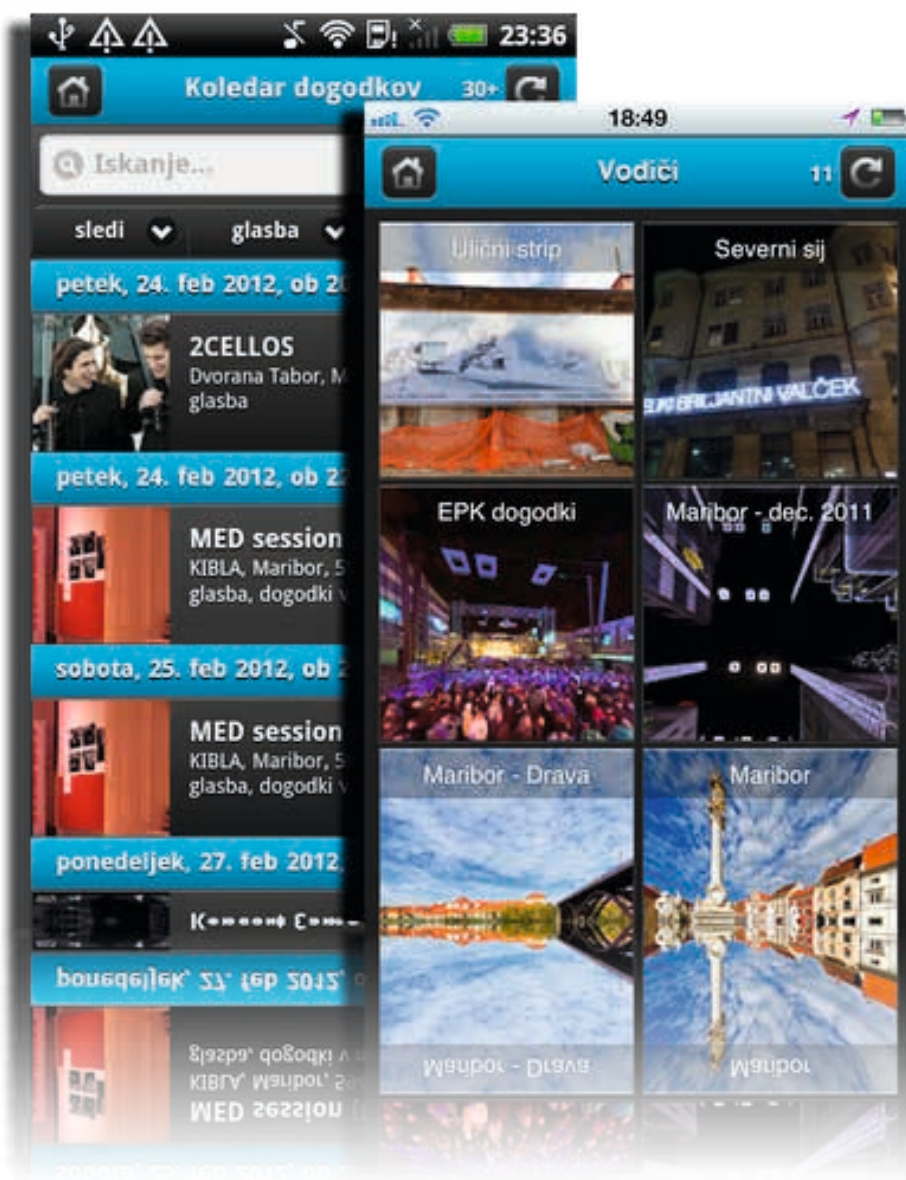
Twitter

The European Capital of Culture 2012 was also present on the Twitter social network with its profile **@maribor2012**, which it used for sharing and distributing information about project events. By the end of 2012, **1,350 messages** had been created via this channel and received **1,219 followers**. On the occasion of the opening ceremony event on 14 January 2012, the most frequently mentioned topic, or the official »hashtag« among the Slovenian Twitter users, was **#epk2012**.

Instagram – the Grand Instagram Contest »Capture Your Inspiration!«

During 8th October and 5th November 2012, the Marketing and Public Relations department, together with the Mayer McCann agency and the help of the general sponsors SHARK energy drink and Janus Trade main prizes, carried out the Grand Instagram Contest »Capture Your Inspiration!« via the most state-of-the-art social network **Instagram**. **It was the first contest of this kind done by any European capital of culture.** One of the main contest goals was to increase the level of recognisability of the MARIBOR 2012 – European Capital of Culture brand among the youngest and most technologically advanced population. The contestants sent photos from three thematic sections using their smartphones: #epkutrinki, #epkljudje in #epkshark. Of the **1000 submitted photos**, the expert commission selected 3 winners, Instagram users **@anazibelnik**, **@_megalodon_** and **@jkmmedia**, who were awarded the main prizes. The Instagram contest was actively followed by more than **10,000 users**.





The Maribor 2012 Mobile App

Information about the ECoC project was also available via the specially designed Maribor 2012 mobile app for smartphones and tablets. The Maribor 2012 mobile app brought the events of the European Capital of Culture project closer to its users in a more state-of-the-art manner. The application included an event calendar, highlighted events, updates and the contents of the Lifetouch programme strand, as well as other digital guides for the European Capital of Culture. In 2012 the mobile app was downloaded by **3,350 users**.





Maribor 2012 Info Points

For the ECoC 2012 requirements, a decision was made in the middle of 2011 to open two facility offices or information centres for informing and counselling visitors about events in Maribor and the partner towns, and for ticket and souvenir sales. The information centres would be located at two strategic locations – in the centre of Maribor as the holder of the honorary ECoC title and in the centre of Ljubljana as the capital of Slovenia since it was an all-national project.

The facility offices were registered as Maribor 2012 Info Points. In Ljubljana, the rented location was owned by the Municipality of Ljubljana. A temporary prefabricated structure according to the architectural design of Gregor Reichenberg (Reichenberg Arhitektura) and co-authors Sašo Rek and Bogdan Reichenberg was set up on the Leon Štukelj Square in Maribor. This solution won the anonymous, single-stage architectural tender issued by the Maribor Association of Architects inviting architectural bureaus from Maribor and the ECoC 2012 partner towns. The functionality of the Info Point was designed on the basis of previous ECoC projects.

15 student job vacancies for informers were opened in November 2011. More than 120 candidates applied for the opening and students were selected based on their knowledge of foreign languages, experience in working with money, knowledge in the field of the tourist profession and of course the appropriate skills for working with customers. This was followed by in-depth training.

Info Point Activities in 2012

The Maribor and Ljubljana Info Points opened their doors in December 2011 with the mission to provide a platform where the creators of the project could get in touch with the general public. This facility offices offered information about the ECoC 2012 programme in Maribor and the partner towns to domestic and foreign public (in person, through the call centre and by e-mail), sold tickets for events, season tickets and souvenirs. In 2012 the Maribor 2012 Info Points were opened all 366 days, and executed more than 7,000 hours of work.

In the beginning of 2012, the so-called »ticketing system« was successfully implemented in facility offices, which they constantly upgraded and supplement in cooperation with the provider (Eventim Si). On other occasions in the year, there have been organized trainings for informers, both in the field of ECoC 2012 programme as well as the field of tourist counselling, the facilitation of sales, crisis communications, etc. For the sake of promoting the ECoC 2012

programme, the special Info Point shelves showcased ECoC 2012 marketing and programme flyers and promotional materials of partner tourist institutions (Maribor Tourist Board (ZTM), Slovenian Tourist Board (STA) and affiliated institutions from partner towns) throughout the entire year. Actual production and co-production events were also provided with poster space and shelves for showcasing flyers and brochures. The maps of Maribor and the surroundings with marked ECoC 2012 venues have been created in cooperation with the Maribor Tourist Board. They provided assistance in the orientation of domestic and foreign guests.

A notification system about programme changes was established in cooperation with the programme team. And a ticket exchange policy was implemented according to the arrangement with the management. The corporate souvenir range has been constantly renewed and enriched. The consignment sales of co-production products that have been created in the ambit of the ECoC 2012 project (books, handicrafts, etc.) was also made possible. In order for the Info Point to be constantly interesting to both random and regular guests, multiple contests (e.g. A Walk Through the City), sales actions (e.g. This Year Culture Gives Presents) and other projects (e.g. getting impressions from visitors to the events, etc.) were carried out. An all-Slovenian contest in the framework of which designers contributed their print templates was carried out for ECoC 2012 T-shirts, which later turned out to be a sales hit. The best three designs were then used on three different T-shirts.

The ECoC 2012 venues guided tour was introduced for the general public and the protocol needs of the Institute and the Public Relations service (in the Slovenian, German, French, Croatian, Spanish and Russian languages), which turned out to be very popular. The guided tour of the Shoemaker Apprentice's Path (Čevljarčkova pot) was available for primary schools where it was part of the activities in the framework of school cultural days.

Informants participated in various projects of the Institute, such as research, through the media centre in the framework of the opening and closing ceremony weekend, protocol events, for the needs of promotion, and at fairs and workshops where they carried out the distribution of materials and other tasks according to the instructions of the heads of the project.

The ECoC 2012 project came to an end at the end of December 2012 and with it the need for Info Points. The Ljubljana facility office closed its doors on 31st December 2012, while the one in Maribor on 30th January 2013.

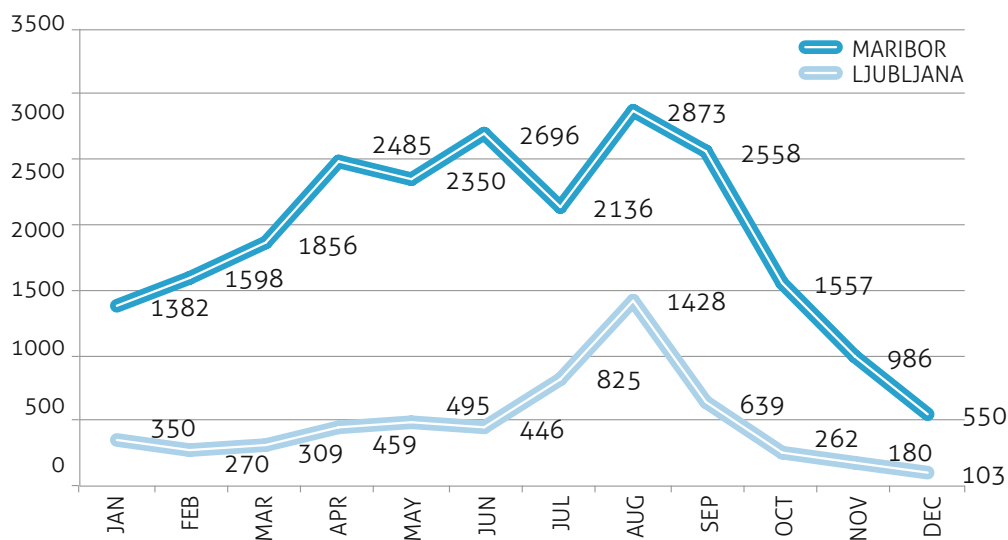
Visits to the Maribor 2012 Info Points

In 2012, the Maribor 2012 Info Points were visited by 28,793 visitors. 23,027 of which visited the one in Maribor and 5,766 the Ljubljana facility office. These were predominantly domestic guests at 54.71%. Tourists on the other hand amounted to 45.29%. The peak of Info Point visits came in August, when the Info Point in Maribor was visited daily by 93 people on average. The number of visits in Ljubljana rose by 73 % compared to July. The smallest number of visitors was registered in December. 54.77% of visitors visited Info Points individually, 26.10% in organized groups, and 19.13% were families. Of all the visitors, 14.41% belonged to the older population (Maribor 2012 Institute, 2012, 98).





Chart 5.6: **Visits of Maribor 2012 Info Points in 2012**



Source: PR, Maribor 2012

The greatest number of foreign guests (4,955) came from Austria, which represents 55.04% of all the visitors from abroad. During the tourist season, they registered an increase in the number of guests from France (80.39% of the French visiting the Info Point came in July and August, and 58.10% of Italians). A surprisingly large number of guests came from Great Britain, USA and Australia. The Info Points were also visited by tourists from Vietnam, Japan, New Zealand, Canada and Argentina.

Call Centre

In 2012 the Maribor Info Point received 2,026 calls through its call centre. Most of them from Slovenia. The callers were interested in the ECoC 2012 programme, information about the event and tickets. They received 4,218 e-mail messages to the info@maribor2012.eu e-mail address related to programme and tourist inquiries. Here, foreign senders predominated, mostly from Austria and Germany.

Sales

The total revenue for both Info Points in 2012 totalled € 104,229.29 (in Maribor they realized € 98,536.47 and in Ljubljana € 5,692.82 of revenue).

Table 5.1: **MARIBOR 2012 Info Points in figures** (for the year 2012)

Key Factors	Number	Highlights and points of interest
Visits to Info Points	28,793 visitors	Mostly domestic guests (54.71%)
Visits by Foreign Guests	55.04% of all foreign guests were Austrians	80.39% of French guests visited the Info Points in July and August
Call Centre – Information about the Project and Programme	4,218 e-mail messages, 2,026 phone calls	2,012 e-mail messages were sent from Italy; domestic guests usually inquired about the information via telephone, the foreign guests usually by e-mail
ECoC Venue Guided Tours	582 participants	The guided tours were marketed for a symbolic price of € 1 per person
Shoemaker Apprentice's Path (Čevljarčkova pot) Guided Tours	Over 3,500 children (free-of-charge guided tours)	In September 2012, they carried out 28 guided tours in a three-day period (primary school cultural days)
Souvenir Sales	3,013 souvenirs	The best-selling souvenir was the ECoC 2012 T-shirt – 602 sold pieces
Event Ticket Sales	5,932 tickets	The biggest number of tickets were sold for the concert by the group The Stroj – 726
Season Ticket Sales	109 season tickets	The Sky season ticket programme allowed the viewing of 8 performance premieres from the ECoC 2012 highlights; the Earth season ticket programme allowed the viewing of all 8 as recurrences
Total Income from Sales	€ 104,229.29	The biggest recorded share was acquired with sales of the Institute production event – € 58,924.00.

* valid for the general public though around 180 journalist and protocol delegations were taken on a free-of-charge guided tour of the venues

Source: PR, Maribor 2012





GROWTH IN THE FIELD OF TOURISM



Slovenian tourism benefited from the exceptional opportunity offered by the MARIBOR 2012 European Capital of Culture. Because of the ECoC project, positive effects on Slovenian tourism can be sensed, especially in the East Cohesion Region where they recorded a greater increase in the number of tourists than on the national level. The ECoC project has proven that culture is an important developmental factor on all fields including tourism. The MARIBOR 2012 institute goal was to maintain such positive effects following the end of the ECoC project as well.

We promoted the European Capital of Culture project at **many events intended for the tourist audience** (among the biggest were the SIW, the Days of Slovenian Tourism). We performed notification about updates and future important events on a regular basis. Plus, we performed **Maribor tourist guide training**, multiple **discussions on the ECoC and tourism topic for people offering accommodation and the owners of inns in Maribor and all the other partner towns**. We presented them with activities, chances for cooperation and invited them to take part in joint promotion. We cooperated well with **people offering accommodation** and who sense the potential and added value of the ECoC brand that is provided to guests by the content of cultural events. We also presented the project to **leading representatives of the tourist audience in Slovenia**. **ECoC promotional materials have been available in all the Tourist Information Centres (TIC) of partner towns and also in Ljubljana and larger places in Slovenia and in all the important tourist locations**. **Online collaboration has also been intensive**: some Tourist Information Centres (TIC) and hotels across Slovenia used our logo on their websites and e-mail. They included links to our website. In addition, they offered special information about MARIBOR 2012 or excursions. The presentation of the MARIBOR 2012 project and its activities could be observed on multiple online portals in Slovenia intended for tourists and the general public. Through the www.slovenia.info link, the ECoC website was visited more than 31,000 times until the end August of 2012. We sent monthly ECoC newsletters to tourist agencies in Slovenia and informed them about the coming events. The news was also published weekly on the Tourist Press Agency (TTA) portal.





European Capital of Culture 2012 Activities Involving Tourist Public Abroad

The promotion abroad was most intensive on the Austrian, British, German and Italian markets, in the countries of Benelux and in Croatia. Partially also in Spain.

In this way, the ECoC engaged in various **presentations and fairs**. Mostly together with the Slovenian Tourist Board (STA) and Maribor Tourist Board (ZTM) (it appeared on more than 50 such events, including on the Berlin and London Tourist Exchange and on the Vienna fair) or on its own. We have also been promoted on various foreign events by other local tourist boards (LTOs) or accommodation facility representatives that sensed the ECoC's potential – local, regional and national importance and the added value offered by the ECoC project (for example, Tourist Information Centre TIC SG, Local Tourist Board LTO Prlekija Jeruzalem, Spa Terme Maribor, etc.)

We have cooperated excellently with the Slovenian Tourist Board (STO), especially with their foreign representatives (Austria, Great Britain, Italy, Benelux, Germany). In Austria there was also cooperation with the organization Skica and with the Graz Tourist Association and their Tourist Guide Community. In cooperation with the Slovenian Tourist Board (STO) and the Maribor Tourist Board (ZTM), we hosted **a number of tour operators**. We have been in contact with **coach tour organizers** from Austria interested in organized trips to MARIBOR 2012. We have also been presented in a number of **foreign language publications** intended for tourist and the professional public at home and abroad.

In year 2012, the Maribor Tourist Board – Pohorje registered a **20% increase** for Maribor city area **compared to the same period in 2011 (the biggest increase in overnight stays was registered in November, that is. 92% more than in November 2011)**, of which 81% of overnight stays were created by foreign guests and 19% domestic ones. The trend of growth in overnight stays occurred in the last months, which was significantly above the Slovenian average. The number of daily visitors also increased significantly in Maribor. In 2012 their number increased by **61%** in comparison to 2011. In June alone, by **92%**. The Austrians broke the record in October, representing 55% of all visitors. They were followed by Slovenians with 15%. Then Germans with 5%, Croatians with 5%, Russians with 2.5% and lastly Italians, French and the Americans, etc. Tourist guided tours have increased by **282** index points.

Encouraging results have been also recorded in partner towns. In the first nine months of 2012 in **Slovenj Gradec** they registered 26% more overnight stays compared to the same period in 2011, of which two thirds were foreign guests and a good third domestic ones. The number of visitors to the Slovenj Gradec Tourist Information Centre has increased by 10%. In the first ten months of 2012 in Velenje they registered a 3% increase in overnight stays compared to the same period in 2011. And in the Velenje Tourist Information Centre they registered a 36% increase in the number of visitors than in 2011. In the first nine months of 2012, they registered a 0.5% increase in overnight stays in Ptuj than in the same period in 2011. The same increase also occurred in visitors to the Ptuj Tourist Information Centre. In the first ten months of 2012,

they had somewhat few overnight stays by foreign guests in Murska Sobota compared to the same period in 2011 because there was a decrease in the overnight stays of domestic guests but the number of overnight stays of foreign guests still increased by almost 10%. In the first ten months of 2012, the Murska Sobota Tourist Information Centre registered a 2% increase in the number of visitors than in the year 2011. Only in Novo mesto did they not register any greater increase in overnight stays although according to the organizers there was a more than **40%** increase in the number of visitors to events. Some by almost by 300%. The achievement of the European Capital of Culture project was to position the East Cohesion Region and put it on the world map of cultural tourism destinations.

The partner towns assessed that a large part of the credit for the increase in the number of visits and overnight stays in 2012 goes to the fact that they participated in the ECoC 2012 project since the towns gained in recognisability in this way as providers of culture at home and abroad. The European Capital of Culture project contributed to the global recognisability and reputation of Maribor and the partner towns and undoubtedly of the entire Slovenia – Slovenia as a destination attractive to lovers of culture. During the period of the programme's execution, the project has shown incredible positive effects on Slovenian tourism, in particular in the East Cohesion Region where they registered an increase in the number of tourists that was greater than on the national level.

Here we do not talk only about the effects of the growth of tourism. What is more important is the fact that the ECoC 2012 project laid foundations for the representation of cities and towns as viable destinations. Cities and towns that until now operated independently. The European Capital of Culture worked as a link between the tourist and catering activity in cities and towns and providers of culture. A communication platform has been formed that can also be used for further marketing for cultural tourism in Slovenia. The ECoC 2012 project identified culture as a product that can be used for marketing destinations. All the events that have been carried out and practiced so far, all the infrastructure that was provided, have now become more prominent abroad or at least prepared for promotion on foreign markets. There have been many projects that gained in quality, recognisability and visits. What is more, the partner towns and their institutions also gained in recognisability and thus ensured rich experience through systematic work with foreign media.

