



**Potsdam2010**

## **STANDARD PRESS RELEASE EUROPEAN CAPITAL OF CULTURE – POTSDAM 2010**

### **Positioning:**

Potsdam, the capital of Brandenburg, has applied to be nominated European Capital of Culture in 2010. This title is awarded annually to a city by the European Commission. One of the main aims is to demonstrate the diversity of the region and within the EU and to boost joint ventures. Ten cities from all parts of Germany are currently vying for the title: Karlsruhe (Baden-Wuerttemberg), Regensburg (Bavaria), Potsdam (Brandenburg), Bremen (Bremen), Kassel (Hesse), Braunschweig (Lower Saxony), Essen for the Ruhrland (North Rhine-Westphalia), Görlitz (Saxony), Halle/Saale (Saxony-Anhalt) and Lübeck (Schleswig-Holstein). At the end of June 2004 the nominations were sent to the German Foreign Office. By the end of June 2005 the Bundesrat (Federal Council with representatives from all the states within the federation) will have made a preliminary decision which the Foreign Office will then submit to the EU on 30. September 2005. The Bundesrat will propose at least two cities. In the summer of 2006 the EU will announce the final decision. Germany will be the organizer of the European Capital of Culture together with Hungary.

### **Concept:**

#### **Imagine...Potsdam inspires visions!**

This is the idea with which Brandenburg's capital is competing for the title European Capital of Culture 2010. Potsdam really seems to be predestined to become European Capital of Culture 2010. It is known for its beauty and cultural diversity, for features such as the fact that it is a Unesco World Cultural Heritage Site – the largest north of the Alps – and has a modern socio-cultural centre situated on a former industrial wasteland. It also sports European-style architecture, the internationally important film studios, vast historical gardens and parks alongside the modern park created for the German Garden Show on former military terrain, music festivals at Sanssouci and internationally famous dance festivals, the VW Design Centre, a dynamic youth culture scene, centres of highly advanced scientific research and sports centres with Olympic facilities.

"Imagine...Potsdam inspires visions" is the official motto of Potsdam's application, which is under the patronage of its citizens. Potsdam is, after all, the one city in Europe which has most inspired people to have visions of the future. It was not only in the past that electors and kings realized their dreams here, but today, too, film makers and artists from all walks of life fulfill their dreams. Creative minds were and still are inspired by the unique scenery surrounding the city. It is this and the cultural landscape with its magnificent views and perspectives which have attracted people of vision again and again and led to the creation of ever more new dreams built on those already realized.

*With its impressive scenic backdrop and interesting history the city really is predestined for this role. It is a melting pot of European ideas and thinking, especially in three important areas: landscape gardening, architecture and film making, which are to form the focus of the application.*

*Potsdam owes its beauty and splendour to a large extent to its kings and their architects and landscape gardeners. The people of Potsdam today are closely linked to the heritage of their ancestors and this heritage gives them the strength for new dreams. Inspired by ideas and dreams from the most diverse countries in Europe, by master builders from the Netherlands, philosophers from France, singers from Russia, architecture from Italy, advisors from England, as well as by its old and new inhabitants, Potsdam is working on a new vision for the future of Europe.*

*Art and culture have shaped Potsdam until this day and made it the birthplace of political visions: the Edict of Tolerance of 1685, which can be seen as the first attempt at a "green-card-style" immigration policy, and the Potsdam Conference of 1945, the results of which have left their mark on Europe. The ability to look ahead without ignoring the past, to absorb new ideas without losing the own identity, to take on the new without discarding traditions, to "think freedom", all this is what characterizes the inhabitants of Potsdam.*

**For the different landscapes which can be experienced in the city today are the results of unparalleled ideas and inspirations, and the desire for innovation. Against this background, with the enormous potential which the city has today, more visions are being created for Potsdam and also for Europe. Europe needs visions. They are the basis of all art, culture and politics: they were in Europe of Frederick the Great and they are today in Europe of 25 states, and will be in the EU of 27 states in 2010. They were and still are being created in Potsdam. That is why the European Capital of Culture 2010 can only be the capital of Brandenburg: Potsdam.**

## Stepping Stones towards the concepts of tomorrow

### 1<sup>st</sup> Stepping Stone: The unique landscape

The attractive location of Potsdam city, surrounded as it is by beautiful forests and lakes in the midst of gently rolling hills, not only inspired the Great Elector and persuaded him to purchase the land the city lies on as early as the seventeenth century, but today, too, its unique character is still a joy to the modern visitor. At that time it was thanks to the decisive influence of Moritz of Nassau-Siegen, a friend and advisor of the Elector's, that an extensive programme for the improvement of the whole landscape around Potsdam was launched. His vision was that the whole island should become like paradise. This dream has indeed come true over the centuries and will still be alive in 2010 for we will continue to create this paradise.

### 2<sup>nd</sup> Stepping Stone: Architecture of European influence

Potsdam is more than just Sanssouci. Everywhere you feel as if you are in a life-size picture book. This life-size model extends over an area of 187 square kilometres, sporting examples of European architectural and cultural history on all scales: from massive door locks to the fine detail in the design of the facades, from the historic cornices around the tops of the houses to the private courtyards and gardens, from the straight building lines to the innovative design of the public areas. In Potsdam, above all, you will come across the most diverse forms of European architecture within a very small area. There is the Dutch Quarter, the Russian Colony Alexandrowka, the French church and the Italian village with its turreted villas, the English cottages and Norwegian log Cabins, the Bohemian village Nowawes and the Swiss-style chalets. Europe is easy to find and easy to reach in Potsdam.

