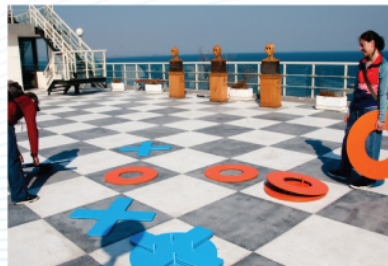


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## *Support for creation and promotion of innovative cultural events*



Operational Programme  
Regional Development 2007-2013

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## Operational Programme Regional Development 2007-2013



### **Support for creation and promotion of innovative cultural events**

Within the framework of Priority axis 1 “Sustainable and integrated urban development”, Operation 1.1 “Social infrastructure” of Operational Programme Regional Development in November 2010 was launched the Grant Scheme **BG161PO001/1.1-10/2010** **“Support for creation and promotion of innovative cultural events”**.

The implementation of the scheme will contribute to **renovation and enrichment of the cultural life in Bulgarian cities, strengthening their identity and uniqueness**, and transforming them in a better environment for living full life and recreation, with vibrant communities and innovative people.

## SCHEME OBJECTIVES

- To encourage development, renovation and enrichment of cultural life through organizing and promoting cultural events as a main factor for building the identity and uniqueness of settlements in urban areas;
- To create and develop new unconventional forms of cultural events based upon innovative ideas and practices for presenting and promoting cultural events;
- To provide conditions for equal access to culture for citizens of different social and ethnic groups that will contribute to their inclusion in the cultural processes.

## FINANCIAL RESOURCES OF THE SCHEME

Total amount of the scheme – **BGN 19,5 million**  
The financial resources of the scheme allocated in **2 components, as follows:**

- **Component 1 “Municipalities of the 7 big cities”** – Sofia, Varna, Burgas, Russe, Pleven, Plovdiv and Stara Zagora, with a total amount of the scheme – **BGN 5,8 million.**
- **Component 2 – “79 municipalities within the scope of urban agglomeration areas”,** with a total amount of the scheme – **BGN 13,7 million.**



*Official Opening of Rose-Picking and Rose-Boiling, Karlovo Municipality*

## INNOVATION IN THE SPHERE OF CULTURAL ACTIVITIES

Within the category “innovative cultural event” are included all related to creating, preserving, producing, disseminating, adopting, study and education, unconventional cultural events, works of art and practices that feature non-standard innovative approach:

- with relation to their idea (a new theme or interpretation of familiar subject is introduced);
- with relation to art practices and forms (**art synthesis** or joining of the potentialities of art and science, architecture, design, technology, pedagogy, education, ecology, healthcare, etc.);
- with relation to presumable recipients (with capacity to attract **new audiences** or **to change position** from recipients passive viewers to active participants in the event; a method of active participation in planning, design and implementation of activities or the so-called “**participative technologies**”);
- with relation to **authors/performers** (to mobilize the potential of representatives of various social groups or different social actors related to governance and development of the city’s cultural infrastructure);
- with relation to **information channels (to use new methods for effective dissemination of information to new target groups)**;
- with relation to **locations of project implementation (new urban spaces are reclaimed as action scenes)**;
- with relation to social effects (art as a social integrator or as a generator of new cultural and social **solidarity and identity effects** based on location, quarter, city).

The conception of innovative cultural event does not include the possibility that a similar event has been implemented already in Bulgaria, the region, EU, or somewhere around the world, but the essential in this case is that **the event has developed on specific local cultural soil** and breeds new life into local traditions, as it even goes beyond them; addresses local needs, local spirit (“cultural ecology” of the location) and leads to creating a “cultural trade mark” of the target territory.



