



# VOLOS MAGNESIA 2021

CANDIDATE CITY FOR EUROPEAN CAPITAL OF CULTURE

*Attracting Evolution*

Application form - Preselection phase





# Application Form

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**VOLOS - MAGNESIA**

CANDIDATE CITY FOR EUROPEAN CAPITAL OF CULTURE 2021

*Attracting Evolution*

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## INTRODUCTION | GENERAL CONSIDERATIONS

### *Why does your city wish to take part in the competition for the title of European Capital of Culture?*

Our wish is based on the need of the city to rediscover its previous cultural splendor, to overcome the scourge of the economic and institutional crisis, to exceed the limits, to highlight different people and cultures, to teach and learn the “art” of culture.

During its peak, all the myths and symbols are transformed into art. In this land where we were born, grew up and learned to love, we were taught about the Argonauts and the Argo, the mythical ship on which coexisted poets, musicians, ship-builders, sailing masters and scientists, heroes and athletes.

A ship, which, in simple terms, embodies the idea of coexistence of different people from different places, closely connected to the European vision of “coexisting in diversity”. So, Volos represents a cradle of civilization, a place where the innate need to seek for the new and the unknown is enhanced, along with the love for the arts, letters, science, culture and sports. It is a starting point and a cross-roads of culture, the best way to praise the faith that makes the language of culture international and simple.

In the years of the economic crisis priorities have changed, bringing forward the simple needs for survival: poverty, harsh living conditions, declining resources, increasing unemployment and the dissolution of institutions and values, have placed culture in the background.

The resulting gap carries a special weight, unbearable most of the time, precisely because our cultural heritage is in desperate need to find a way out. This is particularly understandable if we embrace the idea that culture acquires various and different meanings when associated with sociopolitical phenomena.

So apart from the obvious problems connected with austerity, we have to face the difficulties that undermine social cohesion and collective identity. Moreover, we are missing out on the beneficial effects produced by culture to people’s welfare, mental balance, mutual understanding, education and peace.

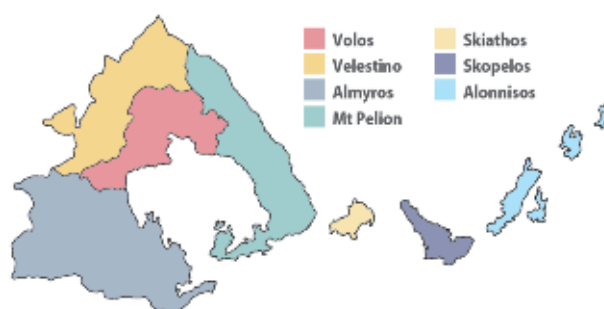
The ECoC title would give us the opportunity to bring forward a counterweight of values that will restore the moral attitude, will cultivate the critical eye and assist in regaining the collective knowledge of self.

Thus, culture becomes a lever for growth, a means to create jobs, a contribution to infrastructure upgrading and a way to facilitate the inflow of technology and offer new opportunities for people to experience and develop initiatives that will benefit the community as a whole. In conclusion, it could lead us to a future which we plan to be even brighter than before: in a future where culture flourishes at every possible level, encourages the exchange of ideas, passes on myths and symbolism, creates interaction programs, achieves spiritual evolution and promotes healthy competition, solidarity and volunteering under the light of the European principles and values.

### *Does your city plan to involve its surrounding area? Explain the choice.*

Volos is a city that combines natural beauty, history and culture. Nevertheless, it would be a great loss to confine ourselves within the city walls and ignore the surrounding area, which includes ancient Greek elements, ecological diversity and gastronomy, through a tradition that portrays these sites as a point of convergence of many historical events up to the present day.

The Magnesia region has been characterized, at times, as a miniature of Greece, precisely because it combines similar geographic morphology and population that could be found in separate parts of the territory. So, having the city of Volos as headquarter, our goal is to create a cultural trip through radial paths that will bring an historical and semi-otic enrichment on one side and highlight the peculiarities of each region on the other. It is worth to briefly mention below some of the cultural elements found in the surrounding areas.



### **Velestino – Ancient Feres**

The vision of community and brotherhood of the great writer, politician, thinker and fighter Rigas Veleslinlis, through the Greek Enlightenment, leads us to Feres, his hometown. Here, passing through the



archeological sites dating back to the Neolithic era, we find ourselves on the shores of Lake Karla, a site of great ecological interest, the reinstatement of which has been described as the largest wetland restoration project ever done in Europe.

### Almyros

In the Almyros surrounding area, lays the small town of Anavra an ecological village the development of which is based entirely on renewable energy sources. Further on, we encounter the Environmental- Cultural Park "Goura", an area of 240 acres of outstanding natural beauty. The idea of this park was conceived in order to protect, optimize and develop both the natural environment and cultural assets /monuments (churches, bridges, water mills) associated with it, aiming to awake the environmental awareness.

Another small gem of Almyros is the forest of "Kouri", an area already declared as biogenetic reserve and included in the Natura 2000 programme.



It is an oak forest, unique in Europe, with walks and trails of incredible environmental value for education and recreation.

### Mount Pelion

It is no coincidence that, according to legend, the twelve gods of Olympus had chosen Pelion as their summer residence. Its geographical position and morphology were crucial for the cultural development of the area early in the 17th century. The unique Pelion architecture features residential



buildings as well as many ecclesiastical monuments, fountains, paved squares, bridges and cobble streets, constituting one of the most traditional settlements in Greece.

So, when walking along its paths, we realize that this is in fact a living organism. We can visit the theatre (1200 seats) and Chestnut Feast in Xourihti and enjoy the sounds of the Pelion-International Word & Art Festival in Tsagarada.

The monastery of Pau, founded in the early 18th century, works as a Conference Centre serving the cultural needs of the University of Thessaly. Moreover, the renovated old monastery of St Nicholas, located in the same complex, is an ideal place to conduct cultural and scientific activities.

Another sample of the peculiarity of Pelion is the island of Trikeri. The ancient churches with the wooden sculpted temples, the stone houses of captains, the picturesque custom of the traditional Pelion wedding and the precious gold-trimmed female costume are a vivid example of the historical grandeur and old nobility of the local arts. At a short distance we find the Old Trikeri, also known as the "Inferno Island" that became a place of exile for thousands of women who resisted maltreatment through culture and arts. Against all odds, they created a choir and performed in theatrical plays as well as in commemorative and festive events.

In Horto is based the "G. Angelinis - P. Hatzinikou Foundation". Thanks to its constant commitment to the arts, since 1984 many major music seminars hosting important musicians from Greece and abroad were organized, as well as high level artistic events at the outdoor theater of the Foundation while working with many local agencies for the development of the region through education and culture.

Last but not least, we mustn't forget to mention the famous Pelion cuisine through which has survived the most direct, lively and simple part of Pelion's folk culture: tradition and myth in a crock pot. The dishes prepared in Pelion may vary, depending on the religious or social occasion: wedding, birth, festival, death or even the collective construction of a house: in simple terms the joys and sorrows of a community.

### Northern Sporades

Our brief tour couldn't miss out on the beautiful archipelago of Magnesia.

**Skiathos**, with the house of Papadiamantis, one of the greatest Greek writers, referred to as "the saint of Greek letters", who's writing vividly depicted the life on the island during the 19th century. The islet



of Bourtzi still holds the ruins of a castle built in 1207 and destroyed in 1660. Northeast of the port is the Strofilia Lake, a wetland habitat for migratory birds (including black swans) of particular ecological interest.



The Monastery of Our Lady of the Annunciation adorns the highest peak of the island. Built in 1792, has a remarkable library and a folkloric - ecclesiastic museum, which keeps sacred objects and images. In the Monastery's Church, rest the holy remains of more than twenty-one Saints and Holy Fathers of the Orthodox Church.

**Skopelos** is famous for the Peparithio Wine, known for its aphrodisiac effects, and for the Asclepius, the oldest settlement in the Aegean. In the city of Skopelos, which has been characterized as a traditional settlement, has its place the house Pavlos Nirvana – History Museum of Skopelos, which presents the history of the town and of the island from ancient times until present day and is under the supervision of the Department of Modern Monuments and Technical Works of Thessaly under the Ministry of Culture. A traditional mansion of Skopelos, called Vrakatsa, has its place of honor in the city centre, also serving as a museum. In its court-yard, are often organized cultural events, book presentations and scientific lectures. In the folklore museum located in the village Glossa, are exhibited the traditional costumes of the island, everyday household items and furniture. In the same village the Museum of Cultural Heritage and the Perseus Library of the Hellenic World Foundation is established.

The National Marine Park of **Alonnisos**, the third of the major islands of Northern Sporades, is home to the monk seals *Monachus monachus*, a protected species of the Mediterranean. It is the first park of its kind in Greece and the largest protected marine area in Europe.

The Byzantine submerged shipwrecks, in Alonissos and the surrounding areas, were the inspiration for the first Underwater Museum of Greece, completed in 2015 and soon to be opened. This project is part

of the "Project for Innovative Development Fund" awarded by the Ministry of Development to the Region of Thessaly.

Alonissos also houses the International Academy of Classical Homeopathy, the only institution in the world, dedicated exclusively to the teaching of Homeopathic Medicine.

We realize, at this point, that the region of Magnesia, consists of a heterogeneous yet tightly connected land: hence the decision to participate as a whole to the promotion of culture through the institution of the European Capital of Culture.

### *Explain briefly the overall cultural profile of your city.*

Volos is a city whose citizens "breathe in" culture in order to live. Maybe is because of its history, or its heritage or just the fact that it has always been a crossroad of people, in any case, we can rightfully say that this is a distinctive point.

The city, inhabited since the Neolithic Era, changed geographical boundaries and names starting from Sesklo and Dimini (7 to 8 millennium BC), through the ancient Iolkos in the Mycenaean period (1600-1100 BC), Pagases in the Classical period (6th century BC.) and finally Demetrias in the early Christian and Byzantine years. The exact origin of the city's current name is lost in time; however the name "Volos" first appeared in the early 14th century.

Alongside with the boundaries and the name, the population is also changing, as for its origin and social and cultural characteristics. At this point, we need to take a step back to explain the origin of the cultural diversity of Volos and Magnesia.

### **Ancient Years**

Archaeological research revealed more than forty Neolithic settlements, considered the most important of the Balkan Peninsula. Excavations have uncovered horn and stone tools, pottery and obsidian objects bearing information on the cultural and social characteristics of the time.





In the Mycenaean era Iolkos (Volos) became an important economic and cultural centre directly linked to the myth of the Argonauts. The economic activity revolves mostly around the port and its commercial transactions, while inland, people work in farms and breed cattle.

During the 3rd century BC, Volos is a military station and a Macedonian stronghold. The Macedonians brought their own cultural elements creating a palace, a market and a theatre.

### Early Christian and Byzantine years

From the 6th to the 15th century, part of the growing population shifted from Iolkos to other locations.

The most important centres of early Christian and Byzantine period were Demetrias and Phthiotic Thebes with their ancient theatres. The Slavic invasions in the late 6th century forced the population to move from Phthiotic Thebes on the hill of Paleon seeking refuge in the fortification of a Justinian Castle. In the following centuries, the city began to lose its importance mostly due to the repeated raids by Saracen pirates.

After the fall of Constantinople in 1204, Dimitriada was given to Melissenos, a well-known Byzantine family. In 1423 the castle of Paleon was conquered by the Ottomans, forcing the residents to retreat to the heights of Pelion.

### Ottoman Empire

During the Ottoman occupation, Volos loses all its prestige and economic power. Nevertheless, the local cultural and intellectual activity, although confined to mt. Pelion, flourishes, turning the small mountain villages into a major cultural centre.

### Recent history

The modern city of Volos was built after 1830 on the coast, drawing again benefit from the same geographical position that once made it the economic centre of Thessaly. After the liberation from the Turkish domain, the city grows rapidly returning quickly to its former glory.

In 1890 starts the construction of the Municipal Theatre, while two other outdoor venues, the "Orpheus" and the "Olympia", present their own productions.

The increase in living standards and the developments in education are inextricably linked with the industrial revolution that takes place during the 19th century. The combination of products arriving from the plain of Thessaly, mt. Pelion and the

Northern Sporades directly into the industrial production of Volos, create a continuous flow of money to the fast growing city, with imaginable cultural implication.

The local traders founded branches of their businesses in Trieste, Marseilles, Antwerp and other European cities; carrying back new streams through the stimuli they receive themselves abroad. Indicative is the establishment of the Labour Centre of Volos, the first in Greece, which is an example of how free thought develop in Magnesia and, of course, the echo of the Greek enlightenment proclaimed by Rigas Velestinlis and the Milies School. Characteristic of the western influence and European orientation of the citizens of Volos is the shift towards Western music, with the establishment of equivalent musical schools and ensembles, while their favourite form of entertainment is what they called "Veggera", an evening musical gathering.

In the early 20th century education became a major issue in Volos. Three major personalities of the time plead the cause of public education:

- Alexandros Delmouzos: principal of the Higher Elementary School for Girls in Volos and head of the Demoticism movement.
- The poet Costas Varnalis who runs the renowned, at those times, Girls School in Argalasti Pelion.
- Alexandros Papadiamantis: wrote and recorded the life and the past of the region. Living between Athens and Skiathos, he started writing about the ancient years and went on to describe the contemporary society towards the end of his life.

The migration from the Ottoman Empire in 1914, Bulgaria in 1919 and the arrival of refugees after the destruction of Smyrna in 1922, changed forever the population mosaic of Magnesia, bringing together new cultural influences from the east. Thus, Magnesia converted to a cultural funnel. The local traditions, mixed up with those of the East and West, laid the foundations of a cultural map, unique in Greece.

Then, a strange phenomenon occurs in which westernized orchestras, Smyrna instruments, bagpipes, drums, clarinets and flutes coexist. Thus, the city of Volos resonates with the soft music of the "Attik", Sophia Vempe's love songs and the "European" songs of Nikos Gounaris. Meanwhile, under the influence of wine and tsipouro, young sweethearts adopt a new way of expression, as the Asia Minor's rempetiko gains ground and the folk songs become more and more popular.

The outbreak of the Second World War stopped abruptly the development of the city, economically, socially and culturally.

After the war, however, Volos was reborn from its

ashes. The peculiarity of the region and the temperament of its residents contributed to turning the city yet again into one of the major urban and economic complexes in Greece.



The industrial zone became a model of development, with fast growing factories creating jobs and employing a consistent part of the population. The living standards are high and so are the cultural expectations. The love and need for culture led to the creation of cultural organizations, which quickly became famous, giving prestige to the city. So in the 1970s there is a blooming of schools and venues for music, theatre, performing arts, visual arts, and education in general.

In 1976 the Municipal Conservatory of Volos and the related Philharmonic Orchestra of the Municipality of Volos were founded.

The International Guitar Festival was first organized in 1978 and hosted many of the major guitar players in the world ever since. Among them, are, worth mentioning Leo Brower and Paul Galbraith.

The establishment of the University of Thessaly in Volos, in 1984, gives even more thrust to the city, raising the educational and cultural level of the region.

In 1988 the New Volos Municipal Theatre is inaugurated, with two stages and 1000 and 1800 seats, respectively. People embraced the performing arts and the public expectations were so high that raised the level of culture and education in the city. Indeed, until now, there is a well-known saying among the Greek actors: "if you make it in Volos



you'll make it in Athens too" A typical example is the fact that the National Opera oftentimes chooses Volos to present the preview of their productions, exactly because of the higher critic level of the audience.

The Municipal Symphony Orchestra, created in 1992, has a vast repertoire covering a range of projects in different styles, from pre-classical to contemporary music, from opera to musicals. For this reason they often toured, appearing in theatres in Greece and abroad.

In 1994 the old building of the Electricity Company of Volos is converted into a theater of 220 seats adding a new stage to the city and since then the list goes on forever, as in the last decades the cultural development of Volos is huge: among the numerous events and initiatives and performers, are worth mentioning the "Musical December", the "Musical Theater Centre", the "Festival of Performing Arts", the "Nea Ionia Estudiantina", the Philharmonic Orchestra, the Traditional Orchestra and Choir "Ionia", the "Voliotiki" and "Polyphonic" Choir.



Meanwhile, across Magnesia museums, cultural events and institutions associated with both music and theater and the local tradition have spread continuously. Equally important is the presence of the private sector in the activities, with continuous financial support through sponsorships.

### Culture today

Looking at present day, modern Volos retains very little of its glorious past.

The current crisis, the political instability and the capital controls have influenced culture, even though they affect more quality rather than quantity.

The Municipal Theatre of Volos, that once was the city's gem, is now closed, while the few remaining productions are relegated to the outdoor theatre. Lately, the main building's renovation has been included in the NSRF program.

The Municipal Symphony Orchestra, with its



tremendous repertoire, had to stop performing 10 years ago and in the last 5 it even ceased to exist, while its board is still struggling to put things back on track.

Historical buildings and cultural centres are in desperate need of an immediate rehabilitation, while it is necessary to create an office for the promotion of culture and civilization, and for the survey of their impact on society. This will also function as a link between operators and institutions.

The ongoing recession led many contractors to close or move their factories in another Balkan country. Today, the city has an unemployment rate among the highest in the country, while the resources, once provided by the private sector, have now shrunk.

At the same time, the merger of Municipalities and Communities as a result of the "Kallikrates" project, led to an overlap of disparate artistic companies and sporting clubs, with dramatic results. It's politics itself, then, that keeps dormant much of the splendor of the past.

Despite that, the heart of Volos strives to beat, the city's nineteen museums and the constant action of the Municipal Organization for Children's Education, Sport and Culture (M.O.C.E.S.C.) and the Municipal Theatre Organization (M.T.O.) keep alive the flame of culture. Even though, currently, most of the events are focused on sports, however, regardless of the poor budget, they don't lack in imagination and creativity.

Thanks, mostly, to the relentless effort of our volunteers, we became a city of major sports events like the European Basketball Championship U19 and the World Championship of Women's Water Polo, both in 2015.

We have proved, yet again, that the decision to designate Volos as an Olympic city in 2004 wasn't wrong. We are one of the few cities in Greece that still uses the Olympic venues, offering sports and entertainment to citizens and visitors.

Thanks to the same volunteers, who keep summing up every year, we have even more sport events coming up in the next two years. Volunteerism is now like a soft whisper that will become a mighty roar for the purposes of the European Capital of Culture "VOLOS-MAGNESIA 2021".

Due to administration problems, most of the cultural events of the city are presented during specific seasons (Christmas, Carnival, etc.), while the number of other performances related to music, performing arts, visual arts and film making, has dropped dramatically when compared to the previous years.

Other small folklore museums are spread throughout the region of Magnesia and involve dozens of cultural associations, trying to preserve the local cultural characteristics. But, their efforts appear weak, exactly because they are scattered and do not have an institution to unite and represent them.

The broadening of the cultural horizon, resulting from including the entire Magnesia region in the ECoC, is a primary objective of our application. We want to create an "umbrella" under which, even the smallest of cultural associations, not only will continue to operate, but will also successfully enrich and increase their activity. Also, in addition to creating new institutions and cultural activities, we aim to unite all the cultural elements that either exist already, or will arise through our strategy.

### ***Explain the concept of the programme which would be launched if the city is designated as European Capital of Culture***

Volos, because of its central geographical position and the importance of its commercial port (one of the largest in the country) serves as an eclectic melting pot for people and cultural influences.

Its inhabitants have been familiar, for centuries, with a continuous exchange of information at every level, which made them open-minded, with a wide perspective of education and culture. We could say that the very name of our home, Magnesia, literally worked as a magnet attracting over time culture and its constantly developing evolution.

«**Attracting Evolution**», therefore, is our starting point and our motto, as we try to attract and integrate trends, places and cultural messages, not only from Greece and Europe, but also from around the world. Our goal is to evolve and become more sensible, more informed, more active: in one word, complete.

Starting from Volos, comfortably settled in the center of Greece, we would like to extend our range of action, initially to the other areas of Magnesia, and later on, to other areas of particular cultural interest and other candidate cities throughout Greece. Then, the aim is to promote leading cultural and scientific projects both in Europe and in the New World. We would like to point out that we've already come to a partnership agreement with other candidate cities in Romania, with former ECoC candidate cities but also with others cities that will be European Capitals of Culture in the years between now and 2020.

«**Attracting Evolution**» means that more and more partners will be drawn to and included in the

Capital of Culture "Volos Magnesia 2021" as authors, co-authors, audience and volunteers. The city, as a living organism, interacts, through its inhabitants, on multiple levels, attracting the new trends in art and culture. So, we create a structure directly or indirectly (through the media) accessible to everyone.

«**Attracting Evolution**» means, then, accessibility for all. Playing with the Greek language we see that the word "πολιτισμός" (culture), from which we derive the adjective "πολιτιστική" (cultural), also gives the derivative "πολιτισμένος" (civilized). We believe, therefore, that the European Capital of Culture should have a dual role and send its message on both levels. Therefore, as equally cultured and civilized beings, we think that any kind of discrimination is unacceptable for our ECoC, whether it is social, racial or of any other form. This is the reason why we invited people from minorities such the Rom, the Albanian, the Jewish and other communities, including the elderly and the disabled, to join our team of volunteers.

«**Attracting Evolution**» means a call for participation and partnership. Our cultural vision involves the "marriage" of the local to the European and the international, a chance to combine the old with the new, to blend different elements in order to promote not only new artists, but also of new art forms. After all, history has shown that art always finds its way. The combination of music and theatre gave birth to Opera and the combination of painting and theatre led to scenography. So, our goal is to create such combinations that will lead to new innovative forms of art, proving, beyond any doubt, that Art itself is a living and evolving organism.

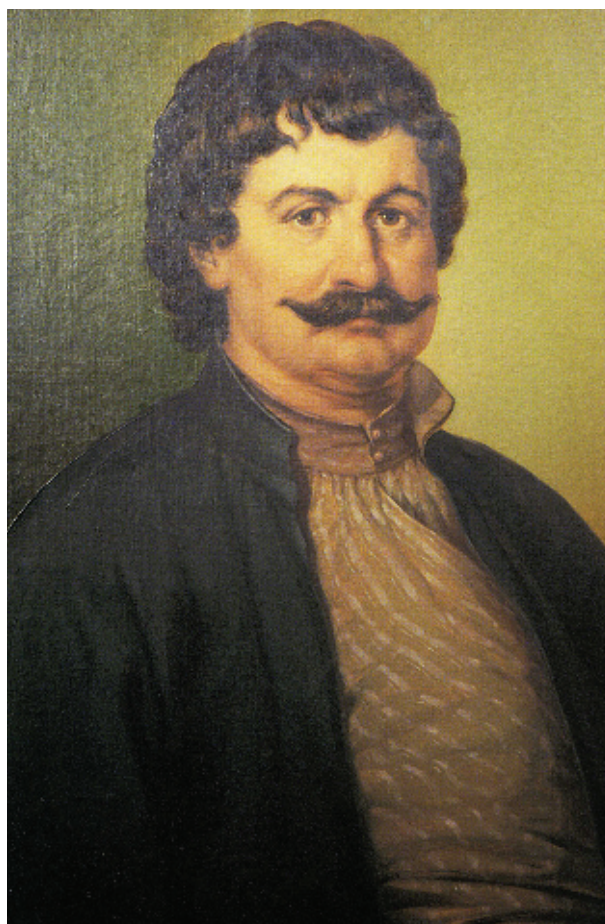
«**Attracting Evolution**» means cooperation, both at national and European level. Exchanging programs and artists and running co-productions are another key factor of the ECoC "Volos Magnesia 2021". The exchange of ideas is the best way to teach and learn art and culture, but also to glean the work of new authors, who, under other circumstances, would not have the opportunity to present their creations. Diversity, combination of new and old elements, development and accessibility, play the key roles in our concept and strategy, allowing us to create new data.

«**Attracting Evolution**» means environmental and ecological concern. The biodiversity of Magnesia is unique: the flora of Mt. Pelion and Othrios, Lake Carla, the marine Park with the seals *Monachus monachus*, the wetlands of Strofilia and the Kouri forest, represent only a small part of the environmental spectrum of Magnesia. In the field of environment and ecology, we designed specific actions to promote culture and raise people's awareness.

Guided by the well-known Indian saying "we not inherited the earth from our ancestors, but we borrow it from our children", we aim to achieve an environmental education by developing the ecological consciousness through seminars, lectures, tours, walks, and public participation in European orientation programmes on environment and ecology.

«**Attracting Evolution**» means the legacy of enlightenment and modernism. Pillars of this heritage are Rigas Velestinlis and Giorgio de Chirico. The teachings of the great Greek thinker, who professes that "from knowledge arises prosperity, through which free nations shine", spread a message of absolute equality of all citizens regardless of religion, colour, sex or origin. On the other hand, the work of de Chirico draws its inspiration from the land of Magnesia, influenced by Greek mythology and especially the Argonauts and affecting the development of the city of Volos.

This is the legacy that we hold and share through the filters of the basic principles of the European culture. Thus, the philosophical dimension of "Volos Magnesia 2021" will be based on the work of these two great personalities of the 19th and 20th centuries, respectively, and the people affected by it.









# 1 | CONTRIBUTION TO THE LONG-TERM STRATEGY

**1.1. Describe the cultural strategy that is in place in your city at the time of the application, as well as the city's plan to strengthen the capacity of the cultural and creative sectors, including through the development of long term links between these sectors and the economic and social sectors in your city. What are the plans for sustaining the cultural activities beyond the year of the title?**

It is particularly important to have the infrastructure and institutions that could enhance the ability of cultural and creative operators. In the present situation and in view of the existing economic crisis that is affecting all Greece, the city of Volos and the region of Magnesia, in general, are more closely related to the redevelopment of projects, restorations and maintenance, rather than creating brand new infrastructure. The design of the ECoC "Volos - Magnesia 2021", regarding buildings, infrastructures and artistic productions will revolve around and be characterized by three factors:

1. A five-year business and budget plan for 2016-2021 released by all the Municipalities of Magnesia and Thessaly.
2. The macro-economic plan of the Government in terms of growth.
3. Direct financing by the private sector.

The reconstruction of the city of Volos will initially affect the urban landscape and immediately after the cultural level.

Creative interventions are envisaged in areas and institutions opposite to one another, in order to create a connection and an interdependence between them. As an ECoC, "Volos - Magnesia 2021", seeks to leave a legacy of cultural and socio-economic links, focused on their long-term operation. This means creating self-financing infrastructures to host culture, with a long-term plan that will allow them to be productive rather than merely exist as sterile institutions.

In particular, the triptych "Antithesis, Synthesis, Metamorphosis" is the essential inspiration upon which the planning of the ECoC "Volos - Magnesia 2021" is based, regarding the "recovery" of institutions and the creation of new models of development.

Antithesis: between the city's glorious cultural past and the current economic and cultural situation, that functions as a starting point (raw material).

Synthesis of the raw material with actions based on innovative ideas and on institutions and organizations already functioning.

Metamorphosis: of the city and of the prefecture as a result of the abovementioned synthesis.