A shift in the paradigm of Slovenian culture and cultural tourism has occurred. People accepted the project as a positive factor and the culture turned into a developmental factor. It was required and necessary that everyone cooperated – from cities and towns, national institutions to the individual providers in those cities and towns. The ECoC 2012 project has proven that culture acts as a developmental factor in all levels and segments. Including tourism.





THE STUDY OF THE PROJECT'S ECONOMIC EFFECTS



As part of the interior evaluation, the Maribor 2012 institute ordered an analysis of the economic effects of the Maribor 2012 ECoC. According to the authors (Kovač and Srakar 2013, 2), the analysis leads to three fundamental conclusions: (1) The ECoC development is one of the most successful areas of European integration and an important factor in the revitalization of European cities and regions. The positive effects of cultural revitalization are in proportion with the duration and continuity of the post-ECoC activity in the European capitals of culture. (2) The empirical and econometric study of effects proves positive economic effects that are otherwise variously distributed amongst cities and for the first time reveals the comprehensive evaluation of the profitability of public investment in the ECoC cultural project, which is comparable with other economic activities. (3) The optimal strategic developmental option is a continuation of the ECoC activity in the framework of a new KULTURREG 2012 institution since this institutional continuity increases the positive economic effects and because the new institution offers an opportunity for the development of the European ECoC centre. The developmental opportunities of such an institution depend on different scenarios by the potential founders (Maribor, partner towns, etc.) where it is possible to achieve a suitable compromise between resources, programmes and institute activities and the effects of actions and operations.

The first measurable indicators show changes in the field of tourism, which will be extremely important for Maribor and the entire East Cohesion Region in the future. In 2012 they registered **355,000** overnight stays in the area of the city of Maribor, which is **20% more than in the same period in 2011** (the biggest growth in overnight stays was registered in November, 92% more than in November of 2011).

The study was also based on surveys that, after analysis, testify (Kovač and Srakar 2013, 4) that the inhabitants of the cities and towns and visitors accepted the ECoC project as a positive factor. Culture has become a developmental factor that according to people's opinion, may contribute to the revitalization of the development of Maribor and the partner towns and the entire region. The study (Kovač and Srakar 2013) also indicates that the average total consumption of respondents in the merged sample of the impact questionnaire amounted to almost 278 EUR, however, according to the merged sample, 50% of respondents spent 150 EUR or less as a consequence of the event. On average, the respondents in the merged sample spent most on amusement (€ 67), visiting culture events (€ 56), restaurants (€ 54) and shopping (€ 42). They spent somewhat less money on transport (€ 33) and overnight stays (€ 24). In 2012 at least 50% of the respondents spent at least € 20 on amusement and cultural events in the framework of the ECoC 2012 project, and € 15 for restaurants. All of the above occurred as a consequence of visiting ECoC 2012 events.

Furthermore, the analysis (Kovač and Srakar 2013, 4–5) finds that people who are not inhabitants of Maribor during the ECoC project on average paid for overnight stay as a consequence of visiting the ECoC project. On average, they spent most on restaurants (€ 52), transport (€ 43), overnight stays (€ 33), visits to cultural events (€ 32), amusement (€ 24) and shopping (€ 20). Their average total consumption was the lowest among all the groups and amounted to approximately € 211 per respondent. Every foreign visitor on average spent a little less than 2 overnight stays in the area of Maribor and visited a little less than 5 events. Their consumption was predictably the highest by far for overnight stays (€ 106) and food in restaurants (€ 77). They spent much less





on visits to cultural events (€ 23), shopping (€ 22), transport (€ 16) and amusement (€ 14). On average, every foreign visitor during the ECoC 2012 project spent € 258.

The consumption of visitors to events or tourists who came to Maribor and the partner towns as a consequence of the European Capital of Culture contributes to the effects for incentive growth and economy.

»We can thus claim with high probability that the total aggregated effect (new assets in the economy) of the consumption of visitors to ECoC events on the production in Maribor, the partner towns and Slovenia in general (multipliers are valid for the entire area of Slovenia) totalled between 45 and 59 million euros.

Thus we may claim with reasonable certainty that the total effect of consumption by visitors to the ECoC 2012 project on the added value is between 21 and 29 million euros.

We can also assess the total number of new employment positions that have been generated by the project based on the consumption of the event visitors between as 521 and 627 new positions.«

When calculating the effects of investments (public and private assets for Maribor 2012 institute operation) in the project in a similar way, we get a final estimate of the aggregated total effect that amounts to: 1) Effects on production – between € 87,990,866.47 and € 105,708,765.70; 2) Effects on the added value – between € 42,305,542.42 and € 51,471,253.70; 3) Effects on employment – between 1007 and 1132 new positions.

Considering the above and that based on the analysis of multipliers, it might be said that the profitability per public institution amounted between 3.32 and 3.39. Each additional euro of public resources that were invested in the ECoC 2012 project generated almost 4 euros of assets in the economy.

Due to the ECoC 2012 project, the difference between receipts and expenditures (that is, the »profit« of business subjects) has grown by € 7.49 million in each of the partner towns in the year 2012. Furthermore, the »profit« of companies has also statistically increased significantly. It grew by 6.09 million in each of the partner towns (Kovač and Srakar 2013, 5–6)

The analysis on the basis of the findings of all three sections of the methodological part of the study (Kovač and Srakar 2013) can confirm that there were significant positive economic effects on the increase of revenues of companies in the partner towns, as well as (at least in some towns) an increase in the number of tourists and visitors to cultural events. At the same time, they highlight that probably the main effect of the project was in its value for the inhabitants themselves; both in Maribor and the partner towns, as well as in Slovenia in general, which is clearly shown by the contingent study results. Moreover, the survey results show that the respondents strongly agree with the claim that »Cultural activities contribute significantly to the economic development of the environment where they are carried out« (Kovač and Srakar 2013, 74)

The interior evaluation within the study has indicated that the project was carried out very efficiently and at the same time pointed out possibilities for the development of institution in the future – in the post-ECoC period.





EUROPEAN CAPITAL OF CULTURE 2012 LEGACY



From its establishment to the end of its existence, the Maribor 2012 Institute has been closely involved in the wider social space in the city, region and country. In 2011 the operations of the Maribor 2012 institute were strongly marked by the establishment of partnerships with six municipalities (Maribor, Murska Sobota, Novo mesto, Ptuj, Slovenj Gradec and Velenje) and cooperation with many other institutions in this area. In addition, the biggest cultural project in 2012 was carried out based on these partnerships. Due to the nature of the European project, which enables the wider recognition of the city and the country, the Maribor 2012 institute also forged partnerships with institution in other fields. The Maribor 2012 institute sought possibilities of joint development with the University of Maribor and many faculties. We established cooperation with all the primary and secondary level education institutions (kindergartens, primary and secondary schools) since this sort of cooperation was considered fundamental in the search for long-term effects in the field of education. Through its operation, the Maribor 2012 institute sought opportunities to improve the international recognisability of the city and the region. The international events tried to expose the role of Maribor as an important tourist, political and cultural destination in 2012. In cooperation with institutions in the field of tourism – with the Slovenian Tourist Board (STA), the Maribor-Pohorje Tourist Board (ZTM) and the Government Communication Office of the Republic of Slovenia – the Maribor 2012 institute set important foundations for the development of tourist activities in the region. By integrating into international events carried out abroad or in Slovenia, the Institute contributed to the wide-ranging integration of the cultural project with other segments of Slovenian society. These effects were of great importance to the wider economic development in the region. For this reason, various economic subjects have shown interest in the European Capital of Culture project. Other economic actors have also been included in artistic, educational and research activities and enabled synergies between economy and culture. Establishing relations that serve as a foundation for the Maribor 2012 institute operations enabled the conclusion of key partnerships in the international and domestic area; especially in the field of artistic activities, education and tourism. The institute continued the partnership with cities that held or will be holding the European Capital of Culture project, thus intertwining Maribor and the partner towns in a network that represents important encouragement of cultural participation in Europe. The effects of the Maribor 2012 institute operations set the foundations for achieving the project, which, thanks to its massive scope, enables new incentives to be set up and additional developmental opportunities for the city, the partner towns and the country. Because of new networking





opportunities in the field of culture and other activities, the Institute's operations contributed to setting up the foundations for long-term effects. Alongside the social and cultural effects, there are also extremely important economic effects that have been brought about with the ECoC 2012 project carried out by the Maribor 2012 institute. Maribor, Murska Sobota, Novo mesto, Ptuj, Slovenj Gradec and Velenje have formed a solid joint platform created by the Maribor 2012 institute that enables the establishment of relationships and operation in the future as well. And that is why, besides art, effective actions has also been made possible in other fields, such as education, research, ecology, tourism and other economic areas where connection at the regional level is extremely important. In its nature and scope, the ECoC 2012 project is extremely complex. It cannot be compared to anything in the region or the country. With its potential, it brought about many effects in various social areas. Due to the ECoC project, the East Cohesion Region became stronger while Maribor played an important role as the regional centre. The strengthening of the region will allow partnerships established by the ECoC to continue and be retained in the future. Cooperation in the field of artistic relations and cultural tourism may clearly bring new opportunities in the near future. Through different institutions, the region is also involved in the wider international area since international partnerships will be a new opportunity available in the post-ECoC times.

Because of the strengthening of the position of the region, it will be easier to form and set the developmental priorities that need to be placed with funding using EU funds. The EU funds will be an important source of funding for various social areas in the region. The Maribor 2012 ECoC trademark is a significant motivator contributing to the long-term recognisability of the region. That is why it is important for its significance to be retained. The activities that have been established due to the ECoC project are diverse. They bring new models of action and relations. And that is why retaining them is of extreme importance in changing rigid operational practices. Multiculturality, openness to the digital sphere, interlinking technology and art, education, research and art brings new practices and with it new answers or solutions that we need in our society.

With the ECoC project, the identities of the city and region started changing, but change is a process that also marks a new developmental path. Therefore it is very difficult to assess the entire legacy from the present point.





EUROPEAN CAPITAL OF CULTURE 2012 PROJECTS

TOWN KEYS

Project Name	Short Project Description
MARIBOR JANITOR	A series of short humorous feature films by screenwriter Rok Vilčnik, director Matjaž Latin, starring Dušan Vaupotič Dule.
CINEMA IN MARIBOR	Immortal classics, author retrospectives, festivals, film-music events and workshops with appearances by eminent film guests.
CINEMA WITHOUT CEILING	Art films from the previous cinematographic season, intended for the youth and children.
MARPURGI	A film by director Boris Jurjaševac and screenwriter Zdenko Kodrič tells the story about a Jew from Trieste who remembers his grandfather's story about the medieval town of Maribor.
INTERNATIONAL FILM FESTIVAL PRIMUS	A festival of historical films and films which deal with cultural heritage.
MULTIKULTI	Authors from all over the world meet the locals in the city cinema and create a multi-layer cultural programme.
THE FIVE	A film by director Zoran Bilodžerič illuminated the story of five literary authorities from Maribor: Andrej Brvar, France Forstnerič, Drago Jančar, Marijan Kramberger and Tone Partljič.
THE WRITER AND THE CITY	A documentary film by director Maja Weiss portrays Drago Jančar at event scenes.
EXPELLED CHAMPION	A documentary film by authors Jaka Lucu and Jurij Hudolin about the Slovenian football player Zlatko Zahovič.
RADGONA 1991 - INDEPENDENCE WAR IN POMURJE	A feature-length documentary film which illuminates the almost forgotten happenings during Slovenia's independence war at its 20th anniversary.
DAYS OF SLOVENE DOCUMENTARY FILMS	Films made in 2012 have in the Eastern part of Slovenia awakened and renovated the Slovenian documentary film scene in 2012.
STOPTRIK	Practical workshops, exhibitions and accompanying social events present the biggest achievements from the history of stop trick animation.
THEY STILL MAKE CHARCOAL, DON'T THEY?	A documentary film by author Robert Kranvogel presents the once rich and the today almost dead charcoal burning tradition in the Pohorje region.
THE RISE OF THE CITY	A film by director and screenwriter Marko Radmilovič is a documentary project that recreates the history of the city of Maribor after 1918.
SOUNDS OF THE CITY M. - THE RHYTHM	A film by author Matjaž Fistravec about two Maribor artists, blacksmith Miha Krištof and publicist, lecturer and film music composer Mitja Reichenberger.
AND THE BULB STILL SHINES...	A film by author Matjaž Fistravec presents an important, but overlooked story of the first electric lightbulb, which was lit for the first time in Maribor.
MARIBOR'S FOLK DANCE GREETINGS	A cycle of folk events entitled Maribor's folk dance Greetings included concerts, street performances and exhibitions.
MUSIC MOSAIC	Works from classical literature, jazz compositions, film music and a premiere of the adaptation of the music of one of Slovenia's prime Oberkrainer music performers, Lojze Slak by composer Jani Golob.
HARMONIES	The presentation of the activity of amateur collector societies which have appeared in Maribor and partner cities.

Organiser. Event Performer. Co-producer	Duration	Number of Venues	Number of Events	Number of Visitors	Value of MARIBOR 2012 Co-financing	Genre
Studio Legen d.o.o.	10. 1. 2012 – 29. 12. 2012	1	11	80000	35,000.00	audiovisual arts
Zavod Udarnik	5. 1. 2012 – 18. 12. 2012	2	215	3279	36,000.00	audiovisual arts
CID Ptuj	6. 8. 2012 – 12. 8. 2012	2	13	2932	30,000.00	audiovisual arts
Casablanca d.o.o.	24. 4. 2012	1	2	120	12,300.00	audiovisual arts
Društvo Poetovio LXIX	17. 5. 2012 – 20. 5. 2012	2	7	500	36,000.00	audiovisual arts
Mitra, Društvo za razvoj avdiovizualne kulture in medkulturnega dialoga	26. 5. 2012 – 20. 10. 2012	2	6	515	10,800.00	audiovisual arts
Arcus fim d.o.o.	22. 9. 2012	1	1	150	15,300.00	audiovisual arts
Senca studio	14. 12. 2012	1	1	180	6,904.35	audiovisual arts
VPK d.o.o.	6. 8. 2012	1	1	300	6,904.35	audiovisual arts
Sončnica, Vaneča	17. 2. 2012	1	1	300	3,233.7	audiovisual arts
Mitra, Društvo za razvoj avdiovizualne kulture in medkulturnega dialoga	20. 9. 2012 – 23. 9. 2012	4	16	1360	20,000.00	audiovisual arts
Zavod ISKRA, Maribor	7. 9. 2012 – 9. 9. 2012	1	11	120	12,000.00	audiovisual arts
Robert Kranvogel s.p.	8. 7. 2012	1	1	350	10,000.00	audiovisual arts
Kino Svečina d.o.o.	20. 9. 2012	1	1	150	5,463.72	audiovisual arts
Studio ALP	11. 9. 2012	1	1	200	16,000.00	audiovisual arts
Studio ALP	4. 6. 2012	1	1	80	4,000.00	audiovisual arts
KUD Študent	26. 5. 2012 – 23. 12. 2012	6	6	583	5,400.00	classical music
Glasbena šola Marjana Kozine Novo mesto	7. 2. 2012	1	1	600	15,000.00	classical music
Javni sklad RS za kulturne dejavnosti	24. 1. 2012 – 31. 12. 2012	56	131	15600	85,000.00	classical music





TOWN KEYS	
Project Name	Short Project Description
ARSANA CONCERT SUBSCRIPTION	A cultural refreshment of the ancient city of Ptuj with classical and non-classical music concerts performed by renowned musicians from Slovenia and abroad.
THE YEAR OF BOJAN ADAMIČ	Hall and street concerts, discussions with artists, topical exhibitions and an international science symposium on the life and work of Bojan Adamič.
INTERNATIONAL DAY OF CHORAL SINGING	A singing gathering of choirs from the local and broader Slovenian environment including the Pro musica mixed choir, the KUD Pošta Maribor male choir and the Hugo Wolf chamber choir.
INTERNATIONAL CHILDREN'S FOLKLORE FESTIVAL Maribor 2012	Processions and animations with the creation of the »folklore village«, which served as demonstrations of children's folk dances, songs and children's games.
INTERNATIONAL COMPETITION OF WIND BANDS	The performance of 7 wind orchestras with over 700 musicians, accompanied by majorette group programmes.
CARPE ARTEM - CHAMBER CYCLE OF YOUNG MUSICIANS OF MARIBOR	A cycle of concerts whose programmes are mostly based on the music of Slovenian and other authors from the 20th and 21st centuries with special emphasis on the chamber music works by Maribor-based composers.
PAC'S MUSIC MAY	Instrumental master workshops organised in the music schools of the Pomurje region.
THE SYMPHONIC ORCHESTRA OF THE MARIBOR CONSERVATORY	The Symphonic orchestra of the Maribor conservatoire with former pupils and students who are renowned professional musicians today, becomes active.
SLOVENIAN AND CZECH ORCHESTRAL MUSIC	The joined performance of the string and wind orchestras from the Slovenj Gradec music school and the Základní umělecká škola Český Krumlov.
THE ŠALEK STUDENT OCTET IN TOWN	A multi-layer cultural project which links urban culture, multimedia creativity, stand-up and singing.
7TH INTERNATIONAL CONFERENCE »SOCIAL RESPONSIBILITY AND THE CHALLENGES OF THE TIME 2021: INNOVATING CULTURE FOR MORE CULTURAL RESPONSIBILITY: AS A WAY OUT THE SOCIO-CULTURAL CRISIS«	68 authors from 14 countries contributed to a series of 52 lectures, workshops and discussions focused on culture and social responsibility.
DIALEKTA	A gathering of creators, recreators and researchers of dialect literature and producers of eco-food.
SOULS	A humanistic symposium and a multimedia exhibition of photographs by Dušan Šarotar dedicated to the Jewish tradition.
EMANCIPATION AND ELIMINATION BETWEEN HISTORY AND PRESENT	The meaning of the Middle-European space in the scope of emancipation and elimination which are connected in their cores.
HOSTING WORDS	The members of the Slovenian writers' society have hosted writers and poets and created a rich spectre of various types of poetics, generations and spaces.
THE LAKE	Short stories were constructed through interaction, with the help of modern electronic communications of various genres, but placed in the same environment by the lake.
KATARINA, THE PEACOCK AND THE JEZUIT	A reprint of the novel Katarina, the Peacock and the Jesuit by writer Drago Jančar (Slovenska Matica, 2000).
KENK: A GRAPHIC PORTRAIT	A book by a group of Canadian authors reveals the comic book version of the story of Igor Kenk, a former policeman in Maribor and later migrant to Toronto.
LIBRARIES OF TWIN TOWNS	A presentation of all libraries of the city of Ptuj's twinned cities: Aranđelovac (Serbia), Banská Štiavnica (Slovakia), Burghausen (Germany), Saint-Cyrsur-Loire (France), Ohrid (Macedonia) in Varaždin (Croatia).
THE MARIBOR CULTURE AND SOCIETY ENCYCLOPEDIA	A lexicon in historical perspective presents the social and cultural happenings in Maribor in the second half of the 20th century.

