

**TARTU
2024**
Euroopa
kultuuri-
pealinn



Experience the European Capital of Culture Tartu 2024

Programme, impacts, cooperation

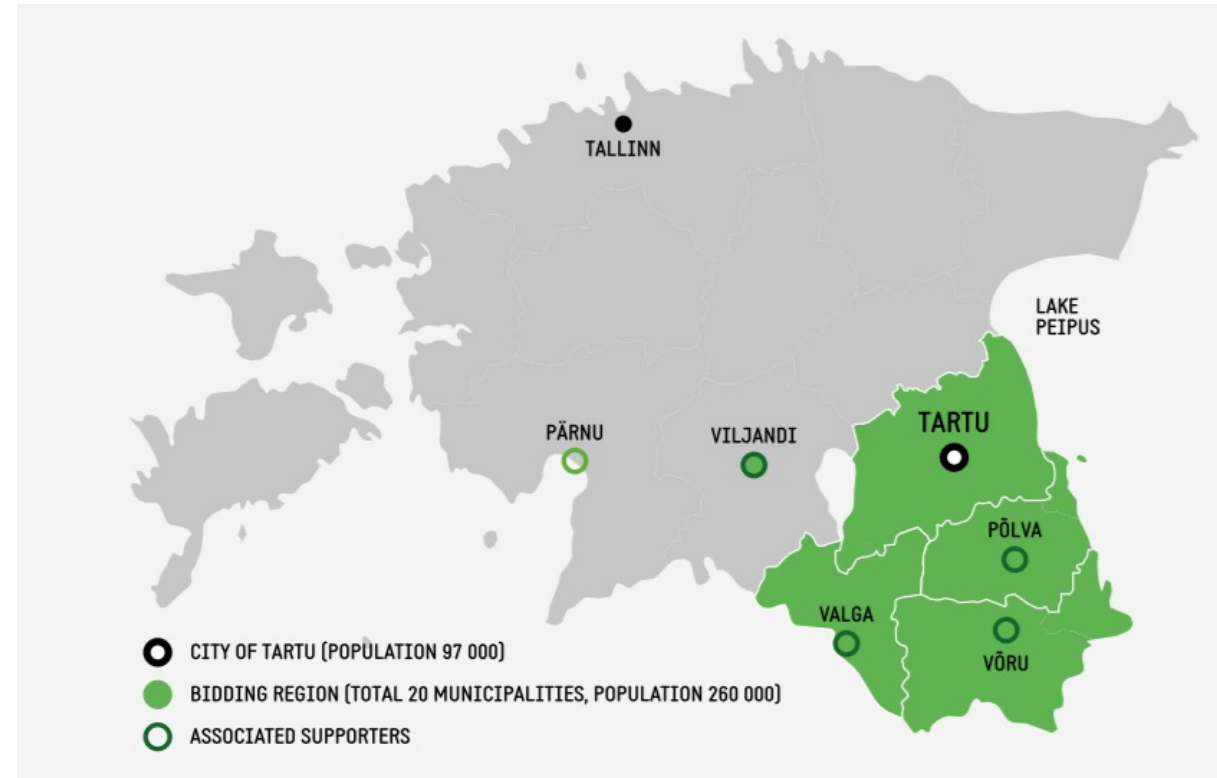
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European Capital of Culture Tartu 2024

- A top event of Estonia in 2024
- The largest cooperation project between Tartu and South Estonia
- Title year 2024 - the result of 6 years of preparations



EUROPEAN CAPITAL
OF CULTURE





Tartu 2024 programme

- A rich programme of **cultural experiences** in Tartu and Southern Estonia in 2024.
- About **40 new major projects or events**.
- Existing events that also express the Tartu 2024 vision.
- Target: **1,000,000 visits** to official program events.

- The **first part of the official programme** will be presented in January 2022.
- The **full programme** will be presented in Autumn 2023.

„Arts of Survival“

- How culture in both cities and rural areas can be more **ecologically conscious**?
- How to foster our unique national or local **heritage, languages, identities** – and yet how we can be all **Europeans**?
- What are our **essential human skills** in the digital era? How to improve our **mental and physical health** in the challenging times?
- The future – how do we survive and prosper *because of* culture?