### 3<sup>rd</sup> Stepping Stone: The legendary world of films

*„Der Blaue Engel“, „Sonnenallee“, „Solo Sunny“, „Der Pianist“ or „Metropolis“ – all these films have one thing in common: they were made in Potsdam-Babelsberg!*

There may be no other place in Europe where visions have been transformed into movies for almost one hundred years, where the visitor can experience the history of the film industry and perhaps bump into an Oscar award winner at work. Nowhere are so many different film genres produced at the same time, from TV-series and documentaries to big Hollywood productions. The recipe for success at the Potsdam-Babelsberg media centre is and always has been its creative potential which stems from three sources: the European historical and cultural context, the interaction of professional art and economic activity and the innumerable possibilities which derive from the symbiosis of education, science and the world of news and entertainment.

Development and innovation are particularly dynamic in the media and film industries which will play a prominent part in the run-up to Potsdam 2010 and, of course, during the whole of the European Capital Culture year.

## The Potential

### **a. Urban development**

The Schiffbauergasse is a major cultural site where the off-scene, newly-built theatres and the new economy form an inspiring symbiosis. Here one of the greatest dreams of the past years has come true. At the moment this exciting place mainly attracts young people and the avant-garde but by 2006 at the latest it will be the number one address for culture in the town. The on-going discussion about the rebuilding of the historic city centre and of Potsdam's Palace continues to fascinate people.

In addition to develop concepts for public institutions, plans for new housing are also of great importance. There is the Zentrum Ost, the eastern part of Potsdam with its big housing schemes Stern, Drewitz, Schlaatz, Waldstadt and Kirchsteigfeld, and the new development area around the Bornstedter Feld – Potsdam is under construction and on the move.

### **b. Research and scholarship**

Potsdam has an above-average IQ. In addition to three universities with over 20.000 students, there are more than 4.000 scientists and scholars working at about fifty research institutes, more than in any other city of this size in Germany.

Research has been part of the tradition here since the middle of the nineteenth century. When the world's first astro-physical observatory opened in 1874, the research centre "Telegrafenberg" was set up. Here the future is created. Representatives of the life sciences and the humanities will join together to ask questions and propose possible solutions and this will become an important basis for the planning of the programme for 2010.

### **c. The Arts**

Potsdam is creative. This dynamic cultural landscape is home to a wide range of cultural and artistic organizations and institutes, academic and social initiatives. A programme packed with events, a great choice of concerts, theatres, political cabaret, dance productions and exhibitions are proof of the quality and the diversity on offer, all of which are unparalleled in a city of this size. The opening of the new theatre building is proof that things are still moving in Potsdam. Music, too, has an important part to play, whether it is at the music festival in Potsdam Sanssouci, the courtyard concerts, the jazz festival or the concerts in the Waschhaus. The fabrik Potsdam, which is internationally active and famous, provides Potsdam with dance.

### **d. Public involvement**

Potsdam is politically active. Potsdam has a large number of grass-roots organizations. Whether it is the restoration of the municipal canals, the Palace or the Belvedere on the Pfingstberg, street parties to liven up the Dutch Quarter or Babelsberg, scientific lectures or exchanges with twin towns, countless volunteers are involved in a great variety of projects on behalf of their home town. They are reliable partners who will guarantee the successful realisation of our project in 2010.

## OVERVIEW:

### Organizational Structure:

*The „Kulturhauptstadt Potsdam 2010 GmbH“ was founded by the Potsdam Municipal Council in January 2004. Project manager, Moritz van Dülmen, and his team have been in charge of the application since December 2003.*

### Committees:

The political managing committee consists of representatives of the state ministries, members of the German Parliament and representatives of the local Council. Its task is to win public approval for Potsdam's application.

In December 2003 a group of citizens founded an association with the aim of promoting the application.

**Patronage:** The people of Potsdam

**Potsdam:** Capital of Brandenburg State  
144.000 inhabitants  
UNESCO-World Heritage Site since 1991:  
Palaces and Gardens  
Former residence of the Prussian rulers  
Centre of universities an research  
Lakes and countryside

**Twinned with:** Bonn  
Bobigny (F)  
Jyväskylä (SF)  
Opole (PL)  
Sioux Falls (USA)  
Perugia (I)  
Lucerne (CH)

## Capital of Culture: Basic Information

### Background

The Cultural Capital of Europe initiative was brain child of the Greek minister of Education and Cultural Affairs, Melina Mercouri, and was created in 1985 by the EU's Cultural Council at an intergovernmental level. Since then, every year it has proclaimed at least one European city to be European City of Culture. The last German city to win the title was Weimar in 1999 during the German EU presidency. Lille (France) and Genua (Italy) were nominated European Capitals of Culture 2004, in 2005 it will be Cork (Ireland).

### European Capital of Culture

Under German presidency the selection procedure was changed and at the same time the name was changed from European City of Culture to European Capital of Culture.

### Rotation principle

The new procedure is based on the principle of rotation by means of which individual EU member states can propose one or more Capitals of Culture for a specific year.

### Panel of experts

An international, independent panel of seven experts assesses the nominations. This jury consists of two members each from the European Parliament, the European Council and the European Commission, and one member from the regional Committee. The European Parliament has three month to comment on the nominations after they have been submitted. Then the Commission makes its recommendation to the Council.

### International candidatures

Germany can propose one or more cities for 2010. Nominations within Germany are made according to a procedure which was agreed on by the Bundesrat, the State Ministers of Education and Cultural Affairs and the German Foreign Office.

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