Organiser. Event Performer. Co-producer	Duration	Number of Venues	Number of Events	Number of Visitors	Value of MARIBOR 2012 Co-financing	Genre
Društvo za glasbeno umetnost Arsana	15. 3. 2012 – 13. 12. 2012	4	5	1110	10,000.00	classical music
Javni sklad RS za kulturne dejavnosti in Zveza slovenskih godb	20. 5. 2012 – 24. 11. 2012	2	5	1670	30,000.00	classical music
Javni sklad RS za kulturne dejavnosti, Območna izpostava Maribor	9. 12. 2012	1	1	500	5,400.00	classical music
Javni sklad RS za kulturne dejavnosti, Območna izpostava Maribor	26. 6. 2012 – 30. 6. 2012	5	7	1000	9,000.00	classical music
Javni sklad RS za kulturne dejavnosti in Zveza kulturnih društev Šaleške doline	30. 6. 2012	2	3	400	30,000.00	classical music
Društvo za komorno glasbo Amadeus	28. 2. 2012 – 13. 11. 2012	1	6	480	9,000.00	classical music
Klub ekstremnih športov PAC	24. 5. 2012 – 27. 5. 2012	9	17	850	24,000.00	classical music
Konservatorij Maribor	13. 4. 2012	1	1	600	13,050.00	classical music
Glasbena šola Slovenj Gradec	25. 5. 2012 – 26. 5. 2012	3	4	360	8,500.00	classical music
Festival Velenje (Kulturno društvo Šaleški študentski oktet)	21. 4. 2012 – 15. 6. 2012	2	2	475	5,000.00	classical music
IRDO	8. 3. 2012 – 10. 3. 2012	1	3	100	10,000.00	literature
Založba Franc - Franc	17. 5. 2012 – 19. 5. 2012	7	9	500	20,000.00	literature
Sinagoga Maribor	7. 2. 2012 – 6. 3. 2012	1	2	360	3,600.00	literature
ZRC SAZU	1. 2. 2012 – 2. 2. 2012	1	3	140	8,500.00	literature
Društvo slovenskih pisateljev	21. 3. 2012 – 26. 11. 2012	1	10	420	10,000.00	literature
Omnibus, Simon HERNAS s.p.	14. 12. 2012	1	1	70	15,000.00	literature
Društvo Slovenska matica	6. 7. 2012	1	1	90	4,000.00	literature
Cankarjeva založba d.o.o.	26. 1. 2012	1	1	60	5,400.00	literature
Knjižnica Ivana Potrča Ptuj	6. 9. 2012	1	1	90	30,500.00	literature
Založba Obzorja d.d.	13. 12. 2012	1	1	100	22,500.00	literature





TOWN KEYS	
Project Name	Short Project Description
HOUSE OF LITERATURE	Appearances by authors from Maribor, a presentation of Slovenian literary societies abroad, recitals of deceased authors from Maribor, the 'Children among themselves' project, a presentation of published books.
LITERATURE STATIONS	A presentation of 12 eminent authors born in Maribor or elsewhere that have spent an important part of their lives in the city by the Drava river.
A MINIATURE GUIDE TO THE EUROPEAN CAPITAL OF CULTURE KULTURE 2012	The book presents Maribor from the architectural and historical point of view on 128 pages.
MARIBOR BOOK	Andrej Brvar has gathered an excellent selection of memoirs, testimonies, literary contributions, reminiscences and other texts which depict the city's history from the 19th century onwards.
MARIBOR VIEWS	Etiologic - explanatory stories (fables, myths, legends) interesting for the children in the city and its surroundings.
ON A CARPET OF STARS	A literary project based on a series of successful minority literary evenings and combined numerous institutions and societies.
FACES OF INNER POWER	A project divided into three segments: cultural-pastoral and social segment, musical segment and a beaux arts segment.
EYE OF THE WORD	A scientific monograph Prize scriptures, in which the opuses of modern prize-winning Slovenian youth prose authors are presented.
REGIONAL BOOK FAIR MARIBER	An international commercial, work and social event that brought together visitors, publishers and literary authors from the central European basin and the Balkan region.
NORTHERN LIGHTS	The multimedia effort Northern lights set up large neon signs (titles of literary works), recognisable from the literary opus of the writer Drago Jančar on chosen locations around Maribor.
NORTHERN LIGHTS	A novel by Drago Jančar also turned into a drama transferred the anxious ambient of the 80s to the end of the 30s when the 2nd World War was coming. The German translation of the novel has already been published some time ago, a reprint completes the available works by this author.
NORTHERN LIGHTS	Northern lights is one of the most important works by Drago Jančar, which also served as a basis for a drama. The Založba Modrijan publishing house reprinted the novel in February 2012.
SLOVENIAN BOOK DAYS	The main theme of the Maribor festival Slovenian book days was literature and literary reflexion. The second part of the project was realised in partner cities - Poetry in the city streets.
WALKWAYS FOR RETURNS	The novel was enacted by the text interpreter and director Simona Kopinšek, original electronic music composer Marko Lük and sound designer Ivo Smogovec.
TOUR OF WRITERS FROM CHINA	The organisers have prepared multiple readings for the Chinese authors and this also served as an opportunity for a lively cultural dialogue, a mix of literary landscapes and deepening of economic ties.
DR. ŠTEFKA COBELJ'S HERITAGE	The Ivan Potrč library in Ptuj has processed the works of Dr. Štefka Cobelj, an important art historian.
GERMANS AND MARIBOR	In 2012 an exhibition Germans and Maribor: 1846-1964: a century of transition was held in the Velika kavarna cafe in Maribor. A catalogue was published after the closing of the exhibition.
TOWN OF GOGA (HOUSE OF CULTURE)	Conceptual literary precedents, cultural-tourist attractions, renowned international festivals like Fotopub and Jazzinty, literary evenings, exhibitions, attractive and educational events for children etc.
ACOUSTIC WEEKEND IN MARIBOR	A presentation of important Slovenian performers in an acoustic version.
AUDIOVISUAL ART	The programme consisted of various local, regional and international concerts and electronic events.

Organiser. Event Performer. Co-producer	Duration	Number of Venues	Number of Events	Number of Visitors	Value of MARIBOR 2012 Co-financing	Genre
Javni sklad RS za kulturne dejavnosti, Območna izpostava Maribor in Kulturno društvo Mariborska literarna družba	17. 1. 2012 – 15. 12. 2012	11	105	5500	33,000.00	literature
Mariborska knjižnica	18. 1. 2012 – 11. 12. 2012	8	13	1155	5,000.00	literature
Umetniški kabinet Primož Premzl d.o.o.	25. 1. 2012	1	1	150	14,900.00	literature
Založba Pivec d.o.o., MARIBOR 2012 – Evropska prestolnica kulture	22. 6. 2012	1	1	90	15,540.00	literature
Založba Pivec d.o.o.	22. 4. 2012	1	2	55	8,100.00	literature
Kulturno društvo Mariborska literarna družba	2. 6. 2012	1	1	90	1,800.00	literature
Zavod Antona Martina Slomška	17. 1. 2012 – 20. 2. 2012	16	45	6010	144,000.00	literature
Založba Franc - Franc	20. 9. 2012 – 22. 9. 2012	3	4	300	10,000.00	literature
Društvo slovenskih pisateljev	19. 6. 2012 – 24. 6. 2012	4	29	1500	100,000.00	literature
Atelje Japelj d.o.o.	14. 1. 2012 – 21. 11. 2012	7	7	1000	45,000.00	literature
FolioVerlag	8. 2. 2012	1	1	50	7,000.00	literature
Modrijan založba d.o.o.	8. 2. 2012	1	1	50	6,156.00	literature
MKC Maribor	20. 4. 2012 – 4. 9. 2012	14	66	8000	18,000.00	literature
Založba Franc - Franc	1. 6. 2012 – 30. 6. 2012	3	3	210	20,000.00	literature
Društvo slovenskih pisateljev	16. 9. 2012 – 20. 9. 2012	3	4	500	6,000.00	literature
Knjižnica Ivana Potrča Ptuj	5. 6. 2012 – 31. 7. 2012	1	2	1000	26,500.00	literature
Umetniški kabinet Primož Premzl d.o.o.	12. 12. 2012	1	1	50	9,000.00	literature
Založba Goga	3. 3. 2012 – 29. 12. 2012	11	111	5450	40,000.00	literature
KUD Zlati zob	16. 11. 2012 – 17. 11. 2012	8	11	2230	40,000.00	nonclassical music
Zavod Udarnik	8. 3. 2012 – 9. 11. 2012	1	6	770	18,000.00	nonclassical music





TOWN KEYS	
Project Name	Short Project Description
DIGITAL DELIGHT	A creative promotion of quality electronic music in Slovenia and in the wider cultural environment of the EU.
DIGITAL CLASSICS	Digital classics is a project by the group A la fetish. The project merged classical and electronic music.
ESCAPE	A super-genre musical-scene spectacle which present a symbiosis of the classical instrumental line-up, rock'n'roll and strong visual elements.
ETNIKA FESTIVAL	The Etnika festival is a renowned Maribor world music festival with a rich international turnout.
ROMANO ČHON ROMA CULTURE FESTIVAL	The festival provided a diverse programme for pupils and students, peaked by the performance of the world famous Roma musician Esma Redžepova.
SCENA FESTIVAL	New and established groups from Maribor and its surroundings appeared on the third Scena festival. The main topic of the festival was original musical creativity.
GARAGE EXPLOSION FESTIVAL	A dirty sound, rough vocals, uncompromising rock'n'roll are the basic ideas behind the Garage Explosion festival.
GIPSY NIGHT	The Roma weekend offered the opportunity to get to know this culture in all its diversity. More than 80 Roma musicians participated in the project.
HOW TO BECOME A JAZZ OR BLUES VIRTUOSO?	Two one-day music workshops. The first one was led by the renowned French jazz and rock guitarist Nguyen Le and the second one by the renowned guitar player from the USA Alex Machacek.
CANTATA OF SAINT ELIZABETH	The project merges modern artistic practices (percussion and video) with traditional art (medieval stories, choir singing, the Koroška regional traditions) and the history of Slovenj Gradec.
KLUB 2012	The 2012 Klub was a high-end club exercise area for jazz, rock, blues and other refined musical format performers.
BARREL ORGAN DAY	In the scope of the ECOC project barrel organ players prepared a one-day collection of street performances in the town centres of Maribor and Velenje.
BARREL ORGAN FESTIVAL	As well as local barrel organ players, renowned barrel organ players from France, The Czech republic and Switzerland appeared at the festival.
MARIBUM	The festival is intended for connoisseurs and fans of world music. In 2012 a part of the festival was mainly coloured in the colours of Africa.
MAX KLUB JAZZ FESTIVAL	The Max Klub Jazz Festival was revived in 2012 after ten years and has set a basis for the growth and development of jazz culture in Velenje. In the ECOC year several excellent Slovenian and foreign line-ups appeared here.
MURA NARRATIVE SONGS AND ROMANCES	As a product of cooperation between literary authors and musicians 14 compositions in dialect have been written. They find their themes and ideas from the world around the Mura river.
MUSEUM GARDENS	A summer festival with its non-commercial approach in its environment created musical pluralism, quality musical aesthetics, scene and sound perfection and innovation.
NO BORDER JAM	Traditional activities accompanying the festival are an underground market, a video and graffiti art project and piercing. In the year 2012 the festival presented the annual gathering of independent publishers, distributors and activists.
(ODER EVROPSKE PRESTOLNICE MLADIH)	The stage mostly presented appearances by bands from Maribor's high schools. At the same time it promoted the European youth capital, hosted by Maribor in 2013. The winners of the literary and drawing competition were also announced.
POŠTNA STAGE	One of the nine stages in the Maribor centre was the Poštna stage. There various audio-visual installations created a visual concert area suitable for musicians creating lounge and ambient music.

Organiser. Event Performer. Co-producer	Duration	Number of Venues	Number of Events	Number of Visitors	Value of MARIBOR 2012 Co-financing	Genre
Društvo hedonističnih kreativcev	13. 1. 2012 – 23. 11. 2012	3	6	1050	6,300.00	nonclassical music
Sončnica, Vaneča	11. 5. 2012	1	1	200	11,000.00	nonclassical music
Krageljnik Marko s.p.	20. 1. 2012 – 18. 10. 2012	3	3	1450	10,000.00	nonclassical music
Zavod Etnika	23. 10. 2012 – 9. 11. 2012	4	8	1230	12,000.00	nonclassical music
Združenje ustvarjalnih ljudi na področju kulture v sodelanju s SEM (Ljubljana), Romski akademski klub (Murska Sobota)	31. 3. 2012 – 27. 4. 2012	23	74	2804	22,500.00	nonclassical music
Kulturno društvo Mladinski center IndiJanez	6. 4. 2012 – 8. 4. 2012	1	3	1700	8,100.00	nonclassical music
Pekarna - magdalenske mreže	16. 11. 2012	1	1	200	7,200.00	nonclassical music
KUD Zlati zob	13. 4. 2012 – 14. 4. 2012	1	2	3000	50,000.00	nonclassical music
Takt Ars, Samo Šalamon s.p.	28. 1. 2012 – 15. 9. 2012	1	2	55	7,000.00	nonclassical music
Kultuno društvo Carinthia Cantat Slovenj Gradec	25. 4. 2012 – 3. 6. 2012	2	2	400	10,000.00	nonclassical music
Arpol d.o.o.	17. 1. 2012 – 14. 12. 2012	6	132	16581	241,789.71	nonclassical music
Kulturno društvo Lajnar Koroški	20. 4. 2012 – 21. 4. 2012	1	2	2500	4,000.00	nonclassical music
Kulturno društvo Lajnar Koroški	18. 4. 2012 – 22. 4. 2012	1	3	4500	4,000.00	nonclassical music
Kulturno društvo Plesna izba	4. 7. 2012 – 8. 11. 2012	4	9	650	9,900.00	nonclassical music
Festival Velenje (Marko Kolšek)	7. 3. 2012 – 23. 3. 2012	1	7	960	13,000.00	nonclassical music
Argo, društvo za humanistična vprašanja	15. 9. 2012 – 30. 10. 2012	2	2	930	35,000.00	nonclassical music
LokalPatriot	28. 8. 2012 – 1. 9. 2012	2	5	1470	25,000.00	nonclassical music
Subkulturni azil, Maribor	24. 8. 2012 – 25. 8. 2012	1	2	500	10,000.00	nonclassical music
Soundbiro d.o.o.	11. 5. 2012 – 8. 6. 2012	1	18	790	20,000.00	nonclassical music
Smiljan Kreže s.p.	4. 5. 2012 – 28. 8. 2012	1	52	15230	106,000.00	nonclassical music





TOWN KEYS	
Project Name	Short Project Description
ŠTAJERC STAGE	The Štajerc stage hosted big bands, multi-genre young and unestablished bands, dixie bands, wind orchestras, folklore groups, ethno groups and some Slovenian evergreen performers
ETHNO JEWISH SQUARE STAGE	The Jewish square stage was intended for world music, the programme was formed in cooperation with Nino Murekšič. A renowned percussionist and ethno music connoisseur.
IT'S 2011 AND 2012	The rock music festival Piše se leto began twenty years ago.
STAGE SUMMER IN THE CITY	The festival with renowned musicians and rhythms of rock, pop and other modern music raised the city's pulse.
SUMMER CULTURAL EVENTS	Summer cultural events have been enriching the cultural happenings in Velenje for 27 years. Culture is placed in the streets and presented to the widest possible spectre of spectators.
POPMLAD	The Novo mesto project Popmlad or A poem brings us together attracts more and more listeners each year. In 2012 it was interesting for fans of choir music and folklore.
PREJK 12	Various topical workshops based on traditional views on instrument use, food preparation and photographic documentation.
PRO SOLO - FAMILY TRADITION AND REPUTATION	A series of diverse classical music concerts whose main topic were the appearances by musical families in co-operation with other quality musicians, painters and photographers.
ROCK OTOČEC	Colourful concert happenings enriched by workshops, competitions and contests, with games in mud, water and air and traditional camping.
ROCKERS SING POETS	The long-time Slovenian musical-literary project was dedicated to the Maribor environment. It enriched the varied cultural offer with a taste of folk music spiced up by experimental approaches in merging poetry and popular music.
SHAKESPEARE'S STAGE	Town keys invited spectators to the Shakespeare's stage in front of the pub with the same name in Cafova street dedicated to an English speaking audience and foreign tourists.
THE SKATE FESTIVAL	A presentation of the skate, bmx and hip-hop subculture in Maribor and three partner cities.
SLOVENJ GRADEC SUMMER	A presentation of home and foreign orchestras and promising young musicians of various genres such as classical music, ethno, jazz and rock.
SOBOTA DAYS	A multi-layer cultural programme encompassed classical music, choir singing, Roma music, guitar and percussion workshops, rock'n'roll, country, gothic metal, oberkrainer music etc.
SOBOTA SUMMER	The Sobota summer, a musical mirror of the world, was based on a careful selection of Slovenian and foreign performers and offered new musical experiences to this environment.
ŠVUNK FEST	A reggae music festival in Slovenj Gradec, with appearances by excellent Djs from Eastern Slovenian regions and foreign guests. The scene was made even more colourful by juggling masters and fire breathers.
TERASAFEST	An international summer festival of undefined artistic genres, organised by the Ptuj student club for the fifth consecutive year.
TAKADIMI PERCUSSION PROJECT	In the scope of the ECOC project Takadimi presented Slovenian performers which are also appreciated abroad.
ART SQUARE	The project presented a cultural-artistic omnibus, composed of three segments: 'Ooh, the youth of today', 'This damn culture' and 'Art square'. The spectators could also see an amazing musical-visual trilogy.
WINE IS THICKER THAN WATER FESTIVAL	The festival was concerned with the reputation of wine, which was presented mostly as a culinary delicacy and not just as an alcoholic drink.
THE MAYOR'S FRIENDSHIP STAGE	The stage presented musicians from the area of former Yugoslavia and other European cities, partners with Maribor.
ANIMATEKA IN MARIBOR	A presentation of the new production of short animated films from Eastern and Central Europe.

Organiser. Event Performer. Co-producer	Duration	Number of Venues	Number of Events	Number of Visitors	Value of MARIBOR 2012 Co-financing	Genre
Soundbiro d.o.o.	1. 5. 2012 – 29. 9. 2012	1	39	8820	75,000.00	nonclassical music
Glasbeno društvo Mladi bobnar	4. 5. 2012 – 22. 9. 2012	1	27	3230	169,000.00	nonclassical music
Smiljan Kreže s.p.	15. 6. 2012	1	1	4000	40,000.00	nonclassical music
Jama d.o.o.	19. 5. 2012 – 8. 9. 2012	1	18	1880	30,000.00	nonclassical music
Festival Velenje	16. 6. 2012 – 2. 9. 2012	10	58	17475	130,000.00	nonclassical music
Društvo mešani pevski zbor Pomlad Novo mesto	10. 11. 2012 – 15. 12. 2012	2	2	210	7,000.00	nonclassical music
DrMr, Murska Sobota	25. 5. 2012 – 15. 9. 2012	4	16	1175	40,000.00	nonclassical music
Pro solo, Sabina Petek s.p.	5. 5. 2012 – 22. 9. 2012	1	21	1500	36,000.00	nonclassical music
Rock Otočec d.o.o.	27. 6. 2012 – 1. 7. 2012	1	8	13500	40,000.00	nonclassical music
Subkulturni azil, Maribor	10. 11. 2012	1	1	100	4,500.00	nonclassical music
Maribar d.o.o.	29. 6. 2012 – 6. 10. 2012	1	18	830	15,000.00	nonclassical music
Rene Strgar s.p.	18. 5. 2012 – 26. 5. 2012	8	10	2740	30,100.00	nonclassical music
Kulturni dom Slovenj Gradec	10. 6. 2012 – 31. 8. 2012	8	68	17525	140,000.00	nonclassical music
MO Murska Sobota	22. 6. 2012 – 31. 7. 2012	12	34	40000	116,000.00	nonclassical music
Javni zavod za kulturo, turizem in šport Murska Sobota	28. 6. 2012 – 8. 9. 2012	3	31	8874	60,000.00	nonclassical music
Društvo ŠVUNK	16. 6. 2012 – 17. 6. 2012	1	2	400	5,000.00	nonclassical music
Klub ptujskih študentov	11. 7. 2012 – 24. 8. 2012	3	15	5260	40,000.00	nonclassical music
Združenje ustvarjalnih ljudi na področju kulture	16. 11. 2012	1	1	148	17,100.00	nonclassical music
Gvido - glasbeno vzgojno izobraževalno društvo	14. 11. 2012 – 15. 11. 2012	2	6	860	7,000.00	nonclassical music
Klub ptujskih študentov	15. 9. 2012 – 10. 11. 2012	10	24	2875	34,000.00	nonclassical music
Media voice d.o.o.	24. 4. 2012 – 30. 9. 2012	1	23	2880	40,000.00	nonclassical music
Društvo za razvoj filmske kulture	25. 6. 2012 – 16. 12. 2012	2	32	1200	35,000.00	Child and youth creativity





TOWN KEYS	
Project Name	Short Project Description
ART CAMP	Active international co-operation and mutual creativity which offers a whole palette of presentation possibilities for the cultural, multimedia, artistic and other capacities of the region.
AYE FESTIVAL	The festival mainly attracted young creative people from Ptuj and allowed them to manifest their creative potential and specialise with their peers.
THE READING ROOM IN CLEARING	Relaxing reading of books and magazines, browsing through newspapers or just creative laziness in peace in the comfort of green surfaces and remote corners of the Maribor city park.
BLACK AND WHITE WORLD	The world youth chess championship was attended by 1584 players from 92 countries which played 8712 games. The participants were also addressed by the chess star Gary Kasparov.
DE TE FABULA NARRATUR	The goal of the project was to provide a living link between the local history of Ptuj and the current inhabitants and to contribute to the identification of the inhabitants with the city.
DRUGAJANJE	A festival in the scope of which the organisers try to influence the long-term development of the city with artistic interventions. This year the programme was focused on political activism or the youth's active citizenship.
SOCIAL SOCIAL STUDIES	A cycle of lessons and discussion evenings on various social themes organised by Dr. Vesna V. Godina and Andrej Fištravec in co-operation with the MKC institute.
EUROPEAN FAIRYTALE	The symposium was attended by 21 referents and coreferents, they illuminated various aspects of the fairytale.
PHOTOGRAPHIC EXPERIENCE	The 2012 international photography contest informed the young how important it is to preserve the particularities of the Slovenian cultural heritage.
CULTURAL DAYS	The basic idea of the cultural days was to allow the primary school pupils of Maribor to get to know their city and grasp its diverse cultural happening in the scope of the ECOC project.
CULTURAL DIARY	The cultural diary was conceived in order to encourage the youth in schools to be more creative and visit cultural institutions.
PUPPETS MINORITY	Numerous home and foreign puppet shows were performed, with workshops and interventions.
LITTLE ARCHITECTS WITH MAGIC PENCIL	Children created clay houses according to the Little architects picture book and painted the mayor's house following the Magic pencil story with the monotype technique.
MLADIBOR	Couple month-long workshops in the field of photography, film, research of unusual music forms, architectural discussion on space, Dj-ing, animated film, street and shadow theatre.
CHILDREN'S CHOIR EPK	Especially for the ECOC project the ECOC children's choir prepared a concert entitled Songs from the roundabout.
PIPPI LONGSTOCKING FESTIVAL	The Pippi Longstocking Festival is the biggest festival of culture, education and entertainment for children and young people in Slovenia.
VELENJE SCHOOL CENTER PRESENTATION	The Velenje Project - Youth: Future in Culture put drawings and messages on the facades of buildings in the centre of Velenje and in green areas.
EUROPEAN YOUTH WEEK	Visitors had an opportunity to see the projects and participants of the European programmes Lifelong Learning and Youth in Action, participate in discussions and share their experience related to study, internship and working abroad.
ECOC IN KGB	Throughout ECOC 2012, the club mainly showed a cabaret programme and mostly presented top Slovenian productions besides some foreign guests.
EUROPE DANCES	The 2012 WDSF Professional Division European Dancesport Standard and Latin.
FLASH MOB	In cooperation with the La Strada artistic group from Graz, Austria, the dancers performed several artistic space interventions known as »Flash mobs« throughout the city.