**The strategy, the innovation and the basic outline is depicted in the following chart**

STRATEGY	ACTIONS AND DEVELOPMENT
ACCESSIBILITY AND INTERACTION	<p><b>Development of accessibility for every resident and visitor in all areas for cultural events under the program "Culture for All".</b></p> <p><b>Indicative actions</b></p> <ol style="list-style-type: none"> <li>a) "Cultural Multiticket", for different kinds of events.</li> <li>b) Extension of access for disabled people, through urban regeneration.</li> <li>c) Facilitating the economically vulnerable groups with special discount programs.</li> <li>d) Online access to ECoC.</li> </ol>
EDUCATION	<p><b>Educational programme within the project "BUILDING THE AUDIENCE OF TOMORROW"</b></p> <p><b>Indicative actions.</b></p> <ol style="list-style-type: none"> <li>a) Programme presentation and participation in primary and secondary education, in order to inform children about culture, creativity and new forms of art.</li> <li>b) Cooperation with the University of Thessaly (UTH) for relevant lectures.</li> <li>c) Conferences with international personalities related to culture.</li> <li>d) Creation of an educational online forum.</li> </ol>



STRATEGY	ACTIONS AND DEVELOPMENT
<p><b>CULTURAL SECTOR</b></p>	<p><b>Creative interventions in places and institutions. Organizing events.</b></p> <p><b>Indicative actions</b></p> <ul style="list-style-type: none"> <li>a) Municipal Theatre: <ul style="list-style-type: none"> <li>- Restoring and renaming it into "TECHNON ANATHESIS".</li> <li>- Transforming it into an arts and contemporary creation center.</li> <li>- Creation of a dynamic for multilevel productions (synthesis - metamorphosis).</li> </ul> </li> <li>b) Increase of funds for culture in the city's annual budget.</li> <li>c) Focus on new artistic creation, in connection with E.U. institutions and artists</li> <li>d) Reconstitution of the Municipal Symphony Orchestra, transforming it into an exportable product and cooperation with Greek and European organisations.</li> <li>e) "Cultural Almanac": International &amp; World Days as a pretext for targeted thematic actions and their impact on the present.</li> <li>f) Restoration of old buildings to be re-used as cultural venues.</li> </ul>
<p><b>NEW CREATION AND TRANSMISSION</b></p>	<p><b>Synthesis of pioneering ideas and exploitation of already functioning institutions.</b></p> <p><b>Indicative actions.</b></p> <ul style="list-style-type: none"> <li>a) Reinforcement of the existing Festivals with increased participation of new operators and artists. Tour planning for new productions.</li> <li>b) Creation of new Festivals concerning less popular arts.</li> <li>c) Artistic residencies and creation of interaction with cultural organizations abroad.</li> </ul>
<p><b>RESEARCH</b></p>	<p><b>Partnerships with educational and scientific institutions of the Region, but also from abroad in order to look for the ANTITHESIS between the old and the new, the SYNTHESIS towards new creation and the consequent METAMORPHOSIS.</b></p> <p><b>Indicative actions</b></p> <ul style="list-style-type: none"> <li>a) Partnership with the city's museums for researching and for retrieving materials from their historical archives.</li> <li>b) Establishment of competitions focusing on the study objects of the University of Thessaly (Architecture –Regional Planning).</li> <li>c) Conferences on sociological issues related to surveys on culture among the population.</li> </ul>
<p><b>EUROPEAN INTERACTION</b></p>	<p><b>Highlighting the diversity of European cultures and links with Europe.</b></p> <p><b>Indicative actions</b></p> <ul style="list-style-type: none"> <li>a) Promoting figures internationally recognized, affecting and affected by Volos and Europe.</li> <li>b) Co-productions with European institutions and other candidate cities.</li> <li>c) Application of the triptych "Antithesis-Synthesis-Metamorphosis" in interaction with cultures of ECoC 2021.</li> <li>d) Turning Volos into a "Euro-Mediterranean City of Music".</li> <li>e) European orientation entitled "Greece: a Hug for everyone."</li> <li>f) Lectures on the European dimension of social discrimination.</li> </ul>

STRATEGY	ACTIONS AND DEVELOPMENT
<b>CULTURE &amp; PRIVATE SECTOR</b>	<p><b>Actions aimed at fundraising and sponsorship.</b></p> <p><b>Indicative actions.</b></p> <ul style="list-style-type: none"> <li>a) Cooperation with private companies for grant funds and services.</li> <li>b) Lectures aimed at ordinary citizens in order to economically support cultural activities.</li> <li>c) Attempt to create templates inspired by the "Athenian Sponsorship" of the golden age of Pericles.</li> <li>d) Creation of an information network in the private sector.</li> <li>e) Promotion of online culture in relation to the economic benefits.</li> <li>f) Creation of a Commercial Code for the diffusion of cultural messages.</li> <li>g) Cooperation with the Association "DIAZOMA" aimed at the protection, maintenance and enhancement of ancient theatrical facilities in Volos and Magnesia.</li> </ul>
<b>CULTURAL HERITAGE</b>	<p><b>Promoting the cultural heritage of Volos and Magnesia</b></p> <p><b>Indicative issues.</b></p> <ul style="list-style-type: none"> <li>a) Ancient Theatres and archaeological museums.</li> <li>b) The birth of the Greek Enlightenment in Magnesia.</li> <li>c) Industrial revolution and urban heritage.</li> <li>d) Giorgio de Chirico and modernism.</li> <li>e) Theophilos: A bridge to Mytilene.</li> <li>f) Alexandros Papadiamantis: Saint of the letters.</li> </ul>
<b>ENVIRONMENT AND URBAN LANDSCAPE</b>	<p><b>Development of EU's green directive on the protection of nature, on ensuring health and quality of life, environmental education and eco-tourism.</b></p> <p><b>Indicative actions.</b></p> <ul style="list-style-type: none"> <li>a) The "Paths" project, refers to the mountains of the region (Pelion - Othris).</li> <li>b) Utilization of the Marine Park and Diving Centre of Alonissos, and boost the first Underwater Museum in the country.</li> <li>c) Cooperation with the Environmental Park of Anavra.</li> <li>d) Project: "Tracing the Region"</li> <li>e) Promotion of Lake Karla's programmes (wetland habitat) and the Kouri forest (unique ancient oak forest in Europe).</li> <li>f) Cooperation with environmental organizations, public and private, to educate children and adults on ecology.</li> <li>g) Project: "Tracing the City".</li> <li>h) Regeneration of industrial buildings and their re-use.</li> </ul>
<b>PARTICIPATION</b>	<p><b>Contribution of citizens, agencies and organizations in the planning process, in formulating and implementing actions for the European Capital of Culture.</b></p> <p><b>Indicative actions</b></p> <ul style="list-style-type: none"> <li>a) The power of volunteering.</li> <li>b) Attempt to embody the entire population of the region, with active participation.</li> <li>c) Interaction of special groups (socially vulnerable, disabled, minorities etc.)</li> <li>d) Participation of public and private institutions.</li> <li>e) Production of culture with all art groups representatives.</li> </ul>



STRATEGY	ACTIONS AND DEVELOPMENT
CULTURAL TOURISM	<p><b>Integrated plan for the development of cultural tourism</b></p> <p><b>Indicative actions</b></p> <ul style="list-style-type: none"> <li>a) Use of the European Network of Capitals of Culture (ECTN).</li> <li>b) Welcoming groups.</li> <li>c) Tour guide groups.</li> <li>d) European Heritage Label.</li> <li>e) Creation of cycle lanes in cultural sites.</li> </ul>
SPORTS	<p><b>Junction of scheduled sporting events with the ECoC and creation of new ones with social orientation.</b></p> <p><b>Indicative actions</b></p> <ul style="list-style-type: none"> <li>a) Use at full capacity of the existing sports facilities.</li> <li>b) Cooperation with the municipal authorities and involvement of ECoC volunteers in the scheduled sports events.</li> <li>c) Organization of track racing events connected with solidarity issues and culture, with the participation of pupils, students and adults.</li> <li>d) Creation of sport events with ancient Greek elements and participation of athletes from around the world on a voluntary basis.</li> </ul>
THE CITY OF TOMORROW	<p><b>Ensuring progress in terms of technology.</b></p> <p><b>Ensuring long-term development and transformation of the region into a cultural centre of Europe.</b></p> <p><b>Indicative actions</b></p> <ul style="list-style-type: none"> <li>a) Extension of internet accessibility in the city and the region.</li> <li>b) Creation of a directional app, both for sightseeing and events.</li> <li>c) Project: «From Yesterday to Tomorrow».</li> <li>d) Reinstating Moutzouri (the little train of Pelion).</li> <li>e) Ensuring accessibility (roads, airport, port, bus, train, and tram).</li> <li>f) International Internet portal for culture.</li> </ul>

### **1.2. How is the European Capital of Culture action included in this strategy?**

*The main role of the town, emerging from its title as an ECoC, is to be a "catalyst" on two issues:*

**a) The relation between cultural growth and development, and**

**b) The connection between medium and long-term cultural, economic and social plan.**

The relaxation of these bonds today is a reality, brought on by the recession and partial indifference of the people. The evident result is, for the cultural life of the city and the region, to be driving in a state of hypnosis. The impact of this situation affected the overall profile of Volos, formerly known throughout Greece for its leadership in several sectors.

Excluding the private sector, which, although agonizing, continues to deliver shining examples of work, all other institutions are struggling to regroup and to reopen (Municipal Theatre, Symphonic Orchestra, "Musical December Festival", etc.).

So the term "catalyst" refers to the ability to awaken the city and carry out a restart of culture (rebooting). At the same time we are trying to strengthen and reconstruct our cultural strategy by extending it into areas previously considered of minor interest (ex. environment).

This is the catalyst of the ECoC, the missing link that would set the tone for the return of an everlasting cultural mood in the region of Magnesia.

In chemistry, the catalyst accelerates a chemical reaction. This is a role we also want to adopt, in the attempt to restore the former glory of Volos and to develop it through the filters of the European idea. While in Chemistry the role of catalyst ceases at the end of the reaction, in our case, being a "catalyst" is just the starting point to achieve our goals. Thus, in our long-term strategy, we include a city and a region that will evolve culturally over time. All the actions and initiatives may successfully be productive even after the end of the ECoC year, relying on self-financing.

The axes, on which the ECoC will be built in order to achieve this goal, are:

**1. Innovations combined with the past and the tradition, starting from the triptych "Antithesis - Synthesis - Metamorphosis".**

**2. Promoting interaction between elderly and children, with local and European programs.**

**3. Volunteering in all fields.**

**4. Scientific, archaeological and technological research, through educational institutions, interna-**

**tional organizations, private clubs, European programmes and public aid.**

**5. Originality combined with local economy in order to boost cultural tourism.**

**6. The new structures will be created for the purposes of the Cultural Capital of Europe and their development.**

**7. Development of the metropolitan area (urbanism) and regeneration, with the aim of creating an urban profile unique in Greece and Europe. This goal can be achieved by adopting new technology and with the assistance of the University of Thessaly (regarding the uniqueness of Pelion architecture and the presence of urban - industrial art in the city).**

**8. Accessibility through the program "Culture for All".**

The meaning of the ECoC should remain strong and continue its actions, not only for the first few years after the year of the title, but in time, following and perpetuating the culture inherited from our ancestors.

### **1.3. If your city is awarded the title of European capital of Culture, what do you think would be the long-term cultural, social and economic impact on the city (including in terms of urban development)?**

In the words of the British historian Arnold J. Toynbee: "Civilization is a movement and not a condition. It is a journey and not a harbour".

By this logic, our goal is the journey itself: the idea that culture is "a road full of destinations that never ends" (K. Kavafis).

Our long-term strategy, then, is based on careful financial management, that will develop into self-financing activities after the end of the ECoC year.

This can be achieved by combining our own resources, with those deriving from the institutions (new, old and regenerated ones) through European cultural platforms. One example is the constant collaboration with organizations such as the «Luglio Musicale Trapanese» in Italy.

Another very important action will be the designation of Volos as "City of Euro-Mediterranean Music" seeking collaboration with other similar institutions and expanding its actions throughout Europe.

### **Attracting evolution**

The restoration of the Municipal Theatre of Volos and its transformation into a multi-functional venue, will change the profile of Magnesia establishing a new centre of attraction for multi-cultural





Model for the Museum of Argo by the University of Thessaly

actions. The Municipal Theatre of Volos, in combination with the other theatres of Magnesia (indoors and outdoors), the archaeological sites of Demetrias and Phthiotic Thebes, archaeological and other museums, Cultural Centres and the Municipal Conservatories, will be an extensive cultural network, with partnerships both in Greece and abroad. The careful planning and the constant promotion of versatile events that can be staged everywhere by modifying their size, will result in a wide audience and a consequent increase in the finances.

### **Antithesis – Synthesis - Metamorphosis**

The triptych Antithesis – Synthesis – Metamorphosis can continue endlessly, because of the diversity of cultural issues. The contrast between the past and the current reality, in the city and the region, literally lit a flame in the cultural present of Magnesia.

A number of events, either reconstituted or part of a new programme, will enhance the cultural standard of the city with the title of the ECoC. Among them, are worth mentioning: the "Festival of Performing Arts" and the reconstituted "Musical December", the new-planned "4 Seasons Festival", (Composition), the new performances of the Municipal Symphony Orchestra and its coexistence with other musical ensembles (bands, choirs, traditional music groups). The project consists of simultaneous performances of all the above, throughout the territory, in theatres (modern and ancient), squares, villages and monasteries, in a continuous stream that feeds on itself.

### **New Creations**

The founding of the "Museum of Argo" and its correlation with the ship-building culture and waterways of Europe, will provide a continuous flow of scientific-cultural interest, resulting in the establishment of a permanent bridge of communication with foreign universities. This could become the inspiration for developing artistic projects, which have water, the sea and, by extension, the environment, as their central theme.

Similarly, the participation of European artists in projects focused on image and photography, in collaboration with the Municipal Center for History and Documentation of Volos (MCHD), the Museum of Photography and the owners of private collections, will bring a constant artistic update in tune with the European orientation. A first contact has also been made with the Athens School of Fine Arts (ASFA) in order to create an Annex in Volos.

### **Social Sector**

The social impact of the ECoC on our city is explained by our slogan "Culture for All", which translates the accessibility, we want to provide both to citizens and visitors. Our social profile will be determined by accessibility for all people with disabilities, for the elderly and other sensitive social groups: the possibility to attend online many of the ECoC's events and the policy for the economically disadvantaged groups are only a couple of our distinctive marks. Our action, however, does not stop there. The study continues long after 2021, in order to create a city-standard at European and global

level and the possibility to open a permanent communication channel between the city and anyone at reach, an online approach and access.

"Culture for All" means **NO** to social discrimination. The participation in projects with relevant meaning, of minorities, both from Greece and Europe and the innovative programme, which is currently being prepared, for introducing cultural activities in prisons, is a priority for "Volos-Magnesia 2021". The inspiration behind this whole project is once again the triptych Antithesis – Synthesis – Metamorphosis. Scrolling down the history of our region, we were impressed by the fact that during the civil war in the "Inferno-island" of Trikeri, exiled women created an entire festival within the prison premises. These women resisted the inhumane conditions of their detention through culture. We intend to use the very same establishment, as a symbol of the fight against social discrimination, to create a place dedicated to free thinking, where young artists can meet up and communicate through the universal language of artistic creation. Cooperation with European bodies to resist social inequality and dis-



crimination enhances the city's new social profile.

### Financial sector and urban development

The wide range of regeneration plans, based on the urban landscape of Volos, combined with the uniqueness of the Pelion architecture, blows new life into two ambitious integration projects: «Tracing the City" and "Tracing the Area." At the same time, an app will be activated, giving access to historic, artistic and tourist information. All this will serve as an engine for economic growth, offering visitors, even after 2021, the ability and incentive to walk in the footsteps of Chiron and Jason, to follow the paths of Rigas Velestinlis and Anthimos Gazis, to cross the bridges of de Chirico and the alleys of Papadiamandis.

«'Εκ τῶν γραμμάτων  
γεννᾶται ἡ προκοπή,  
μέ τήν ὁποίαν  
λάμπουν  
τά ἐλεύθερα ἔθνη»

Rigas Velestinlis, in the 22nd Article of his book "Human Rights", describes the importance of knowledge in freedom, as stated in the key points of the

Enlightenment. Back to our time, we can safely say, that culture, in its dual translation (Culture & Civilization), is intended to ensure the freedom of thought and the freedom of the individual. This dipole is complemented by an overall contribution of the population (volunteers), through their participation in the ECoC, both as audience and co-creators.

The aim of "Culture for All" is to raise the cultural level of the region, with a spectacular impact on people in Greece and Europe. The "knowledge" in the title does not represent the mere learning process, but sets its sights on a citizen who evolves through culture and acts on his surroundings on multiple levels.

Based on this thought, we can answer the ECoC's questions on the evaluation of our strategy, the impact and the definition of success. By setting the indicators and the parameters to respond to these questions, we move towards the establishment of a formal assessment in order to achieve full transparency.

#### a) Who will carry out the evaluation?

The unilateral evaluation would rule out any attempt for transparency. For this reason we thought of a dual evaluation, where at various times the impact and diffusion will be evaluated in parallel and in comparison. The University of Thessaly, with its departments (Education, Economics, History, Archaeology and Social Anthropology, Architecture, Urban Planning and Regional Development) will carry out the external part of the evaluation. The simultaneous participation of the University to the city's redevelopment plans, will allow the paradox of the inner-external evaluation on its part, and the correspondent outer-internal evaluation by the Independent ECoC Committee Organization, which has already been created and will undertake the implementation of the ECoC. The areas of urban development, the environment, the accessibility and the historical sites, will be assigned mainly to the university's survey groups, while the strictly artistic design and its implementation will be brought on by the ECoC Committee.

**1.4. Describe your plans for monitoring and evaluating the impact of the title on your city and for disseminating the results of the evaluation. In particular, the following questions will be considered:**



**b) Will concrete objectives and milestones between the designation and the year of the title be included in your evaluation plan?**

<b>2016</b>	<ul style="list-style-type: none"> <li>- Establishment of an Independent Organization that will carry out the ECoC.</li> <li>- Contacts with the municipalities of Magnesia for their participation in the ECoC projects.</li> <li>- Contacts with the private sector-operators for their participation in the ECoC projects.</li> <li>- Advanced processing of long-term strategy.</li> <li>- Development of a Collaboration Agreement with the winning cities of ECoC 2021 (Romania and third country).</li> <li>- Establishment of evaluation committees and schedule of a timetable.</li> </ul>
<b>2017</b>	<ul style="list-style-type: none"> <li>- Recruitment of research staff and inclusion of graduate students to carry out the evaluation.</li> <li>- Preliminary evaluation and assessment.</li> </ul>
<b>2018</b>	<ul style="list-style-type: none"> <li>- Annual customization of development indicators.</li> <li>- Comparative analysis based on the process of ECoC, parallelism with past ECoCs and adjustment of data.</li> <li>- Publication and presentation of the results (University community, Cultural Institutions and Associations, Social Stratification).</li> <li>- 1st Formative Evaluation Report.</li> </ul>
<b>2019</b>	<ul style="list-style-type: none"> <li>- Annual customization of developmental indicators.</li> <li>- Monitoring the development and proposal for structural changes, modifying actions on the convergence of the design.</li> </ul>
<b>2020</b>	<ul style="list-style-type: none"> <li>- Setting of additional parameters in the implementation of the ECoC.</li> <li>- Publication and presentation of results.</li> <li>- 2nd Formative Evaluation Report.</li> </ul>
<b>2021</b>	<ul style="list-style-type: none"> <li>- Extensive monitoring of ECoC through ongoing reports and quarterly reports.</li> <li>- Official report after a 9 month period and presentation.</li> </ul>
<b>2022</b>	<ul style="list-style-type: none"> <li>- Informing the parties directly involved with simultaneous presentation.</li> <li>- Final Assessment Report within the year.</li> </ul>
<b>2026</b>	<ul style="list-style-type: none"> <li>- Informing the parties directly involved with simultaneous presentation.</li> <li>- Final Assessment Report this year.</li> <li>- Formatting of all evaluation and Impact.</li> <li>- Publication and Presentation.</li> </ul>

**c) What baseline studies or surveys – if any – will you intend to use?**

Unfortunately, for many of the indicators chosen to conduct this evaluation, there isn't currently any previous survey, mostly because there wasn't, in the past, the need for specific data related to the cultural programming of the City/Region.

However, there are various Institutions and Public Offices which can achieve a complete and thorough research. These include: the Departments of Computer Science/ Economics/ Architecture and Urban

Planning / History, Archaeology and Social Anthropology of the University of Thessaly, the National Statistics Research Office, the National Research Institute, Consumers Association, Museums Association, Traders Association, Hotels Association, the Municipal Office for Culture and Education, Tourism Sector, the European Commission and, of course, the ECoC Delivery Agency.

Information from interviews with the artistic community, citizens, journals, blogs and social media will also be included in the survey.

#### d) What sort of information will you track and monitor?

Assuming that it is not always easy, sometimes even impossible, to measure the extent of the impact of a series of local events, such as those contained in the schedule of a city designated as European Capital of Culture, it is possible though, to monitor and report major changes in terms of organization and management of the cultural sector, such as the improvement of organizational strength and the ability of art operators. We'll also keep monitoring, the boosting of local creativity, the improvement of the staff skills in the cultural sector, the formation of institutional capacities as a whole and the acquisition of marketing skills to attract different audiences.

Moreover, we must realize that this particular survey does not focus only on the urban area, but also includes a whole region and the ways in which different parts interact with each other and with other

European partners.

Subsequently, is also very difficult to complete the analysis of the "soft", intangible effects of the ECoC, as for example, the enhancement of local pride, the improvement of the cohesion and sense of community, the levels of connection between local cultural activities and different audiences in an intercultural dialogue.

During the years of the survey both quantitative and qualitative data will be collected from different sources. There are several sources of information and research, some already existing and operating in the area (such as Institutions and Public Offices), while others will be specially created for the purposes of the European Capital of Culture and managed by the Commission itself. Other information, derived from interviews with citizens, journals, blogs and social media, will also be included in the survey.

C U L T U R A L D E V E L O P M E N T	OBJECTIVES	INDICATORS	SOURCE OF DATA
	Range Diversity Quality of Arts & Culture European dimension	<ul style="list-style-type: none"> <li>• Total number of events</li> <li>• Multiplicity of events</li> <li>• Events within the metropolitan area</li> <li>• Events in the region area</li> <li>• Events highlighting the European Dimension</li> <li>• Events resulting from European co-productions</li> <li>• Activities involving European/International Artists</li> <li>• Total Value of ECoC Cultural Programme</li> </ul>	Agencies managing the ECoC
	Access & Participation to Culture	<ul style="list-style-type: none"> <li>• Attendance to ECoC events/increase</li> <li>• % of residents attending/participating to the events</li> <li>• Minorities involved/participating to the events</li> <li>• Disadvantaged/elderly involved/participating to the event</li> <li>• Schools involved in the events</li> <li>• Applications developed (link to information/programme/booking)</li> <li>• Multiple ticket strategy</li> <li>• Special Transportation for major events</li> </ul>	<ul style="list-style-type: none"> <li>• Agencies managing the ECoC</li> <li>• Surveys of local residents, school boards, Associations of Disabled people</li> <li>• Statistical Data (at local, provincial, regional level)</li> </ul>
	Strengthen the cultural sector & link to other sectors	<ul style="list-style-type: none"> <li>• Strategy for long-term cultural development of the city</li> <li>• Total investment in cultural infrastructure and facilities</li> <li>• Events resulting from domestic collaborations (between local operators)</li> <li>• Involvement of private initiatives (shows, private collections)</li> </ul>	<ul style="list-style-type: none"> <li>• Agencies managing the ECoC</li> <li>• Local Cultural Associations</li> </ul>



C U L T U R A L D E V E L O P M E N T	OBJECTIVES	INDICATORS	SOURCE OF DATA
	Infrastructure	<ul style="list-style-type: none"> <li>• Renovation of the Municipal Theatre by 2020</li> <li>• Creation of a Congress/Exhibition Centre by 2020</li> <li>• Expansion of the Music Academy Building in order to create special classrooms (properly equipped) for children with disabilities (movement disability, deafness, blindness) and an Event Hall</li> <li>• Transformation of existing abandoned buildings into Art Centers/Art School for elderly</li> <li>• Creation of a Giorgio De Chirico Museum</li> <li>• Creation of a Design Museum (partnership with University of Thessaly – private collection)</li> <li>• Creation of the Argo Museum</li> <li>• Creation of a Local Gastronomy Centre (preserve the local tradition through the use of the unique products and presentation of the culinary art of the minorities present in the area)</li> <li>• Developing facilities to improve the access to cultural Venues for people with disabilities</li> <li>• Development of infrastructure (transportation/cycle lane) which will allow locals/visitors to better access and circulate the city and the cultural venues</li> </ul>	<ul style="list-style-type: none"> <li>• Agencies managing the ECoC</li> <li>• University of Thessaly – Architecture /Urbanism Dpt.</li> <li>• Local Authorities (Municipality/ Region)</li> <li>• Citizens survey (interviews)</li> </ul>
	Sustainability	<ul style="list-style-type: none"> <li>• Percentage of budgets covered by Public Funds</li> <li>• Percentage of budgets covered by other sources (corporate, private, EU funds, tickets, crowd funding, fundraising)</li> <li>• Percentage of budget from special Taxes (express purpose of the ECoC)</li> <li>• Number of employees in the cultural Sector</li> <li>• Number of volunteers in the cultural sector</li> <li>• Implementation of the capacity of local cultural operators in terms of projects, budget, employees, infrastructures</li> </ul>	<ul style="list-style-type: none"> <li>• Agencies managing the ECoC</li> <li>• Local Authorities (Municipality/Region)</li> <li>• University of Thessaly (Economy Dpt.)</li> </ul>
	Preservation and development of cultural heritage	<ul style="list-style-type: none"> <li>• Number of initiatives promoting the local cultural heritage</li> <li>• Number of Operators/Cultural Centres promoting the local cultural Heritage</li> <li>• Percentage of old/historical traditional sites used/ re-used for the ECoC purposes (ancient theatres, monastery churches, museum gardens, archeological sites, ancient oak forest, village squares with centennial trees, old school buildings, old ports breakwater, etc)</li> <li>• Percentage of projects involving/blending traditional art forms &amp; new and original art/cultural expressions</li> </ul>	<ul style="list-style-type: none"> <li>• Agencies managing the ECoC</li> <li>• Local Cultural Associations</li> <li>• Museum Association</li> <li>• University of Thessaly (Architecture, Archeology, History Dpt.)</li> <li>• Citizens Survey (interviews)</li> </ul>

U R B A N  D E V E L O P M E N T	OBJECTIVES	INDICATORS	SOURCE OF DATA
	Development & Renovation of Urban Areas	<ul style="list-style-type: none"> <li>• Number of areas involved (Historical neighborhoods, port industrial areas, port terminal, part of the seafront area &amp; inner city area for the development of the transportation network)</li> <li>• Number of renovated buildings</li> <li>• Number of restored public areas</li> <li>• Number of restored urban green areas</li> <li>• Percentage of intervention to adapt specific structures/areas of the city for the needs of the disabled (access ramps, audible traffic lights, blind guide path, braille street plates)</li> </ul>	<ul style="list-style-type: none"> <li>• Agencies managing the ECoC</li> <li>• University of Thessaly (Architecture/Urbanism Dpt.)</li> <li>• Public Authorities (Municipality/Region)</li> <li>• Disabled &amp; Blind Association</li> </ul>
	New Design	<ul style="list-style-type: none"> <li>• Number of interventions (in collaboration with the University of Thessaly) on existing buildings by integrating new parts using contemporary materials and techniques</li> <li>• Number of renewed building through an "open invitation" to creative "Street Art"</li> <li>• Number of projects promoting a new way of living (in collaboration with the University of Thessaly) based on energy-efficient buildings</li> </ul>	<ul style="list-style-type: none"> <li>• Agencies managing the ECoC</li> <li>• University of Thessaly (Architecture/Urbanism Dpt.)</li> <li>• Citizens Survey</li> <li>• Social Media</li> </ul>
S O C I A L  T R A N S F O R M A T I O N	Social participation	<ul style="list-style-type: none"> <li>• Percentage of schools participating to ECoC events</li> <li>• Percentage of interactive events</li> <li>• Number of citizens involved as volunteers</li> </ul>	<ul style="list-style-type: none"> <li>• Agencies managing the ECoC</li> <li>• Municipalities</li> <li>• Institute for Social Studies</li> <li>• Schools</li> <li>• Citizens Survey</li> </ul>
	Social Connectivity	<ul style="list-style-type: none"> <li>• Collaboration with minorities (Rom, Jewish, Italian communities)</li> <li>• Percentage of initiatives involving disabled, elderly</li> <li>• Percentage of initiatives involving Public Institutions (Orphanage, Juvenile Prison, Prison, Hospice)</li> <li>• Quality of collaboration</li> </ul>	<ul style="list-style-type: none"> <li>• Agencies managing the ECoC</li> <li>• Local Minorities</li> <li>• Local Institutions</li> <li>• Institute for Social Studies</li> <li>• Citizens Survey</li> </ul>
	Social Creativity and Innovation	<ul style="list-style-type: none"> <li>• Percentage of projects involving new techniques</li> <li>• Percentage of projects involving the use of new technology (mostly for disabled people)</li> <li>• Quality and duration of these projects</li> <li>• Collaboration with domestic &amp; foreign partners to introduce pilot cultural programmes</li> </ul>	<ul style="list-style-type: none"> <li>• Agencies managing the ECoC</li> <li>• University of Thessaly</li> </ul>



