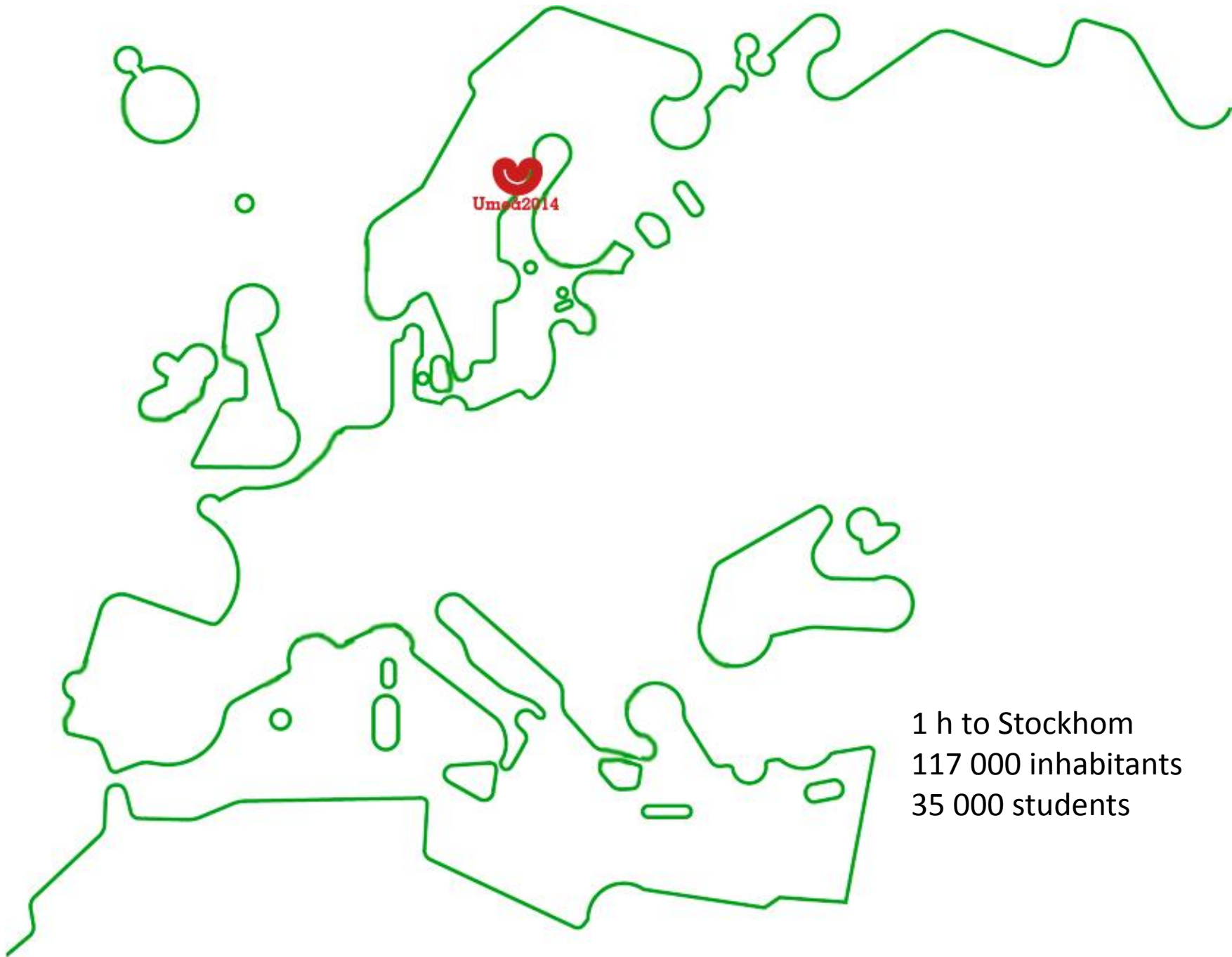
