

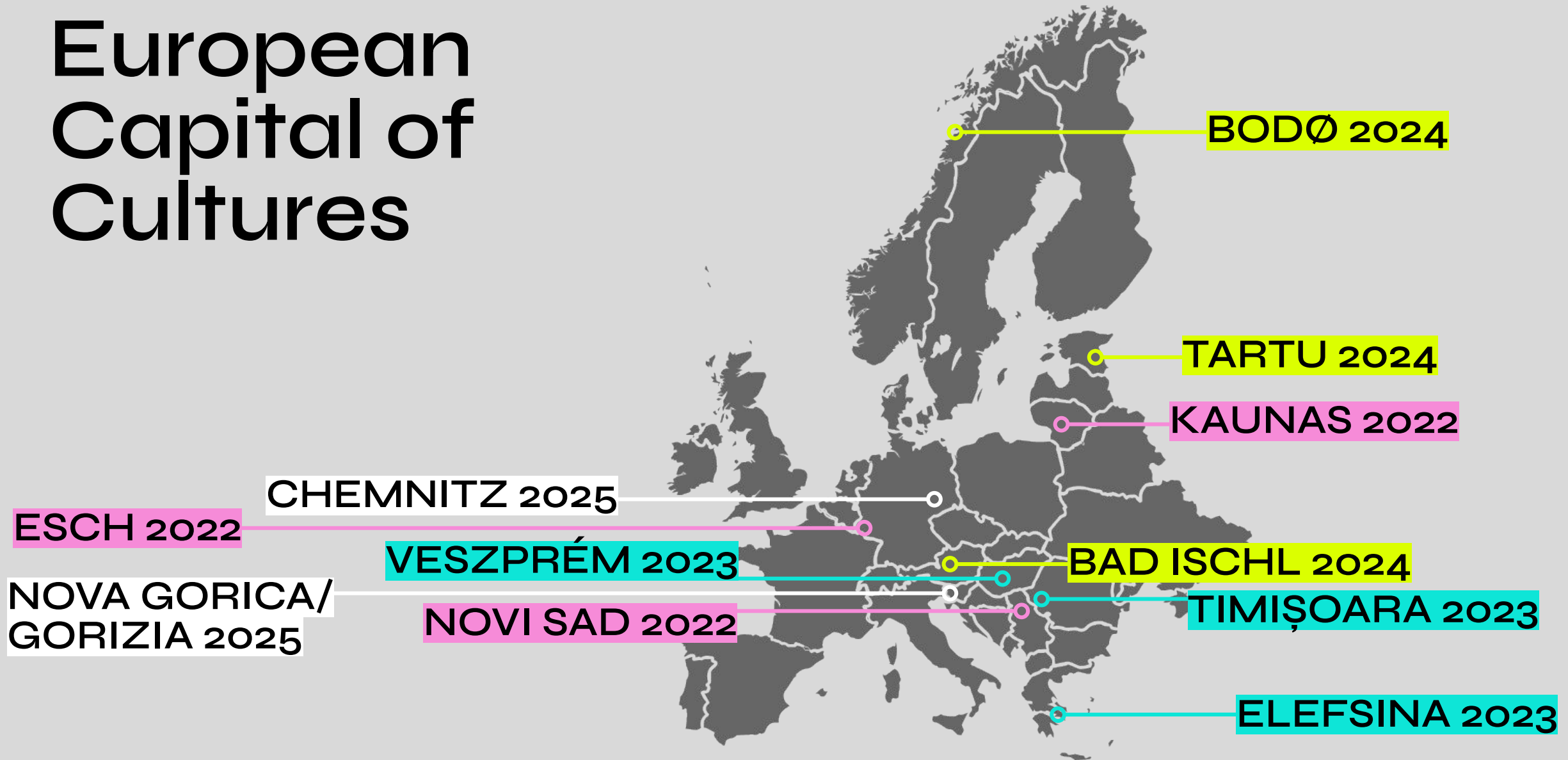
Tartu 2024 Euroopa
kultuuripealinn

A year like no other - European Capital of Culture Tartu 2024

Marika Goldman, Head of Marketing



European Capital of Cultures

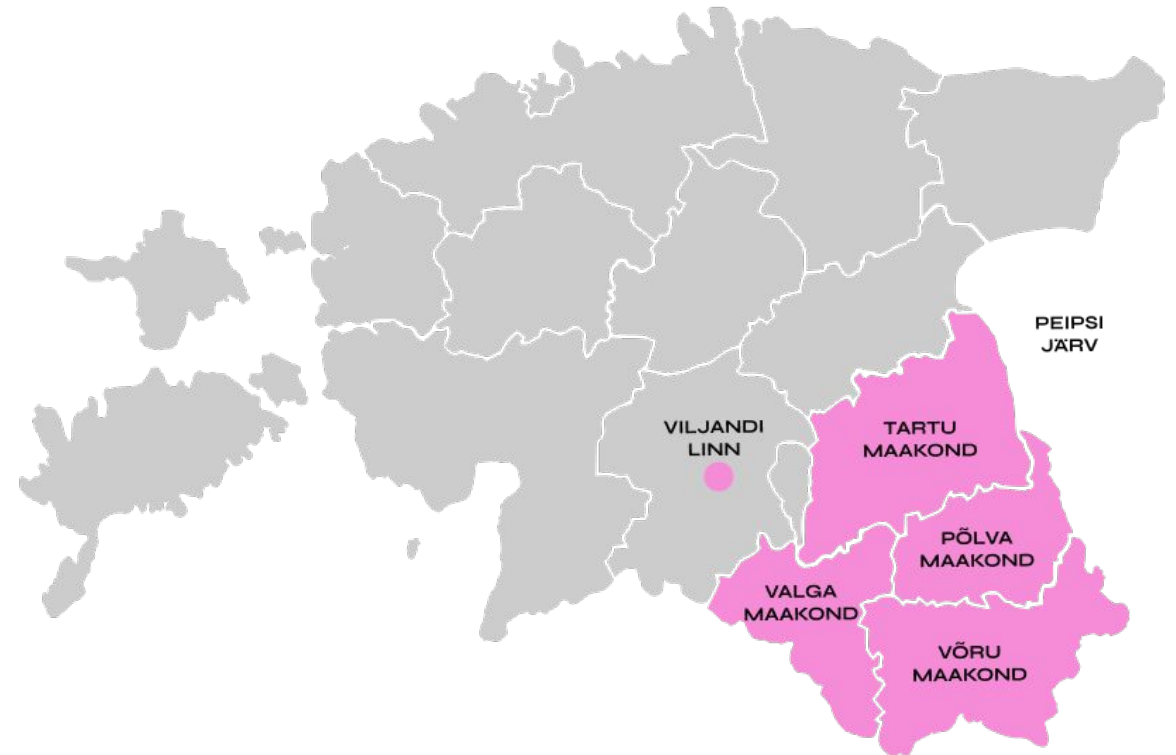


1

**Tartu together with
Southern Estonia
is European Capital of Culture
in 2024**

Tartu 2024 in Estonia

- Tartu and Southern Estonia's largest joint venture (20 municipalities)
- Quarter of Estonia celebrating Tartu 2024 title year
- Several different local traditions and customs



2

Artistic concept: Arts of Survival

“

Arts of Survival refers to the knowledge, skills, and values that will help us lead a good life in the future.



Programme

- 25 first projects from the **Bid Book**
- Call for proposals - **regional** round
- Call for proposals - **Tartu international** round
(92 applications from 21 countries)
- Call for proposals for **small scale projects**
- Off-program



SURREALISM 100

world-class art exhibition

KISSING TARTU

Eurovision & kissing

**WASHING MACHINE
MADE OF BEETROOT**
DIY masterclass exhibition

WILD BITS

technological art in the wild

**Launch of the entire
programme
19th of October 2023**

26.01.2024

Tartu 2024 Opening Ceremony

3

**Tartu 2024 is Estonia's
main event**

Tartu 2024

- is one of the most known brands in Estonia by 2024
- programme is attractive and versatile to different target groups
- official programme gets at least 1 000 000 visits (more than 300 events)



4

Tartu 2024 is making revolution in environmentally friendly cultural management

Environment

- A quarter of Estonia is organising hundreds of events in an environmentally friendly way
- “Guidelines for Organising Environmentally Friendly Events”
- Tartu was chosen as the only city in Estonia to the mission “100 climate neutral and smart cities by 2030”