Organiser. Event Performer. Co-producer	Duration	Number of Venues	Number of Events	Number of Visitors	Value of MARIBOR 2012 Co-financing	Genre
Narodni dom Maribor	22. 6. 2012 – 7. 7. 2012	3	44	50000	108,000.00	Child and youth creativity
Kulturno umetniško društvo Čar griča	14. 6. 2012 – 8. 7. 2012	3	3	1500	20,000.00	Child and youth creativity
Narodni dom Maribor	19. 5. 2012 – 16. 9. 2012	1	199	50000	27,000.00	Child and youth creativity
Šahohlačnik d.o.o.	5. 5. 2012 – 8. 11. 2012	4	23	4179	18,000.00	Child and youth creativity
Osnovna šola Ljudski vrt Ptuj	16. 3. 2012 – 29. 5. 2012	3	5	1370	25,000.00	Child and youth creativity
Bunker, Zavod za organizacijo in izvedbo kulturnih projektov	27. 11. 2012 – 29. 11. 2012	2	8	820	6,300.00	Child and youth creativity
MKC Maribor	5. 3. 2012 – 17. 12. 2012	1	17	925	4,500.00	Child and youth creativity
Mariborska knjižnica	21. 5. 2012 – 26. 9. 2012	7	7	360	17,100.00	Child and youth creativity
LokalPatriot	27. 9. 2012 – 25. 10. 2012	1	1	100	8,000.00	Child and youth creativity
MARIBOR 2012 – Evropska prestolnica kulture	18. 11. 2012 – 20. 11. 2012	8	29	3300	6,510.77	Child and youth creativity
Narodni dom Maribor	17. 4. 2012 – 13. 12. 2012	7	34	4080	50,000.00	Child and youth creativity
Lutkovno gledališče Maribor	28. 1. 2012 – 22. 12. 2012	7	11	19064	40,000.00	Child and youth creativity
Mikrourbanika - kreativno združenje	10. 4. 2012 – 14. 4. 2012	2	2	130	28,020.00	Child and youth creativity
Bunker, Zavod za organizacijo in izvedbo kulturnih projektov v sodelovanju z Il. Gimnazijo Maribor	13. 2. 2012 – 24. 5. 2012	14	56	1961	90,000.00	Child and youth creativity
OŠ Bratov Polančičev Maribor	15. 3. 2012 – 3. 10. 2012	2	2	400	3,600.00	Child and youth creativity
Festival Velenje	15. 3. 2012 – 15. 12. 2012	19	76	1040	310,000.00	Child and youth creativity
Šolski center Velenje	24. 5. 2012	1	1	70	5,000.00	Child and youth creativity
Zavod Antona Martina Slomška	7. 5. 2012 – 10. 5. 2012	1	27	400	30,000.00	Child and youth creativity
Pernat GTS d.o.o	17. 3. 2012 – 23. 11. 2012	1	10	533	11,000.00	Child and youth creativity
Festival Velenje (Verena Šulek)	20. 10. 2012	1	1	1000	80,000.00	performing Arts
Pingi international, d.o.o.	12. 4. 2012	1	1	2000	12,000.00	performing Arts





TOWN KEYS	
Project Name	Short Project Description
GENEROSITY EXPERIENCE, BETWEEN US	The young performers, selected by audition in participating countries, took the audience through a contemplative introspective experience using sensory perception to question the system of values and the value of generosity the audience was »witness to«.
HEIKO BECK IN MARIBOR	The author organized and prepared various forms of socially motivated activities throughout the city and in his studio and dealt with them using different media and means of expression.
HOTEL SPLENDID	The play reveals a subtle denuding of the relationships among thieves, a gradual disintegration of the gang and the impasse of their situation.
INFERTILE	The performance combines music and theatrical elements and is a unique concert version of the confessions and diary entries of women before and after unsuccessful attempts at artificial insemination.
THE PUPPET INTERVENTION OF LILA PRAP	The motley procession of huge puppets based on the characters of the renowned illustrator Lila Prap immediately enlivened the street life and spectators of all ages.
MICIKA IN ALDO	This theatre show based on the work of playwright Tone Partljič re-enacted the history and memories of the town. The story tells of the wave of migration from the Littoral to Styria - about the clash of two dialects, cultures, diets, etc.
CHILDREN OF LENT	This play by the playwright Tone Partljič explores the history of Maribor, attempting to capture »history« with a pre-war atmosphere, the cruelty of the Second World War and the post-war »proletariat dictatorship«.
PECHAKUCHA	It takes place in a single evening and at least ten creative people from different areas present their work. Each of them must present precisely 20 stories out of 20 pictures and has 20 seconds for each of them.
PERFORMA	Artistically renovated old cable cars feature intellectual prostitutes with various professional profiles - young intellectual women offering their knowledge through the means of conversation, advice and debate.
DANCE FAIRYTALE	A dance performance created by young people interested in modern and innovative approaches by combining various kinds of »new« modern dance forms.
ROMAN GAMES	This presentation of the Roman Games revived the stories from the lives of men of power, soldiers, free people and slaves, whereas the accompanying programme offered theatre shows in the local amphitheatre and marches through the city centre.
SAFARI TOUR MARIBOR	Tourist guide - the renowned Slovenian actor Nenad Tokalič-Nešo told interesting stories in a stand-up comedy style acting as a guide to the city and a tourist train driver.
STANDUP FEST	The festival introduced several sections with an international jury and awards, thus masterly combining two types of public performance, i.e. comedy and serious themes that are becoming increasingly respected around the world.
ŠPASFEST	Špasfest is a cultural revitalization of the old city centre in connection with the economic activity that has been going on since 2004.
ENTANGLEMENT	The set-up included hair sculptures and live models who physically blended with the sculpture with their extravagant hairstyles, thus becoming integral moving parts.
WHAT IS MARIBOR? (WAS IST MARIBOR?)	This documentary celebration chronicles genuine representation and past times when TAM stood as one of the greatest industrial giants employing almost half of the workers in Maribor.
WAILING WALLS	An installation composed of two ice walls, one red and one black, standing on a slightly inclined surface, enabling the ice to melt into a pool shaped like the map of Slovenia.
LITTLE SLEEPY STAR	A virtual puppet show combining computer animation and puppet or theatricals.
LIVING COURTYARDS	Young artists from Maribor took part in the festival and workshops were organized to improve the local's sensibility and foster their participation in reviving the former function of courtyards: socializing.

Organiser. Event Performer. Co-producer	Duration	Number of Venues	Number of Events	Number of Visitors	Value of MARIBOR 2012 Co-financing	Genre
Zavod Sensorium	6. 8. 2012 – 8. 8. 2012	1	3	350	31,500.00	performing Arts
Katja Beck Kos - producentka	12. 1. 2012 – 7. 12. 2012	6	11	1020	15,000.00	performing Arts
Imaginarni, zavod za kulturno dejavnost	17. 6. 2012 – 20. 6. 2012	1	4	195	22,500.00	performing Arts
Kulturno umetniško društvo Borza	9. 11. 2012 – 11. 11. 2012	1	3	149	40,000.00	performing Arts
Društvo lutkovnih ustvarjalcev	15. 6. 2012 – 18. 6. 2012	3	4	1850	22,500.00	performing Arts
Društvo Cafe Teater	30. 3. 2012 – 8. 5. 2012	1	5	423	27,000.00	performing Arts
Delavsko kulturno društvo Svoboda Senovo	30. 5. 2012 – 21. 12. 2012	7	7	1420	45,000.00	performing Arts
Mediamix komunikacije d.o.o.	20. 1. 2012 – 22. 11. 2012	4	4	580	7,425.00	performing Arts
MKC Maribor	18. 4. 2012 – 1. 12. 2012	6	37	1290	20,000.00	performing Arts
Športno kulturno društvo Plesni studio Novo mesto	20. 6. 2012	1	1	1000	5,000.00	performing Arts
Društvo Poetovio LXIX	16. 8. 2012 – 19. 8. 2012	1	20	4000	20,000.00	performing Arts
Kulturno umetniško društvo Borza	21. 8. 2012 – 13. 10. 2012	1	26	1450	15,469.00	performing Arts
Kulturno umetniško društvo Borza	22. 6. 2012 – 7. 7. 2012	1	16	3110	13,500.00	performing Arts
G.i.z. Stari Maribor GIZ	4. 9. 2012 – 8. 9. 2012	4	8	150000	42,000.00	performing Arts
Frizerski salon Bojan Brigadir s.p.	6. 10. 2012 – 20. 12. 2012	1	1	320	5,000.00	performing Arts
Kulturno umetniško društvo Borza	15. 6. 2012 – 17. 6. 2012	1	2	800	56,700.00	performing Arts
MASKA Ljubljana	9. 3. 2012 – 24. 3. 2012	1	1	5000	16,200.00	performing Arts
KD Slovenj Gradec v sodelovanju z Mini Teatrom	22. 11. 2012	1	1	100	17,000.00	performing Arts
Društvo Gledališče Ane Monro	14. 1. 2012 – 7. 7. 2012	3	16	5000	10,800.00	performing Arts





TOWN KEYS	
Project Name	Short Project Description
TRETJAK AFRICAN COLLECTION	The collection comprises almost 300 works with cultural and artistic value, 1500 diapositives, movies and magnetic tapes, postcards, maps and some literature on Africa donated to the city by the local Franc Tretjak.
ARCHEOLOGICAL PATH IN MARIBOR AND THE SURROUNDING AREA	This project comprises two basic parts. The first includes designing and setting up 12 information panels at nine thoughtfully selected stations, while the second part presents a catalogue with more detailed texts.
BETNAVA ARCHEOLOGICAL SITE	The producer presented the highly intriguing archaeological heritage discovered during the renovation works at the Betnava Mansion.
ART@CRAFT EUROPE 2012, 19TH ART&CRAFTS EXHIBITION WITH INTERNATIONAL PARTICIPATION	An art&craft exhibition with an international character. The artisans made their artistic creations using wood, stone, clay, wicker, straw (including raffia and grass), glass, iron, paper, natural textiles, wool, leather and wax.
ARTAS	The ARTAS programme brings together artists of various media and generations in creative social gatherings.
BEAUTY ARCHIVES 2002 - 2012	Beauty Archives 2002-2012 is a series of portraits taken from 2002 to 2012 that are geographically focused on the cities of Maribor and Vienna.
FLOWER STREET: PETRINA GALLERY	The Flower Street connects the old city centre with nature, in a drab passageway between blocks of flats on Slovenska Street the flowers and meadows that have replaced the bare grey walls.
TEAPOTS IN THE ČAJEK TEA HOUSE	Exhibition of handmade unique ceramic teapots and cups for drinking tea.
HERITAGE REVEALED	An exhibition featuring aerial photography - photography taken from aircraft.
E2RD	Two painting exhibitions and an exhibition of unique jewellery; Bojana Kovačič showed her fashion jewellery, while Andrej Brumen Čop and Mitja Ficko displayed their paintings.
ART JEWELLERY ESSENCE: WHAT IS ESSENTIAL IS INVISIBLE TO THE EYE HOLC JEWELER	The studio jewellery exhibition distinguished by its unique deviation from the expected solutions and the application of various materials.
PROTESTANT MARIBOR	This exhibition conventionally portrayed the main historical periods of the local Protestant community as well as their most important representatives and local antagonists.
EUROPE IN MUSEUM - MUSEUM IN EUROPE	This exhibition featured a museum collection of furniture, paintings, sculpture and dressing culture from the 16th century to the present.
EUROPEAN DAY OF JEWISH CULTURE	The display of one of the most precious cultural monuments of Jewellery and one of the most important illuminated manuscripts of the Middle Ages, i.e. the Sarajevo Haggadah.
EX-GARAGE	Ex-Garage representing the artistic novelties and peripheral themes in garage facilities throughout the city.
FOTOPUB 2012, FESTIVAL OF DOCUMENTARY PHOTOGRAPHY	This festival focuses on documentary photography and annually organizes around ten exhibitions, a number of workshops, lectures and photography projections.
»GEPO« GEODETIC ECOLOGICAL FLOATING OBJECT AND THE ISOLLATION ART WEEK	The floating town was built on the Velenje Lake, a residence for artists from various European countries who lived there in isolation, without any contact with the outside world for a week.
GLAZER AWARD WINNERS – PORTRAITS OF MARIBOR ARTISTS	This project exhibited portraits of previous award recipients taken by the established photographer from Maribor, Branimir Ritonja.
LET'S SEE WHAT THEY ARE DOING – SLOVENIANS IN AUSTRIAN STYRIA	The visitors were acquainted with the position of the Slovenians in what we now refer to as Austrian Styria, from the first Slavic settlements in this area up to the present day.
TRAVELLING EXHIBITION OF THE HOUSE OF MINERALS	The largest collection of its kind in Slovenia with over 2763 exhibits and 912 minerals from across the world collected by Jože Rihtar, a miner from the Velenje Mine.

Organiser. Event Performer. Co-producer	Duration	Number of Venues	Number of Events	Number of Visitors	Value of MARIBOR 2012 Co-financing	Genre
Koroški pokrajinski muzej	18. 5. 2012	1	1	1460	20,000.00	visual Arts
Društvo mladih raziskovalcev Maribor	25. 5. 2012 – 19. 9. 2012	2	2	2500	12,500.00	visual Arts
Evropski kulturni in tehnološki center Maribor	4. 10. 2012 – 4. 12. 2012	1	1	730	5,400.00	visual Arts
Podjetniški center Slovenj Gradec d.o.o.	18. 4. 2012	5	6	7071	30,000.00	visual Arts
Yago d.o.o.	31. 3. 2012 – 15. 6. 2012	2	4	940	10,000.00	visual Arts
Mirjana Rukavina	5. 10. 2012 – 26. 10. 2012	1	1	500	4,000.00	visual Arts
Vake&Vake d.o.o.	23. 9. 2012 – 30. 9. 2012	1	2	645	3,000.00	visual Arts
Š.K.R.A.T. - Bojan Žuran s.p.	19. 11. 2012 – 20. 12. 2012	1	1	360	1,000.00	visual Arts
GEARH d.o.o.	16. 7. 2012 – 15. 12. 2012	2	2	2500	10,000.00	visual Arts
E2RD Bojana Kovačič Zemljič s.p.	20. 4. 2012 – 20. 11. 2012	1	1	520	3,000.00	visual Arts
Ana Holc, s.p.	11. 4. 2012 – 11. 6. 2012	1	1	3150	15,000.00	visual Arts
Pokrajinski arhiv Maribor	30. 10. 2012 – 27. 11. 2012	1	1	391	6,000.00	visual Arts
Pokrajinski muzej Maribor	14. 3. 2012 – 29. 12. 2012	3	158	24746	162,000.00	visual Arts
Sinagoga Maribor	2. 9. 2012 – 3. 10. 2012	1	1	1470	6,300.00	visual Arts
Ustanova fundacija Son:DA	13. 1. 2012 – 13. 12. 2012	4	11	1712	11,700.00	visual Arts
LokalPatriot	23. 7. 2012 – 18. 8. 2012	10	26	975	36,000.00	visual Arts
Mladinski center Velenje (Elvis Halilović)	26. 8. 2012 – 1. 9. 2012	1	11	830	40,000.00	visual Arts
FOTODESIGN, umetniško ustvarjanje, Branišlava Ritonja s.p.	7. 3. 2012 – 23. 3. 2012	1	1	275	900.00	visual Arts
Kulturno društvo člen 7 za avstrijsko Štajersko - Pavlova hiša, MARIBOR 2012 – Evropska prestolnica kulture	19. 7. 2012 – 14. 9. 2012	1	1	2748	24,000.00	visual Arts
Muzej Velenje	15. 3. 2012 – 11. 11. 2012	3	3	1399	4,000.00	visual Arts





TOWN KEYS

Project Name	Short Project Description
IV. INTERNATIONAL CONGRESS OF THE LYCHNOLOGICAL ASSOCIATION »EX ORIENTE LUX«	Experts from different countries discussed the luminaire from the area of the former Roman Empire, whereas in Ptuj the main theme was focused on the importance of lights from prehistory up to the present time.
A COLLECTION FROM THE MUSEUM OF CONCRETE ART IN INGOLSTADT; FROM PAGE TO SPACE	The exhibition displayed works by two giants of fine art of the 20th century. The collection encompassed 100 paper-mache works.
LOST PLACES IN A NEW PERSPECTIVE	In 2012, the Coal Mining Museum in Velenje prepared an exhibition of photographs, paintings and documents on the slow disappearance of the village and other smaller places in the Šaleška Valley.
DISPLAY WINDOWS	A selection of around a hundred old photographs of Maribor from the Regional Archives of Maribor collection, taken between 1870 and 1970.
SHOW YOUR HOPE	The project comprised two exhibitions and accompanying story-telling performances, one of them took place in a redesigned old truck that brought the authors to the city, whereas the other was displayed in the DLUM Gallery.
JEAN MARC CARACCI: HOMO URBANUS EUROPEANUS	A black and white photography series, taken in a number of European capitals, revealing details of modern architecture's monumental buildings with a random coincidental anonymous passer-by as the main focus.
K8	Town Keys revived some of the empty facilities in the city centre, one of them being a place at Koroška Street 8, where the K8 Gallery opened its doors on April 6 2012.
WHO HOLDS WATER HERE?	The installation in Žiče Manor included empty house niches holding glass containers filled with water from the Drava River and with floating heads of men and women made of clay.
CHINESE WRITINGS	In the scope of ECOC, the facades of cultural institutions in Maribor were decorated with translations of their names into Mandarin Chinese, one of the most widely spoken languages in the world.
ROUNDAABOUTS	The Prekmurje and Prlekija Artists' Society exhibited paintings and sculptures by three established local artists at three selected roundabouts in Murska Sobota.
LAIBACH KUNST	Large paintings by Laibach Kunst created in recent years displaying the image of the black cross and the red Zasavje industrial mining district.
GREETINGS FROM OLD EUROPE	The exhibitions showed 500 original old postcards of cities that were holders of the title European Capital of Culture in the past.
LIGI'S STAGE	In 2012, the famous Slovenian music group Laibach gave the first live performance almost 200 m underground with the industrial instrumental piece Kohle ist Brot.
THE MARIBOR MILKY WAY	The author used discarded chewed up chewing gum for decoration and painted them with the same white paint containing shining crystals used for road signage.
MOTHER COURAGE	The play Mother Courage follows the storyline of Brecht's play with the same name, but refocuses the theme on the political present.
VELENJE INTERNATIONAL EMBROIDERY FESTIVAL 2012	An event containing an exhibition of embroidery, creative embroidery workshops and the inclusion of creative painting trends in embroidery design.
BOURGEOISIE IN SLOVENIA – MARIBOR	The development of the bourgeoisie in Maribor, their importance for the city and the everyday public and private life of those Maribor residents who could be classed in this recognizable social group.
FASHION SHOW	Public make-up and hair-dressing with models along with the display and presentation of fashion clothes and accessories from local boutiques on catwalks placed in front of the shops.
MY TOWN	Revitalized green areas of the park offered a place for socializing, celebration, meeting people, relaxation and games.