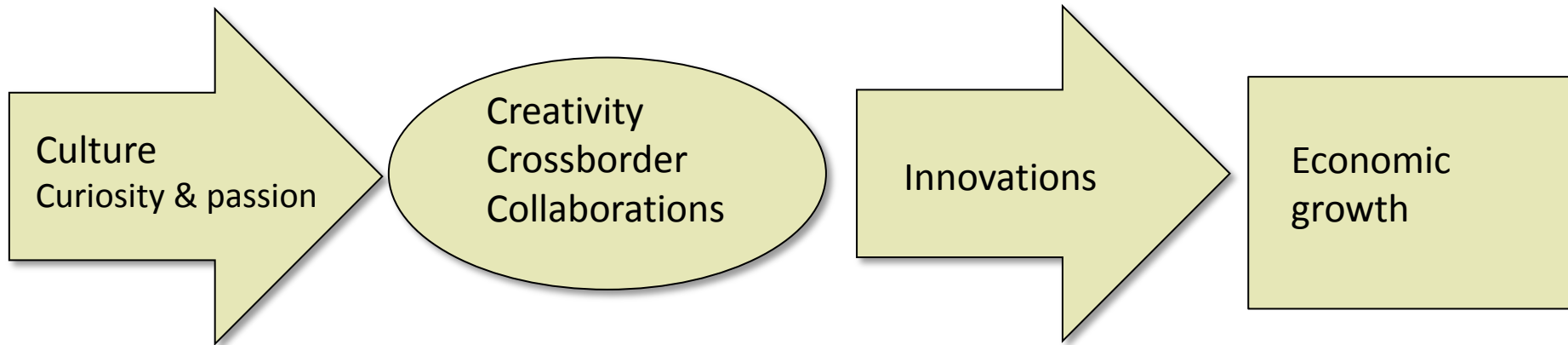