	OBJECTIVES	INDICATORS	SOURCE OF DATA
EUROPEAN DIMENSION	Transnational Cooperation	<ul style="list-style-type: none"> <li>• Percentage of co-productions/collaboration with EU Partners</li> <li>• Percentage of co-productions/collaboration with other International Partners</li> <li>• Percentage of initiatives focusing on EU topics</li> <li>• Quality of projects</li> </ul>	Agencies managing the ECoC
	International Profile	<ul style="list-style-type: none"> <li>• Percentage of initiatives for the promotion of discussion on EU themes</li> <li>• Percentage of Initiatives for the celebration of various aspects of EU history, identity and heritage already present in the city</li> <li>• Creation of cultural opportunities as common ground for the youth (locals and foreign)</li> <li>• Promotion of diversity and cultural exchange within the ECoC programme</li> </ul>	Agencies managing the ECoC
	Promoting the city	<ul style="list-style-type: none"> <li>• Percentage of positive Media Coverage</li> <li>• Recognition of the City in Europe</li> <li>• Citizens awareness of the ECoC programme</li> <li>• Increase citizens sense of belonging to a common cultural space</li> </ul>	<ul style="list-style-type: none"> <li>• Media monitoring Agencies</li> <li>• Citizens Survey</li> <li>• EU Survey</li> </ul>
ECONOMIC DEVELOPMENT	Long term development	<ul style="list-style-type: none"> <li>• Increase in the city's overall budget</li> <li>• Increase in employment in cultural &amp; creative sectors</li> <li>• Boosting of the local economy due to the cultural revival</li> <li>• Long term effects on the regional and national economies</li> <li>• Public investment for the conversion of spaces and the modernization of cultural facilities</li> <li>• Private investment for the conversion of spaces and the modernization of cultural facilities</li> <li>• Investments in new equipment and facilities</li> <li>• Attraction of new investors</li> </ul>	<ul style="list-style-type: none"> <li>• Agencies managing the ECoC</li> <li>• National Research Agency</li> <li>• Statistic Data</li> <li>• Local Authorities (Municipality/ Region)</li> <li>• Consumers Association</li> <li>• Traders Association</li> </ul>
	Tourism Development	<ul style="list-style-type: none"> <li>• Tourism contribution to local economy</li> <li>• Development of a cultural tourism policy</li> <li>• Inclusion of the city among the most successful tourist destination</li> <li>• Attraction of visitors</li> <li>• Increasing the duration of the visit</li> <li>• Drawing up of a visitor profile for the ECoC</li> <li>• Increase the quality/quantity of facilities (including accessibility for disables)</li> <li>• Increasing connectivity (aerial, naval, terrestrial)</li> <li>• Increasing of alternative forms of tourism (farmhouse, hiking, trekking, scuba diving, holistic treatments)</li> <li>• Increasing the number of citizens (employees/volunteers) involved in tourism (info, guides, museums...)</li> </ul>	<ul style="list-style-type: none"> <li>• Tourism Office (Survey on tourists &amp; visitors)</li> <li>• International Survey on tourist opinion)</li> <li>• Statistic Data</li> <li>• Municipalities</li> </ul>

ECONOMIC DEVELOPMENT	OBJECTIVES	INDICATORS	SOURCE OF DATA
	Creative sectors	<ul style="list-style-type: none"> <li>• Increase theatre productions</li> <li>• Increase Film/Festivals productions (in collaboration with existing International Operators)</li> <li>• Support (youth) startups in creative sectors</li> <li>• Increase productions and research on multimedia platforms</li> </ul>	<ul style="list-style-type: none"> <li>• Agencies managing the ECoC</li> <li>• Local Authorities (Municipality/Region)</li> <li>• University of Thessaly</li> <li>• Local cultural operators</li> </ul>
	Marketing	<ul style="list-style-type: none"> <li>• Media Impact</li> <li>• Improve the city image (creating an image in the long term for the city and its culture)</li> <li>• Creation of a "City Brand" as a tool spread, support and develop the uniqueness and attractiveness of the city</li> <li>• Promotion of the local creative products and facilities</li> </ul>	<ul style="list-style-type: none"> <li>• Agencies managing the ECoC</li> <li>• Media Monitoring Organization</li> <li>• University of Thessaly</li> <li>• Statistic Data</li> </ul>

#### e) How will you define success?

The four concentric circles, around which "Volos-Magnesia 2021" will move, are: "Attracting evolution", "Culture for All", the triptych "Antithesis-Synthesis-Metamorphosis" and "Building the audience of tomorrow".

The implementation of these objectives-actions, both at individual and community-society level, as well as its impact on Europe are the key point of the whole ECoC strategy and will determine its success. Anyone can succeed in creating a cultural event, but is the quality demanded of the ECoC schedule, that will determine the progress and future development of the programme.

Success, in our case, is to fully employ the existing cultural potential. It is the participation to the European perspective through "antithesis" and the process of "synthesis", in order to produce a "Culture for all".

Success means accessibility and reaction to social discrimination, means revitalizing institutions and finally, it means creating a well-informed and educated audience, which will sustain, in the future, through financing, the new born institutions. Moreover, we need to add the development of long-lasting links with Europe and its artistic potential, without which, Volos is mathematically destined to marginalization. For the ECoC legacy to remain alive after the year of the title, we need to think like scientists: like a chemical reaction that works best within connected vessels, culture needs actions and interactions between domestic and international artists, between institutions and society.

In other words, socialization is necessary to produce and benefit from culture: that's why we keep repeating over and over again that "Culture (is) for all". It is not just an offer, but a mutual relationship, an inte-

gration of things between them and of all as a whole. When we'll be no longer under the ECoC spotlight, Volos needs to remain bright, leaving the development model and our strategy as a standard guide and legacy to be used by future candidate cities.

In conclusion, we intend to receive constant updates, from all stakeholders, in order to remain faithful to the plan we've designed, turning it into a reality from the first to the last word.

#### f) Over what time frame and how regularly will the evaluation be carried out?

The evaluation will be conducted during the decade 2016-2026 by taking into consideration the 5 years before and the 5 years after the year of the title and also the municipal elections that will take place in between (2019 and 2023 respectively). The last is added because accounts (progress and final) will be given from three different municipal authorities, with full transparency.

Specifically:

**2016: Beginning of data collection.**

**2017: Preliminary evaluation and estimation.**

**2018: 1st Formative Evaluation Report.**

**2020: 2nd Formative Evaluation Report.**

**2022: Final Evaluation Report.**

**2026: Publication and Presentation (written and digital /multimedia) of the overall evaluation and of ECoC's impact.**

Analysis of the course towards the ECoC through an evolutionary procedure to be followed, with simultaneous co-presentation on the part of Greek and European citizens and artists, epitomizes the interaction, through the relationship of the individual with society. For this reason, apart from the printed and photographic material, we consider important the addition of visual material (interviews-polls).





## 2 | EUROPEAN DIMENSION

If you look at a map of Greece, you will find that Volos and Magnesia are literally in the center of the country. This geographical position made the port of Volos a crossroad ever since the ancient times. The important trade links with Eastern and Western markets and a continuous shuffling of population, maintained, in terms of culture, a profile that mostly carried on the European orientation, while the social profile and human relationships were closer to the eastern model.

The dilemma was then: which lifestyle should we adopt? The eastern or the western one? And then, another question arose: why don't we just stay as we are and adopt them both?

Leaving these questions to be answered along the way, we underline that the European dimension must work both ways among cities, in order to pass on knowledge and learn from each other.

In our country, the mentality expressed itself through the local culture. So when a housewife bakes a "pitta pie", she gives out pieces to the neighbors. In a "tsipouradiko" (it's where we gather to eat and drink tsipouro, our very own version of ouzo) one can meet friends at the next table, be of-

fered and buy them a drink. In cafeterias often happens the same: the two become three, five, ten, and when you finally leave, the table will still be occupied by friends and acquaintances. If someone happens to have a good fishing, he will call friends and have a feast.

This is our way of life. A way deeply connected to the natives' thirst for culture and other customs and traditions and an excellent example of how to interact and add our own contribution to the wider European way, with respect to socialization, human relations and culture in general. Europe - Magnesia: give and take.

### **2.1. Elaborate on the scope and quality of the activities**

#### ***Promoting cultural diversity, intercultural dialogue and a greater mutual understanding between European citizens***

Volos and Magnesia experience for the last two hundred years a cultural diversity. Government changes and the configuration of its eclectic population, have determined the society of the region, with many cultural stimuli, from both the West and the East.



## "Culture for All"

With Greece being now an inseparable part of the European Union, the information exchange and understanding, reaches a higher level of dialog, allowing the application of the principle of communicating vessels. Thus, the program "Culture for all" is not just about accessibility, but also about cooperation and exchange of information with other European cities, institutions, and organizations. In this sector, a key role is played by the management, the quality and the deep understanding of the ECoC vision.

## Coexistence of Cultures

The cooperation and coexistence of artists from different countries is the key point for intercultural dialogue between artists and the local community, but also between the local community and Europe. Every citizen and every visitor, accessing the ECoC, assimilates the values of the local and European culture and interacts with the events, either through participation or through the Internet. On the other hand, the originality of the three capitals of culture from 2021 gives us the unique opportunity to create a triangulation within Europe, and to jointly move into cultural programs, which will exchange cultures and customs. The indispensable relationships between the ECoCs 2021, will literally bring the idea of the West in the South, the East (Greece and Romania, respectively) and wherever else decided by the European Commission (3rd ECoC).

## Volunteerism

Men power has made Volos the city of Volunteerism, demonstrating the importance that European and International events hold for the citizens of this region. Having one of the largest ever volunteer group available to us, we intend to walk the ECoC visitor (Greek or foreign) through a sightseeing of Volos and Magnesia, with the 4 following programmes: "Tracing the City", "Tracing the Region", "Pelion Paths" and "Pelion Train". We're also planning an open invitation for a volunteer exchange between the three ECoCs 2021.

## Trans-European Cooperation

Last, but not least, we must add the project for the Artistic Residencies, designed to give artists the opportunity to gather, confront and create, but also reviving the ancient institution of the Athenian Sponsorship in a modern form. This form of convention, leaning on an antique tradition, will give yet another meaning to the growth of intercultural dialogue, both in Greece and former ECoCs, for the

development of a sustainable future. Cultural issues and new standards for compatible trans-European cooperation in all areas, may also arise through international conferences held by the academic community.

### *Highlighting the common aspects of European cultures, heritage and history, and of European integration and current European issues*

It is true that there is diversity among European societies. Every city has its own identity, defined by its historical course, local tradition, the way people perceive themselves in relation to others, culturally and geopolitically, and by the way it deals with other historical and cultural heritages and periods. However, there are common aspects in European cultures and, indeed, they have roots in ancient times.



It is known that ancient Greece and its culture influenced not only Europe, but the whole world. Particularly in Magnesia, the myths of the Centaur Chiron and the Argonauts have had a distinctive influence on education and love for exploration, respectively. In the course of history, Greece was a station and a passage for a variety of people, who interacted culturally, leaving elements that were incorporated, eventually, into our cultural identity.

However, the first essential connection to Europe was made by the illuminist Rigas Velestinlis, both with his Constitution, which calls for the cooperation of nations to establish a democratic society, and by bringing the new European knowledge in Greece and the Balkans through the translations of the works of Diderot, d'Alembert, Rousseau, Voltaire and Montesquieu.

Since then, and with the creation of the European Union, all European identities are subject to transformation, in an effort to join the vision of a single European culture. Volos and Magnesia could not be an exception.

The fundamental issues at stake, involving subjects



such as the modernization and Europeanization, made their appearance in our region, much earlier than elsewhere in Greece, through multiculturalism, trade, positive artistic synergy and interaction between locals and Europeans, and finally through broader social transformations, such as immigration. Browsing through the cultural heritage of Volos and Magnesia, we discover connections and shared characteristics with other European countries, in areas such as music, architecture, gastronomy, visual arts, environment and more.

These processes have contributed to creating a substrate upon which "Volos-Magnesia 2021" can build a foundation for a mixture of conditions, actions and programmes with distinctive European dimension.

All projects that we design, although characterized by local tradition and culture, are linked, at the same time, with Europe, through the triptych "Antithesis - Synthesis - Metamorphosis".

For example, in the artistic strategy, partnerships between local traditional institutions and international personalities are envisaged in combination with events based on days of global interest (Word Days). On the part of ecology, we develop programmes by using the environmental standards adopted by the EU. In gastronomy, we plan to set up an Institute of Gastronomy, which, among other things, will promote the peculiarities of the Magnesia's flora (herbs) to Europe.



In the field of Architecture, there is remarkable parallelism in materials and techniques between Magnesia and Europe, which will be highlighted by the establishment of the first Museum of Design, with a permanent collection, but it will also host internationally recognized designers.

In light of current European issues, what characterizes the European news nowadays is the hot case of refugees. Greece, as host country, has to address this problem firsthand, although this is not a one country's problem, but a European one. Indeed, the "First National Conference of the Legal Union for Foreigners and Migration" was held in Volos, a few

days before the submission of the Bid Book. We believe that integration and support for the refugees in Europe is definitely a major theme for Culture (Culture & Civilization). On the other hand, the solution cannot involve a single institution. The ECoC, through its mechanisms, can promote a good cooperation between institutions for social care and justice across Europe, which, in combination with political authorities and acting under the same framework, could give answers to this burning issue.

Another European issue, as mentioned before, is social discrimination: that includes minorities, socially vulnerable groups and people with disabilities. The exclusion of these groups is mainly due to ignorance and neglect of the state, lack in terms of information, inadequate legislation and enforcement of the infrastructure. As ECoC "Volos-Magnesia 2021", we plan to invest in a new information policy through conferences and to create accessible infrastructure. We also plan to create institutions and promote activities (cultural, artistic, therapeutic eg. Pet-therapy), having as standards, corresponding European initiatives.

***European Artists: name some European and International artists, operators and cities with which cooperation is envisaged and specify the type of exchanges in question. Name the transnational partnerships your city has already established or plans to establish.***

### **Cooperation with Institutions and cities in other countries and transnational cooperation**

Enrichment and assimilation of new ideas in culture is the enduring basis of the Greek intellect. Such communication and cooperation can be beneficial and is essential for today's cultural development (Attracting Evolution). However, it has to be placed on a sound basis, in order to avoid the risk of inconsistency and moral aberration. We think that, cultural exchanges (Antithesis) can contain many positive elements, which can be adapted to the local needs and particularities (Synthesis) and then evolve (Metamorphosis).

This is the axis of cooperation, towards which points the ECoC "Volos-Magnesia 2021", both with European artists and with institutions from other cities and states.

So, as part of this exchange, the European presence is a prerequisite in almost every project that we design. Up to the year of the title (2021), the participation of European artists will be gradually increased through the Artistic Residencies, on one hand, and international artistic co-productions on

the other, and the scientific link as a third perspective.

Recognizing the need for multiple partnerships, we have already secured the support of other cities by sending cooperation letters to Dublin, Craiova, Bucharest, Gozo, Trapani, Plovdiv, Marseille, Le Mans and Pleven, along with other sister-cities of Magnesia such as Tourtour in France (Tsagarada), Newport - Rhode Island USA (Skiathos).

In doing so, we promote a Europeanization and internationalization of our artistic programme. The programme involves artistic exchanges and transfers of local traditional ensembles, as well as, the production of festivals to send on tour, from one country to another. The same applies to all areas within the ECoC's action.

The University of Thessaly (UTH), as active as it can be, constantly promotes the combination of arts and science, offering an "umbrella" under which the collaboration network is housed, with its body of European and International Institutions. For example, the European Erasmus Programme it's a starting point for our project, setting foundations for developing a model that promotes culture through education.

### **"Building the Audience of Tomorrow"**

In the environmental sector, cooperation possibilities are enormous. The geographical and ecological specificity of the region, offers fertile ground for association with our European counterparts. These elements in combination with the effects of the climate change around the globe, leads us to yet another project for the ECoC 2021, which consists in inviting scientists from around the world to take a stand and make lectures, while, the central themes of their discussions, will be used as sources for artistic creation and scientific research.

### **European and international artists, institutions and cities and prevision of cooperation**

Marching on a volatile economic path due to the recession, our forecast should limit the participation of European and international artists to fifty percent (50%) of the artistic programme, with possible additional sum, depending on the level of sponsorship that we can gain. This part is something we feel we have to answer with absolute sincerity, setting a target rather than giving the amount, due to the lack of economic liquidity in Greece. However, where there's a will, there's a way. So, while we trying to strike a balance between tradition, art, new actions, local and European works, we'd like to indicatively mention a few European

and international artists and institutions with which we foresee cooperation.

- dissonArt ensemble, (Cyprus) who appeared in dozens of international festivals
- Yiorgo Moutsiaras, conductor of the String Orchestra of The Hague.
- Errico Fresis, conductor, Rector at the Berlin University of Arts and director of the Vocal & Opera Department
- I Solisti Veneti and the famous conductor Claudio Scimone, with more than 300 recordings in Baroque music and collaborations with leading soloists from around the world
- Chicago Symphony Orchestra, one of the major orchestras of the world
- Bolshoi Theatre, in association with Makvala Kasrashvili, assistant to Music Director and Chief Conductor
- Vangelis, world renowned composer, pioneer of electronic music, Golden Globe and Oscar winner
- Alexandre Desplat, film soundtrack composer, honored with numerous international awards, including an Oscar

### ***In cooperation with the Central Jewish Council of Greece:***

- Radu Lupu, world-renowned pianist, a Romanian Jewish artist living in Lausanne
- Itzhak Perlman, world-famous violinist, who lives in the USA
- Woody Allen and the New Orleans Jazz Orchestra

### ***Cooperation on the occasion of a concert for the right of people with disabilities:***

- Andrea Bocelli, Italian tenor, who became blind at the age of 12
- Christian Guyot, deaf percussionist, teacher at the conservatory Viry-Chatillion in Paris, expert in jazz and music therapy for deaf children
- Nobuyuki Tsujii, renowned blind pianist of Japanese origin
- Kenny G, world renowned saxophonist, who suffers from asthma
- Collaboration with the "Isa & Giorgio de Chirico" Institute in Rome for the creation of the "Giorgio de Chirico" Museum and the promotion of various events related to visual arts

### ***Conferences:***

- Bharat Gupt, Indian musicologist, specialist in tra
- Heiner Goebbels, German composer and director, one of the most important representatives of contemporary musical theater.

They are paths of an intercultural dialogue, promoting the transnational circulation of creative work. The nature of the cooperation is based upon each artist's field of expertise, in relation to the artistic programme proposed by the ECoC "Volos-Magnesia 2021".

Moreover, countries like France, Italy, Holland, Russia, Ukraine, Turkey, Egypt, and the neighboring Balkan countries, have been invited to give their cultural mark to "Volos-Magnesia 2021", through private and public cultural organizations.

### Existing transnational partnerships and plans to create new

If we were back in 2005, we could introduce you to a long list of collaborations and artists from across Europe and the world.

Today, despite the efforts of M.O.C.E.S.C – M.T.O., the participation of foreign artists and collaborations are reduced to the minimum. On the contrary, private regional cultural institutions, especially in Pelion, remain active, even though collaborations are less numerous than in the past. Of particular importance, is the Skopelos International Film Festival for Youth (SIFFY), which since 2009 organizes filming sessions with children, aged 12-18, on themes of particular interest, under the guidance of internationally renowned directors.

Equally important is the designation of the city of Volos as "**City of Euro-Mediterranean Music**" and the collaboration with the «Luglio Musicale Trapanese» (Italy) and the «Teatru tal-Opra Aurora» (Gozo in Malta). All the above create the starting point of a cultural network that aims to reach a larger platform, during the ECoC, by increasing the number of exchanges and co-production with mutual benefits of the parts.

The ECoC 2021 is an ideal opportunity to revitalize the trans-European and international exchanges, in an effort to awaken the dormant institutions.

The "**Festival of the Four Seasons**", is an attempt to recover the "**Musical December**" Festival and the "**Festival of Performing Arts**". The support of the international events in Pelion, through the ECoC, and their simultaneous strengthening resulting from additional European resources, represent a line strategy, and configure a particular institution of music and art. The "**Music Village**", settled in Agios Lavrentis, a small town nearby Volos, the "**International Pelion Festival**", the work of the "**C. Angelini & P. Hatzinikou**" Foundation and SIFFY in Skopelos, have been working for several years in

cooperation with European and international institutions and artists, highlighting the modern and youthful creation, but they need an institution like the ECoC, in order become a multicultural entity.

On the other hand, we would like to include people with disabilities and representatives of socially discriminated groups, such as immigrants and Roms, to at least 10% of our programmed events and project, providing them with a permanent space where they can exhibit their art and present, in turns, the different artifacts produced by their culture. This is one of the most ambitious projects of the "Volos-Magnesia2021" programme.

### 2.2. Can you explain your strategy to attract the interest of a broad European and International Public?

Mountains with snow, islands with beautiful beaches, villages of unique architecture, a sensational cuisine, high quality of life, low criminality, uniqueness of local products.

So, this coexistence of uniqueness and diversity produces the **Antithesis** of images and stimuli, their **Synthesis** and their **Metamorphosis** into new arts and data. These are briefly the elements that characterize the city of Volos and Magnesia. In order for us to utilize them regardless of their touristic value, we should develop a strategy capable of attracting the widest possible European and international public.

This includes the creation of a positive, attractive online profile,





which will define the vision of the ECoC and the pattern of development in the fields of art, science, education, environment, tourism, infrastructure, leisure and social relations. It also includes tools, processes and designs that can be used in devising the strategy. These are:

### Adopting communication tactics which will mainly include:

Analysis of the audience (age, needs, background, special interests)

- Electronic newsletters
- Online promotion via travel web sites worldwide
- Online participation through the site of ECoC
- Presentations of productions, at international events, with a high profile in the international promotion and projection of the image of ECoC
- Collaborations with European and international media
- Social media like Facebook, twitter, Instagram, You Tube, Google+
- Creation of a cultural tourism and information app specifically for ECoC

### Participation

- Receiving proposals by young artists, institutions and organisations from across Europe
- Closer cooperation with "Magniton" organisations abroad
- Activation of volunteers (over 10,000 up to today)
- Participation of ordinary local people in cultural activities, having to do with local tradition

### Tourism Capacity and Sustainability

- Beds (collaboration with the Association of Hotel owners of the prefecture)
- Language needs
- Communication requirements
- Quality of reception
- Tour Groups
- Use of cultural tourism and information app

### Collaboration with private companies and investors

- Advertising the ECoC on the packages of exportable products
- Advertising the ECoC at international exhibi-

tions and organizations through companies

- Involvement of the local market with common denominators of service and dissemination of ECoC
- Insertion of the logo of the ECoC Volos-Magnesia 2021 on stationery paper used for their international correspondence, in paper and electronic form
- Cooperation with travel agencies and hotels to promote ECoC in foreign customers

### Full cooperation with the University of Thessaly for participation in European and international university networks and organizations

- Reinforcement of the involvement of international groups of graduates in view of the international profile of the ECoC
- Participation in the creation of actions for the projects «Creating the audience of tomorrow" and "Culture for All" and promoting them on the relevant European institutions
- Encouragement and incentives for conducting research and for writing articles
- Interaction of student communities with their European counterparts

### Contacts with authorities and European cultural institutions

- Updating of the consulates hosted in Volos (Italy, France, Belgium, Germany, Denmark, Netherlands) in relation to the artistic activities of the ECoC
- Start mailing contact, aiming at the collaboration with internationally respectable institutions (e.g. UNESCO, University Network of the European Capitals of Culture)
- Contact and collaboration with the association «Echanges Culturels en Méditerranée» Marseille
- Contact and collaboration with the Contemporary Music Festival «Figures Sonores» Algeria
- Contact and collaboration with the Festival «La via dei concerti» Italy (Parma, Bologna, Trento, Verona, Milano)
- Contact for collaboration with the Festival of Avignon
- Contact for collaboration with the Holland Festival, in Holland

The abovementioned strategy also involves a Collaboration Agreement, either already signed (Romania) or about to be signed, with other cities.

Beyond their ethical meaning, such Agreements are necessary for the implementation of the collaboration projects that we have designed with European partners, which cannot be carried out without internationalization.

Other projects aim at the interchange of artists and innovation in the arts, that's the reason why international participants are necessary. We report below some examples of this correlation:

- The project **"Gastronomy and Architecture"**, where architecture students from around the world are invited to manage cooking and pastry ingredients as raw material to create a work of art, while achieving a result which satisfies both taste and aesthetics.
- With two seas, a lake, a dam and abundant springs, water is the region's benchmark, through both tradition and history, and in the modern know-how and ecology. Its regenerating and driv-



ing force, in parallel with the ever-growing issue of the use of water resources, worldwide, represent an area of interest, not only in Europe, but globally. Our project consists of, a series of conferences on **water**, through which the academic and scientific communities will draw their own conclusions. This will serve as an inspiration for artistic symbolism to emerge and be turned into actions.

- The initiative against social discrimination through the creation of a **"Free Zone of Thought"** on the Island of Trikeri, where women were held during the Greek civil war. This has as its purpose to approach the new generation and develop a philosophical dimension of European way of thinking.
- The institution of **"White Night"**, as a partnership between trade and culture, can provide an alternative way to attract visitors. Strolling in an open mar-

ket at night, where visual arts, music and performing arts will coexist, offers a different view and perspective of the city. It is a cultural proposal and not just tourism. We intend to enhance the European dimension of this whole event, by proposing to the other ECoC cities to run a "White Night" on the same date and with common press releases.

### **2.3. To what extent do you plan to develop links between your cultural programme and the cultural programme of other cities holding the European capital of Culture title?**

One of the central concepts of our ECoC, is to spread out information through the combination of events. Therefore, our aim is to create a network among the three ECoC cities of 2021, and some of the other candidate cities which didn't win the title.

Productions that stood out in the ECoC's process, thanks to their topics or their originality, fall within the exchange's scheme planned in "Volos-Magnesia 2021" strategy. To this end, we have already begun a constructive dialogue with Dublin, Plovdiv, Marseille, Sibiu, Craiova, Cluj-Napoca, Bucharest, Brăila, adding more names on our list every day.

Of course our strategy couldn't miss out on collaboration within the Greek territory. We intend to sign a collaboration agreement with fellow Candidate cities for ECoC 2021, Corfu and Mytilene-Lesvos, in order to form an imaginary cultural line, starting from the West (Corfu), passing through Volos and ending in the East (Mytilini- Lesvos) , creating a thumbnail of Greece. In the same context, and with a prerequisite, that one of the three cities will win the title, we want to be associated with both of other cities in order to incorporate artistic ideas, and present productions of the winning city to the other two. The artistic strategy is based partly on the differences, but also on the common references, especially when it comes to collaboration with the other candidate cities of Romania (Antithesis). Combining the peculiar characteristics of Corfu and Mytilene-Lesvos, we want to move to a composition (Synthesis) that will give birth to a different perspective (Metamorphosis).

One example is the exchange of students, through the UTH network, in projects such as the creation of a Design Museum in the Old Customs Premises and of a Virtual Eco-museum of Pelion, offering yet another dimension to the concept of the ECoC.