Organiser. Event Performer. Co-producer	Duration	Number of Venues	Number of Events	Number of Visitors	Value of MARIBOR 2012 Co-financing	Genre
Pokrajinski muzej Ptuj-Ormož	15. 5. 2012 – 19. 5. 2012	1	6	500	30,000.00	visual Arts
Galerija Murska Sobota	7. 6. 2012 – 9. 1. 2013	1	3	1570	10,600.00	visual Arts
Revivas - društvo za oživitev in promocijo vasi Škale d.d.	16. 5. 2012 – 31. 8. 2012	1	1	3326	8,000.00	visual Arts
Pokrajinski arhiv Maribor, MARIBOR 2012 – Evropska prestolnica kulture	12. 1. 2012 – 20. 12. 2012	2	2	10500	14,000.00	visual Arts
Društvo DLUM likovnih umetnikov Maribor	4. 5. 2012 – 25. 5. 2012	7	13	2246	13,500.00	visual Arts
LokalPatriot	16. 5. 2012 – 15. 7. 2012	2	2	2000	25,000.00	visual Arts
Pokrajinski arhiv Maribor, Multigraf d.o.o., Arhitekturni biro Marinič d.o.o., Turistično društvo Maribor, Združenje rezbarjev, modelarjev lesa Slovenije	6. 4. 2012 – 20. 12. 2012	6	17	3338	25,000.00	visual Arts
Slikar - Jože Šubic	10. 5. 2012 – 30. 9. 2012	1	1	5000	13,500.00	visual Arts
Ana Presker s.p.	9. 2. 2012 – 20. 12. 2012	1	1	5000	1000	visual Arts
Društvo likovnih umetnikov Prekmurja in Prlekije	25. 10. 2012 – 31. 12. 2012	1	1	5000	50,000.00	visual Arts
Muzej premogovništva Slovenije	6. 9. 2012 – 18. 11. 2012	1	1	2900	7,000.00	visual Arts
Kramarski d.o.o.	30. 1. 2012 – 30. 12. 2012	1	5	780	7,000.00	visual Arts
Muzej premogovništva Slovenije	19. 10. 2012	1	3	720	7,000.00	visual Arts
MKC Maribor	5. 6. 2012 – 29. 10. 2012	2	2	10000	1,620.00	Town Keys
Društvo Gledališče Ane Monro	28. 9. 2012	1	2	60	20,000.00	visual Arts
Andragoško društvo - Univerza za III. življensko obdobje Velenje	9. 11. 2012 – 11. 11. 2012	1	1	923	10,000.00	visual Arts
Muzej narodne osvoboditve Maribor, Maribor 2012 - Evropska prestolnica kulture	27. 10. 2012 – 28. 2. 2013	1	1	1150	37,000.00	visual Arts
VULCANO MODELS, Metka Kljaderič s.p.	12. 5. 2012	1	1	1000	6,400.00	visual Arts
Javni zavod za kulturo, turizem in šport Murska Sobota	12. 5. 2012 – 2. 9. 2012	2	21	2020	15,000.00	visual Arts





TOWN KEYS	
Project Name	Short Project Description
MUMBLING OF THE FLOWS	A video-audio project focusing on the subject of time and passing-by in terms of recording audio events and video images combined with the symbolic meaning of the flow.
MURA OPEN	An exhibition of the clothing industry in the integral context of fashion and graphic design, while shop-windows throughout the city displayed a street photography exhibition by women workers from the Mura textile factory from the middle of the 20th century.
TABLE POETRY	Throughout the year of the European Capital of Culture, pubs and inns were flooded with poetry by older generation Slovenian poets about Maribor and its inhabitants.
GERMANS AND MARIBOR	The exhibition highlighted the fact that the Germans were one of the most important aspects for the city development from the times of national identity formation all the way through to the end of the Second World War.
NEW FINDS AT THE PYRAMID: ROOTS OF THE MARIBOR TOWN	The presentation of the archaeological and historical research achievements in the Upper Maribor castle. A catalogue was also issued along with the exhibition.
MEMORIAL – MOSAIC	The mosaic made of Murano glass and marble forms six colour circles representing the towns forming the whole of the ECOC Maribor 2012 and a spinning top as its symbol.
CLOUD	By using water cannons to produce artificial snow, the author created a drizzle of tiny raindrops and fog in the summer heat, thus forming an artificial cloud.
REVEALED. HIDDEN	The project was based on ideas of open and hidden spaces, which are physical, social or spiritual.
DOG RELIEVERS	An urban graphic project dealing with our relationship with dogs and the interaction and manners of their owners in the city. It includes seven sculptures of approx. 1 x 1 x 1 meter.
ECOC TAGS	The project provided visual tags for infrastructure buildings - permanent or temporary, open or closed ECOC venues.
MARKING CULTURAL HERITAGE IN THE OLD TOWN CENTRE OF NOVO MESTO	In the Novo mesto old city centre, there are numerous historical areas that in 2012 were marked with the 'cultural heritage' symbol and briefly described in Slovenian and English.
GNOMES OCCUPIED MARIBOR	Selected Slovenian artists painted or reshaped ceramic garden gnomes following their own inspirations. The gnomes were then placed on the Hest Gallery facade as a spatial intervention.
PARIS, LONDON, BERLIN IN 3X GALLERY	In 2012, the artist Jasna Kozar displayed a series of small exhibitions of her works and works of other artists, young or old, established or at the beginning of their creative careers.
MEMORIAL PARK	The presentation of war graves as an element evoking memory and presenting the past without ideological dimensions.
STREETWALKER	The goal of the project was to create »a town as a gallery« - a place that offers everyone the opportunity to spend their spare time there and an opportunity to express themselves.
KISSES AND HUGS	The artist Petra Varl placed thirty signs with her paintings on candelabras and poles and thus encouraged passers-by to connect with others at selected locations in Maribor's pedestrian zones.
RECONNECTED	Complex installations of textiles and elastic reminded passers-by of the dead textile industry in Maribor and at the same time displayed modern approaches to finding solutions and filling the empty spaces with modern textiles once again.
PREANIMATION	An experiment entitled Deluxe Waiting Room, Medicine and Law symposium - The Reflection of Medicine and Law in Modern Society and the exhibition The Reflection of Medicine and Law on Society from a Historical Perspective.
HISTORY OF NOVO MESTO AND ITS MOVABLE HERITAGE . NOVO MESTO SITULA ART, ETHNOLOGICAL HERITAGE OF LOWER CARNIOLA	The first exhibition displayed Novo mesto history between 1848 and 1918, the second focused on the rich archaeological heritage from prehistoric times, while the third exhibited ethnological heritage.
BRING A PIECE OF SKY WITH YOU INTO THE VALLEY	The exhibition of 30 photographs selected by the jury of the Maribor Matica Alpine Society.

Organiser. Event Performer. Co-producer	Duration	Number of Venues	Number of Events	Number of Visitors	Value of MARIBOR 2012 Co-financing	Genre
SAETA - Zavod za kulturne in promocijske aktivnosti	5. 12. 2012 – 20. 12. 2012	1	1	1000	10,000.00	visual Arts
Pomurski muzej Murska Sobota	28. 4. 2012 – 31. 12. 2012	3	4	1045	3,000.00	visual Arts
Cizl d.o.o., MARIBOR 2012 – Evropska prestolnica kulture	12. 1. 2012	1	1	5000	11,000.00	visual Arts
Pokrajinski arhiv Maribor, MARIBOR 2012 – Evropska prestolnica kulture	15. 3. 2012 – 15. 6. 2012	1	1	14474	87,500.00	visual Arts
TICA SISTEM d.o.o.	13. 4. 2012 – 15. 12. 2012	2	2	1435	15,000.00	visual Arts
Alja, Daniela Urbanič s.p.	11. 5. 2012 – 21. 9. 2012	2	2	2080	18,950.00	visual Arts
Slikar - Borut Popenko	15. 6. 2012 – 18. 6. 2012	1	1	400	3,645.00	visual Arts
Pomurski muzej Murska Sobota	18. 5. 2012 – 31. 12. 2012	1	2	1485	65,000.00	visual Arts
Simona Šuc - slikarka	29. 5. 2012 – 1. 11. 2012	1	1	5000	10,170.00	visual Arts
AU arhitekti d.o.o.	27. 1. 2012 – 20. 12. 2012	1	1	10000	60,000.00	visual Arts
Zavod za turizem Novo mesto	30. 7. 2012 – 31. 12. 2012	2	2	10000	12,000.00	visual Arts
Galerija Hest, Emil Šarkanj s.p.	15. 6. 2012 – 15. 9. 2012	1	1	3000	15,300.00	visual Arts
Jasna Kozar	25. 1. 2012 – 31. 12. 2012	1	12	2080	4,500.00	visual Arts
Pogrebno podjetje Maribor d.d.	20. 6. 2012 – 13. 11. 2012	1	2	200	12,000.00	visual Arts
KUD Ljud	14. 6. 2012 – 4. 8. 2012	2	4	164	12,000.00	visual Arts
B&B, Petra Varl s.p.	14. 2. 2012	2	2	5000	5,500.00	visual Arts
OLOOP Ljubljana	17. 7. 2012 – 20. 12. 2012	1	1	1580	20,200.00	visual Arts
KUD Ljud, Zdravstveni dom Maribor	29. 3. 2012 – 27. 9. 2012	4	4	1000	20,000.00	visual Arts
Dolenjski muzej Novo mesto	1. 6. 2012 – 31. 12. 2012				60,000.00	visual Arts
Planinsko društvo Maribor Matica	7. 9. 2012 – 21. 9. 2012	1	1	3000	4,000.00	visual Arts





TOWN KEYS	
Project Name	Short Project Description
RETRO PROMO ECOC	A series of exhibitions displaying 263 original postcards from Maribor and other European cities, photographs, and replicas from the end of the 19th and middle of the 20th centuries.
VELENJE INTERNATIONAL EMBROIDERY FESTIVAL 2012	Experts on urbanism, architecture, arts and landscape architecture together with local facility users participated in workshops to change the image of the Youth Square.
JASMINA CIBIC: SITUATION ANOPHTHALMUS HITLERI	The spatial installation and a replica of a cave habitat of the endangered beetle in Slovenia living only in approximately fifteen underground caves.
MEDIEVAL AND RENAISSANCE BOOKS FROM THE ARCHIVES OF ARCHDIOCESE OF MARIBOR	An exhibition of Medieval and Renaissance literature and literature-related artwork from the treasury of the Maribor Archdiocese archives.
NEW PERMANENT COLLECTION: CARNIVAL MASKS FROM THE PTUJ REGION	The new Ptuj-Ormož Regional Museum collection of Shrovetide masks and similar objects at the former castle horse stables presents the masks from the area of Ptujsko and Dravsko Polje, and the hilly regions of Slovenske Gorice and Haloze.
OLD PEDDLERS	The invited collectors and merchants exhibited and sold their goods on stalls.
CATHEDRAL BELL TOWER	The museum collection in the bell tower showed a day in the life of a fire watcher and presented the most devastating fires that ruined the city in the past.
ILLUMINATED TOWN WALL	This virtual reconstruction offered visitors the illuminated wall that protected the city from the late Medieval period onwards, while in 2012 it marked the central event venue and invited the townspeople and visitors to attend the events.
MEMORIAL PAVING STONES	A standardized memorial in the form of a paving stone dedicated to so far anonymous and forgotten victims of Nazism.
THREE EXHIBITIONS	The Velenje Museum at Velenje Castle featured exhibitions from three independent artists: Anja Jerčič, Nataša Tajnik Stupar and Uroš Potočnik.
STREET COMICS	The story and illustrations of the Viole football fan group, winding along the Koroška Street, passing the Tkalski Crossing and reaching Ob Jarku Street, were created by the writer Zdravko Duša, and the painter and illustrator Damijan Stepančič.
SITULA DEPARTMENT STORE	Cultural gatherings entitled »Thursday in Situla«, intimate concerts named »Situla Hidden Gardens«, »Situlas Salutis« craft, archaeological and art workshops, Hopscotch, and cultural workshops, lectures and projections.
GREAT FORM, HUMAN FIGURE	Eight female members of the Šalek Artist Society from Velenje created ceramic sculptures with little rolls of material resembling life-size humans.
ZBIRADEJNICA ZA MARIBOR	A series of letterboxes made out of transparent plexiglas with visible contents were placed on the central part of the city wall, enabling people to leave messages in the form of ideas, thoughts, photography, etc.
THE HISTORY OF MARIBOR'S HOUSES	Based on its sources, the Regional Archives of Maribor prepared marking boards for houses and the exhibition of selected building plans of houses in the city centre.
ZIDNICE	The metal fence surrounding the Čeligi Tower was replaced by a sculptural and architectural solution protecting the tower as well as the visitors.
ALEKSANDRA TISA - DRAWINGS	The exhibition of 20 drawings in charcoal or acrylic on canvas, generally sized 130 x 95 cm, that were created at the Zmago Modic Art School.
BOMB-ATTACK ON MARIBOR	67 years after the last bomb attack on Maribor, 12 sports aircrafts flew over the city and performed a symbolic and memorial »bombing raid« dropping several thousand flyers and 483 flying discs.
THE HOUSE OF SCIENCE - CENTRE OF EXPERIMENTS	The promotion of science and research mainly familiarizing young people with science and research in a fun way through pedagogic experience.

Organiser. Event Performer. Co-producer	Duration	Number of Venues	Number of Events	Number of Visitors	Value of MARIBOR 2012 Co-financing	Genre
Kramarski d.o.o.	8. 2. 2012 – 30. 12. 2012	1	5	215	9,200.00	visual Arts
Mladinski center Velenje (Bojan Pavšek)	14. 4. 2012 – 23. 6. 2012	2	3	6000	25,000.00	visual Arts
Jasmina Cibic - kiparka	9. 11. 2012 – 1. 12. 2012	2	2	400	15,000.00	visual Arts
Evropski kulturni in tehnološki center Maribor	23. 10. 2012 – 4. 12. 2012	1	1	630	15,300.00	visual Arts
Pokrajinski muzej Ptuj-Ormož	18. 5. 2012	1	1	32337	70,000.00	visual Arts
Kramarski d.o.o.	23. 6. 2012 – 10. 11. 2012	1	13	920	14,000.00	visual Arts
Stolna župnija Maribor	20. 4. 2012 – 25. 11. 2012	1	1	2900	12,958.69	visual Arts
Kraševac Joško s.p.	14. 1. 2012 – 31. 12. 2012	1	1	10000	45,000.00	visual Arts
Sinagoga Maribor	13. 7. 2012	1	1	2000	500.00	visual Arts
Muzej Velenje (Nataša Tajnik Stupar, Anja Jerčič, Uroš Potočnik)	1. 8. 2012 – 26. 10. 2012	1	3	2250	12,000.00	visual Arts
KUD Zid na meji Kozjak pri Ceršaku	20. 1. 2012 – 20. 12. 2012	1	1	6000	17,856.00	visual Arts
Zavod Situla	20. 2. 2012 – 20. 12. 2012	2	49	2500	17,000.00	visual Arts
Festival Velenje	28. 6. 2012 – 28. 7. 2012	1	1	520	5,000.00	visual Arts
Preboj, društvo za trajnostni razvoj	11. 2. 2012 – 20. 12. 2012	1	1	260	28,161.51	visual Arts
Pokrajinski arhiv Maribor	13. 12. 2012	1	1	180	13,000.00	visual Arts
Preboj, društvo za trajnostni razvoj	27. 7. 2012 – 20. 12. 2012	1	1	260	41,748.90	visual Arts
OŠ Prežihovega Voranca Ljubljana	5. 12. 2012 – 20. 12. 2012	1	1	117	2,000.00	visual Arts
Športno društvo Letalski center Maribor	12. 4. 2012	1	1	2800	10,000.00	other
Evropski kulturni in tehnološki center Maribor	18. 1. 2012 – 21. 12. 2012	3	94	4484	65,000.00	other





TOWN KEYS

Project Name	Short Project Description
FESTIVAL LENT	One of the biggest festivals in Europe, with more than 1,200 events on 35 venues. Festival offers jazz, rock, pop, classical and folk music; evenings with singer-songwriters and chansons, theater, dance, drama and puppet theaters, creative workshops for children, sporting events and more.
ART AND HERITAGE CARNIVAL - ARTFEST IN ETNOFEST	The theme of Ex-tempore 2012 related to the Carnival, but the festival also offered exhibitions, shows, an international science symposium, a programme for children and the young people and a humanitarian programme.
THE CONFESSION ROOM	The Confession Room invited everyone to express opinion, feelings, even anger, criticism, or admiration 24 hours a day.
THE PEACE FESTIVAL "FROM PEOPLE FOR PEOPLE"	A presentation of the non-governmental organizations in the old city centre.
MULTI FURGULA	A presentation of living cultural heritage in its »natural habitat« - the street.
HELP! FIRE	A display of fire-fighting activities in the city centre - the fire extinguishing procedure, a concert by the fire-fighters orchestra, and a parade of volunteer fire-fighting associations.
NK MARIBORA	A premiere of a documentary film about soccer player Zlatko Zahovič entitled Pereganjani mojster.
P.U.S.T OR ALLOW ART TO BE FREE	Folklore, the preservation of cultural heritage, and artistic and literary creation.
POLENTA	In the summer time, Polenta offered townspeople and visitors a wide range of movies, workshops, exhibitions, interventions, performances, a mobile beach on the Lent, and relaxation.
CAPITAL OF FLAVORS	Culinary greeting for visitors and residents of the ECoC. The aim of the project that offers culinary culture on a platter of the best regional ingredients, was to help Maribor and partner cities to become a recognizable culinary destinations.
(RADIJSKE AKCIJE RADIA CENTER)	Radio activities by Radio Center included the following events; Safari Tour Maribor, the Lent Festival, Roman Games, the Pippi Longstocking Festival, and the Battle of the Sexes, Was ist Maribor, Skate Festival.
RADIO CITY - ACTIONS ON AIR	Radio activities by Radio City included the Bomb-attack on Maribor, Multi Furgula, Hyde Park and the ECOC Closing Ceremony.
THE FAIRYTALE COURTYARD FAIR	The Fairy-tale Courtyard Fair presented Slovenian designers and disability associations with performances by Slovenian artists and musicians.
RIVER NOISE	The sound installation involving past sounds of the Drava River.
50 DAYS OF EKRAN FOR 50 YEARS OF EKRAN	
G-FEST: 1ST SLOVENIAN INTERNATIONAL NATURE FILM FESTIVAL	
IPAVEC DAYS	
(KRATKE ZGODBE NEKEGA MARIBORČANA)	
(POČASI, POČASI; ZBIRKE KOLUMN VEČEROVE PRILOGE V SOBOTO)	
THE CIPROŠ BOOKSHOP AT THE GRAND CAFÉ	
A HAWK'S YOUTH	
(KOMPAS VZGOJE - SLOMŠKOV SIMPOZIJ)	