# ***Cultural driven Growth in the North, Umeå2014***



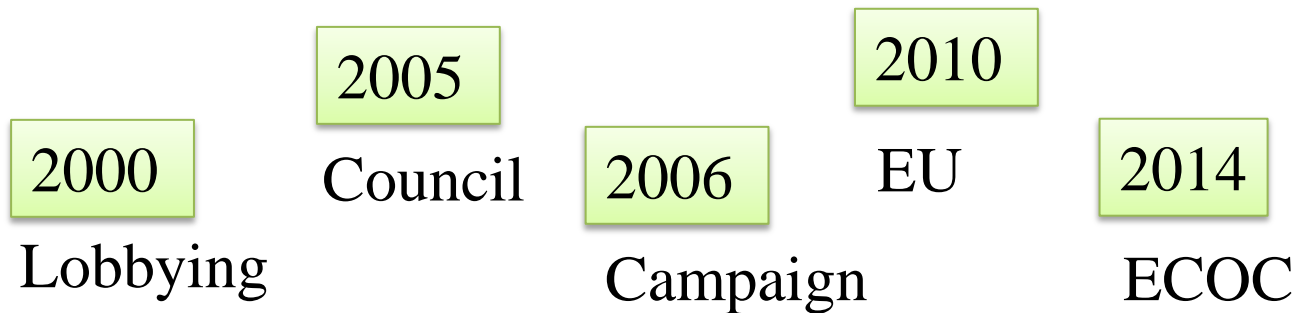


1 h to Stockholm  
117 000 inhabitants  
35 000 students



# Capital of Culture Process

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2050

1974

Opera House

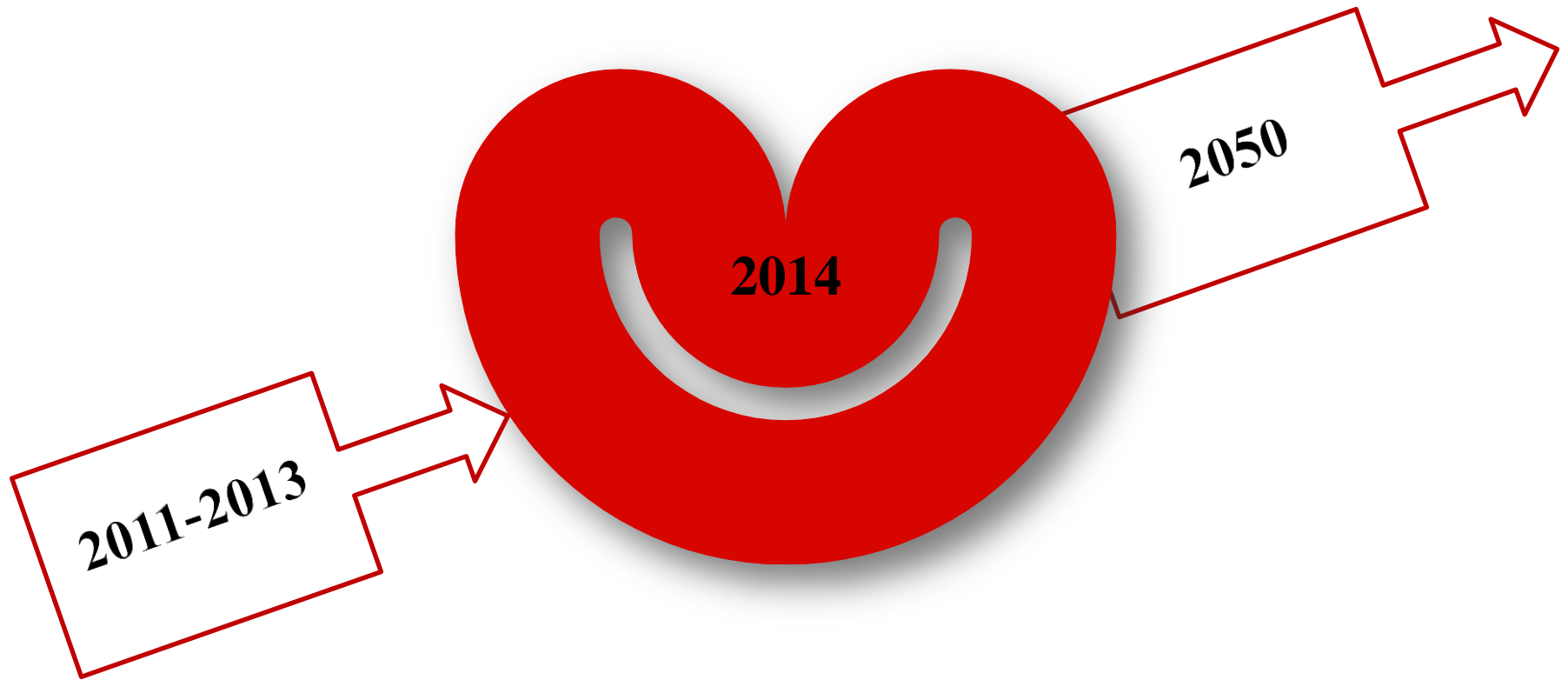
1965

Umeå University