The project for **"Artistic Residences"** for European artists, coming from the ECoC cities, working on themes like Water, or actions, such as the one named **"From Theophilus to Giorgio de Chirico"**, establish the coexistence between Greeks and Ro-





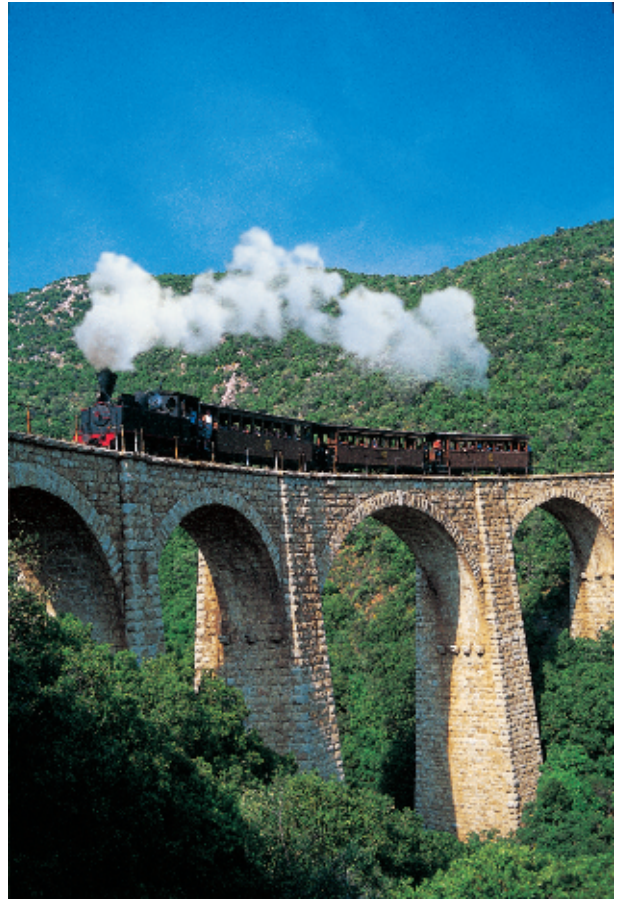
manians and therefore, for extension of the term, among Europeans.

Other examples worth mentioning are:

**"The little train of Pelion"** as a symbol of cultural transportation and part of the history of railways on narrow gauge lines. The effect of the presence of craftsmen and engineers throughout the history of the region highlights the diversity of Magnesia and provides the perfect excuse to start lectures and artistic creations in Europe.

**"Cotton-Wool-Silk-Leather-Metal"**: when it comes to materials, it is the clothing's basic quintet, the key textiles for past and present creations. The intention is to create a moving platform in cooperation with the other ECoCs, in order to compare trends and materials that change the appearance and the use of clothing.

**"Old age, fairy tale and folk wisdom"** a project



where the archetype plays a leading role and is associated with knowledge and wisdom. From grandparents with their teachings and tales, to the centennial trees in Magnesia and Europe, everything becomes a source of alternative education and an inspiration for exchanging cultural creations.









### 3 | CULTURAL AND ARTISTIC CONTENT

#### 3.1. *What is the artistic vision and strategy for the cultural programme of the year?*

##### Attracting Evolution

Cultural development is one of those things, everyone knows is there, but nobody knows exactly what it means. Avoiding the scientific concepts, we're going to give a simple definition, stating that it is the change of human attitude, individually and socially, in relation to culture. Some parts of cultural evolution develop faster than before, mostly due to the increasingly rapid changes within societies, but also the speed of technological development compared with the evolution of morality.

All these, are elements that "Volos-Magnesia 2021" will use to support its vision. Our ambition is therefore to create a precedent in the history of the ECoC institution. We want to integrate in our artistic design, cultural elements and programmes, from both the ECoC and the former candidate cities. After all, this is precisely the interpretation of Antithesis, as we mean it. Creating links with other former candidate cities, both in Greece and abroad, it is under the "Culture for All" umbrella. Creativity and innovation have no winners or losers, but only participants and counterparties. The intent to include everyone into the artistic design, implements the idea of the integration of specific initiatives focused on social groups that are usually marginalized (disabled). Projects, such as the establishment of creative workshops, in specially designed facilities, but also events accessible to every level, are considered prerequisites.

Projects, related to minorities (Rom and immigrants), as well as small well-adjusted communities within the city area (Jewish, Italian, etc.), are also considered prerequisites. Finally, the accessibility of the elderly is an essential part of our vision for the ECoC.

The bet is not simply to match the old with the new or the Greek to the European. The challenge here, is to match them in such a way, as to create innovation and establish new institutions, through this connection (Synthesis), which after 2021 will remain active and set an example for future ECoCs. The purpose, in other words, is the transformation (Metamorphosis) of the existing situation into a sample of cultural project, which is based on the dual meaning of the Greek word for "culture" (Culture & Civilization).

So, with the above-mentioned triptych as a bea-

con, we envision partnerships where artistic creation will blend in with the concern for the environment and the traditional outfit will serve as a costume reference for the modern theatre and Opera. The guidelines between the arts create a directory, in which, from the environment and the quality of life, we get to the arts and their interaction.



The challenge here is to put completely different things, on the "canvas" of culture and socialization, connected through education, research and art. This will include ideas on how, for example, we can link the environment to Opera, starting in 2017, peaking in 2021 and continuing its course, with an upward trend, in the following years.

Our vision, therefore, includes an area where locals and visitors will experience and share culture, will teach and be taught culture.

##### Strategy

The chosen path is the one of co-creation. In addition to the group that has been appointed to carry out the ECoC's 2021 strategy and compile the Bid Book, we rely on everyone's contribution, that's why our door was, is and will remain open to any new ideas. The region has plenty to offer outside the city of Volos, while private cultural and social institutions, being very active, have already provided some excellent data.

On the other hand, the UTH has assumed the difficult role of hosting conferences while coordinating the NGOs, and finally, we collected a massive amount of information and project proposals from people connecting to our social network page and our website. So, we go back to Rigas Velesinlis' quote: "from knowledge arises prosperity, through

which free nations shine". In other words, the collaboration among the academic community of Magnesia, the artistic team and, finally, the ordinary citizen, is a channel for communication and planning, through which we intend to conduct our actions and leave a legacy for future generations.

An important role in our effort, plays the project **"Building the Audience of Tomorrow"**. Each ECoC exists in order to generate new projects, which should continue to be active and productive. If we cannot manage to create a new audience, then our efforts for the ECoC won't be successful. The only thing that we will have managed to create is just another set of festival events, original, on the one hand, just festivities on the other. For this reason, specific targeted actions have been designed, in which information, education, research and participation go hand in hand, in order to increase the interest in participating.

The durability of the ECoC is closely connected to the economics which leads to the only sustainable solution: complete self-financing after 2021. The interdependence with the public funding cannot exist, but for the private sector to participate, an incentive is needed, and there isn't a better one than innovation. The Conference to restore the institution of the **"Athenian Sponsorship"**, coupled with the search for European funding, through the creation of cultural platforms, is part of our economy strategy.

Investing in the presence of artists, is very important for our ECoC. The person, who comes to play music, trains others through a master class. The one that directs actors, also works along with an amateur team and teaches. He, who participates in Artistic residencies, mingles with the local people and creates out in the open. These are just some examples of the strategy, which we will use for the realization of our objectives.

Finally the proven from the past, participation of volunteers in the prefecture is the force that will ensure the smooth and successful conduct of the 2021 ECoC.

### 3.2. Describe the structure of the cultural programme, including the range and diversity of the activities/ main events that will mark the year.

The cultural program will be based on four key-design ideas:

*cultural charta*



Under these pillars are placed all the initiatives that relate to the individual key-sections. Inspired by our natural environment and quality of life, we begin a cultural journey that starts from ecology and, through gastronomy and architecture, takes us up to the **"Four Seasons Festival"**.

So we develop a model for cultural design, where actions are woven together to form a **Cultural "Charta"**. Every action generates the next, developing themes covered by one or more pillars. The topics of **"Twelfth Night"**, the **"Four Seasons Festival"** and the **"Free Thought Zone"** are the flagships of our programming, while partnerships with local institutions and NGOs, in collaboration with the University of Thessaly (UTH), give the opportunity to extend our vision to all sectors. Innovation and creativity are combined with dynamics and interaction, with Europe and the rest of the world.

### Environment and quality of life, Social Sector

- Refers to the mountain paths of the region. The action "Tracing the Area", gives the visitor-cultural tourist, the chance to get in touch with unique nature and flora of Magnesia, but also with the urban intervention of Evaristo de Chirico in Pelion, or the







Wind Park of Anavra for energy autonomy. | 1

- Wetlands of Lake Carla and Strofilia, in conjunction with the Alonissos Marine Park become a meeting place for artists and scientists (Conference on Water), but also the home of Artistic Residencies, while the new theater that will be built near the lake (2016) will constitute a reference point for contemporary art forms. | 3



- Rehabilitation of the landscape with access for disabled people using green as a mean of architectural interventions. | 2
- The Project «Goritsa»: creation of a reflexology path and park with boat connections to the city's waterfront. | 2 | 4

## Gastronomy

- Tsipouro and local gastronomy: the initiation of the Europeans to the secrets of «tsipourokatanyxi» – term that describes a party where tsipouro flows endlessly and the motto is: “keep it coming”.

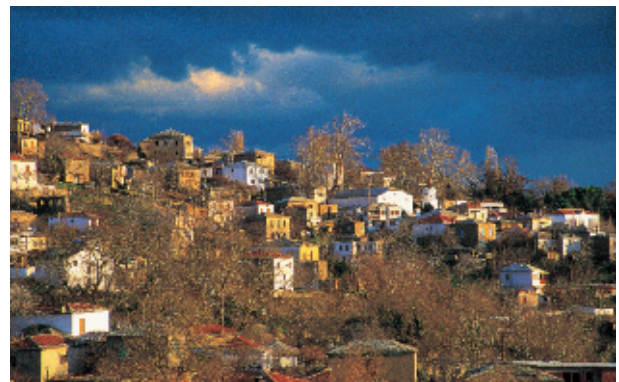
Three hundred and sixty five (365) days of events to mark the heart of Magnesian culinary entertainment. | 2

- Creation of the Institute of Gastronomy: gathering of traditional recipes and their publication, the effects of population inflows in gastronomy, Conferences on local products (4 Seasons Festival). | 2
- Symposium on Nutrition and Urbanization. The hidden lessons in the old recipes and herbs. | 2
- "Gastronomy and Architecture", an ambitious project, where young architects are asked to use food ingredients, as raw materials for artwork. A game aimed at new creation. | 3 | 4

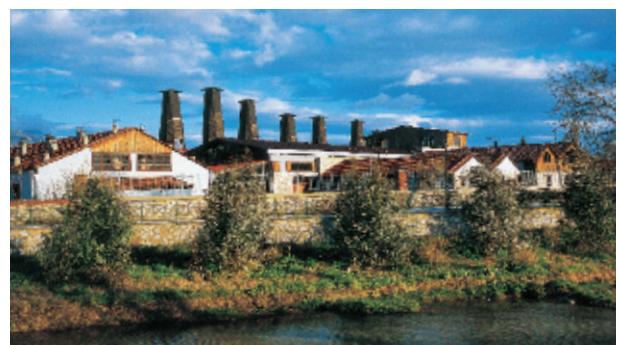


## Architecture

- Traditional architecture, bricks, straw, wood, stone and bill goat wool. Experimentation and Symposium, parallelism between materials and techniques from Greece and Europe. | 3 | 4



- Presentation of proposals, by Volos Town Assembly, for the enhancement of the network of industrial buildings, already renovated and used with a different function. | 1





## 1 Attracting Evolution 2 Culture for All 3 Building the Audience of Tomorrow 4 Antithesis-Synthesis-Metamorphosis

### Urban Development and Regeneration



- "Pedion Areos" Park: creation of a Multifunctional Congress Hall, Centaurs theme Park, green spaces, Argo Museum. | 4
- Restoration of the Municipal Theatre of Volos. | 4
- Demolition of the existing Public Healthcare Building and creation of a square, for events and



performances, in front of the Spier Building. | 4

- Rehabilitation of the Old Customs in the Port area. | 4
- Development of a Design Museum in the area of the Customs. | 3 | 4
- Creation of the Giorgio de Chirico Museum. | 3
- Reopening of the narrow gauge railway, known as the Little Train of Pelion line, between Volos and Milies, starting from Anavros (simultaneously, a



conference will analyze similarities and differences between Volos narrow gauge train and those of Kalavryta and Romania). | 4

### Light and Sound

- ΑΙΓΑΙ-Ω: exploring the Aegean, goats, songs (tragedy), the circle of life based on farming and ultimately authority issues (spatial, social, racial) and history. | 1 | 3
- Rowing into light and sound: organization of races with special lighting and simultaneous music, specially composed for this occasion (composition contest). | 1 | 2 | 3
- Little Train of Pelion: interventions with light and sound at train stations (Exhibitions hosted in coop-



eration with the Artspirators group), "Painting & Sculpture". | 1 | 2 | 3

### Cinema

- Documentary Festival, "Four Seasons Festival". | 1 | 2 | 3
- Argo Film Festival. | 1
- SIFFY - Skopelos International Film Festival for Youth. | 3
- Video art. | 1 | 2 | 3

### Exhibitions

- Adopt a statue: live sculpture with assignments to create outdoor projects through residency (Lafkos, Fampas Foundation). | 3
- Giorgio de Chirico and Modernism: the work of the distinguished artist and his influence on contemporary art, Congress. | 3
- From Hieronymus Bosch to Giorgio de Chirico and from there to Theophilus and folk painting. Permanent exhibition on the evolution of the art of painting and artistic trends. | 1 | 2 | 3
- Nikos Christopoulos and Zagora Boats, report. | 3
- Open photo exhibition, on the breakwater of the port, in cooperation with the Photography Museum of Thessaloniki and the DIKI, review of the history of Volos: "Tracing the City". | 2
- Artistic residencies with the task of portraying





the region. | 1 | 4

- Street Art / Transform it: changing the city through residency. Intervention on old Buildings in order to reverse the ravages of time through street art (Tracing the City). | 4

### Music and Performing arts

- Twelfth Night: 12 months - 12 projects. Exploring the arts of disguise and role changing in 12 different locations. | 1 | 2 | 3 | 4
- Technon Anathesis and Volos Municipal Conservatory: in collaboration with the Music High School of Volos for the creation of a "Hyper-orchestra" (by summing three different ensembles) with an open invitation to other European pupils (Four Seasons Festival). | 1 | 2 | 3 | 4
- Traditional and Folk Music from the Balkans. Link to Lesvos-Mytilene culture (Four Seasons Festival). | 4





**1 Attracting Evolution**  
**2 Culture for All**  
**3 Building the Audience of Tomorrow**  
**4 Antithesis-Synthesis-Metamorphosis**

- From the Eastern Monophonic to the Western Pluralism: International Choir Festival with the participation of Church Choirs (Four Seasons Festival). | 2
- International Guitar Festival (Four Seasons Festival). | 2 | 3
- Pelion Network: gatherings of international artists supported by three major institutions (Arts and Literature, Music Village, G. Angelinis & P. Hatzinikou Foundation), exchanges with Europe Performing Arts, Visual Arts, Literature (Four Seasons Festival). | 1 | 2 | 3 | 4



- From the Brass Instruments of the Symphony Orchestra, to the Philharmonic, to the Rom Ensemble and Jazz. Link with Corfu Festival (Four Seasons Festival). | 1 | 2 | 3 | 4
- Cultural Almanac: musical collaborations-concerts in correspondence with days of global interest. | 1 | 2 | 3 | 4
- The Carmen project: a modern interpretation of the classical Opera by Bizet, set in the camps of contemporary Rom(Four Seasons Festival). | 1 | 2 | 3 | 4
- Musical, Operetta and Contemporary Musical Theatre. | 2 | 3
- Musical December Festival (Four Seasons Festival). | 1 | 2 | 3 | 4
- Dance Festival (Four Seasons Festival). | 1 | 2 | 3 | 4
- Development of actions of the Municipal Conservatory of Volos aiming to create an annual programme of performances, through cooperation with similar schools in Greece and abroad. Creating new learning courses: music for people with disabilities and music-therapy. | 1 | 2 | 3
- The Method Programme: training classes on the acting method by Lee Strasberg from the Actors

Studio of New York. An intensive course, on different levels, with Lella Heins, Author and Member of the Playrights and Directors Unit of the Actors Studio (NY). Seminars and theatre productions. | 3



- The works of Giorgio de Chirico as theme for a scenic art production for theater. | 1 | 4
- From Thespiis to the modern monologues (Four Seasons Festival). | 1 | 4
- Papadiamantis: one act plays based on the short stories series by the well-known writer from Skiathos. | 2 | 3

### Social Discrimination

- Creation of "Free Thought Zone" on the "Inferno-Island" of Trikeri: a meeting place for young people and artists with philosophical and artistic pursuits. | 1 | 2 | 3 | 4
- Rom and Immigrants: conference to address the issue, with the intervention of community members, a permanent cultural center-showroom for immigrants. | 1 | 2 | 3 | 4
- Promotion of the program "Discovering Different Cultures": a journey in cooperation with the well-adjusted Minorities throughout the region's territory (eg. the Jewish community) with seminars and lectures in schools, and the organization of concerts and tastings of their traditional cuisine. | 1 | 2 | 3

## Social Mobilization

- Establishment of artistic workshop for people with disabilities, access to and participation in the activities. | 1 | 2 | 3 | 4
- Creating a network by linking the Equestrian Clubs of the region through the action "Tracing the Area" to explore the landscape and as a Pet Therapy Centre. | 1

- Elderly: creating an establishment for artistic and technical training (eg, Internet surfing), interactive program in schools, organization of performances and exhibitions. | 1 | 2

## New technologies

- Create Virtual Eco-museum of Pelion. | 1
- Cultural app. | 1



## "Argo in Evolution"

An inverted trip of Argo, to the coasts of northern and western Mediterranean, where the ship symbol of Magnets, will carry the message of peace and union among the people, through the participation of volunteer rowers from all over Europe. Starting in Volos, the journey will end in Barcelona (Olympic City) and from there rowers will walk, to the Monastery of James the Just.

### 3.3. How are the events and activities that will be the cultural program for the year going to be chosen?

Our committee comprises of members of various professions, both of cultural and technocratic direction. Therefore, the proper management of the ECoC is of primary importance, but that does not mean that quality is of less importance. In our language there is a very nice motto "More is not necessarily better", in other words, be prudent. Thus, for all these reasons, the cultural design team has moved on to the elaboration of a programme in

which quality, quantity, diversity and proper management, are balancing harmoniously. The European participation, will not be limited just to the Twin Cities of our prefecture or to the previous ECoCs, but will incorporate actions by former ECoC candidate cities. The traditional and the new forms of art will be reconciled under the umbrella of the triptych **Antithesis-Synthesis-Metamorphosis**. The citizen, Greek and European, is given the right to the cultural design, with actions that he may recommend, either by his own initiative or after being asked to. These projects will take place in the period between 2017 and 2019 by implementing the concept "Culture for All", and by everyone. With great sensitivity to the future inhabitants of our country, we include numerous environmental actions, but also many cultural, educational and research conferences in order to "build" the audience of tomorrow. Finally, the actions that have taken place in the region either public, or due to private initiative, lead us firmly on a road on which evolution is the only way. We are drawn towards the best and we want to draw Europe upwards, that is to a



higher, cultural level, non-discriminatory and inclusive, towards freedom.

**3.4. How will the cultural program combine, local forms of cultural heritage and traditional art with new, innovative and experimental cultural expressions?**

With our basic motto being Attracting Evolution, we made it clear from the beginning that we stand on a specific base and this is none other than the tradition of the place, its legends and history. Mythical figures such as Chiron and the Argonauts are leading the way to creation, even from the past. Giorgio de Chirico creates Centaurs, whilst dreaming about them; he sees villages and dances and combines them with urban buildings of Volos.

The cultural tradition of the folk painter Theofilos, gives rise to a workshop, where modern imaging techniques modify, transcribe and display works with new data. Imaging through video art, on abandoned industrial buildings of Volos, marries tradition with the new form of technology and new art forms.

Combining the building techniques and the diversity between the regions of Magnesia, we can remind to Europeans values, such as domestic economy, through the usage of local materials in building. A typical example is the dry wall and the construction of terraces, used as the main instrument of protection against soil erosion. The arrival of new students and volunteers and the exchange of traditional knowledge such as traditional walls of willow and manure in Central Europe, or new walls with compacted soil, combined with the development of new techniques of today, open new ways through tradition.

Finally, the combination of classical and folk music is something that, starting from the 60s, created in Greece an artistic movement. These musical experiments continue nowadays as well, with the participation of the traditional element, and the production of spectacles, where music and performing arts coexist.

**3.5. How has the city included or how does it plan to include local artists and cultural organizations in the design and in the implementation of the cultural program? Please give specific examples and local artists and cultural organizations with which cooperation is envisaged and specify the type of partnerships.**

The use of indigenous artistic potential and of their counterparts, was from the beginning our wish, not only for the representation of the ECoC within Greece but also outside. Continuous contacts with the institutions of the "Musical Village", the Festival

"Arts and Word" and of the Foundation G. Angelinis & P. Hatzinikou, have already produced results, creating a strategic plan for music, literature and performing arts, where concerts, workshops and events, will host famous Greek contemporary artists, and modern Europeans. Names like those of Aris Christofelis and Marcellus Chrysikopoulos, with international participations in the discography of baroque music, have already collaborated in the past and are expected to do it again. Contemporary artists such as, Martha Frintzila, with origins in the city of Elefsina, which is a fellow candidate city, with her triple professional nature (actor, director and singer), is also expected to contribute to ECoC. The participation of all ensembles that collaborated for the event of the official announcement of our candidacy (Symphony Orchestra, Ionia Orchestra and Folk Music Choir Band, Philharmonic Orchestra of the city of Volos and Polyphonic Choir), guarantee the artistic scene. Simultaneously, other traditional musical and dance ensembles align themselves on the side of ECoC, throughout the Prefecture in order to give a mark of tradition.

All the above-mentioned, along with the ever-growing network of volunteers, and the suggestions coming from the community and from national institutions, including the National The-

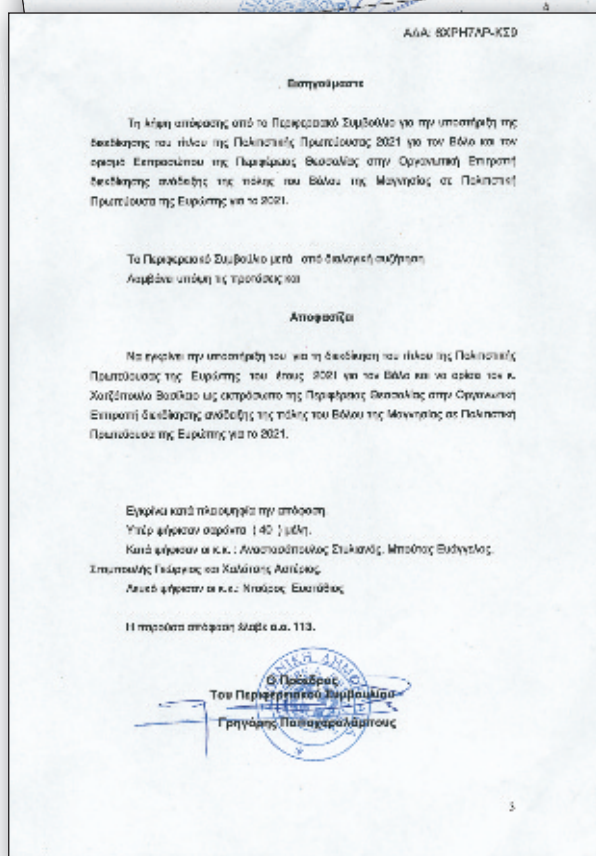
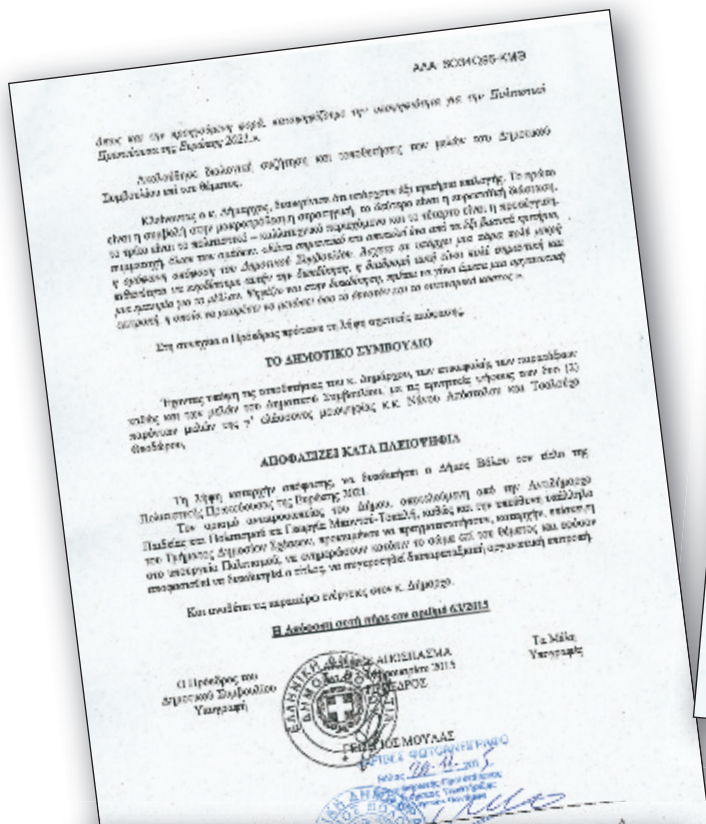


atre, the National Theatre of Northern Greece, various Municipal Theatres, the State Orchestras of Athens and Thessaloniki (Athens ECoC 1985 ECoC Thessaloniki ECoC 1997), the National Opera and finally the Camerata (Armonia Atenea), are expected to have a prominent presence in this cultural design, with European artists partnerships.



## 4 | CAPACITY TO DELIVER

**4.1. Please confirm and prove that you have a broad and strong political support and firm commitment by the appropriate local, regional and national public authorities.**



This municipal authority, with the agreement of the vast majority of the City Council, voted in favor of the candidacy of the city of Volos for ECoC 2021, and for the approach towards the remaining municipalities of the county, who responded promptly to the decisions of the municipal counselors. All this took place in 2015 (February, the 2nd) and under the present commanding officers, but the decision had already been made by the previous Municipal Authority (February 14th, 2014), on which was based the starting effort for the claim. Going back even further, we could introduce studies that were conducted for this purpose and which demonstrate the city's intentions since 2012. At the same time, there is going to be an increase on the budget for cultural activities, should the city win the ECoC, through the annual and the five-year plan of the Municipality of Volos, of the amount of 3 million euros, in growing escalation from 2017 to 2021.

The next step was the creation of an independent institution (Independent Private Institution, which will turn into a NGO), who will be responsible for the management of the ECoC, and the compilation of the Bid Book. The flexibility of the private sector

ensures the proper functioning of the ECOC, without having to deal with the bureaucratic cogs of the delay, while ensuring the participation of minorities in the council.

At this stage, and due to the current Mayor's justice problems, (two sentences that have not yet become final), and despite the City Council's support to our candidacy, we appealed to Brussels in order to receive an answer as to the important question of the signature, which will bind the city and the candidacy, so as to avoid any possible objections. The answer we received satisfied us, because it gave us the possibility to get the Bid Book signed by another elected member of this City's Council, who will also sign the Declaration of Honour, creating a precedent for the ECOC.

The Regional Council of Thessaly and the Regional Governor, also support our candidacy, as stated in their formal decision. A similar position for all Greek candidate cities is held by the Ministry of Culture, while our candidacy is strongly supported from the Ministry of Tourism, for its cultural tourism developmental efforts. This positive response has been expressed both in documents practically, through funding.

**4.2. Please confirm and prove that your city has or will have adequate and viable infrastructure to respond to the title. To do this, please answer the following questions:**

**a) Explain briefly how the European Capital of Culture will use and develop the cultural infrastructure of the city.**

The tradition of theatre in Greece, combined with the long "summer season" of the South Mediterranean (April to October), results in the creation of outdoors theaters in almost every area of our county, often with large capacity, even in antiquity. Certainly, they do not all have the size of the ancient theater of Epidaurus, their capacity, however, combined with the local population is not negligible. Thus, within the city, there are outdoors theaters in Volos (**1800 seats**) and Nea Ionia (**1500 seats**), in Xourihti Pelion there is also an open-air theater (**1000 seats**), in Skiathos (**800 seats**), in Skopelos (**500 seats**) and the construction of an open-air theater on the lake Carla (**800 seats**) is planned within 2016. Smaller is the Open-air theater in Horto (**300 seats**) and there is a considerable amount of squares in different villages, connected by bequests, including Nanopoulou School (Artwork by Unesco 1985) in Tsagarada, with a courtyard space capacity of **600 seats** and another **200 seats** on the side.

