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# FACTSHEET

EUROPEAN CAPITAL OF CULTURE – NOVI SAD 2021

## General facts

- Novi Sad, 2nd largest city in Serbia – 390.000 inhabitants;
- Embraced by the river Danube
- On half way between the Black Forest and the Black Sea
- Preparations for the ECOC candidacy started in 2011
- On the road to the title Novi Sad hosted the Danube Conference on Culture in 2014
- Awarded the ECOC title in October 2016
- First city from a candidate and potential candidate country to be awarded the title
- First ECOC in Serbia
- Shares the title with Timișoara (RO) and Eleusis (GR) in 2021
- Proclaimed as a project of national importance
- Supported by all levels of government

## Goals

- Reintegrate Serbia into European cultural life
- Place the culture in the central point of the city life
- Exchange knowledge and ideas
- Stimulate creativity and active citizenship
- Increase international cooperation

## Slogan and Focus

- 2017 HOPE bridge: public spaces and capacity building
- 2018 NEW WAY bridge: cultural heritage and hospitality
- 2019 FREEDOM bridge: creative industries and young people
- 2020 RAINBOW bridge: reconciliation and migrations

# DANUBIANS

= THE EUROPEAN DANUBE STRATEGY OF NOVI SAD 2021

## **We consider...**

- the EUSDR as a very motivating macroregional cooperation and dialogue framework/tool for Novi Sad in the development of Danube projects
- PA 3 and its members as important partners of our programme

## **We understand...**

- cultural cooperation in the Danube region as an essential part of the internationalisation of the local cultural scene

## **We want to...**

- reinvent Novi Sad as the cultural hub of the Danube region

## **We build up...**

- an Artist in Residence Danube Network – an opportunity for exchange and dialogue of artists in the region

## **We became...**

- project partners in two project proposals within the 2nd call of the INTERREG DTP programme (ColourCoop, CREDAC)

## **We started...**

- fostering cultural projects and cooperation between ECOCs in the Danube area
- a series of annual Danubian ECOC Days in Novi Sad (Pécs, Timișoara, Linz, Plovdiv, Rijeka)
- Danube Debates – a meeting and workshop series of experts from the Danube region to discuss current topics and challenges (culture, nature, social life)

## **We kindly ask YOU...**

- to support our aims
- to become partners of the Novi Sad 2021 programme
- to propose projects and artists, to share information with us
- to share our Danube ideas with your partners
- to visit Novi Sad in the upcoming years and of course in 2021

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**Thank you very much for supporting us!**

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**Or visit our website:**

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