# Umeå 2014

## ”levier” for long term development plan

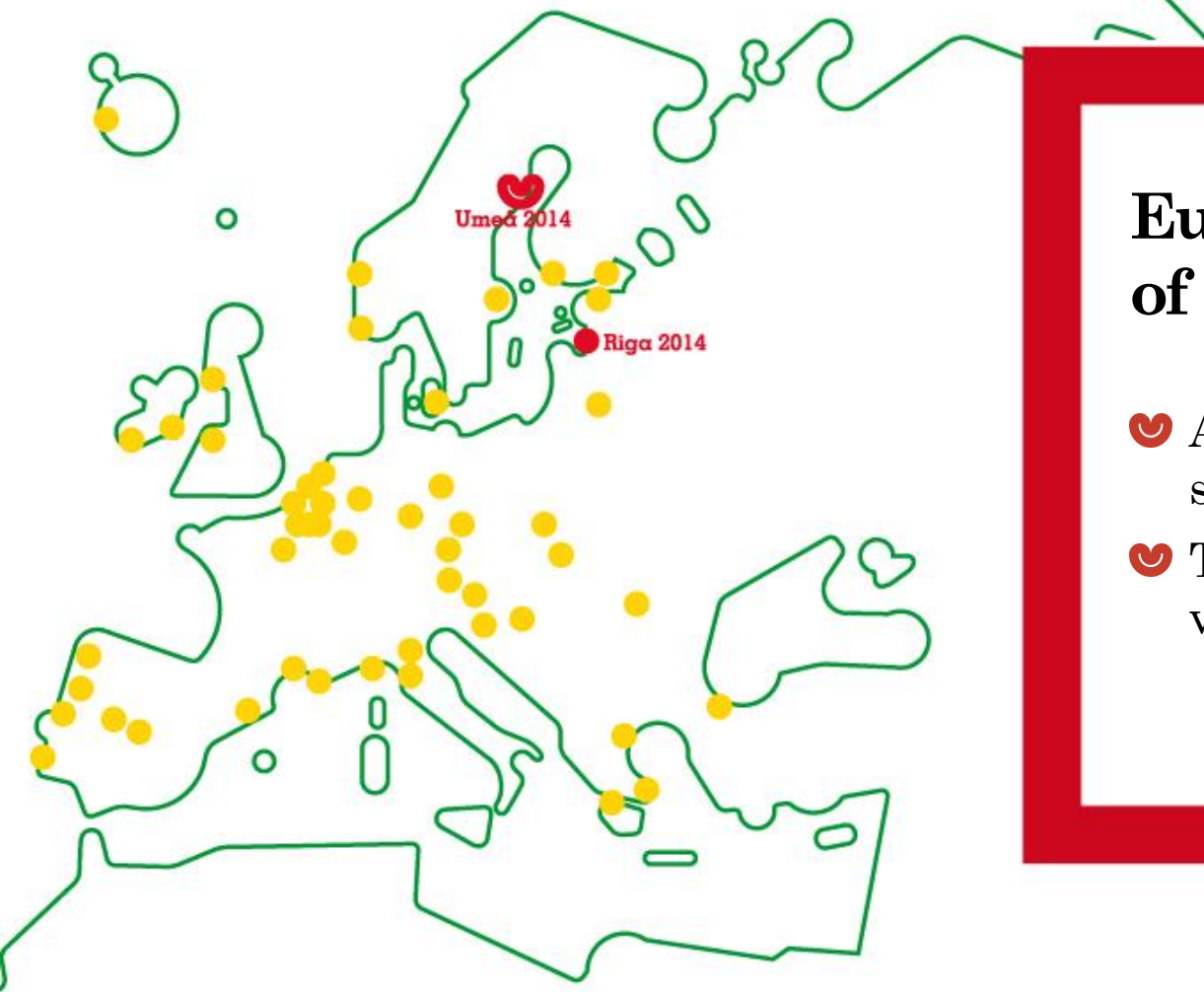


Cultural driven Growth



## Culture as a driver for growth

♥ A lever towards the municipality's long-term growth targets – 200.000 inhabitants by the year 2050



## European Capital of Culture

- ♥ An annual EU event since 1985
- ♥ To mirror the cultural variety within EU.