Regarding the indoor spaces, the existence of the

Municipal Theatre, the restoration of which will be completed in 2019 (capacity **900 seats**), and its reformation to a "Multifunctional Centre" for culture, the simultaneous existence of the theatre of the Old Electricity Company (**220 seats**), a sample of exceptional urban renewal, but also the one in Nea Ionia (**325 seats**), give a first network of enclosed spaces within the city of Volos.



We need to add the Panthessalian Stadium (**22,700 seats**), which was created for the needs of the Olympic Games (2004). Also, in Volos, there is the conference center of the Metropolis of Demetrias (**600 seats**) and in Velestino there is a Cultural Center of 600 seats.

The ancient theatre (**600 seats**) and the archaeological site (palace) used for cultural events in Demetrias, bring a Greek character in terms of infrastructure, with the participation of European artists in the designing. All the above places can accommodate almost any type of performing arts and music.

The reformations that will take place in urban buildings, like the Old Customs' Building, where we intend to house the **Museum of Industrial Design (Design)**, the existing infrastructure of the UTH, with its industrial buildings in "Pedion Areos" park and the building of the Papastratou tobacco industry (trademark of Volos), are the existing infrastructure for hosting educational programmes, offered for Conferences-Meetings organized between artists and scientists.

Finally, the Exhibition Center of the Municipality of Volos, at "Pedion Areos" park, will be transformed into a multi-functional conference center with a capacity of **1500-2000 seats**, while the overall regeneration of the surrounding area to create a theme park and a museum for the Argo, closes the range of the intervention.

We believe that proper management by new workforce, combined with the high participation of volunteers, whose action is indisputable in our region, will be the guarantee of the viability of the ECOC.



**b) What are the advantages of the city in terms of accessibility (regional, national and international transport)?**

Although Magnesia lies in the center of Greece, accessibility presents both positive and negative elements. The Region has two airports, the **National Airport of Skiathos "Alexandros Papadiamantis"** (JSI), whose international expansion has already begun and the **Nea Anchialos National Airport** (VOL). The former mainly serves the islands of the region, while the mainland is served by the second one. Unfortunately, although the infrastructure is excellent (the airstrip is the second largest in Greece), the Nea Anchialos Airport, presents a downward movement over the past two years. On the occasion of the candidacy of the region for ECoC 2021, there has been a study for the creation of a management institution, which aims in turning it into a main airport of Central Greece and using it this way. It is worth mentioning that the distance is 24 km from the city of Volos, and it is only 3 km away from the **highway E 75** (node Almyrou). The connection via regional buses, depending on the routes, offers the possibility of transporting the visitor to the center of Volos within 30 minutes. There he can also find the starting points of the other regional bus lines, through which the county is connected, and **municipal Bus** (City Bus), which through 12 different lines meet the needs of the citizens. Moreover there is a study on the construction of **tram**, that will connect Volos with the airport, and also with the seaside settlements, the larger one being Nea Anchialos.

Regarding the road connection of Magnesia with the rest of Greece, the region is penetrated by the **European Road E 75**, while Volos is linked through two nodes: Almyrou (27 km) and Velesinou (20 km). The distance from Volos to Athens is approximately 3.5 hours, while to Thessaloniki is 2.5 hours and its connection with the Egnatia Motorway (A 2) is via Kalambaka or via Thessaloniki.

By rail, Volos is connected to the rest of Greece



through the main network via Larissa, through **Intercity**, but with a simple train as well, while the electrification of the network is included in the Hellenic Railways Organization plans until 2018, which will reduce the time access to Athens in three hours and fifteen minutes, from five hours that it takes now. It is characteristic mention that the long dis-



tance bus service for Athens makes the Journey in about four hours. In addition to that, Magnesia possesses a real gem, the Little Train of Pelion, the so-called **Moutzouri**, work of Evaristo de Chirico, which currently operates on the route Upper Lechonia-Milies, while the plans of the HRO are to make it active again, starting from the Port of Volos or the area of Anavros (narrow gauge line).

Finally, the diversity of the prefecture (continental and insular) contributes to its accessibility, with five active passenger and commercial ports (Volos, Skiathos, Glossa, Skopelos, Alonissos) and three other purely passenger access areas Agios Ioannis, Platanias Katigiorgis, which in the past were linked by ferry to Thessaloniki (Flying Dolphins) and whose reset lines are under discussion. The overall ferry network includes links to N. Sporades, Euboea and Agios Konstantinos in Phthiotida.



**c) What is the city's response capability regarding the accommodation of tourists?**

The tourism potential of the prefecture, along with increased accessibility, which we plan to improve, results in an already exceptional infrastructure in

the prefecture concerning issue of accommodation. We mention, characteristically, that on the mainland of Magnesia there are **246 hotels**, which are translated into **4,665 rooms** and **9236 beds**. If in these we include the infrastructure of the islands of Magnesia, the numbers almost double, and more specifically we are talking about a total of **400 hotels, 10.143 rooms** and **19.940 beds**. In all these, we haven't included other facilities, such as rental rooms, an institution for anyone who has been in Greece on vacation at least once, nor the camping sites. Certainly all units do not work throughout the year, but taking into account that the great Greek summer and the Easter period, start essentially from April and last until late October, we are talking about a broad period of seven months, where a partial programming of the ECoC could be made, covering larger audiences. The natural beauty of the place gives us increased tourism in the area, but our goal, as we have mentioned before, is to reach out to alternative forms of tourism, such as cultural and environmental, which are closely connected with the first.

We owe special mention to the accessibility of the disabled, as, already in the region, we have accessibility in more than **70 hotels**, and it is expected, in view of the ECoC, for the rest of the facilities to become accessible, wherever this is possible (there is always the difficulty of the mountain due to soil specificity along with the characterization of traditional settlements, where interventions are not allowed). It is therefore easy to understand that Magnesia not only wants, but can also make the ECoC happen. It is no coincidence that in recent years the traffic of cruise ships has increased in the port of Volos, as well as in those of Skiathos and Skopelos.

**d) In terms of cultural, urban and tourism infrastructure what are the projects (including renovation projects) that your city plans to carry out in connection to the European Capital of Culture action between now and the year of the title? What is the planned timetable for this work?**

The creation of the **Museum of Industrial Design** at the site of the Old Customs is one of the most important priorities of the ECoC "Volos Magnesia 2021". The urban heritage of Volos, along with the factory aesthetic, creates the ultimate conditions for the inclusion of such a project in the planning of the city's regeneration. The study has already been proposed by the UTH and its implementation is planned to be covered by the EU co-financing and national resources, with completion in 2018. The initial transfer of 6500 exhibits from the collec-

tion of Stergios Delialis Museum, will form a basis, which we hope will be implemented to the best of its capacity. (Attracting Evolution and Culture for All)

The conversion of the Exhibition Centre of the Municipality of Volos in a Multifunctional Congress hall for exhibitions and performances, with a capacity of **1500-2000 people**, will create one of the largest indoor venues in Greece. On the other hand, the restoration of the Municipal Theatre of Volos, turning it into a versatile cultural center, still remains one of our biggest challenges. Both projects will be under construction in 2016 and expected to be completed by 2019. As in the above case, the financing will be covered by both national and European resources. A city's overall urban renewal, has also been planned, and will be funded by the region (12 million €, in 2016-2018) - Building the Audience of Tomorrow, Antithesis, Synthesis, Metamorphosis.

As mentioned earlier, the restarting of the Moutzouri (the Little Train of Pelion) from the port of Volos or Anavros to the village of Milies, by uncovering the old lines, will offer yet again a unique travel experience, through the lush nature of Pelion. For this purpose, a recommendation for a 3mil € funding, has already been filed, as the connection of this train to the cultural heritage of Evaristo de Chirico is one of our most important European guidelines for promoting tourism, cultural and non (completion 2020).

Housing a Cultural Centre for immigrants in the premises of the so-called Yellow Warehouse (former warehouses of BAT and later headquarters of the Gestapo – property of the Ministry of Rural Development), and its full functional re-assignment with the support of UTH, bears a message of hope, through creativity, for the reconciliation of nations. - Antithesis, Synthesis, Metamorphosis

Promoting intellectual accessibility through our pillar "**Culture for All**", the Municipality of Volos, has already started installing Wi-Fi in the city centre, and plans to extend the network to the whole region.

Finally, the full restoration of the ancient theatre of Phthiotic Thebes in situ, through the programme "**Cultural Routes**", will establish a small Epidauros in the heart of Greece, financially supported by the region and the EU. - Culture for all.





## 5 | OUTREACH

**5.1. Explain how the local population and the society of your citizens have participated in the preparation of the application and how they will participate in the realization of the ECoC year.**

The constant political turmoil of the recent years due to the change of governments, coalitions, early national elections, referendum and local elections, under the influence of economic memoranda and the enforcement of harsh measures, led many Greek cities to the decision on the candidacy of ECoC 2021, almost the last minute or led them to resignation. In our case, we certainly did not start very early in our planning, nor so late. With the decision to claim the ECoC 2021 our first action was the establishment of an independent institution with a triple role: the awakening and awareness of the prefecture, the writing of the file and to carry

out the ECoC. We started from a core expanding slowly outwards, aiming to include the right people in the appropriate positions. So, slowly a group of musicians, directors, performers, architects, aca-





demics, writers, economists, professionals and students was formed.

Opening the circle, outwards partners or institutions were included, representing in turns, other bodies such as the Metropolis of Demetrias, but also social minority groups like the Jewish Community of Volos, or the disables. Our cycle continues to open even now, hoping to include, by 2021, every last inhabitant of the region.

In order to draw the dream of ECoC, we worked on a triple level. Beyond the innovative proposals of the Committee, an important role played the cultural past and present of the city and the region, creating a communication channel with young people and minority groups. Innovative ideas from the academic community, continuous exchange of messages through social media and mass gatherings of cultural associations and organizations, created a climate of euphoria, which was reflected in the ever increasing expressions of interest around the ECoC.

Volunteer organizations like the **Rotarians**, the **Soroptimists**, the **Inner Wheelers** and **AHEPANS** were among the first who stood by our side and helped actively with their voluntary participation, both by spreading the ECoC, and with their active participation in the gathering of volunteers. For this purpose, in addition to our actions, these groups went further on and called other volunteer groups, which joined the network, so after our joint coordinated actions we have surpassed the number of 10,000 volunteers in just three months, and their number continues to increase rapidly. The overall volunteer movement started in our region, to a large extent in 2002, on the occasion of the Olympic Games in Athens 2004 when Volos was

one of the four cooperating Olympic cities, it reached its peak on the year of the event and remained growing until today. That is also why Volos has been internationally designated as "**City of Volunteers**", but also the city of major sports events, which take place mainly thanks to of these same volunteers.

For the communication needs of the ECoC within the prefecture, but also nationwide, a wide open musical event at Volos' promenade was performed, in October 2015, which gathered, more or less, over than 500 volunteers (artists and event), while at the same day of the realization of the event more than 200 people, of all ages, enrolled within two hours. This event was scheduled for October 7, 2015, but had an unexpected postponement due to heavy weather conditions and was transferred to the 18th of the same month. That did not stop nor the people who attended, neither the volunteers to return to the same place ten days later to repeat the will of Magnites to claim ECoC 2021. This is how we transmitted the message of ECoC, and one way or another, that's how the stream continued and still continues also from the other municipalities of the prefecture, with examples such as the Promyri community where the entire village was registered in the list of volunteers. These are the Magnets and that's how we have learned to act. Typical was the statement of the General and Artistic Director of the candidacy "Volos-Magnesia 2021", Ms Marita Papanizou, when in a conference between ECoC in Craiova (September 2015), she said that "since we decided to participate as candidates, we should act like winners by acting and not just planning". Based on this philosophy we have already started doing and proceeding on the re-launching and re-viving of institutions, preparing the future we want for the region, inspired by the institution of ECoC. Very simply "We are building the audience of tomorrow", we envision a Culture for all, we transform (Metamorphosis) by composing (Synthesis), through differences (Antithesis) and we attract the very evolution itself, while understanding the need for ordinary people to express culture through such a recognized institution.

Since all of the above involve planning and strategy, education has an important role to play, through the ECoC. Ongoing actions through the UTH, involving students and teachers, who will relate to projects of architecture, but also their involvement in environmental issues creates the beginning of a web that spreads to secondary and primary education, with the presence and participation of the young generation in projects such as "Aesthetics in Gastronomy". The three basic cultural institutions of Pelion, all together, for thirty





years now, have been producing culture and education through workshops, demonstrating the inextricable relationship of all the previously mentioned. For the realization of their annual ventures they have every year the local communities as helpers, something which is expected to occur in the forthcoming years and to culminate in 2021 in the whole region.

**5.2. How will the title create in your city new and sustainable opportunities for a wide range of citizens to attend or participate in cultural activities, in particular young people, volunteers, marginalized and socially vulnerable groups, including minorities? Please refer to the detail and accessibility of persons with disabilities and older persons in these actions. Specify the relevant parts of the program designed for these different groups.**

The concept of **"Culture for All"** sets the basic philosophy on which the ECoC Volos-Magnesia 2021 is designed. The institutionalization of the Multy-ticket, inspired by the unlimited commuting cards in Athens (1st ECoC), aims to enable access for a greater number of activities with economical cost, allowing both to young people and to economically weaker groups easier access to events of ECoC.

On the other hand, ECoC **online**, gives an opportunity to everyone who wants to attend, but cannot do it, because of distance or other problems, to monitor the happenings.

A large number of people, are waiting in the entire region to be "activated" through volunteering. The



establishment of permanent links with the institutions, that already exist, but also with those that are going to be revived or established, is deemed necessary for the participation of all and for the growth of the voluntary movement that beats at the heart of Magnesia.

From the planning it is apparent that the contribu-

tions of volunteers are not limited to the events of the ECoC, but also to hosting projects and touring around the prefecture visitors of the ECoC, with the culture of the region and urbanization as their orient.

Unfortunately in the question "who are the people with special needs?" the majority of people respond referring to those affected by paralysis and a smaller percentage to the blind. But what about the deaf, spastic children, people with Down syndrome and all those people classified as disabled? Our first concern is accessibility, and in this direction we are moving in the design of projects that will allow the participation of people with disabilities. For the blind, apart from cooperation with international institutions, the simplest solution is the best: the prints in Braille, in cooperation with the **House of the Blind** and the **Municipality of Kallithea**, Attica, with whom we have entered into cooperation. Through the Municipal Conservatory of Volos, already actions are being planned related



to learning music to the deaf, and the project **"Art Therapy"** addressed to all groups of disabled people. The wisdom of older people, through education, can work informing the younger generation about the lost traditional crafts and the art of the story-telling, providing active participation in ECoC. At the same time the possibility of discounts through mass ticketing (eg. In retirement homes for the elderly) offers the opportunity of group attending, which creates the opportunity for discussion between them and search, through culture.

The candidacy for the ECoC "Volos-Magnesia 2021" is in constant contact with the Rom community of Volos, who are scattered in four different locations. Cooperation between the municipalities of Kallithea Attica, the candidate "Volos-Magnesia 2021" and Plovdiv, ECoC 2019" to co-produce the opera Carmen with their active participation, reveals only one side of our way of thinking and acting, while participation in events interdependent with Vlachs or Sarakatsans intends to depict the history of nomadic culture in the Magnesia.



Finally, the burning issue of immigrants gives rise to the creation of a multifunctional cultural in which to present their culture, combined with the establishment of a documentary festival.

### 5.3 Explain your overall strategy for the development of audience, and in particular the link with education and the participation of schools.

From the beginning, we boldly declare that the situation in the country is not as we would like. On the other hand, the current reality in the city of Volos and in the region as well, doesn't remind anything of the glorious past. Surely, we are not starting from scratch and that's why the audience of Magnesia has a cultural background, which does not find relief. The golden opportunity of the ECoC, enables us to set again in motion the gears of our cultural machine and draw new paths.

The development of the public is under the pillar **"Building the audience of tomorrow"**. The existing society and its structures are the fundamental basis on which we aim to develop our project. Knowing the weaknesses of the social sector, we develop our strategy in the axis media- participation, in other words the integration of the society as a team in the ECoC action and not as individuals.

That is why we attach particular importance to the movement of volunteering and networking, because this is achieved through both the dissemination and the involvement of social structures in our efforts. The projection of its dynamic is reflected in recent major sports events, and includes within it the concept of **"Culture for all"**.

The idea of the Cultural Almanac, by which we propose actions in correspondence with significant World Days, gives rise to public education, with simultaneous participation.

The fight against social discrimination through accessibility, and participation of people with disabilities in cultural design, aims at the externalization of the ECoC and the further expansion of its public.

The issue of the environment is now one of the biggest issues and can be used as one of the main levers of action and education of the public in cultural dimensions, raising topics of European interest.

Starting from Karla and Alonissos, a route that will cross the area and unite the arts and science.

Some nights are more special than others, like summer full moons, with which the Greek soul is inextricably linked. Summer in the Mediterranean lasts for a long time and especially in 2021 the night of the September full moon of September will be on the equinox night, marking it a very special evening. This night is also the opening of Balkaniad Astronomy.

The introduction of the figure of the **artist-teacher**, already mentioned through the **Artistic Residencies**, will be continued by the open-air projects, but also with the organization of **Master-classes**. We build, in other words, the audience of tomorrow, in front of the public itself.

Since, however, when we say the word teacher, our thought goes to the school institution, we have developed three levels where we will move, both for the involvement of the educational system in the development of the public and for its own participation in these proceedings. Based on previous actions that took place interactively, through programmes of the Municipal Conservatory of Volos and NGOs, we intend to expand the umbrella around the region, with the help of the Municipal Conservatory of Almyros, and the Philharmonic Orchestra of Skiathos, creating workshops, through which children learn by participating and by being part of a broader informed and awakened public. Also, programmes by the European Union are utilized, aimed at students and can be a starting point for a series of actions in schools (primary schools, secondary schools, high schools). The participation of the elderly in the respective programmes, where young will teach the grown-ups and vice versa, is designed to establish a general treatment of the public as a whole and not as subsets. The active involvement of children in creating, through the visual and performing arts by creating reports and presentations, along with those of children from other European cities at the same theme, it will be not just an opportunity to view, but also a wonderful opportunity for discussion of the comparative treatment of the same issue. On the issues that we recommend, a key role is played by the environment, because when we talk about the public of tomorrow we have to think about the world, we want to deliver to them.







## 6 | MANAGEMENT

### A. FINANCE

#### • City budget for Culture:

***What has been the annual budget for culture in the city over the last 5 years? (excluding expenditure for the present European Capital of Culture application)? (Please fill in the table below).***

The city in recent years has shrunk all funds to the cultural sector, both because of the recession, but also because of the adjustment due to the combination plan of two or more municipalities resulting from the "Kallikrates" programme. The following figures certainly do not represent what we want, nor what the city of Volos could afford, but given the fact that neither the Municipal Theatre is in working order, nor the Symphony Orchestra is "fit" to perform, we seriously need to improve the true economic value of Volos, in view of the ECoC, by boosting it dramatically and permanently. The following amounts concern only the Municipality of Volos, excluding payrolls and budgets of other municipalities of Magnesia, while for restoration, already planned and due to be integrated in the ECoC programme, has been secured by the Region

through a NSRF (National Strategic Reference Framework) a fund of 11.5 million €, while another one of 5 mil € is available from the sectorial action of the Ministry of Culture, 2 more mil. €, through concessions and the last 5 mil € will be summed up through self-financing or concession. At the same time there have been contacts with the Ministry of Tourism to showcase the regions candidature and request financing in form of additional infrastructure. The reason we indicate financial data only from the Municipality of Volos is that the headquarters of the ECoC will be the in city of Volos, although actions will take place in the wider region of Magnesia.

Year	Annual Budget for Culture in the city (in euros)	Annual Budget for culture in the city (in % of the total annual budget for the city)
2011	445,565	0.38 %
2012	494,385	0.49 %
2013	342,628	0.32 %
2014	354,327	0.37 %
Current	323, 417	0.35 %

***In case the city is planning to use funds from its annual budget for culture to finance the European Capital of Culture project, please indicate this amount starting from the year of submission of the bid until the European capital of Culture year.***

Based on the current economic situation, the choice of our candidature, has a bold side, in relation to what is happening in the Country. The overall budget, at the moment is a very lean one. It is characteristic that, until the end of 2015 we'll be spending a little over 20.000 € gross, mostly intended as expenses for completion of the Bid Book. A group of volunteers worked tirelessly during the past months, to carry out the writing of the entire Bid Book, and that was not due to stinginess or lack of cash, but because volunteering has been our flag, ever since the idea of this candidature first came to life.

Naturally, this first funding was granted by the Municipality of Volos. It is estimated that beyond the annual budget that has been approved for 2016, there will be an adjustment resulting in an increase of 500.000 € per year, for the following years, until 2020 and 1.000.000 € for the year of the title, with a fallback to 500.000 € for 2022 and 2023. Of course these figures concern the increments rather than

the equity of the budget of the Municipality of Volos and of the other municipalities of Magnesia, which will be included in the cost of ECoC 2021. Indicatively for cultural services, sport and social policy, the Municipality of Volos has approved for 2016, the amount of 12.944.257,02 €, including payroll, from which the ECoC benefits in the amount of 30.000 € which corresponds to 6.7% of the annual budget for culture and sport (net amount, except payroll and maintenance costs).

***Which amount of the overall annual budget does the city intend to spend for culture after the European Capital of Culture year (in euros and in % of the overall annual budget)?***

Our idea is to maintain the increase on the amount of 1 million € of the budget of the Municipality of Volos alone, even for the two years after the year of the title, which corresponds to 1.11% of the annual average. This will strengthen the presence and the legacy of the ECoC, also allowing the required time for the city to absorb the impact of the ECoC, and adjust to the new standards, through a transition period. For the years to follow, we recommend the continued allocation of 500.000 € to culture, to implement initiatives, up to the achievement of a complete economic autonomy through self-financing.



- **Operating budget for the title year**
- **Income to cover operating expenditure**

**Please explain the overall operating budget (i.e. funds that are specifically set aside to cover operational expenditure), The budget shall cover the preparation phase, the year of the title, the evaluation and provisions for the legacy activities. Please also fill the table below:**

With regard to the overall budget of the ECoC, this amounts to 21.000.000 €. This amount is divided between the Municipality of Volos, the Region of Thessaly, the Greek State and the EU, and there is a sponsorship goal, from the private sector amount-

ing to 1.500.000 €, while we're preparing a strategy to seek more funding (Athenian sponsorship). In particular, our financial plan covers three different sectors: the implementation of the ECoC programme, advertising and evaluation, and finally payrolls. The programme is expected to absorb most of the costs, with an estimated 75%, while 10% goes to the evaluation and the remaining 15% covers the wages. Presently, the Municipality of Volos has already discussed the approval of additional funding, as we are also expecting other official programmatic-reports contracts for other concerned parties (other Municipalities), which we expect to collect before the official presentation of the Bid Book (February 2016).

Total income to cover operating expenditure (in euros)	From the public sector (in euros)	From the public sector (in %)	From the private sector (in euros)	From the private sector (in %)
23,000,000 €	21,500,000 €	93.4 %	1,500,000 €	6.6 %

### Income from the public sector

**What is the breakdown of the income to be received from the public sector to cover operating expenditure? Please fill in the table below**

Income from the public sector to cover operating expenditure	In Euros	In %
National Government	11,000,000 €	51.16 %
Municipality	3,000,000 €	13.96 %
Region	3,000,000 €	13.96 %
E.U. (with the exception of the Melina Mercouri prize)	2,500,000 €	11.62 %
Other	2,000,000 €	9.30 %
<b>Total</b>	<b>21,500,000 €</b>	<b>100 %</b>

Because of the specific economic situation in Greece, even though they are committed, the other municipalities haven't set a budget yet. In Volos, the issue has already been addressed by the Council, which is expected to ratify the commitment immediately after the delivery of the Bid Book. A survey conducted on the past few years, tells us that the goal we have set is absolutely achievable.

**Have the public finance authorities (City, region, State) already voted on or made financial commitments to cover operating expenditure? If not when will they do so?**

In December, upon the delivery of the applications, we expect to meet with bodies of the Region and the Greek State. Until then, both our candidacy, and that of some cities with who we are in contact, is to be considered pending.

**What is your fund raising strategy to seek financial support from Union programmes/funds to cover operating expenditure.**

Based on the plan set out in the following pages, the general direction will be fused with the artistic. Therefore, European funding search lies in good collaboration between itself and the economic sector and the marketing department. The studies to be conducted, with the help of University of Thessaly, in the direction of the Creative Europe program and Erasmus +, is one of the priorities of ECoC "Volos-Magnesia 2021". The originality of our design, combined with our full support to the disabled sector and to actions combating social exclusion of minorities, gives a strong reason to fight for funding and communicate through the ECoC the value we attach to the term culture for all.

On the other hand, our attempt to build the audience of tomorrow, gives us the best chance of linking education with the ECoC and hence the possibility of further funding. Finally, the triptych Antithesis, Synthesis, Metamorphosis, but also the dynamics of attracting evolution itself, create another basis on which to target our efforts. We men-

tion characteristically, our intention to be embedded in cultural platforms and festival networks, using for starting point the cooperation with Trapani and Gozo, but also that between Volos and Plovdiv, with the complicity of the Municipality of Kallithea, Attica. Both of these actions are aiming at the opera, a subject very dear to a city, which for many years housed the December Music and Performing Arts Festival. With the art of melodrama as our guideline, in which technicians, musicians, performers, directors, dancers and so many others are involved, locals and foreigners, the best link between Greece and the European dimension is offered to us, since the birth of the opera itself is due to regeneration attempt of ancient Greek tragedy.

We therefore feel, that the very nature of our artistic and cultural planning will lead us to the right path in order to achieve the best possible results and maybe overcome and the expected 2.5 million. For greater flexibility in achieving our goal, decisive role will play the existing private operators of Pelion and other NGOs of the region, which can increase the absorbability of funds, collaborating always with the ECoC 2021.

Finally the piece of Artistic Residency, combined with selected conferences and open air projects, give us the belief that we will ensure, under the guidance and cooperation of parts of the organization, which will process the ECoC, additional funding through the EU.

### Income from the private sector

***What is the fund-raising strategy to seek support from private sponsors? What is the plan for involving sponsors in the event?***

The possibility for granting has been restricted in the recent years in Greece, but as descendants of Odysseus, we are called to put into full operation the saying "Poverty uses Arts." Taking for granted that in the period until 2018, the economic situation will have been cushioned and the section sponsorships will have reopened, we have already made contact with Greek banks as well as companies operating in the beverage area, dairy, grains and steel, cements and energy, which have their headquarters or branches in the prefecture. At the same time, apart from the approach to search for funds, our strategy also includes a collaboration with some of the companies, particularly in innovative actions relating to energy.

### Strategy

To further promote our project we develop specific actions, such as, the one entitled «Let's stick to-

gether», when, always in cooperation with the trade association Volos and the Chamber of Magnesia, any business can, for some price, stick on the facade the special sticker of ECoC, showing also its support for the ECoC.

"Adopt a Monument" and "Adopt a building" are two of the targeted actions that will be used to attract sponsors. In our region, this has already happened with the creation of the Tsalapatas Museum of Brickworks where Piraeus Bank has adopted an abandoned factory space and converted it into a unique museum in Greece. Since this has happened once, it can be repeated. This does not mean that we set the bar very high and that we only address the big budgets. A monument can also be a small work of art, for which the "adoption" fee would certainly be smaller.

With regard to our overall strategy, we created the Pentateuch of incentives to attract investors.

