



LASTING EFFECTS OF BRUGES 2002





LASTING EFFECTS OF BRUGES 2002

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- Bruges 2002: some figures and facts
- Lasting effects of ECOC
- Brugge Plus and durability



LASTING EFFECTS OF BRUGES 2002

BRUGES 2002: SOME FIGURES AND FACTS

- Main realisations
- Budget
- Organisation
- Visitors



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ACCENTS OF BRUGES 2002

- International quality
- Focus on creation instead of presentation
- Adapted to the scale of the city
- Participation of population
- Meaningful for the inhabitants
- Focus on youth



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MAIN REALISATIONS

- Infrastructure
- Exhibitions
- Events



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INFRASTRUCTURE

- Statement about modern architecture in a UNESCO world heritage city
- Concert Hall
- Venue for rock concerts
- Bridge
- Pavillion of Toyo Ito



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TOYO ITO PAVILLION

Ephemeral space between past and present



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CONCERTHALL / CONCERTGEBOUW



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CONCERTHALL / CONCERTGEBOUW



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MAGDALENAZAAL / MaZ



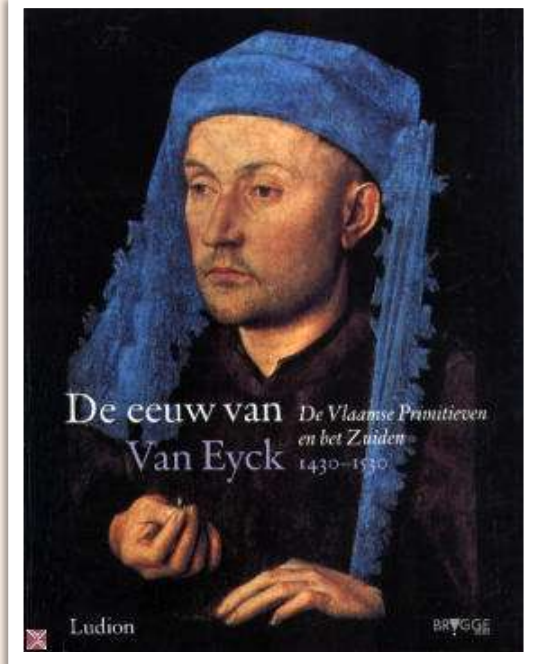
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EXHIBITIONS

- Van Eyck and Southern Europe
- Economic history: hanza@medici
- Manuscripts
- Contemporary art

VAN EYCK AND SOUTHERN EUROPE

- 82 lenders, all major museums
- In Groenige Museum (main museum)



HANZE@MEDICI

- Commercial history of medieval Bruges
- 4 different locations



CLOISTERED WORLDS, OPEN BOOKS

- Manuscripts and contemporary art
- In seminar



CONTEMPORARY ART

- Several smaller exhibitions
- In situ projects
- Image culture: video art





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PERFORMING ARTS

- First full use of Concertgebouw
- Temporary immigration of artists from Brussels
- Accent on creation
- Accent on new festivals