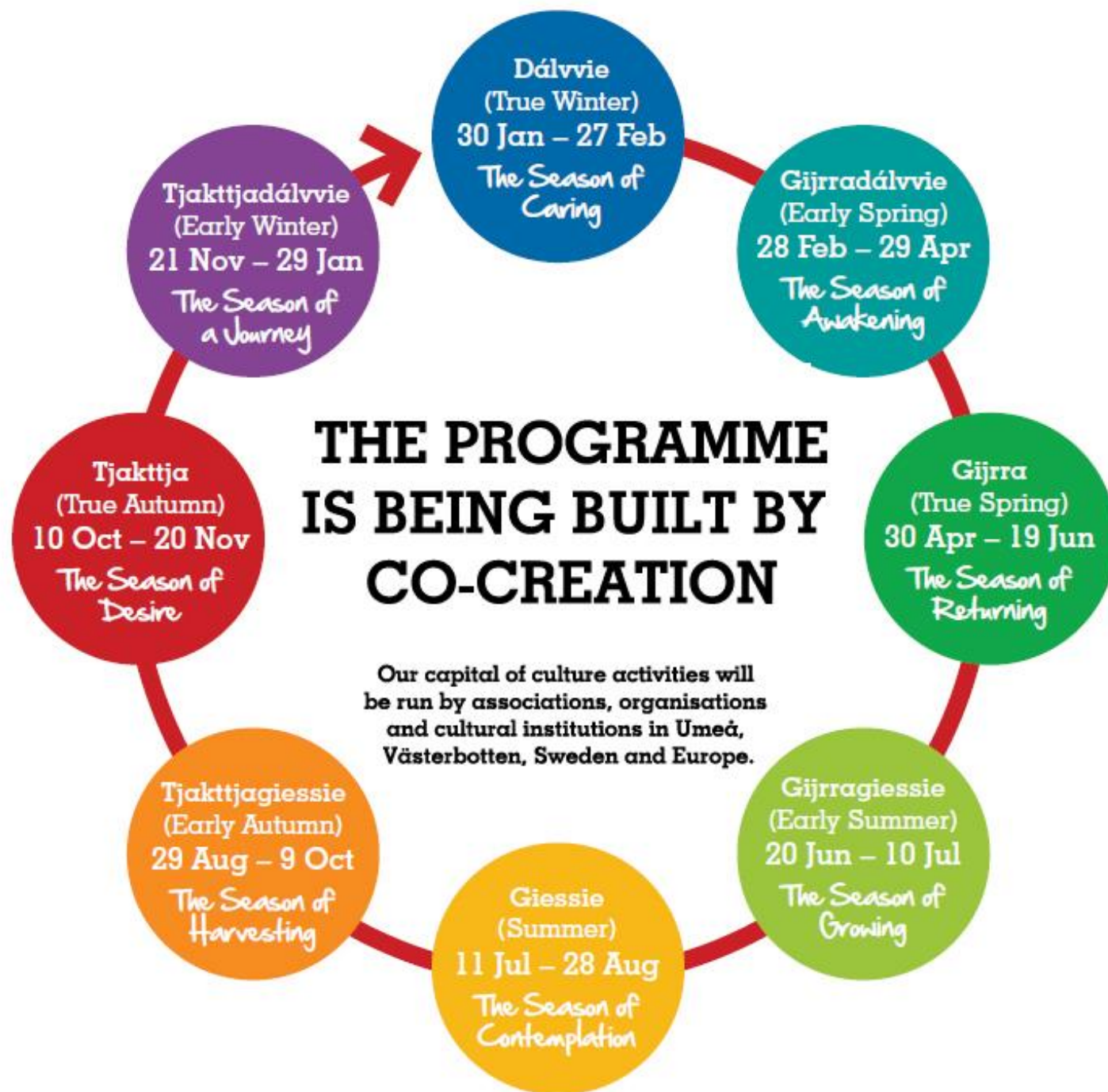




- ♥ Strengthen the people
- ♥ Strengthen the city
- ♥ Strengthen the culture
- ♥ Strengthen the northern region
- ♥ Strengthen the European collaboration