*"Digital Art Alternatives" City Multimedia Festival, Varna Municipality*



*"Bridges to the Future", Gorna Oryahovitsa Municipality*

## ELIGIBLE ACTIVITIES

- **Organizing and/or implementing innovative cultural events and good practices**, with the aim to enrich cultural life and increase the attractiveness of cities in agglomeration areas and build local identity. The innovative cultural event should be implemented/ organized **mandatory two times within the project implementation period**.
- Activities **related to mass media, promotion and advertising of the implemented innovative cultural events**;
- Small-scale infrastructure activities linked to organization and implementation of the innovative cultural event (providing accessible architectural environment to people with disabilities, public works and/or landscape gardening activities, **renovation, reconstruction, renewal** of buildings, directly related to the implementation of innovative cultural event);
- Providing **an adequate equipment and furniture in relation to the organized events**: purchasing of technical facilities and equipment (stages, fences, audio, lighting and video engineering, multimedia, screens, etc.)



*"Bridges to the Future", Gorna Oryahovitsa Municipality*

## SIGNED CONTRACTS

On 9 August 2011 were signed **contracts with 39 municipalities**, as the total grant amount adds up to **BGN 19 million**, of which **BGN 16 million is co-financing provided by the European Regional Development Fund**.

**Maximum duration** of grant contract implementation – **24 months**.



*SOFIA CONTEMPORARY, Sofia Municipality*



### Component 1 "Municipalities of the 7 major cities"

| N | Кандидат           | Наименование на проекта   | Иновативни събития  | Място и период на провеждане   |
|---|--------------------|---|---|--|
| 1 | Sofia Municipality | "Art Festivals in Public Spaces: SOFIA CONTEMPORARY and Open Air Festival in West Park" | SOFIA CONTEMPORARY<br><br>Open Air Festival in West Park  | Downtown – Sredets Area, Oborishte Area, Triaditsa Area<br>19.10-09.11.2012<br><br>Periphery – Ilinden Area, Lyulin Area, Krasna Polyana Area<br>03-11.11.2012 |
| 2 | Varna Municipality | "Accessible culture in Alternatives"  | "Digital Art Alternatives" City Multimedia Festival<br>"City Festival of Interactive Transformation of Sacral and Profane Spaces"<br>"City Festival of Chanson and its Times"<br>"City Festival of Hobbies and Spared Time" | Varna City<br>October 2012<br>May-June 2013  |
| 3 | Russe Municipality | "I, THE CITY" – Contemporary Urban Culture Festival                                     | "I, THE CITY" – Contemporary Urban Culture Festival   | Russe City<br>21-30.09.2012  |



|   |                     |  |                             |   |
|---|---------------------|--|-----------------------------|---|
| 4 | Burgas Municipality | "Return to Burgas: Past, Present and Future" | "Include the City" Festival | Burgas City<br>23-25.03.2012<br>22-24.03.2013 |
|---|---------------------|--|-----------------------------|---|



"Palette of the Arts" Festival, Pomorie Municipality



"Include the City" Festival, Burgas Municipality

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## Component 2 “79 municipalities within the scope of urban agglomeration areas”

| N | Applicant                 | Project title  | Innovative events   | Location and time framework  |
|---|---------------------------|--|---|--|
| 1 | Smolyan Municipality      | „RHODOPES-FEST”  | “Orheus Stories”<br>“Rhodopes Stories”<br>“Street Energy”<br>„Rhodopeans”<br>„Orpheus Horo”   | Smolyan City<br>End of October 2012<br>June 2013   |
| 2 | Balchik Municipality      | “Balchik – Stage of the Arts”  | Interactive Initiatives for Preparation of the Public OPEN CLASS<br><br>“Public Presentation” – Interactive Audio-Visual Performances | Balchik City<br>05-09.06.2012<br>Choir Festival<br>27.07-03.08.2013<br>Balchik Classic Days<br>22-29.06.2013<br>Short Film Festival<br>01-15.09.2013<br>Young Artists Festival |
| 3 | Velingrad Municipality    | “All the world is a stage, and all the men and women merely players” | “All the world is a stage, and all the men and women merely players”  | Velingrad City<br>September 2012<br>May 2013   |
| 4 | Gabrovo Municipality      | “Gabrovo – an Industry of New Urban Culture”                         | “Gabrovo – an Industry of New Urban Culture”  | Gabrovo City<br>06.10.2012   |
| 5 | Dimitrovgrad Municipality | “Maritsa Art-Eco Festival Formula”                                   | “Maritsa Art-Eco Festival Formula”  | Dimitrovgrad City, Yabalkovo Village, Raynovo Village<br>End of September 2012<br>Beginning of June 2013   |

