

Virginija Vitkienė  
The vision of Kaunas  
beyond 2022

# Kaunas 2022 Contemporary Capital

European Capital of Culture



01

# Why Kaunas needed the European Capital of Culture title?

- shrinking city
- city with bad publicity or no publicity at all
- common amnesia
- loss of a public life and a public space / the ghost town
- lack of community engagement
- the cultural institutions lack resources to correspond to the needs and expectations of contemporary audiences
- no sustainable bonds or links between culture and business, education, and other sectors
- feeling of temporariness... temporary capital

02

## Vision for Kaunas and Kaunas District for 2023 and beyond

- A place for recognized talents, happy people and encouraging experiences
- Engaged, empowered, and sharing community, rooted in and proud of its place, emotionally attached to its heritage, participating in co-creation of contemporary narrative of the city
- Culture is accessible to everyone through friendly and creative public space and European artistic content
- Strong culture sector - visible, socially responsible, networked nationally and internationally, working in regular partnerships with social, education, business, IT sectors and with communities
- European destination, place of relevant contemporary culture

03

# Kaunas 2022 mission

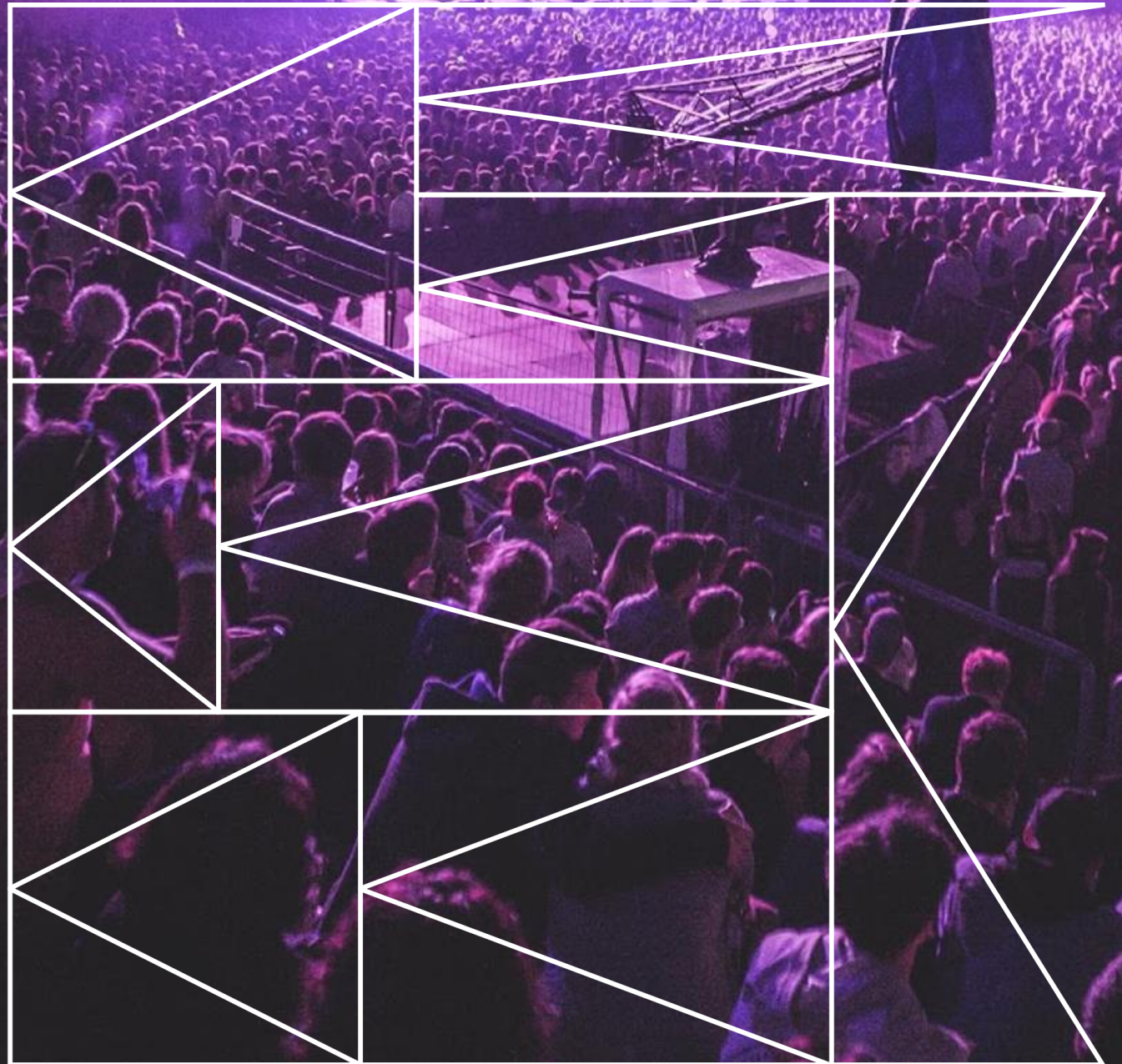
A connection point

A vehicle

A catalyst

A platform

Kaunas paradigm shift  
from temporary to  
contemporary!