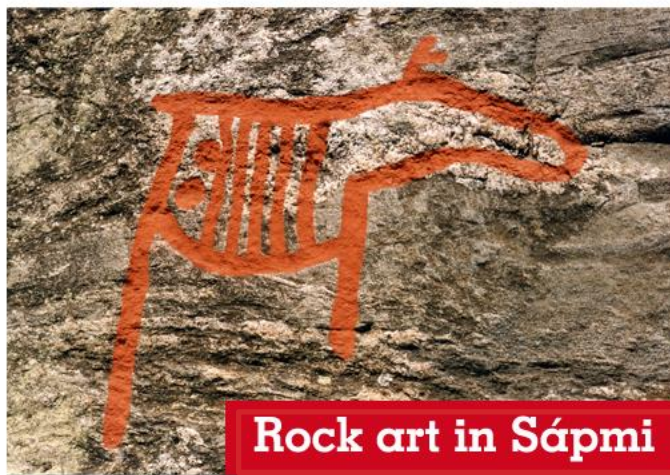
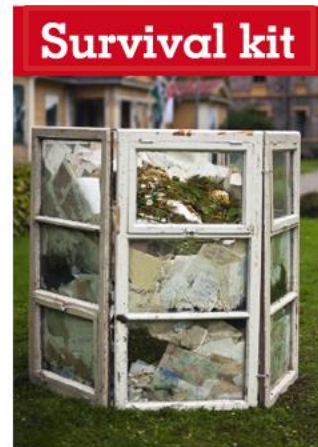
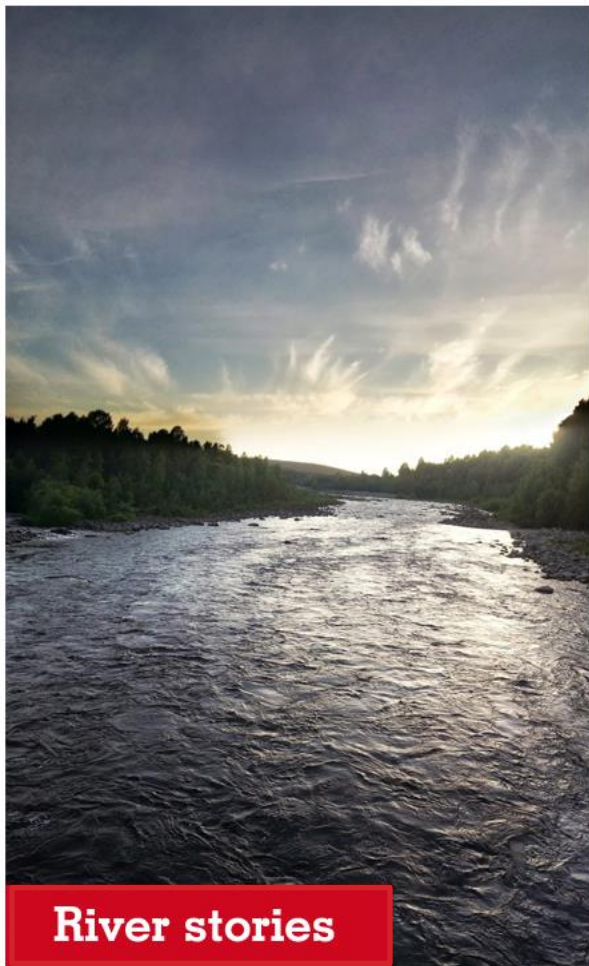
# **THE INAGURATION OF UMEÅ'S CAPITAL OF CULTURE YEAR**

**31 January –  
2 February 2014**



**UMEÅ2014** EUROPEAN  
CAPITAL OF  
CULTURE





100+  
PROJECTS





**River stories**



**Fair City**



**Survival kit**

A series of performances, projects and events centred on the rivers and their importance to the development of Västerbotten and its culture.



**Rock art in Sápmi**



**Us and them**

# 100+ PROJECTS



Horror&Art



Spring Forward Festival



Littfest



Contemporary  
Circus Festival



# 35+ FESTIVALS



Sami week



UMEÅ2014 EUROPEAN  
CAPITAL OF  
CULTURE



## Horror&Art



## Spring Forward Festival



## Littfest



## Contemporary Circus Festival



Sami week (Ubmejen Biejvieh in Sami). Among the programme items are Sami concerts, art shows, handicrafts exhibitions, lectures, films, theatre and dance.