Organiser. Event Performer. Co-producer	Duration	Number of Venues	Number of Events	Number of Visitors	Value of MARIBOR 2012 Co-financing	Genre
Narodni dom Maribor, MARIBOR 2012 – Evropska prestolnica kulture	22. 6. 2012 – 7. 7. 2012	45	382	650000	349,000.00	other
Javne službe Ptuj d.o.o.	2. 2. 2012 – 21. 2. 2012	16	34	100000	890,000.00	other
Soundbiro d.o.o.	3. 3. 2012 – 20. 12. 2012	1	1	1600	12,000.00	other
Koroška Galerija likovnih umetnosti	21. 10. 2012	1	1	2697	100,000.00	other
Subkulturni azil, Maribor	28. 4. 2012	1	1	1500	5,000.00	other
Prostovoljno gasilsko društvo Maribor - mesto	5. 5. 2012 – 6. 5. 2012	2	2	530	4,500.00	other
Smiljan Kreže s.p.	10. 6. 2012	1	1	200	20,000.00	other
Javni sklad RS za kulturne dejavnosti, Območna izpostava Ptuj in ZKD Ptuj	20. 6. 2012 – 16. 9. 2012	4	8	1300	15,000.00	other
Zavod Kultivacija Zg. Polskava	20. 7. 2012 – 20. 8. 2012	17	168	5500	70,524.00	other
Vivi d.o.o.	11. 4. 2012 – 12. 11. 2012	5	20	14350	45,000.00	other
Radio Center d.o.o.	12. 5. 2012 – 15. 12. 2012	1	7	111300	15,000.00	other
Radio City d.o.o.	5. 1. 2012 – 14. 12. 2012	1	5	100000	15,000.00	other
Soundbiro d.o.o.	7. 12. 2012 – 22. 12. 2012	1	10	1500	11,150.00	other
KUD Zid na meji Kozjak pri Ceršaku	16. 1. 2012 – 20. 12. 2012	1	1	2500	6,000.00	other
Ekran, revija za film in televizijo					Branding project	audio-visual Art
Javni zavod Krajinski park Goričko					Branding project	audio-visual Art
Glasbena šola skladateljev Ipavcev Šentjur					Branding project	classical music
Društvo mladih raziskovalcev Maribor					Branding project	literature
UMco d.d.					Branding project	literature
Društvo ljubiteljev knjig Ciproš Maribor					Branding project	literature
Koce d.o.o.					Branding project	literature
Ljudska Univerza Šentjur					Branding project	literature





TOWN KEYS

Project Name	Short Project Description
LITTLE SHOEMAKER	
PRIFARCI VENTURE INTO THE WORLD - A KONCERT BY THE PRIFARSKI MUZIKANTI BAND WITH GUESTS	
MUSIC FOR LIFE	
OUR MARIBOR	
SCHENGENFEST	
INTERNATIONAL FOLK DANCE FESTIVAL - INTERNATIONAL MEETING OF FOLKLORE GROUPS »JUST TAKE ME DANCING«	
GREETING THE EUROPEAN CAPITAL OF CULTURE WITH MILITARY MUSIC	
ŠKIS MARKET PLACE MARIBOR 2012	
SLOw attack – THE FIRST TAC-TOURNAMENT IN SLOVENIA	
ŠTUNF STUDENT FESTIVAL OF CULTURE	
31ST WINE FESTIVAL SVEČINA	
FOR FORESTS AND PEOPLE	
1ST SLODDC SPECIAL CLUB SHOW OF GREAT DANE	
(VSESLOVENSKO IN MEDNARODNO SREČANJE STARODOBNIH VOZIL)	
DAY OF LIPIZZANER	
(SIMPOZIJ O APITERAPIJI)	
OLD VINE, THE OLDEST VINE IN THE WORLD	
TERRA PARZIVAL	
FROM THE STAGE TO THE STAGE	
CHILD SAFETY OLYMPICS	
FLAMENCO ON THE EAST	
8TH COMEDY FESTIVAL PEKRE	
THE UNDERGROUND ANCIENT ROMAN AQUEDUCT IN NOVALJA	
NATALIJA ŠERUGA - DRAGICA ČADEŽ LAPAJNE	
MARTIN KRASTEV – PETER ČERNE	
(SOBA ZA GOSTE - SKUPINSKA RAZSTAVA REZIDENČNIH UMETNIKOVI 2011. 12)	

Organiser. Event Performer. Co-producer	Duration	Number of Venues	Number of Events	Number of Visitors	Value of MARIBOR 2012 Co-financing	Genre
Založba KMŠ					Branding project	literature
Prifarski muzikanti					Branding project	non-classical musical
Lions klub Maribor					Branding project	non-classical musical
Mariborski oktet Maribor					Branding project	non-classical musical
KUD Bela krajina					Branding project	non-classical musical
ZKD Beltinci, Javni sklad RS za kulturne dejavnosti					Branding project	non-classical musical
Slovenska vojska - Poveljstvo za doktrino, razvoj, izobraževanje in usposabljanje					Branding project	non-classical musical
Zveza ŠKIS					Branding project	other
Panthersie für Europa					Branding project	other
KMŠ					Branding project	other
Turistično društvo Svečina					Branding project	other
ProSilva Slovenija in Pahernikova ustanova					Branding project	other
Slovenski klub za nemške doge					Branding project	other
Društvo ljubiteljev starih motornih vozil Veteran klub Maribor					Branding project	other
Združenje rejcev lipicanca Slovenije					Branding project	other
Čebelarska zveza društev Maribor					Branding project	other
Zavod za turizem Maribor - Pohorje					Branding project	other
Ustanova Gandin - fundacija					Branding project	other
OŠ Leona Štuklja Maribor					Branding project	Child and youth creativity
MNZ RS – POLICIJA PU Maribo					Branding project	Child and youth creativity
KUD Luna Flamenca, KUD Luna Gitana					Branding project	performing Arts
Turistično društvo Pekre					Branding project	performing Arts
Mesto Novalja					Branding project	visual Arts
Galerija Festić					Branding project	visual Arts
Galerija Festić					Branding project	visual Arts
Pekarna-magdalenske mreže					Branding project	visual Arts





TOWN KEYS

Project Name	Short Project Description
SOCIETY OF NURSES, MIDWIVES AND HEALTH TECHNICIANS MARIBOR – SUMMER SCHOOL OF PAINTING - PORTRAIT	
ARCHITECTURE AND WATER	
FOTOMARATON	
FURNITURE - CLOSER	
II. INTERNATIONAL TRIENNIAL OF CERAMICS UNICUM 2012	
23	
CZECHS TO MARIBOR WITH LOVE	
MARIBOFILA	
IVO PRANČIČ	
EMERIK BERNARD	
RADIO MUSEUM	

TERMINAL 12

Project Name	Short Project Description
WHITE GOODS, BLACK MAGIC	In the light of the modern art of research into the Gorenje and Velenje Coalmine cultural heritage
ANIMATON WORKSHOPS	In the workshops, young authors were acquainted with the basic tools and principles for making an animated film
FILMMAKING WORKSHOPS	A series of film workshops allowed a sneak peak into the world of film-making for interested young people
METROPOLIS	A film masterpiece by the Austro-American director Fritz Lang about the search for humanity and an uprising of oppressed people
MAN WITH RAVEN	A portrait of Jože Tisnikar in which the everyday routine of the autopsy technician is intertwined with the painter's sensibility and genius
NANO ART	A new artistic branch connected to micro and nano structures created by the artist or scientist using a chemical or physical process
SHANGHAI GYPSY	The Šanghaj feature film based on the literary work Nedotakljivi (The Untouchables) by Feri Lainšček
WE COME IN PEACE	The concerts included music that the Laibach band wrote for the film Iron Sky, and music from two of their albums
KARPOPOTNIK	A retrospective of Karpo Godina's films that he made during his journeys in the Vojvodina region in 1971
THE STORIES OF COMRADE K.G.: FILMS BY KARPO GODINA	18 feature films and documentary short and motion picture films by Karpo Godina

Organiser. Event Performer. Co-producer	Duration	Number of Venues	Number of Events	Number of Visitors	Value of MARIBOR 2012 Co-financing	Genre
Društvo medicinskih sester, babic in zdravstvenih tehnikov					Branding project	visual Arts
Aleš Šeligo					Branding project	visual Arts
KREATIVO, Mitja Sagaj s.p.					Branding project	visual Arts
Pokrajinski muzej Maribor					Branding project	visual Arts
Zveza društev slovenskih likovnih umetnikov					Branding project	visual Arts
Photon d.o.o.					Branding project	visual Arts
Župnijski urad Maribor Pobrežje in KD Slovensko – češka liga Maribor, Srednja gradbena šola in gimnazija Maribor, Pokrajinski arhiv Maribor, Pokrajinski muzej Maribor, Veleposlaništvo Češke republike					Branding project	visual Arts
Filatelistična zveza Slovenije					Branding project	visual Arts
Galerija Hest, Emil Šarkanj s.p.					Branding project	visual Arts
Galerija Hest, Emil Šarkanj s.p.					Branding project	visual Arts
Radio City d.o.o					Branding project	visual Arts

Organiser. Event Performer. Co-producer	Duration	Number of Venues	Number of Events	Number of Visitors	Value of MARIBOR 2012 Co-financing	Genre
Festival Velenje (Vlado Repnik)	24. 11. 2012	1	1	247	40,000.00	audiovisual arts
ZVVIKS, Zavod za film in avdiovizualno produkcijo	20. 2. 2012 - 15. 11. 2012	5	5	30	18,000.00	audiovisual arts
Društvo zaveznikov mehkega pristanka (KK); MKC Velenje (VE); CID PTUJ (PT); Zavod Vista (MS); Filmsko društvo Film Factory (MB); KD Slovenj Gradec (SG)	17. 3. 2012 - 6. 8. 2012	5	6	121	72,000.00	audiovisual arts
MARIBOR 2012 – Evropska prestolnica kulture, SNG Maribor	29. 2. 2012 - 1. 2. 2012	1	2	1312	12,500.00	audiovisual arts
Zavod Stara gara	15. 6. 2012	1	1	170	9,000.00	audiovisual arts
Mladinski kulturni center Maribor	1. 3. 2012 - 26. 11. 2012	2	3	120	3,600.00	audiovisual arts
Arsmedia d.o.o.	25. 9. 2012	1	1	316	6,300.00	audiovisual arts
MARIBOR 2012 – Evropska prestolnica kulture	21. 4. 2012	2	2	800	16,443.94	audiovisual arts
Slovenska kinoteka	7. 10. 2012	1	1	170	3,000.00	audiovisual arts
Studio Legen, Filmska in video produkcija d.o.o.	4. 10 2012 - 7. 10. 2012	1	9	700	9,139.95	audiovisual arts





TERMINAL 12	
Project Name	Short Project Description
CARMINA BURANA	This dance and theatre performance by the Szeged Contemporary Dance Company merges classical ballet, modern dance and theatrical expression
MARIBOR FESTIVAL	One of the most majestic musical events in Slovenia under the artistic supervision of Richard Tognetti transcends the clichés and boundaries of classical music
MUSIC WITHOUT BORDERS	Music schools from Maribor and the partner towns have been working together and presenting their work in combined concerts
ARSANA MUSIC FESTIVAL	A 15-day music festival offers a programme by the International Summer Music Academy, seminars, lectures, culinary delights, literary evenings, street performances, etc.
FESTINE 2010–2014 CONCERT CYCLE	The special characteristics of the Festina Chamber Orchestra were performances by young musicians, who gained valuable experience from cooperating with eminent artists
MANDRAGOLA	The humoresque opera by Ivan Jevtić is based on the story of Mandragola, an important work by Machiavelli, a work created in 1520 that is the purest example of a renaissance comedy
INTERNATIONAL ORCHESTRA MARIBOR 2012	A renowned destination for summer education with masterclasses encouraging the achievement of excellence in the field of classical music
METROPOLITAN OPERA LIVE IN HD	For the first time, the Slovenian audience experienced a direct opera production transmission from the Metropolitan Opera New York
MONTEVERDI: ORPHEUS	The baroque opera Orpheus by Italian composer Claudio Monteverdi was performed in cooperation between three Slovenian art academies
FROM MUSIC BAND TO ORCHESTRA	The project's concert programme offered a musical collage, ranging from simple marches to the most complex symphonies, mainly by Slovenian composers
THE CHAMBER AND ORCHESTRAL CYCLE	A six concerts season-ticket of quality orchestral music
REVIVED SOUNDS OF THE PAST (HUGO WOLF)	This web of multicultural events was based on preserving and reviving the historical town centre and strengthening the identity of the birthplace of the composer Hugo Wolf
CONCERT OF SLAVIC CLASSICAL MUSIC	A concert as an offering to a rich Slavic cultural heritage
SYMPHONIC CYCLE Slovene National Theater Maribor	Three concerts presenting a selection of classical and modern literature and Slovenian soloists
SLOVENIA. EUROPE	A Chamber Music Cycle, performed by students from the Academy of Music at the University of Ljubljana, encouraged closer insight into the chamber tradition archives and the performance of less well-known pieces
CHORAL COMPETITION MARIBOR 2012 AND INTERNATIONAL GRAND PRIX	This competition hosted 22 of the best female, male and mixed choir groups
SPECTRUM OF SOUNDS	A series of solo evenings and chamber concerts by renowned local and Slovenian artists and their guests
THE ZAGREB PHILHARMONICS AND IVO POGORELICH	A prominent concert by The Zagreb Philharmonic Orchestra and the pianist Ivo Pogorelich
TANGO STORY	A musical and scenic event performed by an international group of instrumentalists that paid homage to the Argentinian tango
DAYS OF POETRY AND WINE	In 2012, the festival continued the tradition of evening readings and concerts and meetings with poets and other aficionados of poetry and wine
TWELVE	Maribor hosted 12 exceptional and renowned key figures from various globally-acclaimed fields and published 12 authored books; the thirteenth book contains sections from talks with the guests
EUROPEAN POETRY TOURNAMENT	The 12th prize competition event for the best Slovenian unpublished poetry witnessed a battle between 193 poets with one poem each

Organiser. Event Performer. Co-producer	Duration	Number of Venues	Number of Events	Number of Visitors	Value of MARIBOR 2012 Co-financing	Genre
Festival Velenje (Dejan Tamše)	28. 6. 2012	1	1	1750	30,000.00	classical music
Društvo komorni godalni orkester Slovenske filharmonije	5. 9. 2012 - 15. 9. 2012	6	16	7254	432,000.00	classical music
Konservatorij Maribor	7. 3. 2012 - 14. 11. 2012	5	5	770	26,000.00	classical music
Društvo za glasbeno umetnost Arsana	20. 7. 2012 - 3. 8. 2012	7	32	12000	90,000.00	classical music
KUZ Delavnice Maribor	28. 1. 2012 - 10. 3. 2012	1	6	1598	31,500.00	classical music
MARIBOR 2012 – Evropska prestolnica kulture, Opera & Theatre MADLENIANUM	11. 2. 2012	1	1	655	13,709.47	classical music
KUZ Delavnice Maribor	15. 7. 2012 - 1. 8. 2012	4	14	3500	67,500.00	classical music
Hiša idej d.o.o.	21. 1. 2012 - 14. 4. 2012	1	5	855	10,000.00	classical music
Akademija za glasbo Univerze v Ljubljani	1. 7. 2012 - 2. 7. 2012	2	2	600	36,000.00	classical music
KD Pihalni orkester Krka	23. 6. 2012	1	1	320	6,000.00	classical music
KPC Narodni dom Maribor	25. 1. 2012 - 7. 12. 2012	2	12	4286	45,000.00	classical music
Koroški pokrajinski muzej	13. 3. 2012 - 6. 10. 2012	6	10	215	120,000.00	classical music
MARIBOR 2012 – Evropska prestolnica kulture,	30. 5. 2012	1	1	450	780.00	classical music
SNG Maribor	8. 5. 2012 - 13. 9. 2012	2	3	4344	45,000.00	classical music
Akademija za glasbo Univerze v Ljubljani	17. 1. 2012 - 19. 6. 2012	1	6	180	8,100.00	classical music
Javni sklad RS za kulturne dejavnosti	21. 4. 2012 - 22. 4. 2012	1	2	1800	31,500.00	classical music
Evropski kulturni in tehnološki center Maribor	26. 1. 2012 - 13. 12. 2012	2	11	1198	45,000.00	classical music
MARIBOR 2012 – Evropska prestolnica kulture, Zagrebška filharmonija	24. 3. 2012	1	1	800	66,370.00	classical music
Društvo za glasbeno umetnost Arsana	28. 7. 2012	1	1	1000	9,500.00	classical music
Študentska založba	20. 8. 2012 - 25. 8. 2012	20	54	5000	104,500.00	literature
Založba KMŠ	9. 3. 2012 - 23. 11. 2012	2	12	2400	265,500.00	literature
Založba Pivec	24. 3. 2012 - 17. 11. 2012	4	4	600	16,200.00	literature





TERMINAL 12	
Project Name	Short Project Description
LIBERATION ART PROJECT: SKUPAJ – MITEINANDER – TOGETHER – ENSEMBLE	International exchange and connections between artists, photographers, literary figures, musicians, etc. for the purpose of encouraging discussion about the past after major turmoils
THE URŠKA FESTIVAL OF YOUNG LITERATURE 2012	The literary festival for emerging authors brought together a range of art practices – literature, music, fine art, dance, theatre and film
VELENJE INTERNATIONAL LIRIKONFEST	»Velenje International Lirikonfest« is a spring festival of lyrical arts that represents and popularizes the art literature of the 21st century
CHICK COREA TRIO	The live legend and jazz master Chick Corea performed in Maribor with his new trio
TWO MEN WITH BOMBS	Avant-garde poetry and contemporary music merged into a musical performance that is a coproduction between the Anton Podbevšek Theatre and the Rock Otočec international music festival
electronic stage	Excellent artists and performers of house music performed on the Electronic Stage
EUROPEAN JAZZ ORCHESTRA	Each year, Swinging Europe selects an ensemble of the most promising jazz musicians from and in the Spring months they carry out a European tour
MUSIC, WINE AND FASHION FESTIVAL	The beginnings of the innovative merging of the contemporary musical, wine and fashion festival with the peak by the Kings of Strings concert and the Idrija lace fashion show
KUNIGUNDA YOUTH CULTURE FESTIVAL	The 15th Kunigunda Youth Culture Festival with its concerts, graffiti, musical and multimedia workshops, theatrical events, exhibitionism etc. presented successful domestic and foreign artists
IZZVEN	A range of contemporary music from the whole world, which in 2012 focused on innovative, modern and challenging approaches by musicians
JAZZINTY	A wide-ranging production consisting of four sections: musical workshops, a jazz festival, the Jazzon composer award contest and a subscription concert season cycle
MARS FESTIVAL	The basic idea was to connect two towns and countries into a creative, programme and cultural whole; they hosted Sigur Rós, the mystical post-rockers from Iceland
ROSENBERG TRIO & TIM KLIPHUIS	The Rosenberg Trio comprises three self-taught musicians that are considered the best group in the field of »gypsy jazz«
THE STROJ	The Stroj, whose creation is based on unusual instruments and spectacular pyrotechnics, performed at the Gorenje recycling centre
3rd INTERNATIONAL FESTIVAL CHOREGIE	A festival performances on the intersection of music and movement, sound and light, image and object successfully searched for and intertwined new ways of perception
AUDITION FOR LIFE	These rising stars of modern dance with their innovative choreography and multimedia approach, enriched the Slovenian space with Japanese artistic practices
MARIBOR THEATRE FESTIVAL: BRIDGES	The theatre festival with its Bridges section strengthens relationships with European centres of modern theatre
DANTON'S DEATH	The Mladinsko Theatre and the Ptuj Town Theatre brought to life one of the basic works of modern European drama
MODERN DANCE FRONT@	The festival offered whole-day dance workshops, talks on art and the public space and dance education in the future
GUERNICA 2012	An international multimedia, film, music and theatrical and dance projects lead the spectators to reflect on becoming more active in the society
HOMMAGE À STRAVINSKY	The art director of SNG Maribor Ballet, Edward Clug, staged a synthesis of two Stravinsky ballets
CLOWNBUFF CLOWN FESTIVAL	The programme offered clown shows from a wide range of countries, talks with the creators and workshops in clown art
TAILORS OF THE WORLD: FUNERAL FASHION SHOW	A fashion, theatre and musical event showing that fashion and politics are nothing more than two sides of the same coin

