



MAGDEBURG 2025

EUROPEAN CAPITAL OF CULTURE
CANDIDATE CITY



Out of the Void

Magdeburg



201 sq km city area
1,900 ha green areas in total
200 ha biggest park of the city

40 districts
241,613 inhabitants
14 % 0–17 years
24 % over 65
9.4 % people with different nationalities
8.7 % unemployment rate



2 universities
18,000 university students
3,000 international students



21.1 km length of river Elbe within Magdeburg
9 bridges over the river Elbe



60 years puppet theater



3,600 works composed by
Georg Philipp Telemann
*1681 in Magdeburg



9 museums: KHM, Naturkunde, Ottonianum, Kunstmuseum,
Lukasklause, Circusmuseum, Frisörmuseum, Technikmuseum



Jahrtausendturm, (German: millennium tower) is, at 60 metres (200 ft), one
of the highest wooden towers in the world.



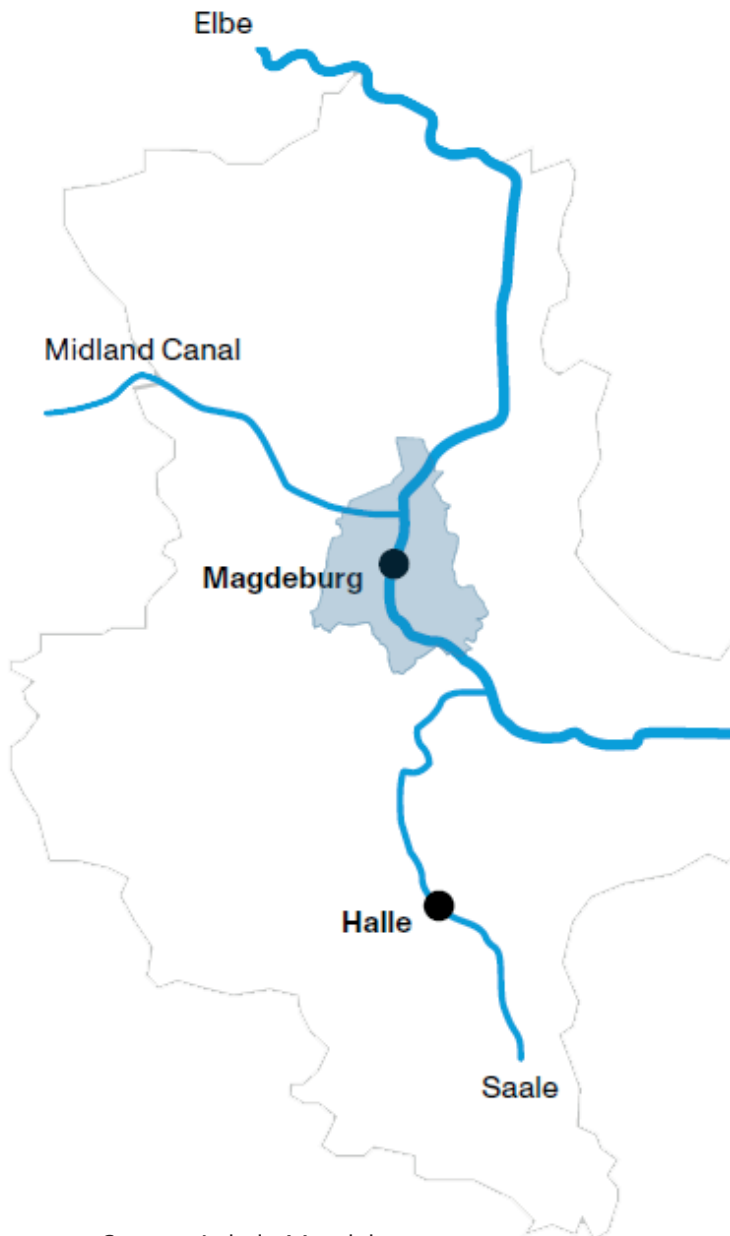
113 playgrounds



135 km tram



514.5 km length of cycle path



Germany, Saxony-Anhalt, Magdeburg

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Cultural and artistic content

Q8

How will the cultural programme combine local cultural heritage and traditional art forms with new, innovative and experimental cultural expressions?