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PROGRAM OF CONCERTGEBOUW

- Classical music
- Jazz
- Soundscapes
- Opera
- Contemporary dance



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JAZZ BRUGES





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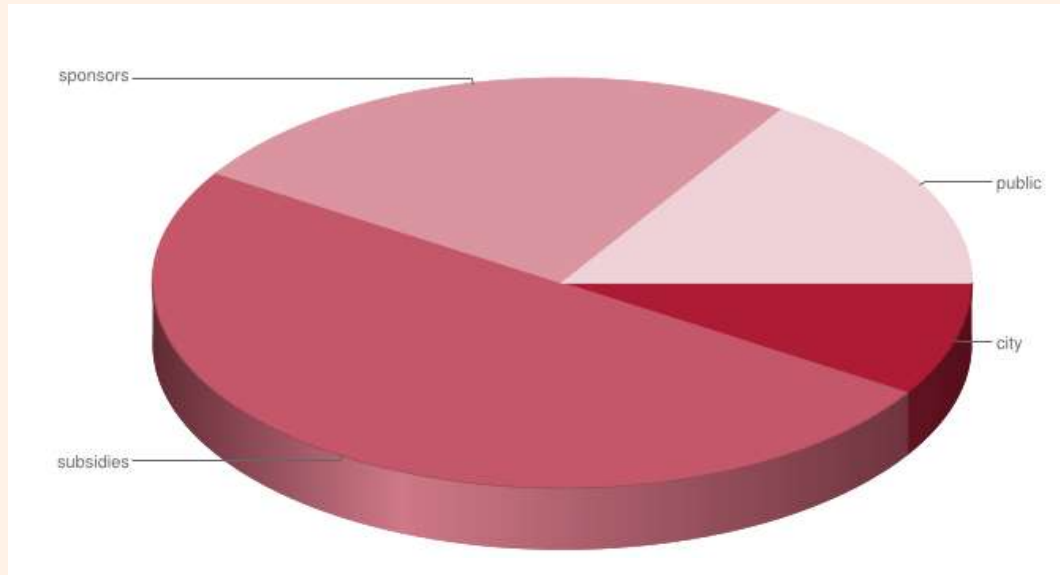
DECEMBER DANCE





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BUDGET: 27 mio €





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- Additional budgets
 - Cultural institutions: 13.500.000 €
 - Construction Concertgebouw: 43.852.000 €
 - Restoration projects: 25.000.000 €
 - Total: ca. 109.000.000 €



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ORGANISATION

- 119 full time units on annual basis
- Hundreds of volunteers



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VISITORS

- 2002:
 - 1.590.629 visitors
 - 760.594 paying tickets
 - 460.000 visitors to exhibitions
 - 321.000 visitors to Van Eyck exhibition



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- Restorations and new buildings
- Festivals
- Cooperation between cultural players
- Cultural events policy
- Brugge Plus
- Image of Bruges



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BRUGGE PLUS

- Activities
- Organisation
- Budget



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ACTIVITIES

- Facilitator for the cultural field
- Events and festivals
- In and Uit



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FACILITATOR



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CULTURAL COMMUNICATION IN THE CITY



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COMMUNICATION TO YOUTH (Brugge Lefst)



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CULTURAL PUBLICATIONS



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CULTURAL MARKETS



EDUCATIONAL PROJECTS



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EVENTS AND FESTIVALS



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Cityfestivals: BRUGGE CENTRAAL



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City projects: KANTLIJNEN



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City projects: KAMARAMA



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PUBLIC CONCERTS



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Thriller event: POIROT IN BRUGES



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Circus festival: CIRQUE PLUS