Programme lines of Tartu 2024



Tartu with Earth

Sustainable life
and environment

Tartu with Europe

Local character
and Europeanness

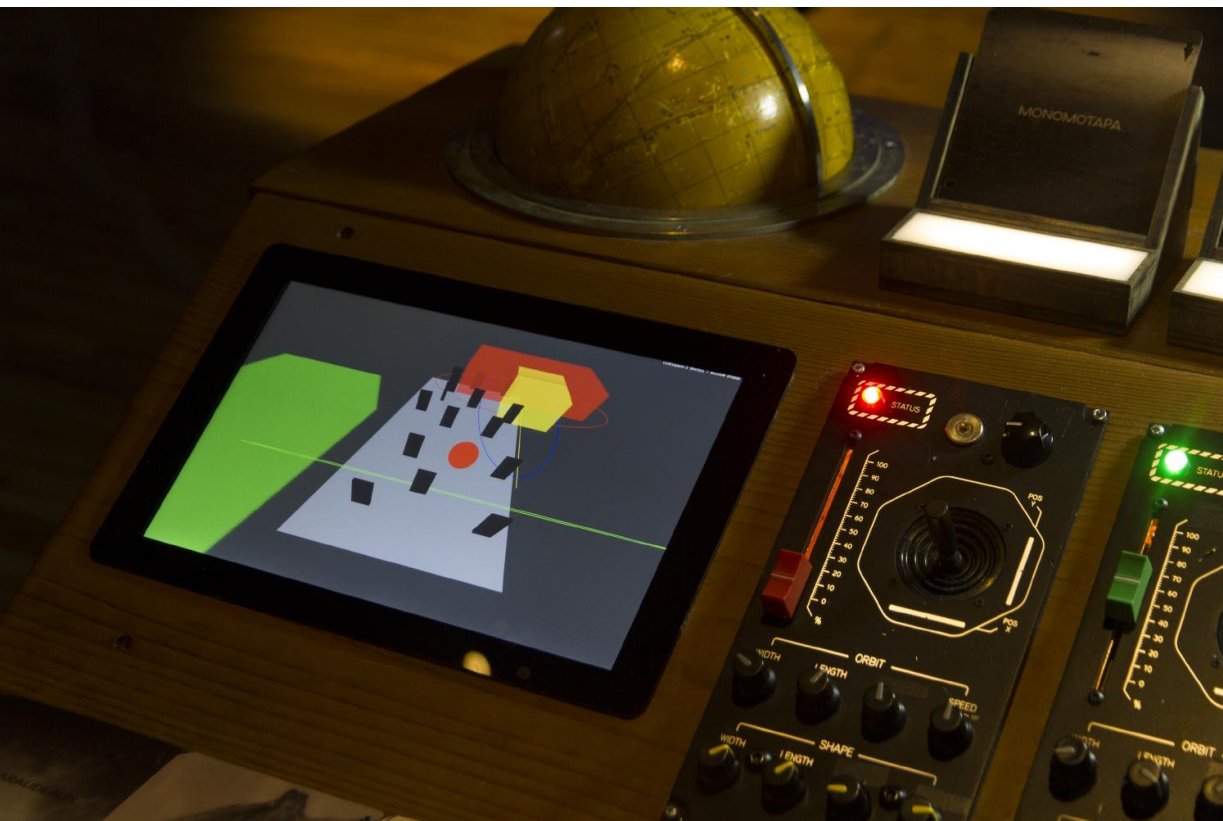
Tartu with Humanity

Being human
and human skills

Tartu with Universe

Science, technology
and critical thinking

Experiences to look forward to..



In the first part of the Main Programme, introduced in January 2022:

- **Wild Bits by Maajaam (Earth Station)**
- Open air exhibition of technological art, which will be presented Estonia, Latvia and Lithuania
- Wild Bits EXPO in 2024
- The walk between the art pieces is an experience itself.

Experiences to look forward to...

- **Kissing Tartu**
- Simultaneous kissing in the heart of Tartu
- Live switches
- Educational youth programm
- Art Programme



Experiences to look forward to...

- Reclaiming the River Emajõgi and the Great Lakes
- Historic ships parade
- Hanseatic boats and hundreds of boats from Europe
- Entertainment in the evenings



Experiences to look forward to...

- **Surrealism 100**
- Celebrations to surrealism's art - exhibitions of Eastern European and Estonian Surrealist Art
- Chain of exhibitions through Tartu
- Educational and public programme



Ed. Viiralt

Cooperation for Tartu 2024



Key partners

- Cultural Sphere - artists, producers, experts, institutions
- Education - schools and universities
- Municipalities - the city of Tartu and 19 local governments in Southern Estonia
- Estonian state - Ministry of Culture, Ministry of Foreign Affairs
- Entrepreneurs - hotel sector, brand collaboration with large companies, media partnerships
- Foreign countries and the European Union - cultural representations, embassies
- Friends of Estonian Culture in Europe

Positive impacts

- Promotion of Tartu and South Estonia as places of **cultural wealth and experiences**.
- Improving the **social and economic well-being** of Tartu and Southern Estonia:
 - increased cultural and social participation,
 - economic benefits from tourism,
 - new **investments** and **transport links** to and from Europe.
- Growing the **skills and experiences** in the field of culture.
- Culture promotes **environmental sustainability**.



Destination: Tartu 2024

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Join the journey:

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