Organiser. Event Performer. Co-producer	Duration	Number of Venues	Number of Events	Number of Visitors	Value of MARIBOR 2012 Co-financing	Genre
Klub ptujskih študentov	17. 10. 2012 - 14. 11. 2012	2	2	485	6,000.00	literature
Javni sklad RS za kulturne dejavnosti	9. 1. 2012 - 5. 12. 2012	17	34	2000	50,000.00	literature
Ustanova Velenjska knjižna fundacija in književna asociacija Velenika	21. 1. 2012 - 23. 6. 2012	7	14	950	24,000.00	literature
MARIBOR 2012 – Evropska prestolnica kulture, Sapienti Sat d.o.o.	21. 11. 2012	1	1	739	47,000.00	nonclassical music
Anton Podbevšek Teater, Rock Otočec	26. 6. 2012 - 27. 6. 2012	1	2	1400	200,000.00	nonclassical music
Plusminus d.o.o.	15. 6. 2012 - 13. 8. 2012	1	9	2650	20,000.00	nonclassical music
Arpol d.o.o., MARIBOR 2012 – Evropska prestolnica kulture	14. 9. 2012	1	1	250	6,323.53	nonclassical music
Evropsko središče za raziskave in kulturo SAGA	20. 3. 2012 - 23. 3. 2012	3	5	1948	27,000.00	nonclassical music
Mladinski center Velenje	22. 9. 2012 - 7. 9. 2012	15	38	11353	160,000.00	nonclassical music
Narodni dom Maribor	11. 5. 2012 - 18. 11. 2012	4	7	1300	20,000.00	nonclassical music
LokalPatriot	31. 5. 2012 - 18. 8. 2012	6	14	3450	50,000.00	nonclassical music
Mars Music d.o.o., MARIBOR 2012 – Evropska prestolnica kulture	5. 9. 2012	1	1	2600	50,000.00	nonclassical music
MARIBOR 2012 – Evropska prestolnica kulture, Sapienti Sat d.o.o.	5. 10. 2012	1	1	400	20,206.00	nonclassical music
Soundbiro d.o.o., MARIBOR 2012 – Evropska prestolnica kulture	24. 8. 2012	1	2	1800	14,800.00	nonclassical music
Zavod Choregie	8. 1. 2012 - 13. 1. 2012	1	5	1249	72,000.00	performing Arts
Bunker, Zavod za organizacijo in izvedbo kulturnih projektov	8. 6. 2012 - 9. 6. 2012	1	2	214	78,000.00	performing Arts
SNG Maribor	16. 10. 2012 - 25. 10. 2012	1	7	1601	100,000.00	performing Arts
Mestno gledališče Ptuj	24. 4. 2012 - 19. 5. 2012	2	7	897	20,000.00	performing Arts
Flota, Zavod za organizacijo in izvedbo kulturnih prireditev	24. 8. 2012 - 1. 9. 2012	7	33	3000	60,000.00	performing Arts
Maja Milenovič Workman, TWO d.o.o.	25. 8. 2012 - 27. 8. 2012	1	3	150	30,000.00	performing Arts
SNG Maribor	13. 4. 2012 - 21. 4. 2012	1	7	5541	22,500.00	performing Arts
Zavod Bufeto	25. 5. 2012 - 31. 5. 2012	5	24	3000	44,250.00	performing Arts
SNG Nova Gorica	6. 6. 2012 - 7. 6. 2012	1	2	500	99,000.00	performing Arts





TERMINAL 12	
Project Name	Short Project Description
TEATER	This project is a crossroads where Renaissance painters and their use of perspective meet the developers of twenty-first century 3-D computer technology
SLOVENE FESTIVAL OF CHAMBER THEATER SKUP	Selected performances from European theatres that have won at various European festivals were presented alongside renowned Slovenian plays
MOVE TO MARIBOR	This consists of four sections with diverse programs encompassing a wide range of modern dance – a series of performances, organized dance film evenings, discussions and parties
NEW THEATRICAL CHALLENGES	The project sought the best-in-class stage performances that excelled in at least one segment of the theatre and open up new theatrical horizons
THE STAGE BETWEEN THE SKY AND THE EARTH	A cycle of 8 international theatre productions from Europe, Japan and the USA that stood out in their artistic quality and the international response they stirred
PLACEBO OR IS THERE ONE WHO WOULD NOT WEEP	This concert by Karmina Šilec is an intersection of the expanded boundaries of staged musical performances
PRESTOPI. CROSSINGS	A five-day international festival of independent theatre
RADAR PROJECT	Days of fashion, photography, video and the written word, in the framework of which numerous domestic and foreign fashion designers presented themselves
THE RESISTABLE RISE OF ARTURO UI	The character of Adolf Hitler with his simple, quick and completely arrested rise can easily be recognized in this theatre piece
IN THE SOLITUDE OF COTTON FIELDS	One of the best dramas by Bernard-Marie Koltès speaks of a concealed, illegal and inexpressible wish that cannot be satisfied
THE GREAT BRILLIANT WALTZ	A staging of the cult theatre piece by Jančar that tries to answer many social questions
WAR AND PEACE	Director Tomaž Pandur intertwined two major themes, War and Peace, in a spectacle of excellent performances that revealed to the spectator the eternal struggle and the times of change
2112Ai [ARCHITECTURAL INTELLIGENCE]	A cycle of events and multidisciplinary discussions and exhibitions in co-operation with leading architects, artists, engineers, scientists and architecture schools
ARCHITECTURE =	The exhibition presented 40 projects in Slovene architecture in the last five years
ART STAYS 2012 . 10th International Festival of Contemporary Art	The festival is a complex upgrade of the artistic symposia and art colonies that enrich the local environment with art and strengthen the artistic community
EUROPEAN COMICS	The exhibition presented a comprehensive collection of European comic production in the twentieth century, focusing on authors from ex-Yugoslavia
OSKAR KOKOSCHKA	The exhibition displayed a selection of early graphic works by Oskar Kokoschka, a prominent representative of Austrian Expressionism
14th INTERNATIONAL FESTIVAL OF CREATIVE COMMUNICATION MAGDALENA	An internationally renowned Maribor festival of young creative artists
MARKO JAKŠE	The artist Marko Jakše is both contemporary and archaic, poetic and expressive, intimate and political, and his exhibitions are a surprise that attract attention
UNFINISHED MODERNISATIONS . BETWEEN UTOPIA AND PRAGMATISM. ARCHITECTURE AND URBANISM IN THE FORMER YUGOSLAVIA AND SUCCESSOR COUNTRIES	The exhibition displayed architectural projects and urban planning arrangements in the period of the Yugoslavia
THE NEW F, Tendencies of Slovene Photography	The exhibition, introduced a selection of the latest achievements in the area of contemporary photography in three sections representing important Slovenian photographers

Organiser. Event Performer. Co-producer	Duration	Number of Venues	Number of Events	Number of Visitors	Value of MARIBOR 2012 Co-financing	Genre
Zavod EN-KNAP	8. 11. 2012	1	1	210	21,150.00	performing Arts
Mestno gledališče Ptuj	11. 4. 2012 - 22. 4. 2012	1	11	1282	30,000.00	performing Arts
Plesna izba Maribor	20. 4. 2012 - 16. 11. 2012	14	50	2838	80,100.00	performing Arts
Javni zavod za kulturo, turizem in šport Murska Sobota	3. 10. 2012 - 18. 12. 2012	1	30	7745	20,000.00	performing Arts
Zavod Exodos Ljubljana, MARIBOR 2012 – Evropska prestolnica kulture	14. 2. 2012 - 9. 11. 2012	7	22	9035	937,470.17	performing Arts
Zbor Carmina Slovenica Maribor	12. 1. 2012 - 17. 10. 2012	3	5	1450	130,000.00	performing Arts
KUD Moment	11. 5. 2012 - 20. 5. 2012	6	17	1000	18,900.00	performing Arts
MHD d.o.o.	1. 6. 2012 - 3. 6. 2012	1	3	2000	41,000.00	performing Arts
Cankarjev dom v sodelovanju z Dramo SNG Ljubljana	19. 1. 2012 - 18. 2. 2012	2	3	2804	54,000.00	performing Arts
Mestno gledališče Ptuj	21. 6. 2012 - 30. 6. 2012	1	5	720	25,000.00	performing Arts
SNG Maribor	29. 9. 2012 - 22. 12. 2012	1	8	1828	22,500.00	performing Arts
Pandur Theaters d.o.o.	21. 1. 2012 - 22. 1. 2012	1	2	1443	67,500.00	performing Arts
RMIT University	30. 8. 2012 - 6. 10. 2012	4	5	178543	130,000.00	visual Arts
Društvo arhitektov Ljubljana	25. 10. 2012 - 30. 11. 2012	2	2	830	15,000.00	visual Arts
KUD Art stays	18. 7. 2012 - 1. 9. 2012	13	55	17000	60,000.00	visual Arts
EPeKa Maribor	15. 6. 2012 - 7. 7. 2012	1	2	1450	18,000.00	visual Arts
Pokrajinski muzej Ptuj-Ormož, MARIBOR 2012 – Evropska prestolnica kulture	19. 10. 2012 - 2. 12. 2012	1	2	1448	20,000.00	visual Arts
DVK Magdalena	17. 5. 2012 - 27. 5. 2012	9	27	7000	54,000.00	visual Arts
EPeKa Maribor	4. 9. 2012 - 30. 9. 2012	1	1	1700	12,600.00	visual Arts
Umetnostna galerija Maribor	10. 2. 2012 - 22. 4. 2012	1	15	4213	31,500.00	visual Arts
Fotoklub Maribor	28. 3. 2012 - 30. 9. 2012	1	3	2154	11,700.00	visual Arts





TERMINAL 12	
Project Name	Short Project Description
ALMOST SPRING	An overview of Slovenian fine arts of the 20th century, from the impressionists to retro-avant-gardists
SIGNS OF PANNONIAN MUSES	The realization of the sculptural composition Erato Muse by the sculptor and painter Irena Brunec-Tébi in Murska Sobota
	This exhibition revealed the present 'technological unconscious': encompassing mythological imagination, apocalyptic visions and utopian dreams
WOW, INDUSTRY!	Six independent exhibitions presenting six different manufacturing companies from the second half of the 20th and the beginning of the 21st century, featuring the companies Gorenje, IMV (Motor Vehicle Manufacturing), Mura, Talum, Zlatorog and the Ravne Ironworks
ULAY	The photographer and artist Ulay in Maribor displayed the installation Whose Water Is It?
ART ALWAYS WINS	A set of selected European art exhibitions represented one of the highlights of the Terminal 12 programme strand
WHITE NOISE	White Noise was a temporary pavilion with a highly unusual form that was designed to enter an open competition, held by the Salzburg Regional Government
GUESTROOM	The new residency platform offered eight guest artists full support for creating in different locations around the city
URBAN FURROWS	
Project Name	Short Project Description
CAAP	The Centre for Alternative and Autonomous Production provides space for carrying out Sustainable local supply, Etnomobil, Teleport, Digital nomads and Seed library projects to the majority of creators who participated in the Urban furrows.
DIGITAL NOMADS	Providing access to information and the establishment of an ethical and ecological platform for the development and circulation of autonomous knowledge, skills and practices.
ETNOMOBIL	A mobile project enabling creative and active participation in public life for members of the Roma community.
FOOTPATHS	An industrial footpath through Maribor taking you through the footpaths of Maribor's working class from the mid nineteenth century to the present.
SEED LIBRARY	The establishment of a system that enables the physical storage of seeds, their quality and their availability free of charge.
SUSTainART	A research into opportunities for food self-sufficiency in the sample area of the Šaleška valley.
WEEK OF CULTURES 2012	In Novo mesto, several ethnic groups presented their cultural uniqueness through folklore, poetry, prose, painting, music and cuisine
TELEPORT	A project for the development of cycling as a means of daily mobility for inhabitants and at the same time an opportunity for the economic development of Maribor and the wider region.
SUSTAINABLE LOCAL SUPPLY	The establishment of sustainable local supply in the area of Maribor and its surroundings, the establishment of the Dobrina Cooperative connecting growers of vegetables, cereals and fruit according to the principle of social entrepreneurship.

Organiser. Event Performer. Co-producer	Duration	Number of Venues	Number of Events	Number of Visitors	Value of MARIBOR 2012 Co-financing	Genre
Umetnostna galerija Maribor	30. 11. 2012 - 24. 2. 2013	2	7	2341	70,000.00	visual Arts
Umetniško društvo Bronos	16. 11. 2012	1	1	1000	35,000.00	visual Arts
Koroška galerija likovnih umetnosti, KID KIBLA Maribor	14. 11. 2012 - 20. 12. 2012	4	21	3000	90,000.00	visual Arts
Pokrajinski muzej Ptuj-Ormož, Muzej narodne osvoboditve Maribor, Galerija Velenje, Društvo prijateljev IMV v sodelovanju s Tehničnim muzejem Slovenije, Pokrajinski muzej Murska Sobota, Koroški pokrajinski muzej	13. 1. 2012 - 31. 1. 2013	6	6	6929	149,620.00	visual Arts
Zavod NASTATI, MARIBOR 2012 – Evropska prestolnica kulture	12. 5. 2012 - 30. 11. 2012	2	3	5133	73,500.00	visual Arts
Zavod Kultivacija Zg. Polskava, Muzej za arhitekturo in oblikovanje Ljubljana, Kultura 21, Umetnostna galerija Maribor, MARIBOR 2012 – Evropska prestolnica kulture	4. 5. 2012 - 11. 11. 2012	4	21	12182	176,000.00	visual Arts
Zavod Kultivacija Zg. Polskava, MARIBOR 2012 - Evropska prestolnica kulture	15. 9. 2012 - 28. 10. 2012	1	13	13315	50,000.00	visual Arts
Pekarna magdalenske mreže	13. 3. 2012 - 28. 11. 2012	4	14	200	49,500.00	other

Organiser. Event Performer. Co-producer	Duration	Number of Venues	Number of Events	Number of Visitors	Value of MARIBOR 2012 Co-financing	Genre
Združenje ustvarjalcev alternativne in avtonomne produkcije	16. 11. 2012 - 14. 12. 2012	2	2	550	153,097.02	Other
KUD Anarhiv	29. 2. 2012 - 21. 11. 2012	2	3	350	22,270.05	Other
FREKVENCA, Socialno-kulturno združenje nemirnih in aktivnih	2. 4. 2012 - 23. 11. 2012	2	4	320	32,042.68	Other
Organizacija prireditev, David Šalamun s.p.	15. 9. 2012	1	1	600	15,000.00	Other
VARUHI SEMEN, Društvo za ohranjanje biotske pestrosti kulturnih rastlin	29. 2. 2012 - 22. 11. 2012	3	3	400	35,435.00	Other
Visoka šola za varstvo okolja	26. 4. 2012	1	1	60	2,000.00	Other
Društvo za razvijanje prostovoljnega dela	11. 6. 2012 - 15. 6. 2012	9	16	2895	12,000.00	Other
Društvo Mariborska kolesarska mreža	28. 1. 2012 - 20. 11. 2012	4	4	569	50,040.00	Other
Zadruga Dobrina, Zadruga za razvoj trajnostne lokalne preskrbe, z.o.o.	19. 11. 2012	1	1	250	149,630.00	Other





URBAN FURROWS

Project Name	Short Project Description
URBAN GARDENING	The first case of the comprehensive arrangement of organized gardening centering around certified ecologically grown products.
24. MEDNARODNI RAZISKOVALNI TABOR VELENJE 2012	Secondary school pupils and students under the authority of mentors took part in the chemistry, biology, geography, art and photo-journalistic workshops in the Šaleška valley.
TOGETHER IN PLAY	

LIFETOUGH

Project Name	Short Project Description
CENTRAL STATION	Discourse with passers-by, production and education using information displays in shop window spaces in the old town centre.
ECOC DIGITAL GUIDE	A platform for accessing a list of events and venues, a calendar with a search engine and notifications app.
CULTURE ON THE PALM OF YOUR HAND	Monitoring cultural events in the towns and surrounding areas, as well as providing feedback in the form of critical reflections.
	A creative presentation of the ECOC programme to the general public and emphasising that ECOC is a countrywide and European project.
MARŠ MARCHES TO EARTH!	Encouraging the resumption of activities of the legendary radio station MARŠ, which serves as a cultural and intellectual foundation for the students of the University of Maribor.
INTERNATIONAL FESTIVAL OF COMPUTER ARTS (IFCA)	An exhibition on the history of conceptual art, and documentary and experimental film.
STUDENT COMPETITIONS	The Black Box project that was entered for a student competition and presenting a minimum self-sufficient living unit.
TEDx MARIBOR 2012: THE IDEA OF CULTRE – CULTURE OF IDEAS	A set of local and independently organized events in order to connect the participants and gain experience.
ECOC MARIBOR 2012 TV REPORTS	Announcement and reporting about various ECOC events and projects in 2012 and the live streaming of certain highlight events via the LifeTouch website.
VIRTUALIZATION OF MARIBOR AND ITS PARTNER CITIES	A unique representation of six partner towns and their surroundings using spatial images.
LIFETOUGH MONTHLY	The best contributions from the Perspectives and reflections programme strand, reports on the ECOC events, interviews and a monthly preview.
PERSPECTIVES AND REFLECTIONS 2012	Reflections and considerations with respect to the broader cultural and geopolitical contexts of the most notable names from Slovenia and the whole of Europe.
THROUGH TEXTUAL NETS	Mapping textual and artistic content from the LifeTouch website to videos and short documentary films.
SLOVENIAN AUTHORS AT HAND	An advanced computer application for the promotion of Slovenian authors and enabling direct interaction between the author and reader.
MEETING OF AUTHORS OF THE TEXT NETWORK	A round table discussion on content enhancement of the Perspectives and reflections project.
EVENING NEWSPAPER TALKS	Twelve public talks tackling different artists, cultural creators and other people.
THE ANTHOLOGY OF PERSPECTIVES AND REFLECTIONS: THE STATE OF THINGS	An anthology collecting selected texts that have been published in 2011 and 2012 in the online Perspectives and Reflections section.