# 04

## Programme development

### Ignition (2017–2018)

– strategic planning, research, capacity building, strengthening local and expanding international partnerships. Budget: 1,7 m Eur

### Agitation (2019–2020)

– community engagement actions, audience development programme for culture institutions, co-creative programming of 2022. Budget 6 m Eur

### Explosion (2021-2022)

- involves all partners and communities working to prepare, produce and implement the programme for 2022. Budget 20 m Eur

### Legacy (2023 and after)

– ensuring the continuity of the principles of cooperation and active participation and the results of the programme. Budget 1,32 m Eur

04

**Strategic planning:**

- Audience development plan
- Action plan (2018-2023)
- Marketing and communication plan
- Monitoring and evaluation plan

All 8 programmes are in making, involvement mechanisms set and methods for co-creation developed

**2 grand events:**

1. European Capital of Culture Forum
2. International Youth Camp and Festival 100 FIRST TIMES

**Other events / activities / trainings :**

8 Fluxus Labs established

Conference Modernism for the Future (Sept.) / Summer Camp on Modernist Heritage (July)

Happiness day / Neighbours day / Courtyard festival

Audience research toolkit

Trainings for future trainers

Capacity building workshops in 10 organizations

3 inter-institutional collaboration projects initiated, with at least 15 Kaunas and Kaunas District' organizations taking part, plus stakeholders from other sectors

2018

– a year of  
strategic  
planning

2019-2020

Open calls for organisations  
and artists / freelancers:

All period:

- Community engagement,
- Audience development programmes,
- Fluxus LABS (more than 30 till the end of 2020) and Courtyard Festival,

2020:

- The development of the Artistic Programme for 2022 (open calls, co-creation, programming, contracting culture institutions and organisations).

## Explosion (2021-2022)

- involves all partners and communities working to prepare and implement the programme for 2022.

## 2021

January-June, 2021: setting final event calendar

Programme presentation to the local and European community (new website, apps, digital maps etc.)

July-December, 2021: production, logistics, communication, marketing, ticketing

Preparing for the GRAND EVENTS

Communication PEAK:

local, regional, national, international channels



07



Kaunas 2022

08

2022

Kaunas – European  
Capital of Culture

52 weekends/

52 international  
projects

Kaunas 2022 presents 22  
projects (up to 30-40% of  
programme):

3 GRAND EVENTS (January, May,  
December 2022) (150 000  
participants at each event)

EUROPEAN YOUTH WEEK /  
FESTIVAL (July, 2022). Org. by  
alumni of Kaunas Challenge  
programme (Kaunas 2022)

12 main events (highlighting every  
month): 365/ The Crown of the  
Light, Litvak Forum, Fluxus Festival,  
Courtyard Festival etc.)

Plus 8 international partners -  
ECoC, EU-Japan, Esch-sur-Alzette  
2022, twin cities, UNESCO Creative  
Cities, and other partnerships.

Partners Present 60-70 % of  
programme:

30 international events organised by  
cultural and academic partners of  
Kaunas and Kaunas District:  
museums, festivals, universities,  
libraries, cultural centers, theaters,  
philharmonic and others. / Co-  
financed by Kaunas 2022

Hundreds of community initiatives  
(parallel programme).

# Expected Impacts of Kaunas 2022:

Participatory culture visibly expanded

Number of visitors at cultural institutions and events increased

Tourism rates and international visibility enlarged

Citizen self-confidence improved

Inter-sectorial and international partnerships established at cultural institutions

Capacities and skills of cultural sector built

Memory of the city revived, common amnesia issues tackled

People experience emotional attachment to common heritage via stories. They recreate Kaunas legend themselves.

# Legacy of Kaunas 2022 (2023 – 2030 and after)

Infrastructure for culture is adequate for contemporary art and needs of Kaunasians and city guests

Museums, galleries, theatres, culture centres provide services relevant to current audiences and get regular Kaunasians' attention

Accessibility to culture is ensured for everyone

Sustainable system of funding of community arts and activities established

Youth stays in Kaunas after studies to work and create families here because of the work, living conditions and cultural supply

Kaunas is a destination of European and worldwide cultural tourism due to its contemporary approach

## How to and who will ensure the LEGACY of the ECoC project?

Kaunas and Kaunas District cultural sector / cultural institutions

Kaunas and Kaunas District municipalities through strengthened Cultural Policy as horizontal tool for sustainable development

Government through keeping policy of regional development



### SOPHIE CALLE ATSITRAUKIMAS / DETACHMENT

Daugelis buvusių Rytų Vokietijos simbolių Berlyne sunaikinti, kai kur dar likę jų pėdsakai. Nufotografavau jų nebuvimą ir pasikalbėjau su praeiviais. Nebesančių pamonių vietas užpildžiau jų paliktais prisiminimais.

In Berlin, many symbols of the former East Germany have been erased. Some traces remain. I photographed their absence and spoke to passers-by. I replaced the missing monuments with the memories they left behind.

Sophie Calle

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