

Pafos 2017

EUROPEAN CAPITAL OF CULTURE

Dream come true!...

A step before the dream...

**Pafos was in the second
and final phase of
claiming the award**



EUROPEAN CAPITAL OF CULTURE



On Friday, 14th September 2012, the whole city of Pafos experienced one of the most significant days of its modern history: Pafos won the title of European Capital of Culture 2017!

**Established in 1985 by
Melina Merkouri then
Greek Minister of
Culture
AIMS:**



- Promotion of the richness and diversity of European Cultures and common characteristics
- Inter-cultural dialogue and exchanges
- Awareness about belonging to the same European community with common identity

The concept of the European Capital of Culture event

- ❑ The title is awarded to a city for a given year
- ❑ A city is not designated Capital of Culture solely for what it is or what it does.
- ❑ It is awarded the title principally on the strength of the programme of specific cultural events which it proposes organising in the year in question, which is meant to be an exceptional year
- ❑ The city is asked to draw on its special features and demonstrate creativity
- ❑ The programme for the European Capital of Culture year must be exceptional: it will be devised especially for the title
- ❑ The event offers an opportunity to strengthen cooperation in the field of culture and promote lasting dialogue at European level. It must underline the common features and the diversity of European cultures

Criteria

European Dimension

- foster cooperation between cultural operators, artists and cities in any cultural sector
- highlight the richness of cultural diversity in Europe
- bring the common aspects of European cultures to the fore

City and Citizens

- foster the participation of the citizens living in the city and its surroundings and raise their interest as well as the interest of citizens from abroad
- be sustainable and be an integral part of the long-term cultural and social development of the city

Benefits of ECoC

- **For every Euro of investment there is 7-10 Euros return**
- **Increase in overnight stays by 12% on average (Liverpool 2008 +30% increase)**
- **Increase in employment opportunities by 2,6%**
- **Increase in “very educated visitors” by 30% on average**
- **Extensive international promotion of the city (eg Graz 2003 more than 9000 articles and 100 TV reports)**

Source: Palmer report

Logo of Pafos 2017



PAFOS2017
EUROPEAN CAPITAL OF CULTURE
candidate city

The logo of Pafos' candidacy was designed in such a way so as to be interpreted in many and different ways: it represents the sun that under its light the island of Cyprus prospers. At the same time though, it also portrays an artistic schema which attracts a multicultural audience and in which Pafos is featured as a mosaic of modern culture. The variations of the orange color are the symbol of the energy and the warmth of both the city of Pafos and its people. In addition, the bottom part of the logo is the representation of the whole city, while the small fragments that surround it represent the different cultures and people that will jointly contribute to this effort. More simply, it is a cultural core which the more it receives the more it reflects the energy that surrounds it.

Pafos 2017 Motto

This dynamic “motto” is the main characteristic of the Pafos’ candidacy. Inspired by its geographical position, since it has always been the crossroad of Eastern Mediterranean, and by its modern multicultural reality, Pafos aspires to become the first European Capital of Culture which will link the East and the West, bridge people and cultures, and it will also be a place of cultural collaboration and peaceful coexistence.

“Linking
continents,
Bridging
cultures”

Pafos 2017 theme



Open-Air Factory of Culture

Pafos can deservedly respond to this ambitious project and become the most hospitable capital of Europe. It suggests making the best of its open-air sites by turning them into an Open-Air Factory of Culture, since it is aware of the challenge that it will face. If it takes advantage of its archeological sites, its squares, its streets, its beaches, its plays and its other artistic events, it can bring the cultural activities of the city closer to its citizens