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|---|---------------------------|---|--|---|
| 6 | Razgrad Municipality      | "Razgrad – the City is a Stage"   | "Razgrad – the City is a Stage"                                | Razgrad City<br>14-15.09.2012   |
| 7 | Troyan Municipality       | "Implementation of an Innovative Cultural Event in Troyan Municipality – Bulgarian Festival of the Plum"  | "Bulgarian Festival of the Plum"                               | Troyan City<br>September 2012   |
| 8 | Stamboliysky Municipality | "Festival of the Pepper, Tomato, Traditional Foods and Crafts – the Cultural Trade Mark of Development, Renewal and Improvement of the Attractiveness of Stamboliysky Municipality" | "Festival of the Pepper, Tomato, Traditional Foods and Crafts" | Stamboliysky City,<br>Kurtovo Konare Village<br>07-09.09.2012<br>Beginning of August 2013 |



*Official Opening of Rose-Picking and Rose-Boiling, Karlovo Municipality*



*"Sozopolis" Festival, Sozopol Municipality*



|    |                     |  |   |  |
|----|---------------------|--|---|--|
| 9  | Tundja Municipality | "Tundja of traditions and innovations" Festivities   | <p>"The Land of Tundja Sings" Creative Workshop</p> <p>"The Land of Tundja Dances" Creative Workshop</p> <p>"The Land of Tundja Creates" Creative Applied Arts Workshop</p> <p>"All at the Village Square" Festive Concerts</p> <p>"The Fire of Generations" Open Air Stage</p> <p>"Tundja Children Do it That Way..." Exhibition</p> | <p>General Inzovo Village<br/>17.09-05.10.2012<br/>01.04-21.04.2013</p> <p>Tenevo Village<br/>17.09-05.10.2012<br/>01.04-21.04.2013</p> <p>Kabile Village<br/>17.09-05.10.2012<br/>01.04-21.04.2013</p> <p>Kukorevo Village, Bezmer Village, Skalitsa Village, Pobeda Village, Ovchi Kladenets Village, Krumovo Village, Golyam manastir Village, Savino Village, Mejda Village<br/>22.09-12.10.2012<br/>01-22.04.2013</p> <p>Simeonovo Village<br/>05.10.2012</p> <p>22.04.2013</p> |
| 10 | Lovech Municipality | "Lovech – Roots of the Past – Bridges to the Future" | "Lovech – Roots of the Past Bridges to the Future"  | Lovech City<br>October 2012  |