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Q9

How has the city involved local artists and cultural organisations in the conception and implementation of the cultural programme?

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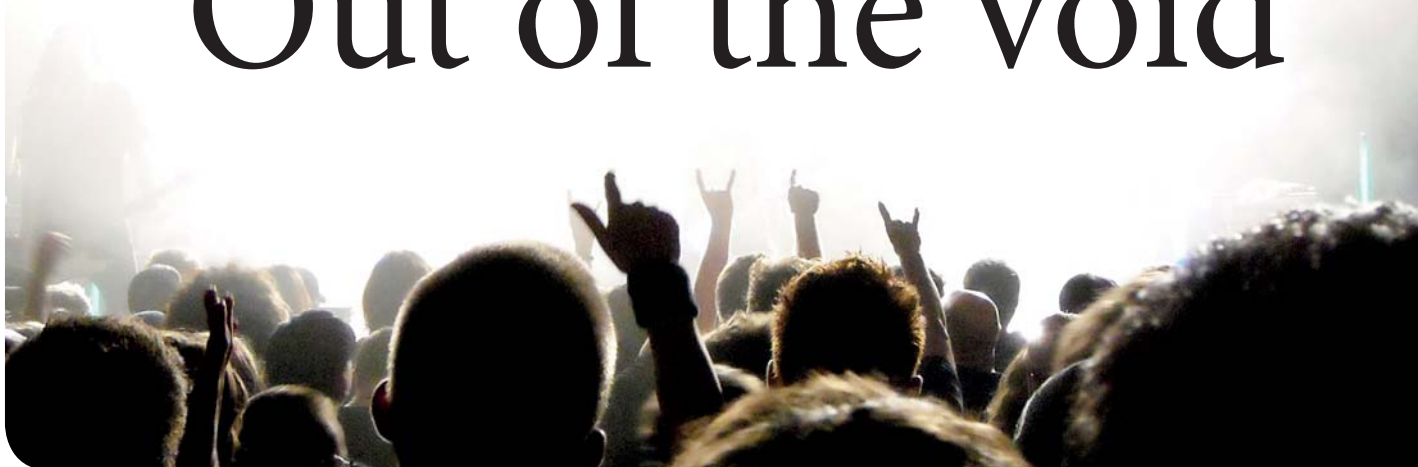
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Q37

Could your artistic programme be summed up by a slogan?

Out of the void



Q38

What is the city's intended marketing and communication strategy for the European Capital of Culture year, in particular with regard to the media strategy and the mobilisation of large audiences? This includes the use of digital communication channels.

Out of the communication void is the direction we want to go. Magdeburg has two main voids in terms of communication:

- It is a white spot on Europe's map.
- It has either a bad image in Germany – or none at all.

For our Out of the Void storytelling this means we have to make some noise on the **European and international stage** with our communication tools, stories and projects. In addition we want **to activate our passive-satisfied at home**, and all those who have not noticed yet that Magdeburg is a – well, perhaps not a sleeping beauty – but certainly a sleeping surprise, about to clap her eyes open.

Von nüscht kommt nüscht

This is a bit of a local way to say: From nothin' comes nothin'...

One thing is for sure: people in Magdeburg have a special mentality and we have to appeal to this special mentality. If Magdeburgians can be inspired by something, you can count on the power of their en-

thusiasm, because they love the city and are proud of it. But we want to redirect this pride that usually is focused on the Cathedral and the river Elbe. We want to redirect it to activities rather than buildings, to people rather than landmarks. This was the reason to launch the campaign MACHEN! (Just do it!) and accompany it with slogans appealing to the very downtown- earth mentality of people: Von nüscht kommt nüscht. If you don't do anything, then nothing will change. People have responded well to this, because it became clear: Magdeburg 2025 is not about high-brow culture that does not speak to me. It also tackles what has been found to burn most: the lack of a city centre, the lack of vibrancy when 'pavements get folded up' in the evenings.

For the communication of culture we have to develop a culture of communication – one that speaks the language of all our citizens, whether new arrivals or the ones who have lived through the system change, whether it is the many regional commuters who travel in and out of the city every day, whether people who were born here or come here to stu-

dy, to work, to make a family or to enjoy their retirement. We see our communication activities very closely connected to the **audience development programme** – accompanying it and learning about our local audiences through it.