Organiser. Event Performer. Co-producer	Duration	Number of Venues	Number of Events	Number of Visitors	Value of MARIBOR 2012 Co-financing	Genre
VARUHI SEMEN, Društvo za ohranjanje biotske pestrosti kulturnih rastlin	15. 5. 2012 – 23. 6. 2012	4	7	460	100,000.00	Other
Mladinski center Velenje	20. 8. 2012 – 25. 8. 2012	1	1	70	10,000.00	Child and Youth Creativity
Svetovalni center Maribor, OŠ Janko Padežnik, Dom pod gorco, Vrtec Studenci, Mestna četrt Studenci					Branding project	Other

Organiser. Event Performer. Co-producer	Duration	Number of Venues	Number of Events	Number of Visitors	Value of MARIBOR 2012 Co-financing	Genre
Zavod uho; oko: Maribor	24. 5. 2012 – 15. 11. 2012	1	11	3910	40,000.00	Audiovisual arts
Spletart, Nataša Čoh Nestorovič s.p.	13. 5. 2012	1	1	3700	7,000.00	Audiovisual arts
PeTV, VTV, TV AS, Vaš kanal, Tele 59 d.o.o	6. 2. 2012 – 7. 3. 2013	5	12	10366	40,000.00	Audiovisual arts
RTV Slovenija	14. 1. 2012 – 22. 12. 2012	1	50	1400000	150,000.00	Audiovisual arts
Društvo za podporo radiu MARŠ Maribor	27. 10. 2011 – 6. 11. 2012	1	2	5030	23,400.00	Audiovisual arts
Mladinski kulturni center Maribor	2. 10. 2012 – 13. 10. 2012	3	16	1235	56,000.00	Audiovisual arts
Društvo kvalitetnih kulturno-umetniških praks SMEHOMAT	2. 11. 2012 – 10. 11. 2012	1	1	70	2,000.00	Audiovisual arts
Adrema d.o.o.	4. 2. 2012	1	1	350	13,500.00	Audiovisual arts
Tele 59 d.o.o	9. 3. 2012 – 13. 12. 2012	1	13	3120	-	Audiovisual arts
MARIBOR 2012 – Evropska prestolnica kulture, Burger k.d.	16. 1. 2012 – 13. 11. 2012	1	3	2500	7,700.00	Audiovisual arts
UMco d.d.	18. 2. 2012 – 8. 12. 2012	1	10	700000	275,776.00	Literature
MARIBOR 2012 – Evropska prestolnica kulture	24. 5. 2011 – 17. 5. 2012	1	5	40000	161,496.74	Literature
Društvo kvalitetnih kulturno umetniških praks SMEHOMAT	24. 7. 2012 – 30. 11. 2012	2	2	1250	105,198.00	Literature
Založba Goga	23. 11. 2012	1	1	100	15,000.00	Literature
MARIBOR 2012 – Evropska prestolnica kulture	13. 12. 2012	1	1	20	9,000.00	Literature
ČZP Večer, d.o.o.	16. 2. 2012 – 21. 12. 2012	5	12	600	18,000.00	Literature
MARIBOR 2012 – Evropska prestolnica kulture, UMco d.d.	13. 12. 2012	1	1	1020	8,520.00	Literature





LIFETOUCH

Project Name	Short Project Description
KIBLA 2012 (DIGITAL COMUNE, MED, KIBLIX, FOLIO, THE LOVE FESTIVAL, CURIOSITY DAYS)	A festival including audio-visual art, interventions, education and information, modern art, experiments and electronic music.
CHOSEN INTERVENTIONS	Spatial interventions seeking to break the monotonous daily routine of passers-by.
NOVO MESTO CHRONICLER	A photo exhibition on various aspects of life in Novo mesto and its surroundings.
THE LAST SUPPER	Two video installations and spatial installations about the history of the Maribor Judgment Tower.
MLADEN DOLAR: TO BE OR NOT TO BE	
EXTENDING CREATIVE PRACTICE, INTERNATIONAL CONFERENCE	
BOX ARCHITECTURE: FROM A SKETCH TO THE CITY	

INTERNATIONAL COOPERATION

Project Name	Short Project Description
THE HERITAGE OF SOCIALISM	A conference emphasizing the exchange of knowledge and experience of historians and curators on the heritage of socialism in museums and galleries.
EUROPEAN SHORT PITCH	Short films by 25 young film enthusiasts from all around Europe, developed with the support of internationally proclaimed mentors.
ANTHOLOGY OF PORTUGUESE POETS OF THE 20th CENTURY AND THE ANTHOLOGY OF SLOVENIAN POETS OF THE 20th CENTURY	Two bilingual literary collections of poetry and critical analyses from unfinished anthologies by thirteen Slovenian and thirteen Portuguese poets.
LITERARY COMPETITION LETTERS OF THE WORLD	Encouraging school children from Guimarães and Maribor through quality cultural dialogue.
THE HISTORY OF THE FUTURE	A research platform for deepening and expressing the understanding of social and developmental challenges.
INTERNATIONAL FESTIVAL OF THE SPANISH THEATRE	Bringing Spanish culture closer to the secondary school pupils and improving their language knowledge.
MARIBOR - GRAZ, 100 YEARS - 100 DAYS	An exhibition of posters portraying impressions based on personal life stories of elderly people from Maribor and Graz.
Maribor-EDU-Graz	A group exhibition of 12 artists from Maribor and Graz, which invites reflection on the significance of art education in both towns.
CULTURAL EMBASSIES	A presentation of the rich cultural heritage of 31 countries (including 16 EU member states) in cooperation with foreign cultural institutes, embassies, international cultural institutions and NGOs.
MARIBOR FOR PEACE - NOBEL PEACE PRIZE LAUREATES	A meeting of four Nobel Peace Prize Laureates to discuss ideas, contemplation and views on current affairs.

Organiser. Event Performer. Co-producer	Duration	Number of Venues	Number of Events	Number of Visitors	Value of MARIBOR 2012 Co-financing	Genre
KID KIBLA	23. 2. 2012 – 6. 10. 2012	4	26	3130	79,000.00	Non-classical music
Društvo kvalitetnih kulturno-umetniških praks SMEHOMAT	16. 6. 2012 – 17. 9. 2012	1	7	1409	6,600.00	Visual arts
Zgodovinski arhiv Ljubljana, Enota za Dolenjsko in Belo krajino	22. 11. 2012	2	2	305	5,000.00	Visual arts
Nataša Prosenc Stearn, videastka in režiserka	28. 9. 2012 – 1. 10. 2012	2	3	4751	4,500.00	Visual arts
MARIBOR 2012 – Evropska prestolnica kulture					Branding project	Audiovisual arts
Mitra, Društvo za razvoj avdiovizualnih kultur in medkulturnega dialoga					Branding project	Audiovisual arts
Univerza v Mariboru, Fakulteta za gradbeništvo					Branding project	Maribor multimedia and audiovisual arts

Organiser. Event Performer. Co-producer	Duration	Number of Venues	Number of Events	Number of Visitors	Value of MARIBOR 2012 Co-financing	Genre
Forum slovanskih kultur in Arhiv RS	19. 9. 2012 – 21. 9. 2012	2	5	150	19,000.00	Audiovisual art
NISI MASA - European Network of Young Cinema	2. 3. 2012 – 4. 3. 2012	2	3	210	15,000.00	Audiovisual art
Založba Pivec d.o.o.	27. 3. 2012 – 14. 3. 2012	1	2	50	18,000.00	Literature
Društvo Mariborski raziskovalni studio	15. 9. 2011 – 15. 5. 2012	1	1	100	4,149.00	Literature
Pekarna - magdalenske mreže	11. 1. 2012 – 24. 11. 2012	5	22	80	18,824.4	Literature
Prva gimnazija Maribor	20. 3. 2012 – 21. 3. 2012	1	2	2300	10,000.00	Performing arts
Kulturvermittlung Steiermark Graz in Zavod Iskra Maribor	23. 7. 2012 – 23. 7. 2012	5	5	9000	20,000.00	Visual art
Ustanova fundacija Son:DA in Rotor - association for Contemporary Art	29. 6. 2012 – 31. 3. 2013	3	3	960	5,000.00	Visual art
MARIBOR 2012 – Evropska prestolnica kulture	5. 1. 2012 – 15. 12. 2012	33	208	22724	245,105.02	Other
MARIBOR 2012 – Evropska prestolnica kulture	15. 5. 2012 – 17. 5. 2012	3	6	2700	100,000.00	Other





OPPORTUNITY FOR ALL

Project Name	Short Project Description
FEELING MUSIC, HEARING DANCE	With this project, the deaf and hard-of-hearing have been given an opportunity to participate in dance, learning to dance and gaining stage experience
EXHIBITION OF HEARTS	A show about ensuring equal opportunities for persons with special needs or, in other words, an exhibition of all our hearts.
PER ASPERA AD ASTRA	A theatrical spectacle on life's power and the issues of modern society.
stereOTIP	A photographic exhibition about the courage and abilities shown by the blind and visually impaired.
CULTURE AND LITERATURE FOR ALL	A project offering public reading workshops covering light literature for persons with special needs.
PICNIC OF VOLUNTEERS – NATIONAL NON-FORMAL MEETING OF VOLUNTEERS	A national meeting of volunteers as a gesture of thanks for their efforts and assistance in the ECOC 2012 project.
ARTISTIC INTERVENTIONS	The equipment of specific public spaces and ECOC programme venues using recycled materials to provide easier access for persons with special needs.
WINTER FAIRYTALE	
LJUDJE S POSEBNIMI POTREBAMI IN PROSTOVOLJCI	
RED BEAST FESTIVAL	
PLAY WITH ME	

UNIVERSITY OF MARIBOR

Project Name	Short Project Description
RAZ:UM – The Establishment an Art-research Centre	Research centre with a central role in establishing an active system for the transfer and implementation of ideas from the University of Maribor to the social, economical and geographical environment.
RAZ:UM (Out of the Box)	Lectures, conferences and workshops for unconventional creative thinking and new ideas from scientists and artists.
INTERNATIONAL SYMPOSIUM: CULTURE - DEVELOPMENTAL POTENTIAL?	An international conference presenting the development and influence of culture and other areas of society – economy, politics and science.
RAZ:UM (Do economy, science, and the arts speak the same language?)	Interdisciplinary conference with the goal of connecting artists, scientists and managers.
RAZ:UM (Annual Conference UNeECC »Ageing Society, Ageing Culture?« and UNeECC port)	A conference of universities from the European capitals of culture 2012 with a keynote question on whether an ageing society also means an ageing culture.
THE HOUSE OF SCIENCE - CENTRE OF EXPERIMENTS	Encouraging visitors of all ages to get acquainted with natural science and actively participate in experiments.
RAZ:UM (DIGIREAL)	An exhibition of artefacts or products brought to life from digital forms using new technologies.
RAZ:UM (Virtual Model of Maribor)	A 3D model of the Rectorate of the University of Maribor with a number of visualizations as a digital platform for the representation of the architectural heritage of the city.
RAZ:UM, Art: NOW	Highlighting an important relationship through the establishment of the Academy of Arts at the University of Maribor for creating the conditions for diverse connections.

Organiser. Event Performer. Co-producer	Duration	Number of Venues	Number of Events	Number of Visitors	Value of MARIBOR 2012 Co-financing	Genre
KD Center plesa	24. 3. 2012 – 12. 11. 2012	3	5	500	14,700.00	Performing Arts
Sonček - Mariborsko društvo za cerebralno paralizo	7. 9. 2012 – 8. 9. 2012	1	2	348	10,000.00	Performing Arts
Društvo paraplegikov severne Štajerske	19. 11. 2012	1	1	100	9,000.00	Performing Arts
Medobčinsko društvo slepih in slabovidnih Maribor	1. 6. 2012 – 27. 6. 2012	1	1	780	5,000.00	Performing Arts
Zavod RISA	27. 3. 2012 – 27. 9. 2012	6	8	500	11,080.00	Literature
Združenje Slovenska filantropija	13. 5. 2012	1	1	300	10,000.00	Volunteering
KED Smetumet	14. 1. 2012 – 31. 12. 2012	8	17	512	95,000.00	
Svet invalidov MOM					Branding project	Performing Arts
Društvo gluhih in naglušnih Podravja Maribor					Branding project	Performing Arts
Zavod Vitkar					Branding project	
Center za sluh in govor Maribor					Branding project	Visual art
Dom Antona Skale Maribor, Zavod za usposabljanje Janeza Levca in Društvo za kulturo inkluzije					Branding project	Child and youth creativity, Miscellaneous

Organiser. Event Performer. Co-producer	Duration	Number of Venues	Number of Events	Number of Visitors	Value of MARIBOR 2012 Co-financing	Genre
Univerza v Mariboru					15,000.00	Science
Univerza v Mariboru	25. 1. 2012 – 19. 12. 2012	2	17	2500	23,000.00	Science
Univerza v Mariboru	21. 9. 2012 – 23. 9. 2012	1	3	300	21,600.00	Science
Univerza v Mariboru	22. 1. 2012 – 22. 6. 2012	1	1	50	5,000.00	Science
Univerza v Mariboru	18. 12. 2012 – 19. 12. 2012	1	2	250	10,000.00	Science
Univerza v Mariboru	18. 1. 2012 – 13. 12. 2012	1	31	1183	50,000.00	Science
Univerza v Mariboru	19. 9. 2012 – 21. 9. 2012	3	5	460	10,000.00	Science
Univerza v Mariboru					7,000.00	Science
Univerza v Mariboru	26. 4. 2012 – 11. 11. 2012	5	13	9660	25,000.00	Visual art





UNIVERSITY OF MARIBOR

Project Name	Short Project Description
REPAINTING THE GREGORČIČEVA STREET UNDERPASS	Painting the underpasses between Gledališka and Gregorčičeva Streets.
ART:NOW, BETWEEN UNVISIBLE AND PRESENT PRINT	The production and exhibition of matrix prints of various dimensions and other artistic material.
MONUMENT, MOMENT, MOVEMENT . DRAVA 2012	The transport and distribution of water to passers-by in the city as part of an artistic performance.
INTERVENTIONS IN PUBLIC SPACES	Workshops on recycled products, their exhibition and interventions in public spaces.
HYDE PARK	Transformation of the Slomšek Square into a forum for public debate for discussions on various current social issues from diverse areas.
RAZ:UM (Oasis of Culture - ŠOK)	Encouraging creative activity of students and young people with the help of video and photography workshops.
HAPPY- MAKERS	This project was designed to make passers-by happy with small acts of kindness such as smiles, hugs and help.
HOUSE OF ARCHITECTURE MARIBOR	Institution for the popularization of architecture in the region.
CITYPLAYSCAPE	The projection of possible creative and unconventional play areas in the city.
TOWN AREA. MICRO URBANISMS	An exhibition of installations made using recycled materials.
RENOVATING CITY INTERIORS	Renovation of city interiors in the old Maribor town centre.
URBAN ROUTES	Collection of written and pictorial material, setting up and designing a publication and issuing an urban guide of Maribor.
EUROPHRAS 2012 MARIBOR	A conference with a lecture, a presentation of posters, a research forum, a presentation of professional and scientific literature and accompanying events.
FACULTY OF ARTS ON ITS WAY TO ECOC	A publication with short articles and documentary and archive of summaries of activities that have been carried out at the Faculty of Arts.
PINTER ABROAD: OTHER STAGES, OTHER ROOMS	A cultural and scientific event with a reading of the literary legacy of modern British playwright and Nobel Prize winner Harold Pinter in a non-British environment.
COEXISTENCE OF CULTURES	A symposium of domestic and foreign experts in the fields of history, philosophy, social science, anthropology, Japanese language and culture and geography with the goal of overcoming intolerance.
»HISTORY STUDENTS FOR THE ECOC«	Cleaning the remnants of the North-West tower of the medieval fortification in Maribor and setting up an information board.
THE ARTS AROUND 1400	An international scientific symposia, lectures, workshops and professional excursions.
LITERATURE IN THE STREET	A presentation of youth literature by six male and female authors from Maribor.
DOMOFIL(M)	A series of 35 movie screenings and six talks held with 27 experts on the topic of sites of special interest and famous persons from north-eastern Slovenia.
FROM THE TREASURY OF THE UNIVERSITY LIBRARY	An exhibition of valuables from the Collection of Manuscripts of the Department for Homeland Education at the University Library Maribor.
MARIBOR ADMIRAL: WILHELM TEGETTHOFF AND THE BATTLE OF LISSA 1866	An exhibition on the life and work of the great seafarer and admiral Wilhelma von Tegetthoff from Maribor.

Organiser. Event Performer. Co-producer	Duration	Number of Venues	Number of Events	Number of Visitors	Value of MARIBOR 2012 Co-financing	Genre
Univerza v Mariboru	16. 5. 2012 – 24. 5. 2012	1	2	80	3,500.00	Visual art
Univerza v Mariboru	4. 6. 2012 – 26. 10. 2012	3	9	1500	3,500.00	Visual art
Univerza v Mariboru	13. 5. 2012 – 29. 9. 2012	3	3	200	5,500.00	
Univerza v Mariboru	13. 6. 2012 – 27. 6. 2012	1	6	500	4,000.00	
Univerza v Mariboru	16. 6. 2012	1	1	40	5,000.00	
Univerza v Mariboru	8. 3. 2012 – 28. 6. 2012	2	8	240	8,000.00	
Univerza v Mariboru	5. 5. 2012	1	1	1000	1,500.00	
Univerza v Mariboru	14. 1. 2012 – 17. 1. 2013	9	29	4600	30,000.00	Architecture
Univerza v Mariboru	5. 12. 2012 – 12. 12. 2012	1	2	130	4,000.00	Architecture
Univerza v Mariboru	15. 5. 2012 – 25. 5. 2012	2	2	300	5,000.00	Architecture
Univerza v Mariboru	23. 5. 2012 – 28. 9. 2012	3	3	105	13,000.00	Architecture
Univerza v Mariboru	4. 7. 2012 – 12. 12. 2012	2	2	790	2,500.00	Architecture
Univerza v Mariboru	27. 8. 2012 – 31. 8. 2012	1	5	200	9,000.00	
Univerza v Mariboru	23. 11. 2012 – 23. 11. 2012	1	1	20	900.00	
Univerza v Mariboru	7. 11. 2012 – 21. 11. 2012	1	3	400	2,250.00	
Univerza v Mariboru	10. 5. 2012 – 1. 6. 2012	6	23	1000	5,400.00	
Univerza v Mariboru	25. 4. 2012	1	1	30	2,000.00	
Univerza v Mariboru	24. 5. 2012 – 8. 11. 2012	3	5	400	9,000.00	
Univerza v Mariboru	15. 10. 2012 – 26. 10. 2012	6	6	1000	6,000.00	Literature
Univerza v Mariboru	15. 10. 2012 – 30. 11. 2012	1	29	987	6,300.00	Film
Univerza v Mariboru	27. 11. 2012 – 31. 12. 2012	1	3	1000	6,300.00	Literature
Univerza v Mariboru	22. 6. 2012 – 30. 9. 2012	2	3	3000	9,000.00	Visual art





UNIVERSITY OF MARIBOR

Project Name	Short Project Description
READ YOU LATER (GLAZER AWARD RECIPIENTS)	A literary evening featuring Glazer Award recipients.
LOST ILLUSIONS OF A FORLORN TIME – IN MEMORY OF THE DESTRUCTION OF VIJEČNICA	A symposium and evening culture programme on the 20th anniversary of the assault of the Viječnica - Sarajevo City Hall (Library).

OPENING AND CLOSING CEREMONIES

Project Name	Short Project Description
THE END OF THE WORLD? NO, START OF THE ECOC!	The opening day held in Velenje had a multi-layered design. Among other things, all the programmes included in the ECOC project in 2012 were presented.
WEDDING OF KORANT - Opening Musical and Theatrical Spectacle	The opening of ECOC was marked by the Carnival Wedding of Korant, a musical and theatrical piece or modern theatrical musical.
BLUE REFLECTIONS	The opening ceremony in Slovenj Gradcu is designed as a musical and visual spectacle, a programme with participating artists from the Koroška region
OPENING CEREMONY	The opening day in Murska Sobota was a fusion of music and video collage techniques presenting all the participating artists from Murska Sobota.
MAIN OPENING CEREMONY OF ECOC	The basic symbolic motif of the main opening ceremony was a boy with a lantern who visited all the partner towns. His journey ended in the Leon Štukelj Square in Maribor. He illuminated a giant planet that lit up the whole venue, accompanied by the European anthem, a laser lightshow and the gala raising of the flags. The protocol that took place opened with the Slovenian anthem. The art programme included poems by Slovenian poets, ranging from folk songs to classical and rock performances. The evening was complemented by the state-of-the-art visual effects on the stage. This was followed by the by a concert by the group Dan D.
SNOW WHITE - a Fairytale in Dance for the Young and Young at Heart	A reinterpretation of a succesful theatrical play performed by local authors and actors from Novo mesto.
CLOSING CEREMONY	The reign of culture, the so-called ECOC Celebration, was celebrated at numerous venues in Maribor. It was marked by many concerts, exhibitions, literary evenings, screenings of documentary and animated films, club nights and visual performances. In January and February 2013, all the partner towns also ended the ECOC year with small-scale ceremonies.

Organiser. Event Performer. Co-producer	Duration	Number of Venues	Number of Events	Number of Visitors	Value of MARIBOR 2012 Co-financing	Genre
Univerza v Mariboru	14. 2. 2012 – 24. 4. 2012	1	6	240	1,000.00	Literature
Univerzitetna knjižnica Maribor	25. 8. 2012 – 22. 9. 2012	4	5	300	4,216.00	Visual art

Organiser. Event Performer. Co-producer	Duration	Number of Venues	Number of Events	Number of Visitors	Value of MARIBOR 2012 Co-financing	
Festival Velenje	21. 1. 2012	5	5	2000	10,000.00	
Javne službe Ptuj	9. 2. 2012 – 11. 2. 2012	1	3	2400	10,000.00	
Koroška galerija likovnih umetnosti Slovenj Gradec	20. 1. 2012	2	1	1200	10,000.00	
Javni zavod za kulturo, turizem in šport Murska Sobota	4. 2. 2012	1	1	400	10,000.00	
Smiljan Kreže s.p.	13. 1. 2012 – 15. 1. 2012	10	17	13620	368,762.1	
JSKD, OI Novo mesto	28. 1. 2012	1	1	360	10,000.00	
Smiljan Kreže s.p.	14. 12. 2012 – 16. 12. 2012	22	26	8000	150,000.00	





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**MARIBOR 2012 –
The European Capital of Culture
FROM CHALLENGES TO RESULTS**

MARIBOR 2012 Public Institute – European Capital of Culture

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