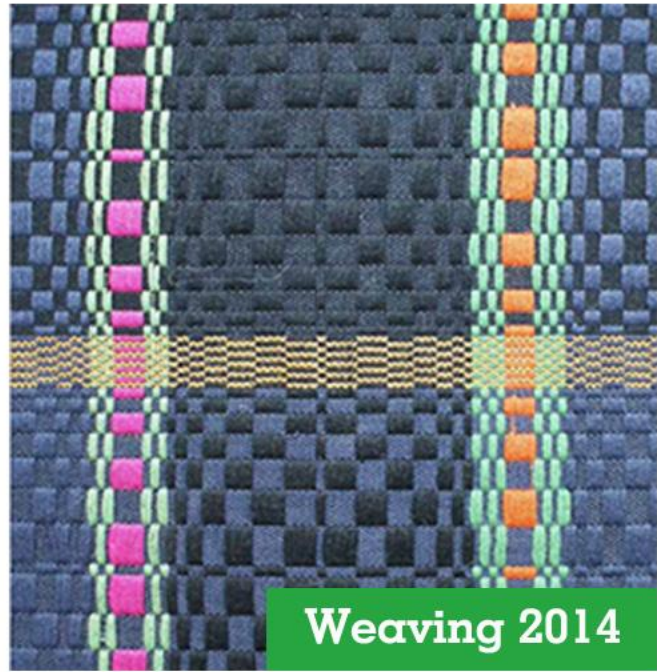
## Sami week

# 35+ FESTIVALS



UMEÅ2014 EUROPEAN  
CAPITAL OF  
CULTURE

Design Research Society



Weaving 2014



WorldSkills

Human Rights Days



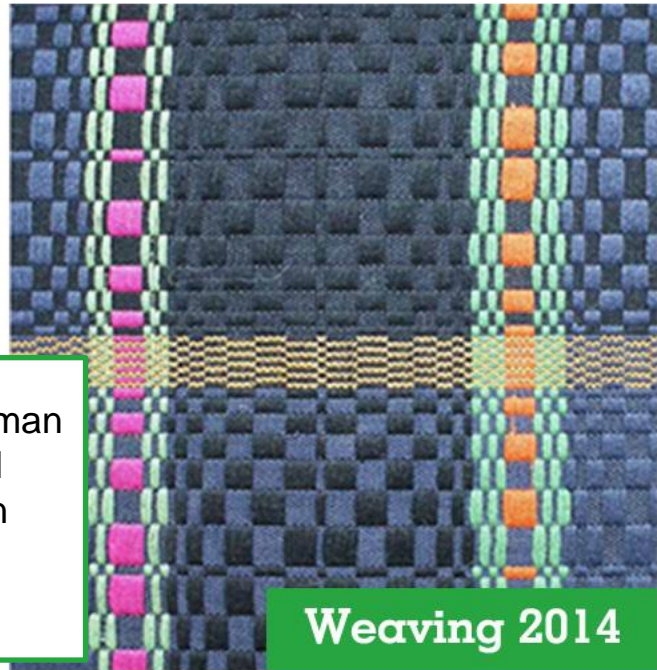
20+  
CONFERENCES



## Design Research Society



The Swedish Forum for Human Rights is the biggest annual forum about human rights in the Nordic countries, with seminars and workshops.