Specifically our actions aim at:

- Expansion of business through products and tourism
- Partnerships, through co-productions
- Publicity-Advertising during actions as retaliatory sponsorship
- Synergy of the investors on the development and divulgation of the brand name of the city, the prefecture and ECoC
- Conference on the restoration of the institution of the Athenian sponsorship

Parallel actions have to do with capital concentration areas, by organizing concerts and conferences, but also through cooperation with smaller artistic, sports and voluntary communities, the latter of which will go to the benefit of ECoC.

Merchandising aiming at the dissemination of the «city brand» and inflows. The printing of the logo of the ECoC, as well as characteristics of buildings of the prefecture, on everyday household objects (clothing, shoes, lighters, pens, key chains, mobile cases, mugs, etc.).

The tourism sector of the prefecture, with the increased network of travel agencies, can assist with percentage on tickets issued, heading for the area, in favor of ECoC.

Finally, individual donations, both from citizens and from legacies can help in their turn in our overall effort.



### • Operating expenditure

*Please provide a breakdown of the operating expenditure.*

Programme expenditure (in euros)	17,250,000 €
Programme expenditure (in %)	75 %
Promotion and marketing (in euros)	2,300,000 €
Promotion and marketing (in %)	10%
Wages, overheads and administration (in euros)	3,450,000 €
Wages, overheads and administration (in %)	15%
Other (please specify) (in euros)	0
Other (please specify) (in %)	0%
<b>Total of the operating expenditure</b>	<b>23,000,000 €</b>

### • Budget for capital expenditure

*What is the breakdown of the income to be received from the public sector to cover capital expenditure in connection with the title year?  
Please fill in the table below:*

Income for the public sector to cover capital expenditure	In euros	%
National Government	6 m. €	26.09%
City	1 m. €	4.35%
Region	1 m. €	4.35%
EU (with the exception of the Melina Mercouri Prize)	1,5 m. €	6.52%
Other	0	0%
<b>Total</b>	<b>9,5 m. €</b>	<b>41.31%</b>

*Have the public finance authorities (City, region, State) already voted on or made financial commitments to cover capital expenditure?  
If not, when will they do so?*

As we have mentioned before, we are in contact with all partners, but due to the current situation, in view of an imminent multiple law decree and enforcement of measures, on their behalf, this kind of commitment is impossible, although we have their full support, on all issues. Nevertheless, we've already ensured quite a large budget, especially in relation to urban regeneration, through the ROP Thessaly, funded by the NSRF. At the same time, we expect funding from the Ministry of Culture, while there is a specific plan for concessions and self-financing.

*What is your fund raising strategy to seek financial support from Union programmes/funds to cover capital expenditure?*

All scheduled restorations and infrastructure are inextricably linked, one way or another, to the realization and proper management of the ECoC, especially in areas related to urban planning and actions, such as "Tracing the Area." Meanwhile, it has already been covered, by inclusion to the NSRF (ROP Thessaly), the majority or the required funding, but in the coming years we intend to reach out to other European programmes, which are not included in the table below, drawing funds from transnational partnerships and institutions of cultural heritage.

*If appropriate, please insert a table here that specifies which amounts will be spent for new cultural infrastructure to be used in the framework of the title year.*

Project	Cost	Funding
Repair- reinforcement of the bearing institution and renovation of the Municipal Theater-Congress Centre Municipality of Volos	7,000,000 €	ROP Thessaly/ EEA Grants
Expansion of the pedestrian network and traffic-calming roads in central web	1,000,000 €	ROP Thessaly/ EEA GRANTS
Regeneration of the area of the Old Port Authority at "Palaia" Volos	500,000 €	ROP Thessaly/ EEA GRANTS
Demolition of the Healthcare Building, reshaping the square and projection of the Spirer building.	320,000 €	ROP Thessaly/ EEA Grants

Project	Cost	Funding
Intervention on the urban area lighting	700,000 €	ROP Thessaly/ EEA Grants
Demolition of the building in Meandrou- Cesarias str. and reshaping of this space	200,000 €	ROP Thessaly/ EEA Grants
Demolition of former cinema building "Niki" and creation of parking space	180,000 €	ROP Thessaly/ EEA Grants
Traffic interventions in urban agglomeration by creating roundabouts	250,000 €	ROP Thessaly/ EEA Grants
Configuration of four warehouses at the Customs in Volos	500,000 €	ROP Thessaly/ EEA Grants
Intervention at Maiandrou str.by creating parking space and broadening the sidewalk	400,000 €	ROP Thessaly/ EEA Grants
Expansion of network of cycling paths in the urban web of Volos-Nea Ionia	500,000 €	ROP Thessaly/ EEA Grants
Construction of the "Argo" Museum	5,000,000 €	Sectoral action of MCS
Study for the "Argo" Museum	150,000 €	Self-financing
Replacing conventional lights of the City Lighting with modern technology to save energy at least 50%	5,000,000 €	Concession Agreement or Self-financing
Completion of parking building at the intersection of Dimitriadou and Philellinon Street	2,000,000 €	Concession Agreement

## b. Organisational structure

*What kind of governance and delivery structure is envisaged for the implementation of the European Capital of Culture Year?*

**Decision No. 445/2014 / EU of the European Parliament** and of the Council, April 16th 2014, for the establishment of the **Union's** action regarding **European Capitals of Culture** for the years 2020-2033 and repealing Decision No. 1622 / 2006 / EC. It **gave rise** to the city of **Volos** through the **Municipal Authority** to decide to claim the title of Cultural Capital for the **year 2021**.

In this claim, according to the guidelines of this decision, it was decided to include all the regions of the prefecture of Magnesia, putting out the entire effort as **"Volos- Magnesia 2021"**.

The reasons for deciding to claim the title was the overall rationale of this specific **decision** from the E.U.

Key excerpts of this rationale are set out below:

- Improving the knowledge and dissemination of the culture and history of European people among member states.
- The development of activities that should promote cultural diversity and intercultural dialogue, culture as a catalyst for creativity in the framework for growth and employment, and culture as a vital element for the Union's international relations .
- The protection and promotion of cultural diversity, strengthening interculturalism and raising awareness as to the value of cultural diversity at local, national and international level
- As it results the existence and action of the hitherto European Capitals of Culture have gradually become one of the most ambitious cultural initiatives in Europe and are among those most appreciated by European citizens.
- That apart from the initial objectives of the cultural capitals of Europe, which were to highlight the richness and diversity of European cultures and the common aspects of these cultures, as well as to promote greater mutual understanding between European citizens, cities bearing the title of European Capital of Culture ("the title") gradually added a new dimension, utilizing the impact of leverage that the title has, to promote the general development on the basis of their various strategies and priorities.
- Finally, the achievement of these objectives should also help to strengthen the feeling of belonging to a common cultural ground and to stimulate intercultural dialogue and mutual understanding.

## BASIC

To achieve these goals, it is important for cities holding the title to pursue the development of links between on the one hand the cultural and creative sector, and, on the other hand, sectors such as **education, research, environment, urban development** and **cultural tourism**.

It is also important for cities bearing the title to seek to promote social inclusion and equal opportunities and to make every effort to ensure the widest possible participation of all components of the society in preparing and implementing the cultural



programme, with special attention to young people and marginalized and disadvantaged groups. From the abovementioned, we come to the conclusion that the institution for organizing, promoting and implementing the objectives deriving from the title's claim, must have action flexibility as well as limitless and versatile capabilities in dealing with numerous relevant parameters with the thrust of decision no. 445/2014 / EU of the **European Parliament**.

For this reason, in agreement with the **Municipal Authority** and mainly with the voluntary participation of people willing to offer to the city's community, established the civil non-profit company with legal profile, called "**VOLOS - Magnesia 2021**".

The company goal, making use of the qualities, the knowledge and infrastructure of its members will be:

- Claiming the title "European Capital of Culture" for the Municipality of Volos and carrying out- if selected - the programme concerning the above title.
- The preservation and promotion of the new Greek civilization.
- The preservation and promotion of all performing arts, of the benefits of life in the region and particularly of Volos.
- Promotion of various naturalistic activities, literary happenings as well as philosophical pursuits.
- Promotion of traditional Greek cuisine in Greece and abroad.

Achievement of the previous objectives will be carried out by any means. Within the framework of the Constitution and the Laws and in particular by the following means that indicatively mentioned.

This is a wide range of activities the most basic of which are:

- To **investigate** and **seek** where appropriate, the possibility of financial support from Union programs and funds.
- Making frequent meetings with experts to **monitor** and **visit**, for greater sharing of experience between past, current, future and candidate cities.
- To **be responsible** for the organization and production of artistic and cultural events of all kinds, creating festivals, conferences and other cultural festivities.
- To **publish books, create programmes**, video and audio **productions**, posters and general documents related to the subject of the purpose of the company.
- To **cause concern for creating and operating** workshops and art schools, also artistic and cultural events of all kinds.

- To have the **possibility** of interconnection with the appropriate ministries, units, services of local authorities of first and second degree, the Regional Governments and individuals as well as with organizations and cultural services, sports, environmental, etc. for local intervention and development,
- To **be able to work** with Legal Entities of Public and Private Law and Institutions for the promotion, organization and realization of all statutory goals.
- To **try and strengthen cooperation** with similar associations, non-profit companies between Member - States of the European Union.
- To **organize lectures, workshops, debates, talks, exhibitions, screenings, concerts, theatrical and dance performances, sports events and general artistic and educational events** to promote the development of cultural values.
- To **create committees** that will ensure the proper organization of these events and to study issues related to the achievements of the company's objectives.
- To **develop** links between, on the one hand, the cultural and creative sector in the region and, on the other hand, sectors such as education, research, the environment, urban development or cultural tourism.
- To **organize activities** concerning the region's heritage embedded in a long-term political strategy for culture, which may have long-lasting cultural, economic and social outcomes.
- To **make known** that achieving these objectives helps to strengthen the feeling of belonging to a common cultural space and to stimulate intercultural dialogue and understanding.
- To **convince** of the impact that the title will have on promoting the overall development of the region, based on the strategies and priorities.

The operation of "**Volos - Magnesia 2021**" in all its actions, will seek to function within the terms of its founding statutes.

Its primary concern will be the fulfillment of the previous goals of success, mainly **making the most** out of the candidacy to project and **establish** the city's potential and the region.

With the firm belief that we will succeed, this specific actions will be implemented before and during the year of the title, with an ongoing attempt to enrich and modernize them.

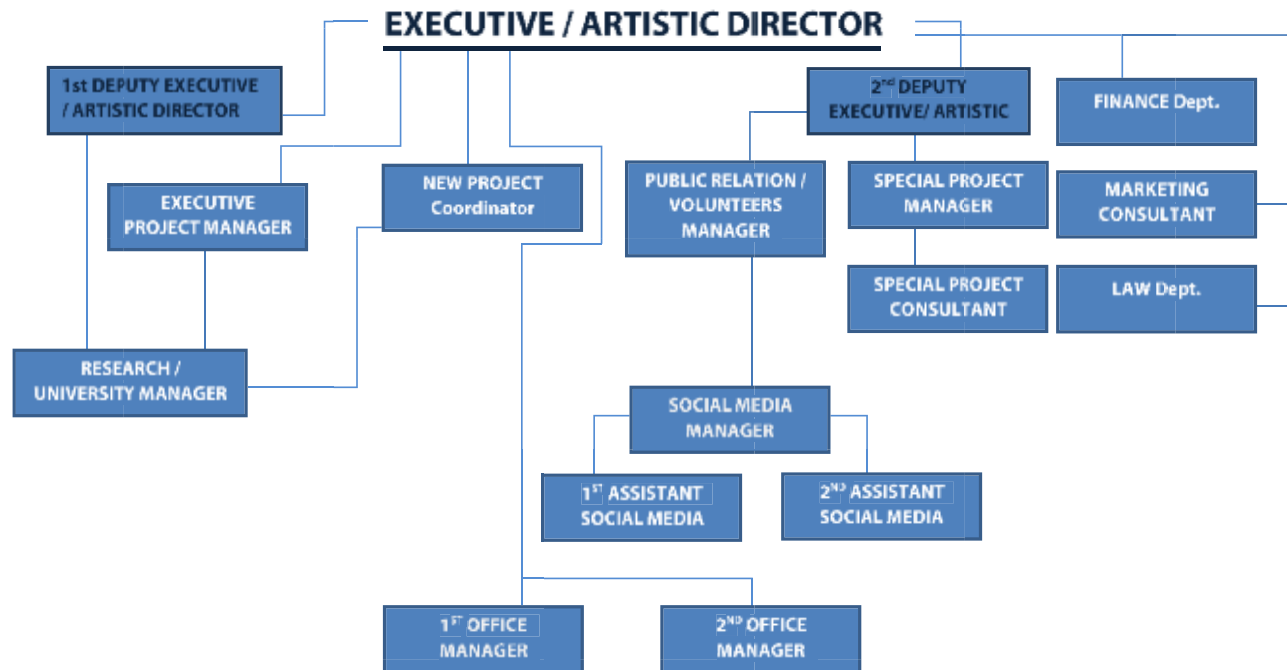
Apart from the efforts of the founding members, the company focuses its success on the presence of thousands of volunteers- locals as well as friends from all around.

This volunteering is a pleasant surprise and it arises

from all the environmental and cultural treasures that the region has to offer.

The ultimate goal is to spread the region's culture and history to the Europeans and to others.

**How will this structure be organised at management level? Please make clear who will be the person(s) having the final responsibility for global leadership of the programme?**



**How will you ensure that this structure has the staff with the appropriate skills and experience to plan, manage and deliver the cultural programme for the year of the title?**

Since the decision to withdraw the claim of ECoC 2021, there was a continuous staff turnover and choosing the right people hasn't been an easy task. Resumes alone were not enough, and during the months that preceded the writing of the Bid Book, a selection was made, based on "excellence", where devotion to the vision of the ECoC, the will of volunteering, originality, imagination, organizational and cooperation skills, combined with professionalism, were tested to the limit. A landmark was the event of October 18th, 2015, where it has been a sort of "natural selection". Surely, there have been certain criteria in the selection of the founding members of the Managing Organization and we're going to set some more when turning into a NGO. Of course we won't forget to include, as stated before, a few members picked from specific groups. (eg disabilities). On the other hand, the assumption by one person of the General and Artistic Direction may seem strange to some, but was precisely this woman, an artist coming from Volos herself, that united us, inspired us and made as the team we are

today. For this reason she's been given "carte blanche" and a double. This incredible promoter of the arts is none other than Mrs. Marita Paparizou, the well-known mezzo soprano. Her massive experience, on the international scenes, joined with the experience of other executives, in events such as Olympic Games, International sport events, exhibitions and conferences and organization of major artistic events, guarantees the correct the coordination, the management and the implementation of the ECoC.

**How will you make sure that there is an appropriate cooperation between the local authorities and this structure including the artistic team?**

As mentioned before, the first claim for the ECoC 2021 was made by the previous Municipal Authority, which also drew up the first study commissioned to the academic and composer Mr. Dimitris Marangopoulos, currently Artistic Director of the corresponding candidacy in Corfu. This municipal authority, with the agreement of the vast majority of the City Council not only re-approved the claim to the nomination, but also extended the local horizon of ECoC, integrating, with the consent of



their own Municipal Councils, the other seven municipalities of the region. The presence of Marita Paparizou was catalyzing, gaining consensus from all parties. We think that, under the current circumstances, and regardless of possible future changes, due the municipal elections of 2019, there will only be good cooperation between these authorities and the management. The substantial number of volunteers and the presentation of the presentation event on October 18th, proved in the most absolute way that we want and shall work together, to the fullest extent of our abilities.

**According to which criteria and under which arrangements have the general director and the artistic director been chosen – or will be chosen? What are – or will be – their respective profiles? When they will take up the appointment? What will be their respective fields of action?**

Our choice to appoint the General and Artistic Direction to one person, has to do, as mentioned above, both with the vision that she inspired us, and with the size of her personality. Beyond any know-how, certified by 15 years of international artistic career, and thanks to her previous experience both in education and administration (5 years), she received the wide consensus of the city's political leadership and artistic community.

Her tireless voluntary work, throughout this first qualification phase, was the key factor that led to her selection as both General and Artistic Director. So, should this candidacy pass to the second level, she will assume her office, receiving a salary, because as we have said before "we don't just plan, we act". Beyond the artistic design, her areas of intervention comprehend the coordination among existing collaborators, addressing the issue of sponsorship and funding, and collaborating with the economic sector, the marketing department and the UTH. Acting as an intermediary link between the Board of the NGO and all potential partners (both public and private), she has the ultimate responsibility for the final programming, implementation and divulgation of the ECoC.

### c) Contingency planning

**Have you carried out/ planned a risk assessment exercise?**

Living in Greece in recent years, we believe that every citizen of this country has been trained in dealing with risk. Multiple elections and alternating governments, referendum, Kallikrates, memoranda, troika, unsustainable economic policies, are just some of the issues that Greek people have to face

every day. So, Greeks have an old saying that quotes: "wise people cook before being hungry". As we made it clear from the beginning, we propose a feasible ECoC, not an extravagant one. We set specific targets in order to be able to realize them, assessing in advance the potential risks and deal with it.

**What are the main strengths and weaknesses of your project?**

One of our main difficulties was the current Mayor's justice problems, (two sentences that have not yet become final). We appealed to Brussels in order to receive an answer as to the important question of the signature, which will bind the city and the candidacy, in order to avoid any possible objections. The official reply, which has been uploaded on ECoC official website, gave us the possibility to get the Bid Book signed by another elected member of this City's Council, who will also sign the Declaration of Honour.

We believe that our candidacy is a realistic one, and we count that as a pro. We want to design an ECoC which can be sustainable even in the present economic and social conditions, taking into account the unfortunate history of Cyprus and Pafos.

The integration in the candidacy, of the entire region of Magnesia, with its special diversity, is definitely a pro, although it could bear the risk of difficulty in coordinating the parts, when involving more than one municipality.

Certainly the wide support of this City Council is a big advantage, as well as the increased tourism throughout the year.

Unfortunately, the combination of the economic crisis and capital controls, as well as the chronic lack of agility of the Greek bureaucratic procedures, have created, in the past year, delays on the timetable for the implementation of specific infrastructure, which we expect to resolve, through the ECoC.

We believe that the structure of the organization, we have chosen, is the best possible solution because of the flexibility of the NGO, but unfortunately this form of association has been accused many times in Greece for squandering and laundering the public money. The Inclusion in the NGO, of members from both political authorities and ordinary citizens, as well as members of socially sensitive groups, ensures accountability and transparency of the organization.

Finally, because it is beautiful to close optimistically, one of the greatest strengths of the nomination Volos-Magnesia 2021 are our volunteers, more than 10,000 members and we keep counting!

Pros	Cons
Realism	Economic state in Greece, capital controls
Wide support by Municipal and Regional Council	Legal adventures of the present Mayor of Volos
Expansion of the ECOC by including the whole prefecture	Coordination difficulties
Volunteers 10.000+	Greek Bureaucracy
Flexibility of NGO	Fame of NGO
Funding commitment by the Municipality of Volos	Delay in funding commitment by the Greek government

***How are you planning to overcome weaknesses, including with the use of risk mitigation and planning tools, contingency planning, etc.?***

Cons	Solution
Economic state in Greece, capital controls	Search for broader European and private funding
Legal adventures of the present Mayor of Volos	Resolved on referral to the Committee of Brussels and appointment of a new elected representative of the city to sign the file, and the handling the ECoC
Coordination difficulties	Sharing cultural programming, both in terms of time and place depending on the needs and on the amount of tourism
Greek Bureaucracy	Founding of the NGO to achieve flexibility in planning and implementing, through private law contracts
Fame of NGO for mismanagement	Integration of representatives in the institution that will ensure from the very beginning diversity, solvency and clarity
Delay in funding commitment by the Greek government	Signing binding framework agreements, which will bind any subsequent Principles
Weather conditions	Alternative housing planning for events in closed or protected areas
Changing members in NGO or in the organizational chart of the institute	It has already happened and there are other available members
Implementation delays (due to economic, environmental, political circumstances)	Long-term planning of implementation of the ECoC, enables us to have an extended time horizon within which delays for various reasons are expected





#### d) Marketing and communication

*Could your artistic programme be summed up by a slogan?*

**Attracting Evolution**, means thinking of the development as a target. It means you want to be redirected to it and drag with you and the rest of Europe. It means becoming a giant “magnet” and creating around you an interactive area, where the old meets up with the new, the Greek with European and international, and finally people with people. Let's sail, then, guided by Argo, in an evolutionary view of culture and arts, in our quest for a better society.

*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 mobilization of large audiences. At the final selection stage, consideration must be given in particular to the partnerships planned or established with the written press and the audiovisual sector with a view to ensuring media coverage of the event and of the plans relating to this strategy).*

The ECoC “Volos Magnesia 2021” has estimated about 10% of the total budget for marketing, communication and evaluation. But, since taking over

the claim of title, there has been a general mobilization of the local and nationwide press and audiovisual media, culminating in the free promotion of the presentation event on October 18th, 2015. Of course, all of this relates mostly to our local level, while our aim is both individual promotion and co-operation, through the three ECoC 2021 networks, to move into expanding communication through international media. At the same time, Internet is an integral part of our everyday life and activity. The online connection, along with social media, is the ECoC's embassy in Europe and the world. This is one of the reasons we created the department of new technologies and social media, as a separate section within the management chart. The integration of the entire region in the ECoC, brings the additional result of promoting its geopolitical reality, while the process of artistic calls and residencies addressed not only artistic creation, but also the trans-European dimension and communication.

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

If in a month, we managed to gather 700 volunteers for a single night (500 amongst musicians and organizers and 200 applicants), imagine what we can achieve in the four years preceding the title and especially in 2021. With 10,000 volunteers al-

ready at our credit, we have 10,000 voices speaking for us and 20,000 hands to form a huge hug, which is rapidly growing. Magnesia and her friends are already in the game, and we receive more and more positive response every day, exponentially. The volunteer is socially motivated and the movement of volunteering in Volos is, demonstrably, the largest in Greece. People of any age, gender, and race, regardless of their economic and social condition, embraced the ECoC candidature, as we embraced them in a hug beyond any social discrimination.

In the action **"Argo in evolution"**, a copy of the Mycenaean hull will sail in the northern Mediterranean, carrying our message, especially after the latest events in Paris, for peace, expressing the sense of culture of the ECoC.

Because we believe that we are citizens of Europe, as well as of Greece, we designed the action we called "Treasure Hunt", where people are asked to search for the new original copies of Rigas Velestinlis' Charta, not included in the 53 already known (53+), thus promoting, simultaneously the European dimension in the year of the ECoC, but also the fundamental concept of the coexistence of nations.

***How does the city plan to highlight that the European Capital of Culture is an action of the European Union?***

The institution of ECoC started from Greece, so maybe we're not good at doing everything, but we're definitely great when it comes to promoting our initiatives. The very project "Argo in evolution" highlights the European culture, with its journey in northern Mediterranean and the pilgrimage to Galicia. On the other hand, specifically scheduled conferences, are intended to EU's visibility through the institution of ECoC, the heritage that carries and the values it represents. Given the current socio-political situation, the hot issue of immigration, religious fundamentalism and social discrimination, the ECoC is the best opportunity for the EU to show its actions. Finally, the adoption of EU symbols in ECoC's merchandising and the continued presence of Europeans (artists, scientists, visitors) will remind the Magnets their identity and their participation in contemporary European affairs, a tradition that goes back to the 18th century.

## ADDITIONAL INFORMATION

***In a few lines explain what makes your application so special compared to others?***

Why us? Why all of us?

The thought of claiming the ECoC 2021 was based from the beginning on the idea of including a wide local area in the candidature. In the end, this is exactly the meaning of ECoC: extroversion, at European and international level. When we were told that competition was high, this, not only didn't prevent us from becoming candidates, on the contrary, we grew even more stubborn. Tireless work, on a voluntary basis, 12-14 hours a day over papers and computers, among Italian pizzas, German beers, Greek coffee and American cigarettes. Every time we wrote a line, three or five more came to mind. Whenever we created a project, at least ten more emerged like mushrooms. Every time we stared at the map, we were reminded of Rigas and his **"Charta"**, thinking about how his idea of democracy had spread through the Balkans, up to the modern enlarged Europe.

When we organized the event, on October 7th and we were forced to postpone it due to heavy rain, it didn't break our spirit. 11 days later we were there again: the same people playing music and teaching the power of volunteerism. So, this is the way we operate and treat problems: we never give up.

We have done well in major sport events such as the 2004 Olympics, we have past the successful organization of major festival, we can now succeed in changing our region and creating an ECoC that will embrace everyone: winners and losers, strong and weak.

Come to meet Magnesia and its culture, to drink tsipouro and get drunk from the Arts, to build a future for all, to join the contrasts and evolve.

We'll be there, will you?

***Add any further comments which you deem necessary in relation with your application.***

The region of Magnesia has a capacity of approximately 200,000 residents, who have managed to keep alive the tradition and culture through actions and associations. The need to participate in cultural events, to grow and evolve constantly, led us to the decision of claiming the title of the European Capital of Culture. Links can be created with other European cities, and especially the ECoC of Romania and the one from the third selected country. This is the thrust we need, to prove that culture can overcome any economic crisis.



## ABBREVIATIONS

**BAT** = British American Tobacco

**HRO** = Hellenic Railway Organization

**MOCESC** = Municipal Organization for Children Education, Sport and Culture

**MTO** = Municipal Theatre Organization

**NGO** = Non-Governmental Organization

**NSRF** = National Strategic Reference Framework

**UTH** = University of Thessaly

## CREDITS

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Association of Visually Impaired Persons of Magnesia







The undersigned **Tokali-Bontou Georgia**

representing the following legal person:

full official name: Municipality of Volos

official legal form: Local Authority

full official address: Riga Fereou Square

VAT registration number: 997898793

➤ certify that the applicant city is not in one of the following situations which would exclude it from receiving Union prizes:

- a) is bankrupt or being wound up, is having its affairs administered by the courts, has entered into an arrangement with creditors, has suspended business activities, is the subject of proceedings concerning those matters, or is in any analogous situation arising from a similar procedure provided for in national legislation or regulations;
- b) has been convicted of an offence concerning professional conduct by a judgment of a competent authority of a Member State which has the force of *res judicata*;
- c) has been guilty of grave professional misconduct proven by any means which the Commission can justify including by decisions of the European Investment Bank and international organisations;
- d) is not in compliance with all its obligations relating to the payment of social security contributions and the payment of taxes in accordance with the legal provisions of the country in which it is established, with those of the country of the authorising officer responsible and those of the country where the action is to be implemented;
- e) has been the subject of a judgement which has the force of *res judicata* for fraud, corruption, involvement in a criminal organisation, money laundering or any other illegal activity, where such activity is detrimental to the Union's financial interests;
- f) is subject to an administrative penalty for being guilty of misrepresenting the information required as a condition of participation in a procurement procedure or another grant award procedure or failing to supply this information, or having been declared to be in serious breach of its obligations under contracts or agreements covered by the Union's budget.

➤ declare that the applicant city:

- g) have no conflict of interests in connection with the prize; a conflict of interests could arise in particular as a result of economic interests, political or national affinity, family, emotional life or any other shared interest;
- h) will inform the Commission, without delay, of any situation considered a conflict of interests or which could give rise to a conflict of interests;

have not granted and will not grant, have not sought and will not seek, have not attempted and will not attempt to obtain, and have not accepted and will not accept any advantage, financial or in kind, to or from any party whatsoever, where such advantage constitutes an

illegal practice or involves corruption, either directly or indirectly, inasmuch as it is an incentive or reward relating to the award of the prize;

j) provided accurate, sincere and complete information within the context of this prize award procedure.

➤ I declare that the applicant city is fully eligible in accordance with the criteria set out in the specific call for submission of applications.

➤ I acknowledge that according to Article 131 of the Financial Regulation of 25 October 2012 on the financial rules applicable to the general budget of the Union (Official Journal L 298 of 26.10.2012, p. 1) and Article 145 of its Rules of Application (Official Journal L 362, 31.12.2012, p.1) applicants found guilty of misrepresentation may be subject to administrative and financial penalties under certain conditions.

If selected to be awarded a prize, the applicant city accepts the conditions as laid down in the call for submission of applications.