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| 11 | Veliko Tarnovo Municipality | Creating and Promoting Innovative Cultural Events – “Stage of the Centuries” Summer Opera Festival   | “Stage of the Centuries” Summer Opera Festival   | Veliko Tarnovo City<br>27.07-05.08.2012  |
| 12 | Karlovo Municipality        | “Renewal and Enrichment of Cultural Life through Organizing and Promoting Cultural Events as a Main Factor of Identity- and Uniqueness-Building of Karlovo Municipality” | “Rose Queen”<br>“God Grant us Rain, for the Rose to Have Oil and Dew”<br>Official Opening of Rose-Picking and Rose-Boiling<br>“Rose Lane”            | Karlovo City, Kliment Village,<br>Karavelovo Village<br>16.05.2012<br>24.05.2012<br>25.05.2012<br>26.05.2012<br>Beginning of July 2013 |
| 13 | Botevgrad Municipality      | “Brass Band March”   | “Brass Band March”   | Botevgrad City<br>01-03.10.2012  |
| 14 | Lyaskovets Municipality     | “Lyaskovets – Parti-colored Capital of Vegetables and Gardening from Abroad” Carving-Festival  | “Lyaskovets – Parti-colored Capital of Vegetables and Gardening from Abroad” Carving-Festival  | Lyaskovets City<br>28.09-07.10.2012  |
| 15 | Kazanlak Municipality       | “Touched by Antiquity”   | “The New Thracians” Spectacle<br>Fair of the Thracian Crafts and Arts<br>“Thracian Camp”<br>“Street Parade”<br>“Art Fest Multimedia”<br>“City-Stage” | Kazanlak City<br>24-30.08.2012<br>23-29.08.2013  |

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| 16 | Vidin Municipality        | "Danube Waves" Art Festival                           | "Danube Waves" Art Festival   | Vidin City<br>October 2012/2013  |
| 17 | Pernik Municipality       | "GUITARIADA – "Cultural Trade Mark" of Pernik City"   | "GUITARIADA – "Cultural Trade Mark" of Pernik City"   | Pernik City<br>28-30.09.2012   |
| 18 | Silistra Municipality     | "Art Parade – Silistra"                               | "Art Parade – Silistra"   | Silistra City<br>01-15.10.2012   |
| 19 | Yambol Municipality       | "Tundja Valley – Palette of Colors, Music and Dances" | "Open Spaces" Art Festival  | Yambol City<br>End of September or<br>Beginning of October 2012<br>May-June 2013   |
| 20 | Dobrich City Municipality | "Dobrich – Living Embroidery of Talents"              | Talent Festival   | Dobrich City<br>September 2012<br>May 2013   |
| 21 | Sevlievo Municipality     | "Welcome to Sevlievo – the Pumpkin Capital"           | "Welcome to Sevlievo – the Pumpkin Capital"   | Sevlievo City<br>Ryahovtsite Village, Dushevo Village, Petko Slaveykovko Village, Dobromirka Village, Gradnitsa Village<br>13-20.10.2012 |
| 22 | Sozopol Municipality      | "Travelled/Future Roads"                              | "Sozopolis" Festival  | Sozopol City<br>30.05-03.06.2012<br>29.05-02.06.2013   |
| 23 | HarmanlyMunicipality      | "Harmanly in Songs and Shades of Color"               | "Harmony" Festival – Choir Festival<br>"Harmony" Festival – Musical and Artistic Performances<br>"Harmony in Harmanly"<br>Art Planer with Exhibition "My City - Harmanly" | Harmanli City<br>01-03.06.2012<br>01-03.06.2013  |

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| 24 | Dolna Mitropolia Municipality  | "Municipal Decade of Culture and Art in Trastenik City, Dolna Mitropolia Municipality" | "I'm Dancing Like You" Street Art School<br>"Adults Teach the Young" Planer Calendar of Dreams<br>From Woman's Hands and from the Heart   | Trastenik City<br>September 2012   |
| 25 | Pomorie Municipality           | "Palette of the Arts" Festival   | "Yavorov – the European Poet of Bulgaria" Multi-Art Festival, Summer Art Studios<br><br>"The Salt of Life" Art Studio<br>"Dionysus" Spectacle-Performance<br>"Parade of Folklore Ethnic Groups" | Pomorie City<br>19.07.2012<br>June 2013<br><br>August 2012<br>August 2013                                  |
| 26 | Gorna Oryahovitsa Municipality | "Bridges to the Future"  | "Bridges to the Future"   | Gorna Oryahovitsa City<br>25-26.05.2012  |
| 27 | Gotse Delchev Municipality     | "Nevrokop Fair" Cultural Mosaic  | "Nevrokop Fair" Cultural Mosaic   | Gotse Delchev City<br>October 2012   |
| 28 | Kardjali Municipality          | "The Bridge – a Crossroad of Cultures"   | Open Air Art Days<br>"THE BRIDGE – Live Conception" Weekend Festival  | Kardjali City<br>September 2012<br>April 2013  |
| 29 | Kuklen Municipality            | "Kuklen Cultural Holidays – to Transform Traditions" ("Kuklen Live 2012-2013")         | Historic Recurrence of an Ancient Custom" Raising of the Kuni"<br>"Holiday of the Cherries" under the motto "Kuklen Live"<br>"Yavorovo" Creative Workshop                                       | Kuklen City, Yavorovo Village<br>25.08.2012<br>01-02.09.2012<br>08-09.09.2012<br>Last Saturday of May 2013 |
| 30 | Avren Municipality             | "From the 19-th to @ 21-st Century – the Traditions are Alive"                         | "Authentic Avren Festival"<br>"Avren sings and dances"  | Avren – September 2012<br>Kamchya – 01.04-01.05.2013   |