The funny thing is: Once people get to know Magdeburg, they are often enthusiastic and feel the energy of the city. Does not mean they are staying. But it's a first step. So, our goal and responsibility is to come **out of the void of negative thinking** and make people keen on developing a city-identity. We want to make culture an experience and enable the sharpening of identity through group bonding. This makes the city self-confident. And a self-confident, radiant city is attractive to outsiders as well!

TV/Rundfunk, national

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Lokal-TV

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Social Media

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How will you mobilise your own citizens as communicators of the year to the outside world?

Q40

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music is playing everywhere

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ORGANISATIONAL STRUCTURE



We want to be prepared and ready to start moving out of the void. With the Mayor and other decision-makers of the municipality, we agreed to found a limited liability company, **Magdeburg 2025 GmbH**, if we are shortlisted. In that case, the Magdeburg 2025 Ltd. will be established by the city of Magdeburg in 2020, during the selection phase. Even though Magdeburg 2025 Ltd. will be established with the municipality as the only shareholder, it will be independent in decision-making, especially in terms of programming and artistic matters.

Since the City of Magdeburg will be the only shareholder, the City Council will appoint members of a **Supervisory Board**. The statutes of the organisation will ensure that there is political as well as civic society representation on the Board. The Supervisory Board appoints the CEO. The Board's further tasks are to decide the economic plan and to control the budget. However, the Supervisory Board has no influence on the artistic content, its task is an administrative one. Once a year the Supervisory Board reports to the City Council as the shareholder reunion.

The position of the **CEO** will be subject to an international open call. We prepare the open call during the selection phase, and will publish it immediately, if, and as soon as we are designated as European Capital of Culture. The CEO is responsible for overall global leadership of the project and has final decision-making responsibility.

Partners in developing the overall strategic direction of the organisation are three **directors**: the artistic director, the communication and marketing director and the director for business and administration. All directors will report to the CEO.

The statutes of the limited liability company will strengthen the position of the artistic director to guarantee artistic independence and a budgetary independence with high power of attorney. The three directors will be chosen at the beginning of 2021.

Each of the directors will have a sufficiently staffed **team**. Beyond the usual tasks, we would like to draw attention to a few specific positions: As we place high focus on audience development in our concept, we are planning a designated audience development team within the **Community and Capacity Building** section of the organisation. As an important contribution to **capacity building**, we also plan to set up a position within the **fundraising team** that applies for local, national and EU funds as well as assisting and sharing skills with project partners (especially for the independent scene) in this area. A **monitoring and evaluation coordina-**