**Last name, first name:** Tokali - Bontou Georgia

**Title or position in the city:** Deputy Mayor of Education & Culture

Signature [and official stamp] of the applicant:



Date: November 23d 2015

Your reply to the call for submission of applications will involve the recording and processing of personal data (such as your name, address and CV), which will be processed pursuant to Regulation (EC) No 45/2001 on the protection of individuals with regard to the processing of personal data by the Community institutions and bodies and on the free movement of such data. Unless indicated otherwise, your replies to the questions in this form and any personal data requested are required to assess your application in accordance with the specifications of the call for submission of applications and will be processed solely for that purpose by the Hellenic Ministry of Culture and Sports. Details concerning the processing of your personal data are available on the privacy statement at the page: [http://ec.europa.eu/dataprotectionofficer/privacystatement\\_publicprocurement\\_en.pdf](http://ec.europa.eu/dataprotectionofficer/privacystatement_publicprocurement_en.pdf).

Your personal data may be registered in the Early Warning System (EWS) only or both in the EWS and Central Exclusion Database (CED) by the Accounting Officer of the Commission, should you be in one of the situations mentioned in:

- the Commission Decision 2008/969 of 16.12.2008 on the Early Warning System (for more information see the Privacy Statement on [http://ec.europa.eu/budget/contracts\\_grants/info\\_contracts/legal\\_entities/legal\\_entities\\_en.cfm](http://ec.europa.eu/budget/contracts_grants/info_contracts/legal_entities/legal_entities_en.cfm)), or
- the Commission Regulation 2008/1302 of 17.12.2008 on the Central Exclusion Database (for more information see the Privacy Statement on [http://ec.europa.eu/budget/explained/management/protecting/protect\\_en.cfm#BDCE](http://ec.europa.eu/budget/explained/management/protecting/protect_en.cfm#BDCE) )



**DOCUMENTATION**  
**MUNICIPALITIES OF MAGNESIA**

→ Τη δημόσια στήλη της προσέβαλε του Δήμου Βόλου  
→ Τον ορισμό ενός εκπαιδευτικού και  
→ Την έγκριση των κατεστημένων δοξαρίων του Δήμου Αλμυρού στο  
πρόγραμμα Πολιτιστικής Προώθησης 2021

Η προθυμία υποβολής των αιτήσεων για τη συμμετοχή στην ανωτέρω  
διοργάνωση είναι η Δευτέρα 30 Νοεμβρίου 2015

Το Συμβούλιο άκουσε τον κ. Πρόεδρο, έλαβε γνώση την κατάσταση της Άδσης  
Προγραμματισμού, τη θετική γνώμη της ΕΠΖ, της Επιτροπής Διαβούλευσης  
και της Τ.Κ. Αφάρης, τις διατάξεις του άρθρου 65 του Ν. 3852/2010 και μετά  
από διαλογική συζήτηση

**Α Π Ο Φ Α Σ Ι Ζ Ε Ι - Ο Μ Ο Φ Ω Ν Α**

Στηρίζει την υποψηφιότητα του Βόλου αλλά και αλόκληρης της περιφέρειας της  
Μαγνησίας συμμετελειτουργούντων και του Αλμυρού, ως Πολιτιστική  
Προτίστωση της Ευρώπης 2021 και αρχίζει εισαγωγή του Δήμου Αλμυρού,  
που θα συμμετάσχει στο πρόγραμμα, θα αναμνησθεί για την εξέλιξη της  
διοργάνωσης και θα κινητοποιήσει τους πολίτες του Δήμου Αλμυρού σε συμμετοχή  
στην όλη προσπάθεια του για τη διεκδίκηση του τίτλου, την Ενοποιημένη  
Σύμβαση του Δήμου Αλμυρού για θέματα πολιτισμού κ. Μερτί Στρατηγόνανη.

Εγκρίνει να ενοποιηθούν οι πολιτιστικές δράσεις του Δήμου Αλμυρού στο  
πρόγραμμα της Πολιτιστικής Προώθησης 2021.

Η παρούσα Απόφαση έλαβε αύξοντα αριθμό 213/2015

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Τελείωσαν τη δέσμευση και λήσαν η συνεδρίαση.  
Συντάχθηκε το παρόν πρακτικό και υπογράφεται:

<b>Ο ΠΡΟΕΔΡΟΣ</b>	<b>Ο ΓΡΑΜΜΑΤΕΙΑΣ</b>	<b>ΤΑ ΜΕΛΗ</b>
<b>(ΑΚΟΛΟΥΘΟΥΝ ΥΠΟΓΡΑΦΕΣ)</b>		
<b>ΑΚΡΙΒΕΣ ΑΠΟΓΡΑΦΣΜΑ</b>		
Αλμυρός 31 / 7 /2015		
Ο Δήμαρχος Αλμυρού		

Δημήτριος Κυριάκος Βασιλείδης

ΑΔΑ: 7ΤΨ3218-7ΥΣ

Ο επικεφαλής της ελεγκτικής μεραρχίας κος Απόστολος Παπαϊωάννου , δεν εκπέμπει τη λήψη της παρούσας απόφασης.

Τόκος ο Πρόεδρος καλεί το Δημοτικό Συμβούλιο να αποφασίσει σχετικά.

Το Δημοτικό Συμβούλιο, αφού έλαβε υπόψη του το πνεύμα της διατάξης του άρθρου 95 του Ν. 3463/2006, και μετά από διαλογική συζήτηση,

**ΑΠΟΦΑΣΙΖΕΙ ΚΑΤΑ ΠΛΕΙΟΝΗΘΙΑ**

Τη δαπάνη σύνταξη της υποψηφιότητας του Δήμου Βάλου για τη διεκδίκηση του τίτλου της Πολιτιστικής Πρωτεύουσας της Ευρώπης 2021, να καταβληθούν οι πολιτιστικές δαπάνες του Δήμου Πόλη Φωκίων, στα πλαίσια του της Πολιτιστικής Πρωτεύουσας.

Ο επικεφαλής της ελεγκτικής μεραρχίας κος Απόστολος Παπαϊωάννου , δεν εκπέμπει τη λήψη της παρούσας απόφασης.

**Η απόφαση αυτή πήρε αριθμό 205 / 2018**

Μετά την εξάντληση των δυνάμεων της ημερήσιας διάταξης λαμβάνει η συνεδρίαση.

Αφού συντάχθηκε το πρακτικό αυτό υπογράφεται οριστικά όπως ακολουθεί:

Ο Πρόεδρος του Δημοτικού Συμβουλίου ΥΠΟΓΡΑΦΗ	Αφ'εξής Απόστολος 31-07-2018 Ο ΠΡΟΕΔΡΟΣ	Τη Μηνί ΥΠΟΓΡΑΦΕΙ
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ΚΙΛΛΗΣ ΒΑΣ. ΣΚΡΙΜΠΑΣ

ΑΔΑ: ΒΥΑΚΠΧΧ-ΑΞ2

ΤΟ ΣΗΜΟΤΑΓΙΟ ΣΥΜΒΟΥΛΙΟΥ

Το πλέγμα των ΑΝΕΜΟΤΡΙΧΩΝ ΣΥΜΒΟΥΛΙΩΝ (πρόσθετο διατάγσει) συστάθηκε, όπως ορίζεται στην απόφαση του Συμβουλίου της 16ης και 22ης του 4/2003 (2003), σε συνδυασμένη με τη διακήρυξη των διατάξεων 65 και 100 του κ. 2852/2015, περί επιχορήγησης του Εργαστηρίου.

**ΑΠΟΦΑΣΙΣ** επί του άρθρου 1.

1. Την υποστήριξη του Διευκρινιστικού Πρωτοκόλλου που θα συντάσσεται στην υποβολή των υποψηφιοτήτων για θέσεις ως εκπαιδευτικού Πανεπιστημίου στην Επαγγελματική.

2. Αναθέσει στον κ. Γεωργίου Γεωργίου Γεωργίου, τον οποίο και ορίζει ως εκπαιδευτικό.

Η απόφαση αυτή ισχύει από την ημερομηνία αυτή.

Για τη λήψη του παρόντος εκδόθηκε υποχρεωτικά.

Ο Πρόεδρος του  
ΑΝΕΜΟΤΡΙΧΩΝ ΣΥΜΒΟΥΛΙΟΥ  
Υπογραφή

ΑΚΡΙΒΕΣ ΑΝΤΙΓΡΑΦΟ  
Αρχειοθέτηση 26/03/2016

Ο ΠΡΟΕΔΡΟΣ

Γεωργίου Γεωργίου Γεωργίου

Το Μέλος  
Υπογραφή

ΑΔΑ: 7ΒΨ3ΔΡΚ-ΒΥΣ

\* και μετά από διαλογική συζήτηση)

**ΑΠΟΦΑΣΙΖΕΙ ΚΑΤΑ ΠΛΕΘΙΦΘΕΛΑ**

Την θημεσία υπέρβαση του προγράμματος του Δήμου Βόλου «Εκπαίδευσης νέων Πολιτισμικής Προσέλευσης Επιστήμης 2021 Δήμου Βόλου», να καταβληθούν οι οικονομικές δόσεις του Δήμου Ζαγοράς – Μουρεσιού στο πρόγραμμα της Πολιτιστικής Προσέλευσης και ορίσει εκπαιδευτικό του Δήμου τον Δήμαρχο Ζαγοράς – Μουρεσιού κ. Κωνσταντή Παναγιώτη.

**Η απόφαση είναι πήρε αριθμό 15112016.**

Αφού συζητήθηκε και συνετάχθη το ποσό προϋποβ. υπογράφεται ως εξής :

Ο ΠΡΟΕΔΡΟΣ ΤΟΥ Δ.Σ. ΤΑ ΜΕΛΗ  
(ΑΚΟΛΟΥΘΟΥΝ ΥΠΟΓΡΑΦΕΣ)  
ΓΕΩΤ ΑΠΟΦΑΣΙΣΜΑ  
Ζαγορά 22.07.2016  
Ο ΔΗΜΑΡΧΟΣ ΖΑΓΟΡΑΣ - ΜΟΥΡΕΣΙΟΥ  
ΚΩΣΤΑΣ ΠΑΝΑΓΙΩΤΗΣ

## MUNICIPALITIES OF MAGNESIA

ADA: BXS6013-400

ΕΠΙΧΕΙΡΗΣΙΑΚΟ ΠΡΟΓΡΑΜΜΑ 2014-2020  
ΕΠΙΧΕΙΡΗΣΙΑΚΟ ΠΡΟΓΡΑΜΜΑ 2014-2020

Yes, our journal is free to read.

Με εκτίμηση  
Η ΑΝΤΙΦΥΛΑΚΟΣ ΠΑΡΕΧΕΑ ΚΑΙ ΠΡΩΤΕΥΟΝ  
ΓΕΩΡΓΙΑ, ΑΝΘΩΝΟΥ-ΤΟ ΚΑΛΗ

Αναλόγως ο Πρόεδρος κάλεσε το Ερώμα να αποφασίσει σχετικά. Αποδοχίθητε διαδοχικά συζητήσεις και επανεξετάσεις των Συμβουλίων καταμετρήθηκαν στα υπαρκτά/αποφασισμένα πρακτικά. Στη συνέχεια το Διοικητικό Συμβούλιο, αφού έλαβε υπόψη τις ανωτέρω συζητήσεις, την πρόταση μορφοποίησης, καθώς και τα αποτελέσματα της σχετικής ψηφοφορίας, σύμφωνα με το άρθρο 41ΝΠΡΑ έπαιρνε την απόφαση να λειτουργήσει σύμφωνα της Πλατφόρμας και της μεσοφάσης.

ΑΠΟΦΑΣΙΣ ΟΜΟΦΩΝΑ

Επείδη η υποφερτότητα είναι αλληλ- και αβέλγηρη της κεραιής της Μουσικής, συμπαιδιολογισμένης και της Ψεύδους, ως Πολυμεσική Πρωτότυπη ως Εύρηνη 2023 και, ορίζει εκπαιδευτικό του Δήμου Ψεύδους που θα συμπαιδιολογεί, στην αρχή του, θα εφαρμόζεται για την εξέλιξη της διαθεσιμότητας και θα κεραιολογείται ως Ψεύδους ως Δήμος Ψεύδους ως συμπαιδιολογία στην επικοινωνία του για τη διαθεσιμότητα του Ψεύδους, ως Ψεύδους Ψεύδους α. Τεύχος Ψεύδους Ψεύδους.

Η απόφαση αυτή ναίει με αρ. 173/2015

Μετά συνάντησε το κρατικό αυτό να υπογράφεται όπως ακριβώς:

Ο ΠΡΟΞΕΡΟΣ ΤΑ ΜΕΛΗ  
ΑΚΟΛΟΥΘΟΥΝ ΥΠΟΓΡΑΦΕΙ  
ΑΚΡΙΒΕΣ ΑΝΤΙΓΡΑΦΟ  
ΕΚΔΟΣΗ, 6 Αυγούστου 2015

ADA: 7568D1A-NT1

3. Επιδώσει τις εκπαιδευτικές δράσεις του Δήμου Σιταλίου στο πρόγραμμα της Πολιτιστικής Πρωτοβουλίας, επιδιώκοντας με αυτό τον τρόπο, στη διακρίση που παύει της Πολιτιστικής Πρωτοβουλίας 2021 για το Βόλο και τη Μεσσησία.

Ηλεκτρονική αυτή πύλη σύμφωνα αριθμό 14112015  
Εντολότητας και υπογράφους  
Ο Πρόεδρος Το Μέλη

Διευθυντής  
Διεύθυνση Γενικών  
Προσλήψεων του Δ.Γ.  
Τοποθέτηση Πρωτοβάθμιας

ALMA: 7183.7-0-7410

ναυτοπλοήγησις, καὶ 2) [ὅτι] διὰ τὴν ἀναρρησιν αὐτῆς καὶ διὰ τὸν ἐν τῷ αὐτῇ ἰσχυρισμῷ καὶ ἀλλοτρίω, ἀναρρησὶν μετὰ τῆς ἀρετῆς, ἐκείνης διὰ τὴν ἀρετὴν καὶ διὰ τὴν ἀρετὴν μετὰ τῆς ἀρετῆς.

It was a good thing that the

[illegible][illegible]

Ελάτε να περπατήσουμε κι εμάς πρόποση, να κλέψω συλλογισμούς μαζί η διακρίση αυτή αποκτάει ενδιαφέρον. Είναι σαν, γιατί στο τέλος πάντα έλκει στο τέλος μας.

Εν συνεχεία ο πρόποση κλέβει το δικό της συμπόσιο να αποδοθεί στην αρχή.

Το δικό της συμπόσιο κλέβει από όλους την αλήθεια και την αλήθεια και έλκει στην αρχή του το δικό της συμπόσιο.

Αναφορικά, ΟΡΘΟΓΩΝΙΑ

Την άμεση επίσημη αναγγελία της άρσης όλων των διατάξεων έθνικ πολιτιστικής προέλευσης έκανε, 2021 έτος, ο δήμος, να αναγγείλει οι πολιτιστικές δράσεις του έτους 2021 στο πρόγραμμα της πολιτιστικής προέλευσης και στην κεντρική του δημοτική έγερση. Πανελλήνιο έ. Τεσσάνη.

Մ. Բաղդասարյանի անվան խոշոր գրադարան 018/2015

Από: [claudimbray@blazon.gr](mailto:claudimbray@blazon.gr) or [blazon.gr](mailto:blazon.gr) or [quodlibet@blazon.gr](mailto:quodlibet@blazon.gr), [blazon@blazon.gr](mailto:blazon@blazon.gr)  
 Για να παραλάβετε τα κείμενά μας ή να μας ενημερώσετε, ή να μας υποστηρίξετε, ως έργο

Q. POLYMER

[illegible]

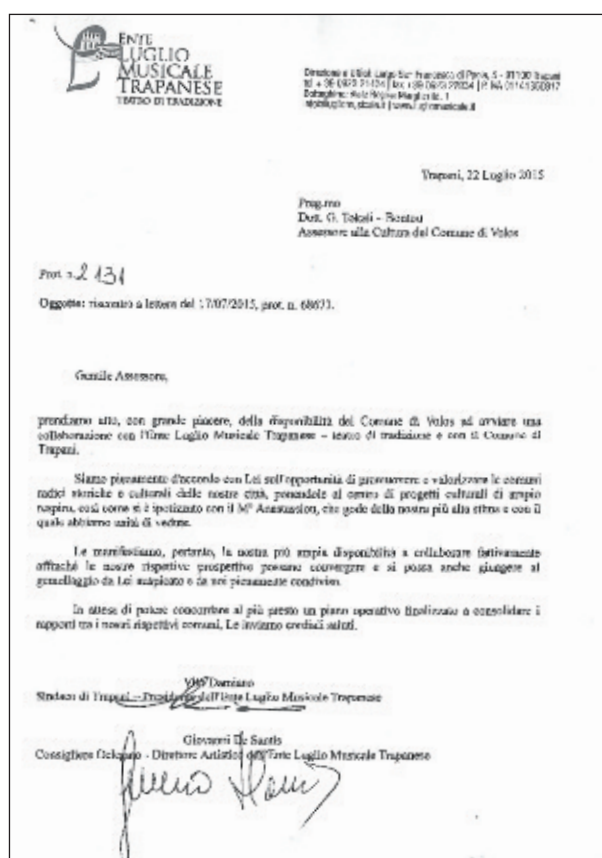
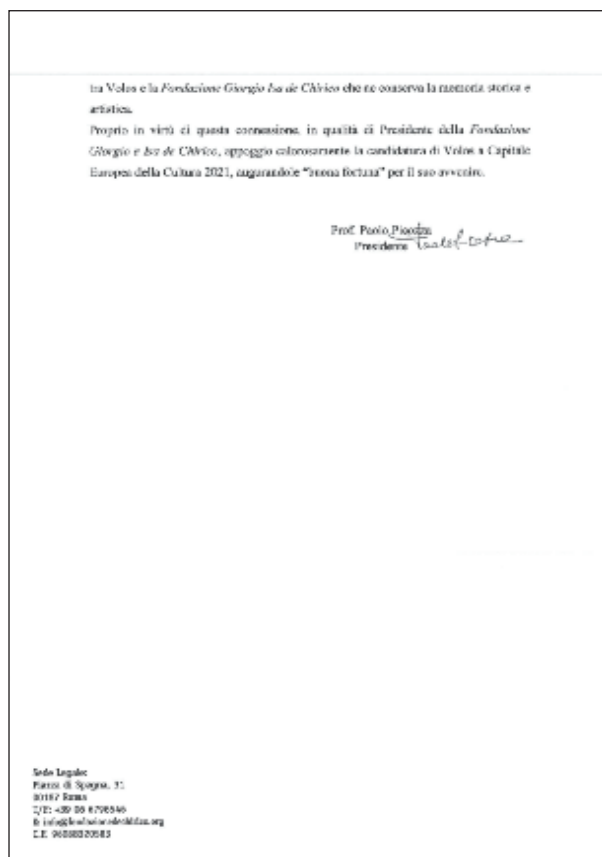
APR 2002

0-4-1976

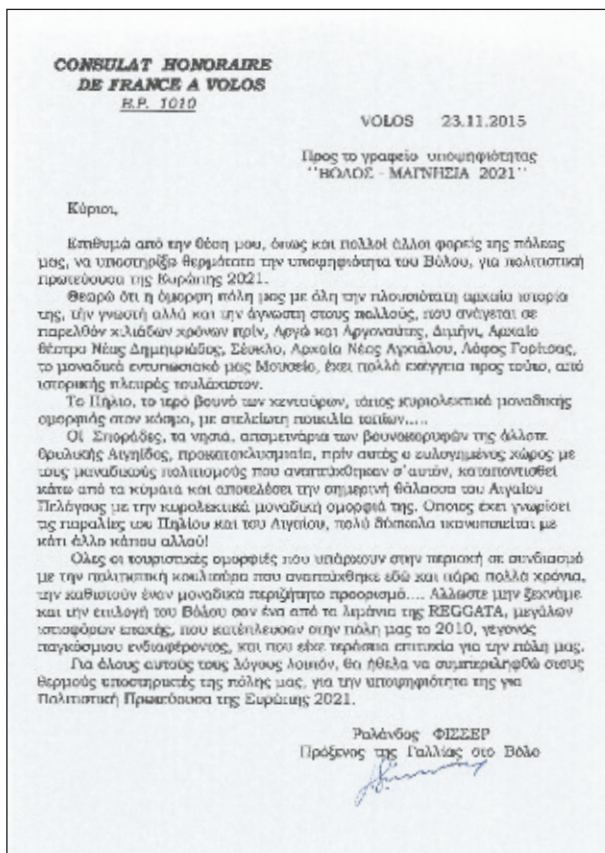
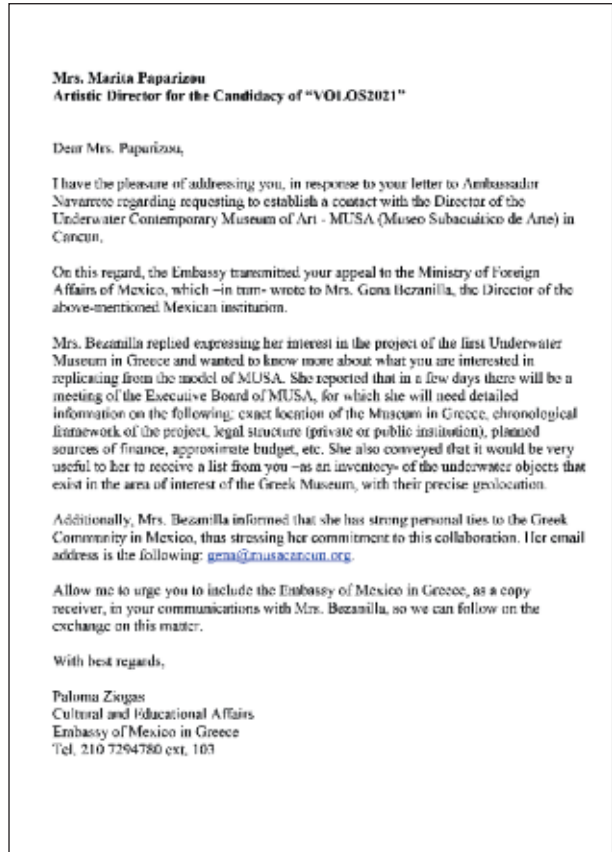
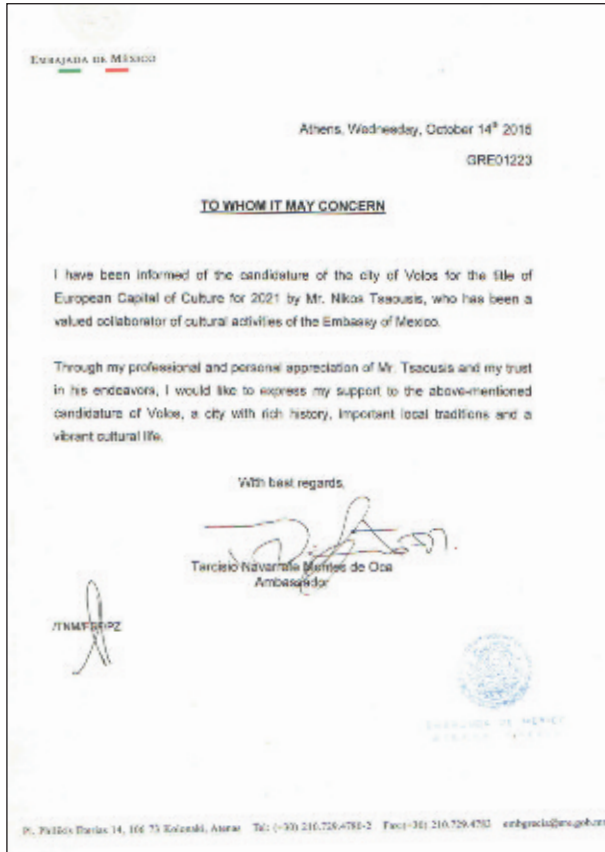




## LETTERS OF RECOMMENDATION




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## LETTERS OF RECOMMENDATION



## COOPERATION AGREEMENT BETWEEN THE MUNICIPALITY OF BRAILA-ROMANIA AND THE VOLOS GREECE

*Municipality of Braila - Romania and Voilos - Greece, referred to as the parties,*

*Acting in accordance with the Cooperation Agreement between the Romanian Government and the Republic of Greece Government in the fields of education, culture and art, youth, media, justice and sports, decide to cooperate in a spirit of mutual respect and in order to achieve a dynamic, human and fruitful bilateral cooperation, adopt the following cooperative program to enforce the agreement mentioned above:*

### CHAPTER I - CULTURE AND ART

#### ARTICLE 1 - Festivals, celebrations, major cultural projects and events

The two parties will exchange information and documents regarding the upcoming festivals, celebrations, and important cultural events held by the Romanian and Greek municipalities. The two municipalities will facilitate the participation to these events of artists, groups or artists (individual artists), who represent the culture of Romania and Greece, respectively Braila and Voilos.

#### ARTICLE 2 - Theatre

(1) The parties will support the cooperation in the field of theatre, especially staging plays of famous playwrights from the two countries or from the international repertory.

(2) Both parties will support exchanges of professionals, especially scenographers, stage directors, choreographers, costume and set/culmination designers for theatre plays, as well as, researchers, critics and experts for theatre studies and workshops, and delegations for common projects.

(3) The parties will send invitations and support each other's participation to international theatre festivals held by both municipalities.

(4) The parties will provide the manuscripts for the plays, image collections and other materials, including an English version, if possible.

#### ARTICLE 3 - Music, Opera, Ballet, Musical Theatre and Contemporary Dance

(1) The parties will invite and facilitate the participation of observers, jury members, soloists and ensembles from the other country at festivals and international competitions of classical polyphonic music, contemporary music, opera, ballet, musical theatre, and contemporary dance which will be held by their municipalities.


1

(3) Any changes to the present program will be carried out through additional protocols which will be integral parts of the present program. The effective valid date of these protocols will be established according to the paragraph (1) of the present article.

(4) The present program will be valid indefinitely from the effective date.

*Signed in Voilos, September 2015, in two original copies, in English language, all text being equally authentic.*

<b>MUNICIPALITY OF BRAILA</b> <b>ROMANIA</b>  <b>THE MAYOR OF MUNICIPALITY OF BRAILA</b> <b>DR. ING. AUREL GABRIEL NIMANESCU</b>	<b>MUNICIPALITY OF VOLOS</b> <b>GREECE</b>  <b>THE MAYOR OF VOLOS</b> <b>REGISCHILAS</b>
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## Municipality of BRAȘOV ROMANIA

B. Trilator Street, Brasov Zip Code 50007 Phone: +40-268-416350  
 email: g@brasov.ro www.brasov.ro

Brasov, 1<sup>st</sup> of October 2015

To whomsoever it may concern

Dear Madame / Sir


I am very pleased to contact you on behalf of the Brasov 2021 - European Capital of Culture candidacy Committee in order to inform you that the City of Brasov is involved in the bid for the title of „European Capital of Culture 2021”, supported by the City Council of Brasov. This is an important opportunity for Brasov and its Metropolitan Area as well, given that the European Capital of Culture action is the most recognizable EU initiative in the field of culture. In this respect, developing close partnerships with important European poles of culture, as Voilos is, represents one of our main goals for 2021.

Therefore, we express our desire that your city will support the candidature of Brasov for becoming 2021 Cultural Capital of Europe and our cities would work together to implement specific projects focusing on cultural heritage and traditions. Innovative and experimental forms of art, exchange of good practices, education that address the diversity of European culture and multicultural values.

The implementation of specific activities will be preceded, whenever necessary, by a written agreement on the technical obligations of the parties.