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| 31 | Kyustendil Municipality | "Barduche Festival of the Natural Elements – Earth, Air, Fire and Water"  | "Barduche Festival of the Natural Elements – Earth, Air, Fire and Water"   | Kyustendil City<br>September 2012  |
| 32 | Shumen Municipality     | "Shumen – the Living City"  | "The Changed City – Preserved Past"<br>"Language and Memory – the threads that bring us closer"<br>„The Playing Letters"   | Shumen City<br>September-November 2012<br><br>May 2013   |
| 33 | Peshtera Municipality   | "Creating and Promoting Ethno-Cultural Festival in Peshtera Municipality" | "Creating and Promoting Ethno-Cultural Festival in Peshtera Municipality"  | Peshtera City, Radilovo Village and Kapitan Dimitriev Village<br>October 2012<br>June 2013   |
| 34 | Maritsa Municipality    | "On the Road Stage Meets the Cultural Traditions of Europe and Maritsa"   | "We Sing, Dance and Live Together" Municipal Ethno Festival<br><br>"From the Spring" National Fair of Authentic Folklore<br><br>"We are Familiar with the Culture of Europe" Cultural Festival<br><br>Maritsa Municipality Holiday | Dink Village<br>28.08.2012<br>9-11.05.2013<br><br>Trud Village<br>07.09.2012<br>08.04.2013<br><br>Graf Ignatievo Village, Stroevo Village, Tsaratsovo Village<br>21-22.09.2012<br>9-11.05.2013<br>Manole Village<br>23.09.2012<br>15.08.2013 |
| 35 | Pazardjik Municipality  | "Regional Art Festival – Pazardjik"                                       | "Regional Art Festival – Pazardjik"  | Pazardjik City<br>End of September 2012<br>01-10.06 2013   |

## EXPECTED RESULTS OF CONTRACTS IMPLEMENTATION

- Overcoming of the negative image of a location with the help of art, i.e. symbol transformation of the place, transformation;
- Inclusion of socially disadvantaged groups in an art project, i.e. achieved social integration through art;
- Open urban spaces (street) used as a stage;
- Complementing adequately implemented activities on related infrastructure funded by OPRD – community centers, parks, squares and other elements of urban environment;
- Multiple effect to the event – circulated in other city areas;
- Introduced best practices in the field of innovative cultural events – 306;
- Expected number of visitors at the innovative cultural events – 1,1 million people.



*Official Opening of Rose-Picking and Rose-Boiling, Karlovo Municipality*

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Elaborated under project: BG161PO001/5-01/2008/056  
Production and distribution of informational materials for the Operational Programme  
"Regional Development" 2007-2013 (OPRD)  
Priority axis 5: "Technical assistance" OPRD. The project is financed by  
the European Regional Development Fund and state budget of the Republic of Bulgaria.