## Weaving 2014



## WorldSkills

## Human Rights Days



# 20+ CONFERENCES



Championship week

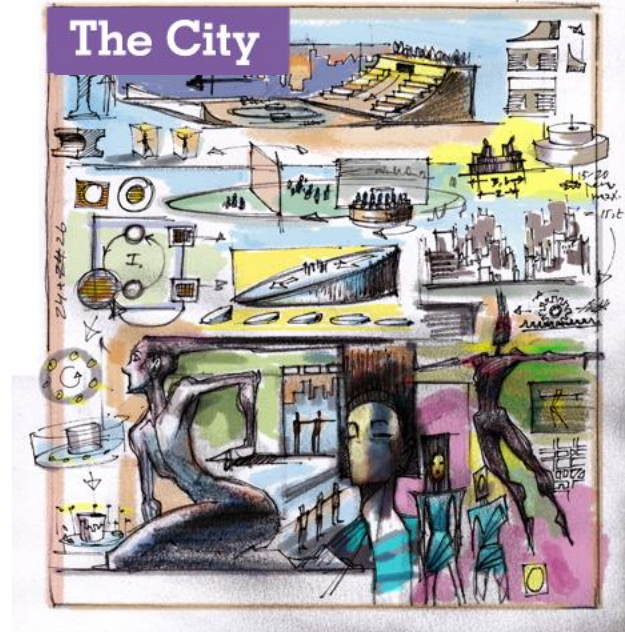


Inta Ruka



Blanche and Marie

The City



Elektra



80+  
EVENTS

## Championship week



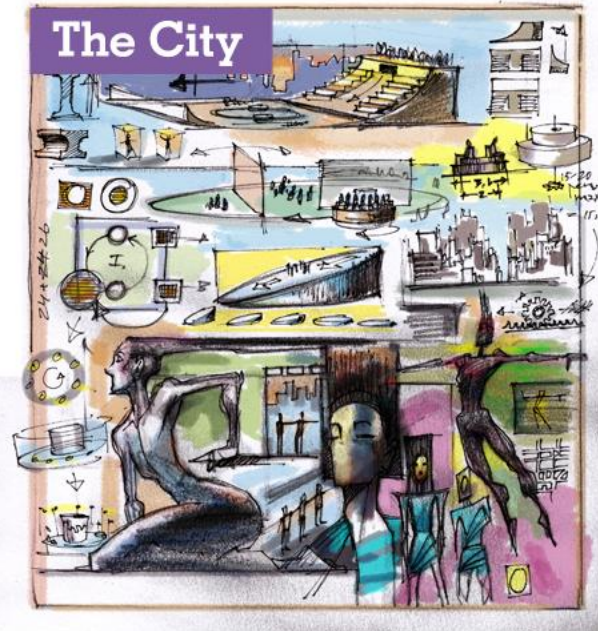
## Inta Ruka

NorrlandsOperan makes history with a unique version of Richard Strauss's Elektra through a collaboration with the Catalan performing arts group La Fura dels Baus. The opera is being performed for the first time ever in a full-format outdoor performance.



## Blanche and Marie

## The City



## Elektra



# 80+ EVENTS



U x U Festival



www.uxufestival.com



UmepeidiA

Outdoor cinema



Haunted Umeå



8 seasons - 8 films

65+  
CULTURAL BOOSTS

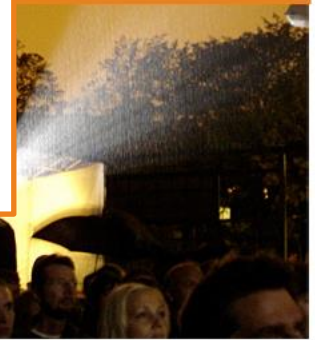


## U x U Festival



For the first time ever the music festival U X U (you by you) is organised, by the people – for the people. The festival has been made possible by crowdfunding. Consequently the number of people involved determines the size of the festival.

## floor cinema



## UmepediA



## Haunted Umeå




## 8 seasons - 8 films

# 65+ CULTURAL BOOSTS





# JOIN THE ADVENTURE AT [WWW.UMEA2014.SE](http://WWW.UMEA2014.SE)





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Get involved  
About Umeå2014  
8 Sami seasons

Start | Flashbacks | Events | Events 2014 | Projects | News






**Flindegren**  
Haiku sedan i vintras av @Kjell\_Englund:  
Förmiddagshaiku efter skidturen:  
  
Ren i skidspåret-  
Kulturhuvudstadsåret  
smyger närmare" #umea2014







Winter sports  
**Championship week**






**Participate!**  
Umeå2014 offers many opportunities to get involved and make an impact.  
→



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**U x U FESTIVAL JULI**  
Festival 2014  
U x U Festival



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