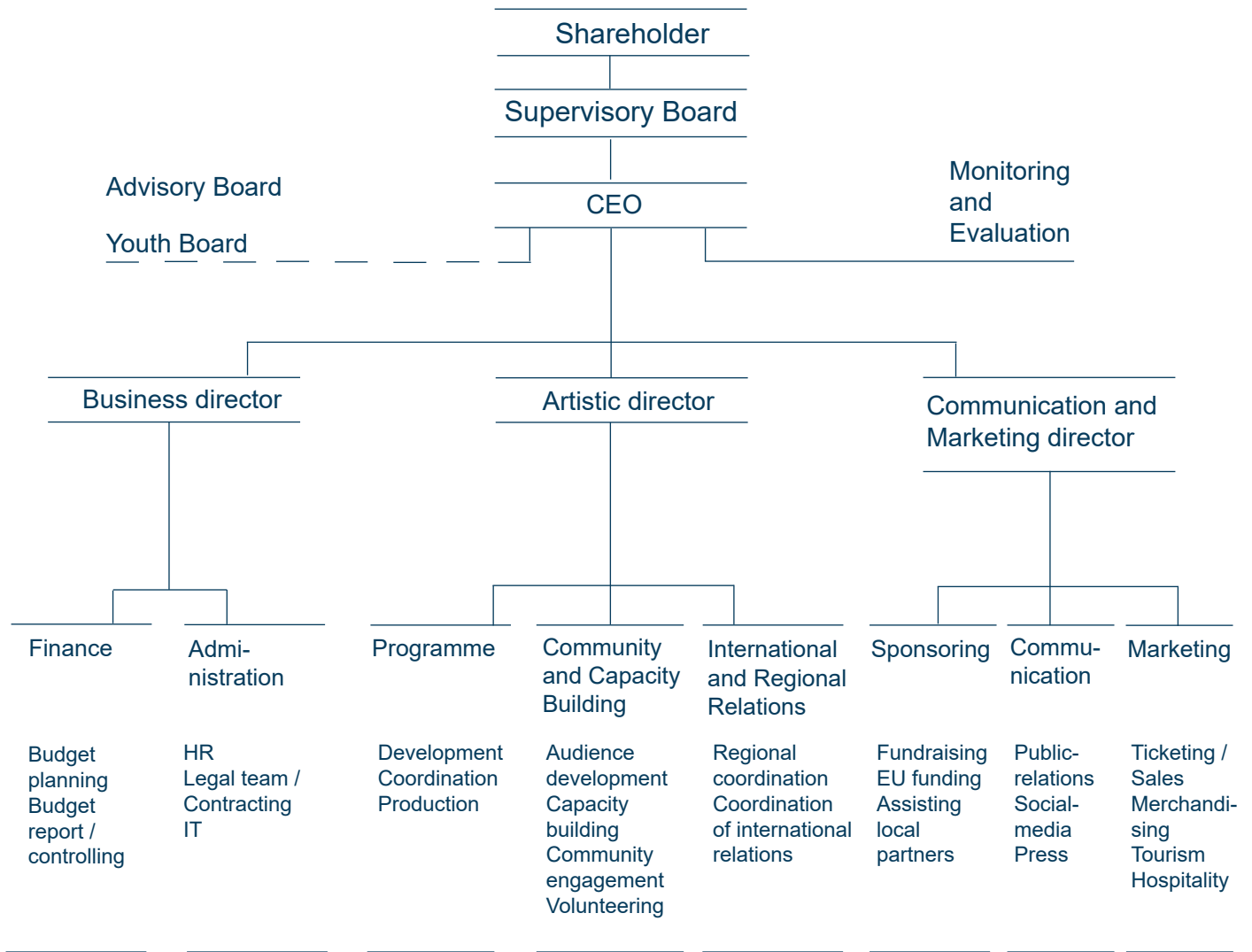
tor will directly report to the CEO and communicate between all partners involved in the monitoring process.

The **Advisory Board** is composed of representatives from the region, civic society, national and international artistic and cultural field, and our universities. Meetings of the Advisory Board are planned several times a year, to support the CEO and the directors by (regional, national and international) networking and advice on realising the programme.

A new kind of advisory group will be the **Youth Board** composed of 10 young people age 14 to 18. The Youth Board is a kind of think tank for innovative ideas and new perspectives in terms of cultural programme, participation approaches, youth-oriented communication and marketing. Therefore, it is not assigned to a specific team but to the CEO.

To ensure continuity in the transition from the bidding to the implementation phase and to develop the artistic programme further in the direction of its original purpose, it is planned to give the bidding staff the opportunity to continue working in the new structure.





skills

1200 Jahre alt
Domstadt
Kaiserstadt
Lieblingspfalz Otto des Großen
Elbestadt
Erzbistum
Lutherstadt und Druckerzentrum
Unser Herr Gotts Kanzlei
Industriezentrum
Erste Deutschen Theaterausstellung 1927
Universitätsstadt
Stadt der Moderne
two Exhibitions of the European Council
Magdeburger Recht
Hansestadt
Magdeburger Halbkugeln
stärkste Festung Preußens

persons

G.P. Telemann
Richard Wagner
Wilhelm Rabe
Marie Nathusius
Kaiser Otto der Große
Editha von Wesex
Königin Luise von Preußen
Friedrich von Steuben
Friedrich der Große
Martin Luther
Tokio Hotel
Reinhard Lakomy
Bruno Taut
Herrmann Beims
Albinmüller
Carl Krayl
Johannes Göderitz
Hundertwasser

places

Magdeburger Börde
Drömling
Haldensleben
Halberstadt
Burg
Stendal
Halle (Saale)
Gardelegen
Elberadweg
Dessau

Impressum

Auftraggeber: Landeshauptstadt Magdeburg

SatzLayout:

Druck:

Team



on every street to magdeburg