We hope that you will agree our proposal and send your support letter to the email address: [office@metropolabrasov.ro](mailto:office@metropolabrasov.ro)

Sincerely yours,  
 George Scorpescu,  
 Mayor of Brasov



## Voilos 2009/2015

### Partnership Agreement Asociația Craiova Capitală Europeană a Culturii 2021 and the "Voilos-Magnesia 2021"

Considering the candidacies of the two cities, Craiova from Romania and Voilos from Greece, for the Title of European Capital of Culture 2021, and in order to achieve a successful collaboration by establishing and contributing by all means to the development in the fields of culture, arts and cultural heritage, the two sides are willing to sign a partnership agreement. On signing the agreement, both sides understand that they would abide by the following terms:

- To establish and contribute by all means to the development of a collaboration in the fields of culture, arts and cultural heritage and, in order to achieve this goal, to provide support to appropriate initiatives.
- To cooperate by sharing experiences and best practices in urban development.
- To maintain contact between leaders and relevant representatives from both Parties in order to facilitate consultation and implementation exchanges and cooperation.
- To create, within their competences, favorable conditions for preservation and development of cultural relations, cultural exchange and collaboration in the theatrical, musical, figurative art, street art fields, and those of bibliography and museology, highlighting and safeguarding objects representing cultural and historical heritage, creation of artistic masterpieces, handicrafts, and all programs related to visiting cultural objects and other kinds of cultural equity.
- To participate in organizing and conducting international joint cultural activities, programs, working projects within culture and arts fields.
- To continue working together in building a Permanent Partnership between all the Candidate Cities from Romania and Greece, in order to sustain the cooperation that has been started and to maintain the creative effort of each Candidacy in the future for the common benefit.

The implementation of specific activities will be preceded, whenever necessary, by a written agreement on the financial and technical obligations of the parties.

This document will be valid on the date when both concerned parties have signed it.

Asociația Craiova Capitală Culturală 2021 President, Lucian Dindă	"Voilos-Magnesia 2021" Artistic Director, Maria Prodan
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## LETTERS OF RECOMMENDATION

ΕΛΛΗΝΙΚΗ ΔΗΜΟΚΡΑΤΙΑ  
ΙΣΡΑΗΛΗΤΙΚΟ ΣΥΜΒΟΥΛΙΟ ΕΛΛΑΔΟΣ

ΛΡΘ ΓΡΩΤ 026  
ΠΗ ΒΟΛΩ 1Η 12/6/2015

Προς:  
τὸ ὄργανο Βόλου  
Γραφείο Συντονισμένων  
Πολιτειαῖ καὶ Πολιτισμῶν  
Μεταναστεύον Εἰς  
Ἑλλάδα

Θέμα: «Προσφυγὶς ἀποκατάστασιν γὰρ τὴ διακρίσιν τοῦ τίτλου Πολιτισμῶν  
προσέτι καὶ τῆς Συμμετοχῆς 2021».

Ἀναστασιάζομεν καὶ ἐν ὀνόματι τοῦ Θεοῦ, ἡμεῖς, 11/17/2015 ἔγραψα εἰς, ὅτι  
ἐπιμελούμεθα ἐπὶ ἐκ μέρους τῆς Ἀσκήσεως ὁλοκληρωτὶν ἑκαστὸν κατασκευασ  
τὰ εἶναι ὁ κ. Κωνσταντῆς Νικολάου ἐπὶ 10/12/2015 καὶ ἐκ μέρους τοῦ φορέα  
«Μεταναστεύον Εἰς Ἑλλάδα» ὁ κ. Κωνσταντῆς Δημήτριος ἐπὶ 10/12/2015.

Μετὰ πάλιν ἐπὶ τὸν καὶ ἐν ὀνόματι τοῦ Θεοῦ ἡμεῖς, ὁ  
ΚΕΝΤΡΙΚΟΝ ΣΥΜΒΟΥΛΙΟΝ

Ο ΔΙΕΥΘΥΝΤΗΣ

Ο ΔΙΕΥΘΥΝΤΗΣ

ΕΥΡΩΠΑΪΚΟ ΚΕΝΤΡΟ ΓΕΣΣΙΑΣ, ΜΕΛΕΣΤΑΤΙΚΑ Τ.Θ. 1306, ΠΟΛΙΣ 38001  
ΠΡΟΣΕΒΑ 24210 ΤΗΛ: ΜΗΤΡΟΠΟΛΙΤΟΥ 90500 • ΠΡΟΤΟΠΟΛΙΤΕΛΕΥ 90505 • ΓΡΑΜΜΑΤΕΙΣ 90505  
• ΓΡΑΜΜΑΤΕΙΑΣ 90505-12 • ΚΟΙΤΙΣΤΗΡΙΟΥ 90513-14 • ΓΡΑΦ. ΤΥΠΟΥ 90580 • FAX 90503 90512

ΕΛΛΗΝΙΚΗ ΔΗΜΟΚΡΑΤΙΑ  
ΚΕΝΤΡΙΚΟ ΙΣΡΑΗΛΗΤΙΚΟ ΣΥΜΒΟΥΛΙΟ ΕΛΛΑΔΟΣ

ΓΡΑΦΕΙΟ ΒΟΛΟΥ 28  
105 57 ΑΘΗΝΑ

ΤΗΛΕΦΩΝΟ : 210 - 3214 255 13  
ΤΕΛΕΓΡΑΦΟ : 210 - 3213 852  
E-MAIL : info@ishr.gr  
WWW.ISHR.GR

18 Σεπτεμβρίου 2015

Αξιότιμοι Κύριοι Διευθυντές,

Με ιδιαίτερη χαρά πληροφορηθήκαμε την πρωτοβουλία σας να διακρίνεται η πόλη σας τον  
πλο της Πολιτισμικής Προσεύσεως της Ευρώπης γὰρ τὸ 2021 καὶ εἰς συλλογισμῶν.

Πιστεύομε τὴν πλοσὴν πολιτισμικὴν παράδοσιν τῆς μακροκλίτης ιστορίας καὶ τὸν  
πολιτισμικὸν χαρακτῆρα τοῦ Βόλου, στοιχεῖα ποὺ συμβάλουν ἀρμονικὰ μὲ τὴ  
σύγχρονη δομὴ τῆς σημερινῆς δραστηριότητος κοινωνίας.

Ἡ παρουσία τῶν Εἰρηκῶν στὴν ευρύτερη περιοχὴ τῆς Μαγνησίας καταγράφεται ἀπὸ τὸν  
1<sup>ο</sup> μ.Χ. αἰῶνα, γεγονός ποὺ μαρτυρεῖ τὴν παλαιότητα καὶ συνεχὴ συμμετοχὴ καὶ συμβολὴ  
τοῦ ἔθνους πλεονέκτησιν στὸν κοινωνικὸ πλο τῆς περιφερείας. Ἡ σύγχρονη ἱστορικὴ  
Κατοικία τοῦ Βόλου εἶναι ἕνα ενεργὸ καὶ δραστήριο τμήμα τῆς πόλεως ποὺ προσεῖ τὴν  
ιστορία, καὶ συμβάλλει στὴν ἀνάπτυξιν τῆς.

Ἐχοντας ἐπισκεφθῆ πολλὰς φορὰς τὸ Βόλο εἴχαμε τὴν ευκαιρία νὰ ἐκτιμήσωμε τὴν  
ἀξία τῆς πόλεως καὶ τὸν ὅτι εἶναι ἕνα ἐνδιαφέρον καὶ ἀνεκδοκίμο καὶ ἀνεκδοκίμο τῆς  
τοπικῆς κοινωνίας μὲ τὴν ἱστορικὴν Κληρονομία.

Σὲ αὐτὸ τὸ πνεῦμα θεωροῦμε τὴν υποστήριξιν τοῦ Βόλου γὰρ Πολιτισμικὴ Προσεύεσις  
τῆς Ευρώπης ἰδιαίτερα σημαντικὴ καὶ ἀπὸ πλευρὰς μας εἰς ἀναβελονόμεν καὶ τὴν  
ἀνεκδοκίμο συμμετοχὴν τοῦ Εὐρωπαϊκοῦ ἔθνους.

Εὐχόμεθα νὰ ἐκδοθεῖ ἡ ὅλη σας προσπάθεια καὶ παραμένομε ἐπὶ διάθεσιν σας γὰρ  
καθε συνεργασία σχετικὰ μὲ τὴν υποστήριξιν τῆς πρωτοβουλίας αὐτῆς.

Με τιμὴ  
Ο Πρόεδρος Ο Γεν. Γραμματεὺς

Μιλτιάδης Κωνσταντίνος Μορδούκι (Μορδούκι) Σολομών

Καταπομπὴ ἱστορικὴ Κληρονομία Βόλου

ΚΘΒΕ  
ΚΕΝΤΡΙΚΟΝ ΣΥΜΒΟΥΛΙΟΝ  
ΕΥΡΩΠΑΪΚΟΝ ΣΥΜΒΟΥΛΙΟΝ  
ΥΠΟΥΡΓΕΙΟΝ ΠΟΛΙΤΕΙΑΣ  
ΚΑΙ ΠΟΛΙΤΙΣΜΟΥ

Θεσσαλονίκη, 20/11/2015  
Αρ. πρωτ. 2.515

Προς τὴν Οργανωτικὴν Επιτροπὴν  
τῆς Υποσηφιδώσεως «Βόλος - Μαγνησία 2021»

Αξιότιμοι κύριοι καὶ ἀξιότιμοι κύριοι,

Με ιδιαίτερη χαρά πληροφορηθήκαμε τὴν υποσηφιδώσιν τῆς πόλεως τοῦ Βόλου καὶ  
τῆς Μαγνησίας γὰρ τὴ διακρίσιν τοῦ τίτλου τῆς Πολιτισμικῆς Προσεύσεως τῆς  
Ευρώπης γὰρ τὸ 2021.

Πιστεύομε ὅτι ἡ πλοσὴν πολιτισμικὴν παράδοσιν τῆς πόλεως σας καὶ ἡ μακροκλίτης  
ιστορία τῆς περιφερείας σας, ὅπως καὶ οἱ ἄνθρωποι ποὺ ἀγαποῦν αὐτὸ τὸ τόπο,  
μαροῦν νὰ φέρουν κοντὰ τοὺς λαοὺς τῆς Ευρώπης μὲ στήριγμα τὸν πολιτισμὸν.

Θεωροῦμε τὴν υποσηφιδώσιν τοῦ Βόλου γὰρ Πολιτισμικὴ Προσεύεσις τῆς  
Ευρώπης ἰδιαίτερα σημαντικὴ καὶ ἀπὸ πλευρὰς μας εἰς ἀναβελονόμεν τὴν  
ἐμμετρη καὶ ενεργὴ υποστήριξιν μας μὲ τὴν ἀνεκδοκίμο συμμετοχὴν μας καὶ εἰδικὰ  
δοθέντος τοῦ γεγονότος ὅτι γίνεται μὲ πλοσὴν προσπάθειαν νὰ ἐπαναλειτερωθῇ ἡ  
ιστορικὴ Συμφωνικὴ Ορχήστρα τοῦ Βόλου, καὶ τὸ ὅτι μὲ συγχροτικὴν ἰδιαίτερην ἀξίαν  
ἀρχαιολογικὴν.

Εὐχόμεθα νὰ ἐκδοθεῖ ἡ ὅλη σας προσπάθεια καὶ παραμένομε ἐπὶ διάθεσιν σας  
γὰρ καθε συνεργασία σχετικὰ μὲ τὴν υποστήριξιν τῆς πρωτοβουλίας αὐτῆς.

Με ἀκτίμησιν

Γιάννης Ἀναστασίου  
Καλλιτεχνικὸς Διευθυντὴς Κ.Θ.Β.Ε.

TERRY DOUGAS MEDIA

Προς τὴν Οργανωτικὴν Επιτροπὴν  
τῆς Υποσηφιδώσεως «Βόλος - Μαγνησία 2021»

Αξιότιμοι κύριοι καὶ ἀξιότιμοι κύριοι,

Με ιδιαίτερη χαρά πληροφορηθήκαμε τὴν υποσηφιδώσιν τῆς πόλεως τοῦ Βόλου καὶ  
τῆς Μαγνησίας γὰρ τὴ διακρίσιν τοῦ τίτλου τῆς Πολιτισμικῆς Προσεύσεως τῆς  
Ευρώπης γὰρ τὸ 2021.

Πιστεύομε ὅτι ἡ πλοσὴν πολιτισμικὴν παράδοσιν τῆς πόλεως σας καὶ ἡ μακροκλίτης  
ιστορία τῆς περιφερείας σας, ὅπως καὶ οἱ ἄνθρωποι ποὺ ἀγαποῦν αὐτὸ τὸ τόπο,  
μαροῦν νὰ φέρουν κοντὰ τοὺς λαοὺς τῆς Ευρώπης μὲ στήριγμα τὸν πολιτισμὸν.

Θεωροῦμε τὴν υποσηφιδώσιν τοῦ Βόλου γὰρ Πολιτισμικὴ Προσεύεσις τῆς  
Ευρώπης ἰδιαίτερα σημαντικὴ καὶ ἀπὸ πλευρὰς μας εἰς ἀναβελονόμεν τὴν  
ἐμμετρη καὶ ενεργὴ υποστήριξιν μας μὲ τὴν ἀνεκδοκίμο συμμετοχὴν μας.


Εὐχόμεθα νὰ ἐκδοθεῖ ἡ ὅλη σας προσπάθεια καὶ παραμένομε ἐπὶ διάθεσιν σας  
γὰρ καθε συνεργασία σχετικὰ μὲ τὴν υποστήριξιν τῆς πρωτοβουλίας αὐτῆς.

Με ἀκτίμησιν

Terry Douglas



## LETTERS OF RECOMMENDATION





**ΕΛΛΗΝΙΚΗ ΔΗΜΟΚΡΑΤΙΑ**  
**ΕΠΙΜΕΛΗΤΗΡΙΟ ΜΑΓΝΗΣΙΑΣ**  
Επαρχιακή Τ.Κ. 267 21 Βόλος  
Τηλεφωνικό Κέντρο: 24212 84000 Fax: 24212 21211  
e-mail: info@travel-pallos.gr www.travel-pallos.gr

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**ΤΜΗΜΑ ΕΠΙΜΕΛΗΤΗΡΙΑΚΩΝ ΘΕΜΑΤΩΝ**  
**ΠΛΗΡΟΦΟΡΙΕΣ: ΦΑΝΟΥΡΙΟΣ ΠΑΝΑΓΟΠΟΥΛΟΣ**

Βόλος, 15 Ιουνίου 2018  
Αρ. Πρωτ.: 2170

ΠΡΟΣ:  
ΑΝΤΙΔΗΜΑΡΧΟ ΠΑΙΔΕΙΑΣ  
& ΠΟΛΙΤΙΣΜΟΥ  
κ. ΓΕΩΡΓΙΑ ΜΠΟΝΤΟΥ – ΤΟΚΑΛΗ  
Στρίνα Μικρασιτών 81  
26221 ΒΟΛΟΣ

Θέμα: «Στήριξη στην υποψηφιότητα του Βόλου ως Πολιτιστική Πρωτεύουσα της Ευρώπης 2021»

Σχέτ.:

Αξιότιμη κυρία Αντιδήμαρχε,

Με ικανοποίηση πληροφορηθήκαμε ότι ο Δήμος Βόλου είναι αποφασισμένος να διεκδικήσει την ανάληψη του θεσμού της Πολιτιστικής Πρωτεύουσας της Ευρώπης για το έτος 2021.

Το Επιμελητήριο Μαγνησίας, αξιόλου, είχε παρευρεθεί προς αυτή την κατεύθυνση ήδη από τις 28 Ιανουαρίου 2018 με έγγραφό μας με αριθμ. Πρωτ. 226 προς το Δήμο του Βόλου κόν Αχάλλια Μπίτε. Στην επιστολή αυτή είχαμε τονίσει πως θεωρούμε ότι η ανάληψη της διακρίσεως θα αποτελούσε μία πρόσημο κωμάρια για την πόλη του Βόλου και φυσικά και την ευρύτερη περιοχή της Μαγνησίας να αναδειχθεί σε όλη την Ευρώπη την πλούσια πολιτιστική κληρονομιά της, αλλά και την πολυμορφία της.


Γόνα απόας μας είναι να στηρίξουμε με κάθε μέσο οποιαδήποτε προσπάθεια η οποία αφορά στην ανάληψη της Μαγνησίας, στην προβολή του Νομού σε όσα το

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δυνατό ευρύτερο κοινό, στην τόλμη της τοπικής μας οκτανόλης και στη δημιουργία νέων θέσεων εργασίας.


Εκπαιστωμένους τον επισημαστικό κόσμο του Νομού μας, το Επιμελητήριο Μαγνησίας δηλώνει πως θα στηρίξει με κάθε πρόσφορο τρόπο που θα ζητηθεί – και βάλει στο πλαίσιο των δυνατοτήτων μας – την κοινή προσπάθεια που οφείλουμε όλοι να καταβάλουμε προκειμένου να κερδίσουμε αυτό το σημαντικό σφάλγμα για τον τόπο μας.

Παραμένουμε στη διάθεσή σας για περαιτέρω ενημέρωσή μας επί του θέματος, καθώς και τις μέχρι τώρα ενέργειες που έχουν γίνει από πλευράς του Δήμου για τον σχεδιασμό του προέχου υποβολής της υποψηφιότητας, αλλά και τον συντονισμό των ενεργειών μας.

  
 Με εκτίμηση  
 Αρ. Πρωτ. 2170  
 ΑΡΙΣΤΟΤΕΛΗΣ ΜΠΑΣΔΑΝΗΣ

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**ΕΛΛΗΝΙΚΗ ΔΗΜΟΚΡΑΤΙΑ**  
**ΕΠΙΜΕΛΗΤΗΡΙΟ ΜΑΓΝΗΣΙΑΣ**  
Επαρχιακή Τ.Κ. 267 21 Βόλος  
Τηλεφωνικό Κέντρο: 24212 84000 Fax: 24212 21211  
e-mail: info@travel-pallos.gr www.travel-pallos.gr

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**ΤΜΗΜΑΤΟΣ ΣΥΛΛΟΓΩΝ ΒΟΛΟΥ & Π. ΙΩΝΙΑΣ**

Βόλος 25/11/2015  
Α.Π.: 4166

ΠΡΟΣ:  
Οργανιστική Επιτροπή  
Υποψηφιότητας  
«Βόλος-Μαγνησία 2021»

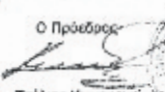
Αξιότιμοι κυρίες/κύριοι,

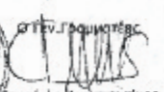
Με ιδιαίτερη χαρά πληροφορηθήκαμε την υποψηφιότητα της πόλης του Βόλου και του Ν. Μαγνησίας για την διεκδίκηση του τίτλου της πολιτιστικής πρωτεύουσας της Ευρώπης για το 2021.

Θεωρούμε την υποψηφιότητα αυτή ιδιαίτερα σημαντική και σας διαβεβαιώνουμε για την άμεση και ενεργή υποστήριξή μας με την εθελοντική συμμετοχή μας.

Ευχόμαστε να ευδοκμήσει αυτή σας η προσπάθεια και αίσουμε στη διάθεσή σας για κάθε συνεργασία σχετικά με την υποστήριξη της πρωτοβουλίας αυτής.

Με εκτίμηση  
Εκ μέρους του Δ.Σ.

  
 Ο Πρόεδρος  
 Τάσιος Κωνσταντίνος

  
 Ο Γεν. Γραμματέας  
 Τάσιος Κωνσταντίνος

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**ΕΛΛΗΝΙΚΗ ΔΗΜΟΚΡΑΤΙΑ**  
**ΕΠΙΜΕΛΗΤΗΡΙΟ ΜΑΓΝΗΣΙΑΣ**  
Επαρχιακή Τ.Κ. 267 21 Βόλος  
Τηλεφωνικό Κέντρο: 24212 84000 Fax: 24212 21211  
e-mail: info@travel-pallos.gr www.travel-pallos.gr

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**ΕΠΙΜΕΛΗΤΗΡΙΟ ΜΑΓΝΗΣΙΑΣ**

Βόλος, 13 Νοεμβρίου 2015  
Αρ. Πρωτ.: Χ0001309

ΠΡΟΣ:  
Οργανιστική Επιτροπή  
Υποψηφιότητας «Βόλος –  
Μαγνησία 2021»

Αξιότιμοι κυρίες και κύριοι,

Με ιδιαίτερη χαρά πληροφορηθήκαμε την υποψηφιότητα της πόλης του Βόλου και της Μαγνησίας, «ΒΟΛΟΣ-ΜΑΓΝΗΣΙΑ 2021» για τη διεκδίκηση του τίτλου της Πολιτιστικής Πρωτεύουσας της Ευρώπης για το 2021.

Παραμένουμε στη διάθεση σας για περαιτέρω ενημέρωσή μας επί του θέματος, καθώς και τις μέχρι τώρα ενέργειες που έχουν γίνει από πλευράς του Δήμου για τον σχεδιασμό του προέχου υποβολής της υποψηφιότητας, αλλά και τον συντονισμό των ενεργειών μας.

Ευχόμαστε να ευδοκμήσει αυτή σας η προσπάθεια και αίσουμε στη διάθεσή σας για κάθε συνεργασία σχετικά με την υποστήριξη της πρωτοβουλίας αυτής.


Με εκτίμηση

  
 Ο Πρόεδρος  
 Τάσιος Κωνσταντίνος

  
 Ο Γεν. Γραμματέας  
 Τάσιος Κωνσταντίνος

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## LETTERS OF RECOMMENDATION



**ΟΡΓΑΝΙΣΜΟΣ ΑΙΜΕΝΟΣ ΒΟΛΟΥ**  
**ΑΝΩΝΥΜΗ ΕΤΑΙΡΙΑ**  
(Ο.Α.Β. Α.Ε.)

Αρ. Μ.Α.Ε.: 49873/32/Β01/930  
Γ.Π. ΠΡΟΚΑΡΟΥ - ΑΝΤΟΣ ΣΥΜΒΟΥΛΟΥ

Τηλ. Διεύθ. : Κορυμνή Πρωτόληνη  
Τηλ. Κέντρο : 242 21 811410  
Τηλ. Διεύθ. : 24210 26122  
Fax : 24210 31115  
E-mail : info@post-volos.gr  
Web site : www.post-volos.gr

Ημερ. : 17/11/2015  
Αρ. Πρωτ. : 25-11-2015

Προς : Οργανισμό Επιτροπής Υποτροφιών  
ΕΠΙΤΡΟΠΗ-ΜΑΓΝΗΣΙΑ 2021  
Επίσημο Σχολείο, Νεοκασσάνη 81  
Τ.Κ. 26333, Βόλος

**Θέμα: α) Ο Βόλος Πολιτιστική Πρωτεύουσα της Ευρώπης**

Ο Δήμος από νωρίς στην ιστορία του, χρησιμοποίησε τους «δρόμους» της θέλωσης για να συναντήσει νέους κύριους και να γίνει γέφυρα με άλλους πολιτισμούς.


Η έκθεση η οποία τον έκανε, η οποία τον μετέφερε από τον «δρόμο» του, μαζί από χιλιάδες φορές μέσα στο μέγεθος στο χρόνο αθάνατο.

Ο Βόλος, ο οποίος «απέχει» της κοινότητας που έκανε τον μέγεθος, αλλά και τον κράτησε ζωντανό, με την οποία του ανακατασκευάζει στο νησί του Παλαιόπολι, με τη θέλωση να βρεθεί μέσα από κάθε στροφή της ζωής, αφήνοντας την στο σκέλετο υποκαταστή, δημιουργώντας ιστορίες, χαρίζοντας βράβια και διακρίνοντας τιμώ με μια μοναδική κατάσταση, που αποτελεί σύμβολο κίνησης για την αναγνωρισιμότητά της.

Απελευθερώνοντας το χρόνο της φιλοπερίεχης Πρωτεύουσας της Ευρώπης, ο Βόλος έχει την ευκαιρία να αναδείξει αυτή την κατάσταση, να προβάλλει τα διάφορα πολιτιστικά κέντρα του, την πόλη του φυσική και πολιτιστική κληρονομιά του, τους «δρόμους» και «κονομαχίες» πόλεως που προσφέρει η οργανωτική ιστορία της υποτροφίας «Βόλος» της πόλης.

Με ταύτα την καλύτερη όραση και οργάνωση που εισάγει την προώθηση της πόλης αλλά και οργάνωση το διαπολιτισμικό διάλογο, στην διακρίνοντας πολιτισμική προώθηση, συμβάλλοντας έτσι στην δημιουργία ενός καλύτερου διαπολιτισμικού κόσμου, ο

Οργανισμός Αιμένο Βόλο επιτρέπει την προώθηση της υποτροφίας «ΒΟΛΟΣ-ΜΑΓΝΗΣΙΑ 2021».



Μετακίνηση  
Πρόεδρος & Διευθ. Σύμβουλος Ο.Α.Β.

**Εκστ. Διευθ.:**  
α) Γ. Προκάου - Αντος  
β) Χρυσόστομος Αργιός



*Make friends  
Make a difference  
Be inspired*

**ΠΡΟΣ ΤΗΝ ΟΡΓΑΝΩΤΙΚΗ ΕΠΙΤΡΟΠΗ «Βόλος-Μαγνησία 2021»**

Με το παρόν έγγραφο μας υποβάλλουμε να σας ενημερώσουμε ότι ο Όμιλος "INNER WHEEL VOLVO" υπήρξε την προώθησή σας και τη συνολική προώθησή της πόλης του Βόλου στην υποτροφία της για τη διεκδίκηση του τίτλου της «Πολιτιστικής Πρωτεύουσας της Ευρώπης 2021», η οποία θα προβάλλει την ελπίδα πολιτιστική κληρονομιά της περιοχής μας.

Ο Όμιλος "INNER WHEEL VOLVO" και το μέγεθος του, με όλη την εμπειρία που πολιτισμικό και την ευρωπαϊκή αίσθηση, θα αναδείξει ορατά από καρδιάς, με αγάπη και τον τόπο μας και με πίστη στις δυνατότητές μας.

Με πολλές ευχές για καλή λειτουργία και επιτυχία των προτιμήσεών σας.

Η Πρόεδρος  
  
Αγγελική Καρμεζαντζή

Η Γραμματέας  
  
Μαρία Τσάμου



Προς την Οργανωτική Επιτροπή της Υποτροφίας «Βόλος-Μαγνησία 2021»

20 Νοεμβρίου 2015

**Επιστολή στήριξης**

Αξιότιμη κυρία Γαμπριέλα,

Με ιδιαίτερη χαρά υπογράφουμε την υποτροφία της πόλης του Βόλου και της Μαγνησίας για τη διεκδίκηση του τίτλου της Πολιτιστικής Πρωτεύουσας της Ευρώπης για το 2021.

Πιστεύω ότι η πόλη πολιτιστική παράδοση της πόλης σας και η μακραίωνη ιστορία της περιοχής σας, όπως και η δύναμη που ορατά από τον τόπο, μπορούν να φέρουν κοντά τους λαούς της Ευρώπης με στήριγμα τον πολιτισμό.

Θεωρώ την υποτροφία του Βόλου για Πολιτιστική Πρωτεύουσα της Ευρώπης ιδιαίτερα σημαντική και από πλευράς μου σας διαβεβαιώω την έμπρακτη και ενεργή υποστήριξη μου με την εθελοντική συμμετοχή μου και ειδικά διαθέτως του γεγονότος ότι γίνεται μια πρόκληση προώθησης υπερανταγωνισμού η ιστορική Σύγκριση Οργάνωσης του Βόλου, κάτι το οποίο με συγκινεί ιδιαίτερα ως πραγματικό.

Γίγεται να επιδιώξει η όλη σας προσπάθεια και παραμένει στη διάθεσή σας για κάθε συνεργασία σχετικά με την υποστήριξη της πρωτοβουλίας αυτής.

Με εκτίμηση,

Ελευθέριος Καλαϊτζής, Συνδότης Αξιοσημείωτος  
MA in Music του University of Ioannina  
Αρχιμουσικός της Συμφωνικής Ορχήστρας του Δήμου Αθηναίων  
Καλλιτεχνικός Διευθυντής του Δραματικού Θιάσου Ανώτατης Βαθμίδας  
και του Θιάσου Μόναχης «Ελευθέριος Καλαϊτζής»  
Τηλ: 6933198170  
Email: kalaitis@yahoo.com





# 11,317

VOLUNTEERS SO FAR  
AND...  
KEEP COUNTING!

*Ready to go!*