CIRCUS WORKSHOP



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MOVIES ON THE BEACH





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LICHTFEEST LISSEWEGE



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KLINKERS FOR KIDS



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CAR FREE SUNDAY



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CAR FREE SUNDAY



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KOOKEET





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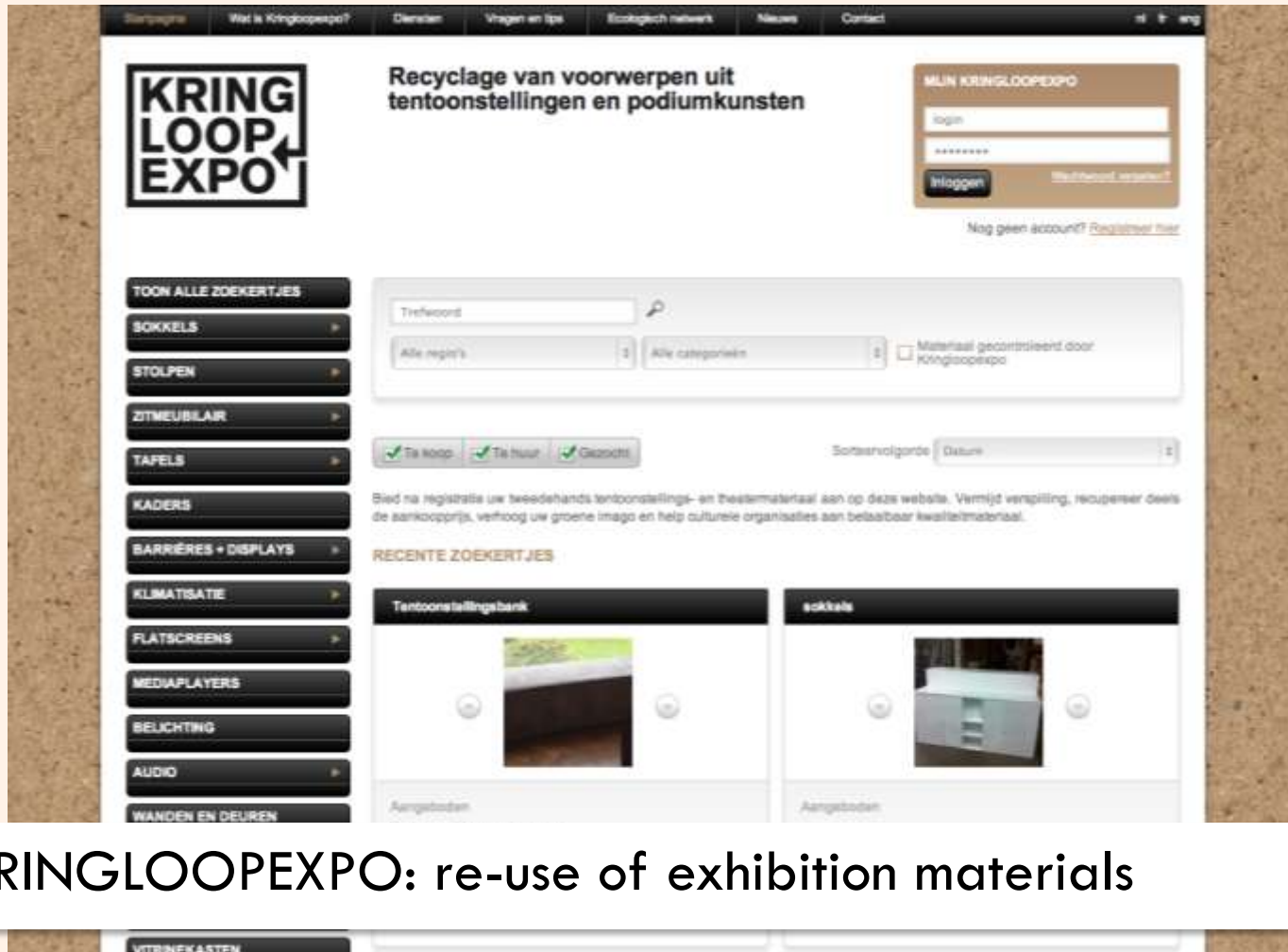
Culture in the neighbourhoods: UITWIJKEN



Culture in the neighbourhoods: UITWIJKEN



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KRINGLOOPEXPO: re-use of exhibition materials



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IN&UIT: tourist and cultural information (700.000 visitors annually)



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TICKETSYSTEM: global ticketsystem for all cultural partners in Bruges (ca 500.000 tickets annualy)



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TEAM

- In en Uit: 10 frontdesk personell
- Communication: 4
- Administration and finance: 3
- Events and projects: 6
- Kringloopexpo: 2
- Flexible: temporary personell for projects



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BUDGET

- Depends annually on number of projects
- Between 2.5 and 6 mio €
- Overhead financed by city, projects by other levels of government, tickets and sponsors



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ADDED VALUE OF BRUGGE PLUS

- Organiser of projects that out of the regular scope of other players
- Stimulating collaboration between partners
- Multidisciplinary approach
- Small but flexible organisation
- Hothouse for new projects