



Veszprém-Balaton 2023
European Capital of Culture

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When Veszprém and the Bakony-Balaton region was awarded the title of European Capital of Culture 2023 in 2018, the project involved the institutions, cultural actors, and the NGOs of the city and the region. Due to the complexity of the European Capital of Culture program, with its colourful touristic and cultural offerings, and its sizable territorial scope, it is essential to bring in and cooperate with professional partners on the regional, national, and international levels.

The Veszprém-Balaton 2023 complex ECoC cultural project aims to reposition

the region as a power-oriented cultural-creative region of European visibility. An area that explores, amplifies, and exploits the potential of the city and the region, attracting and retaining creative-industrial players in the short term while providing a home and ground for growth to a wide variety of creative-industrial sectors.

VEB2023 aims to create the opportunity to exploit the potential of the region and the city as a major cultural-creative region in Europe, and shape both its identity and perspectives in the short and long run.

In recent years, we have successfully laid the foundations for the program and are now involved in its implementation. Since 2020, we have launched numerous successful lead-up events and initiatives (such as Veszprém-Balaton Filmpiknik that morphed into the Hungarian Motion Picture Festival, the Off-Season Literary Festival, or the Jutasi Piknik). We have also started joint efforts with the partner settlements of the region.

This year promises a lot of excitement, as we plan to organize several events and programs that

will bring us closer still to achieving our long-term horizontal goals: to provide visitor-friendly and sustainable programs, as well as accessibility.

In 2022, VEB2023's ECoC program will be enriched by launching a total of ten packages whose final purpose is to develop and implement the 2023 program year, one that is understandable and accessible to all and is in line with the city's image.

The ten program packages include the following areas:

- music festivals, concerts, music education programs;
- film programs;
- gastronomy;
- literary programs;
- analogue and digital fine arts;
- the Cultural Landscape program;
- theatre arts and dance;
- urbanism and design projects;
- opportunities for community development and community building;
- horizontal goals.

Visit our events! Let's count down together to the opening of the 2023 program year in Veszprém on the Day of Hungarian Culture.

We look forward to welcoming you!

www.veb2023.hu