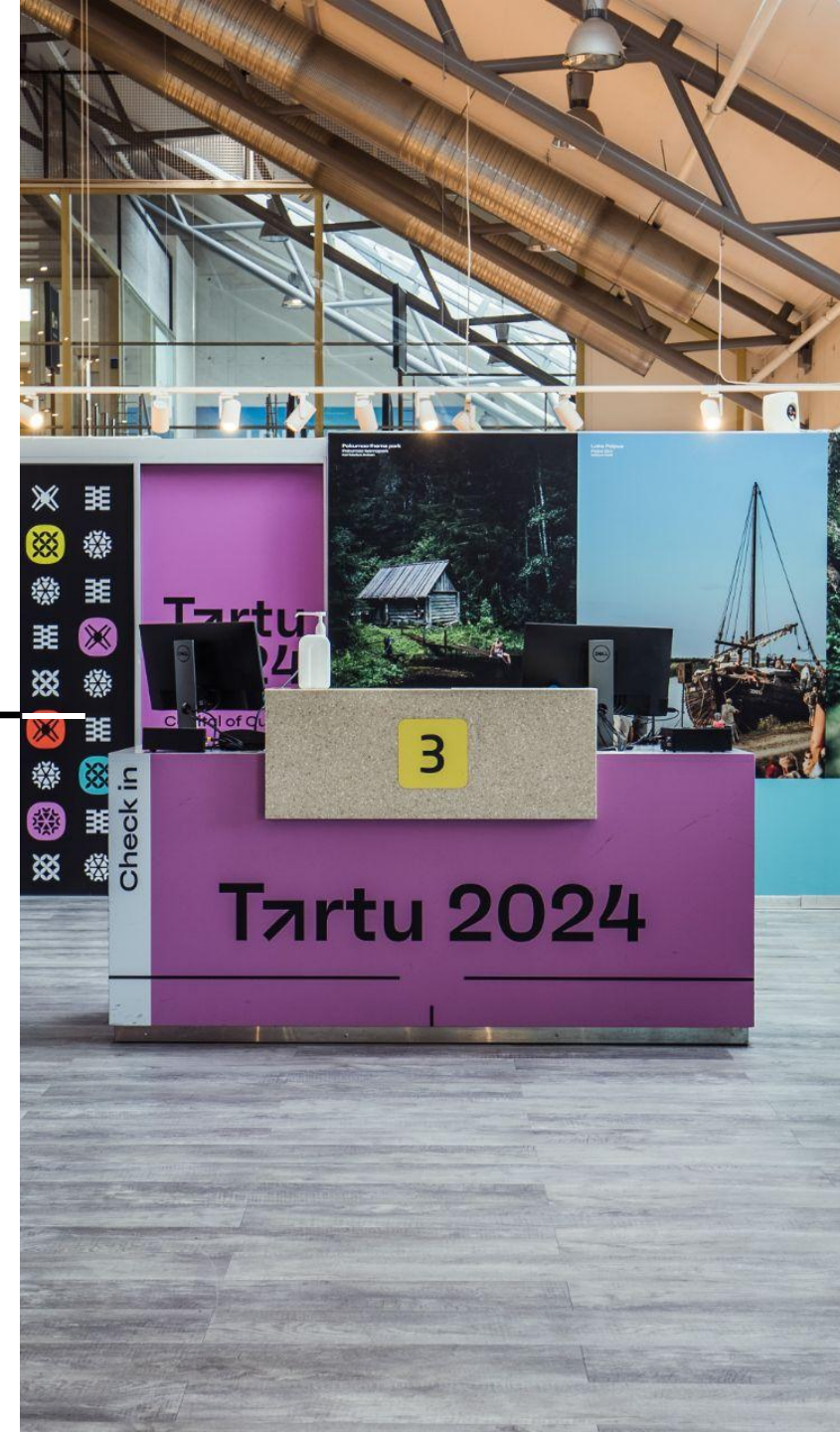


5

**Tartu 2024 is gaining
international attention**

Tartu 2024 focus markets

- Latvia
- Finland
- Lithuania
- United Kingdom
- Germany



5 facts about Tartu 2024

1. **Tartu together with Southern Estonia** is European Capital of Culture in 2024
2. Artistic concept of the programme is **Arts of Survival**
3. Tartu 2024 is Estonia's **main event**
4. Tartu 2024 is making revolution is **environmentally friendly cultural management**
5. Tartu 2024 is gaining **international attention**



Are you ready for this?

Marika Goldman, Head of Marketing

marika.goldman@tartu2024.ee

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