



Guimarães

Guimarães 2009

World heritage with inspiring history

In Guimarães in 1128, Portugal was founded as a nation and King Afonso Henriques was crowned the first Sovereign of Portugal

Entrepreneurial spirit supported by a strong feeling of belonging

Population of 160,000 - one of the 'youngest' cities in Europe

50% of its inhabitants are under 30

Second largest Portuguese municipality outside the metropolitan areas of Lisbon and Porto

Historical textile industry facing significant competitiveness challenges

Strategic importance of University of Minho

Strategic localization

Opportunity to lead the way for smaller cities to maximize the role and impact of its cultural and creative sector

Guimarães 2020 - The Vision

In 2020 Guimarães will be:

- A place where the people come first
- An excellent place to live, to work, to study and to invest
- A place where culture is for everyone
- A place where the past, present and future are interwoven and embodied in daily life
- A place that is animated, brimming with activity and dynamic
- A place where cultural production and consumption are inseparable and interdependent
- An international centre of creative entrepreneurship



Delivering the Cultural Capital Vision – and More

A group of people are sitting in a circle on a paved surface, viewed from above. They are arranged in a loose circle, with some people looking towards the center. The background is a textured, greyish pavement. The text is overlaid on a semi-transparent dark grey rectangle.

Guimarães Cultural Capital 2012 - The Impact

Urban regeneration - transforming the public realm, animating the streets, connecting spaces and places, re-imagining the city: the city as a creative landscape.

Social regeneration - engaging the citizens to take part in cultural activities, developing audiences and organisations, supporting talent to reach its potential: the city as a creative academy.

Economic regeneration - positioning the creative economy at the mainstream of the city's renaissance, nurturing high value-adding employment opportunities, enhancing the competitiveness of the city: the city as a creative hub and cluster.

Guimarães 2012 – a Model for Cultural Leadership

- For small cities everywhere
 - For creative exchange
 - For open source culture and open governance
 - For an embrace with digital culture
 - For driving innovation, competitiveness and growth in the creative economy
 - For creative problem solving and positive disruption
 - For knowledge-development, dissemination and co-creation
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**Co-curation
Co-creation
City / Collaboration / Culture**



Strategy – Realising the Vision

I. People and Partnership

- Talent sourcing, inclusivity
- New types of ownership
- Formal and non-formal learning
- Brokerage and organisational development
- Local and global knowledge exchange - from Northampton to Alytus
- Documentation, display and narration

2. Exposing the Multiple Textures of Guimarães

- Animating the streets – performance, surprise, exchange
- Connecting the industrial to the residential, formal to informal, public and private
- Introducing new tactile landscapes – from the park to the square
- Developing different time geographies
- Improving navigation and introducing a new types of legibility
- Engaging pervasive media and continuous stimulation.

The background of the slide is a photograph of various ornate, gold-colored religious pendants and crosses scattered on a red fabric surface. The items include several crosses of different designs, some with intricate filigree, and heart-shaped pendants with decorative patterns. Some pendants feature small blue stones or enamel. The lighting is warm, highlighting the metallic sheen of the jewelry.

3. Creative Economy - Maximising the Value of Culture

- New creative business development
- Networks and collaboration
- Convergence and spill-over
- Market and audience development
- Co-location and urban transformation
- Knowledge labs and creativity spikes

A creative economy and cultural development programme

Main investments

ACTION
Urban Regeneration (Knowledge and Creativity)
Urban Regeneration (Economic and cultural infrastructure)
Urban Regeneration (heritage conservation and valorisation)
Environment and Green Areas
Cultural programming
Marketing and Communication
Management and operations costs

The background image is a photograph of a night scene, likely a festival or protest. It shows a crowd of people, some holding torches, and a building with lit windows in the background. The overall atmosphere is warm and energetic, with a strong orange and yellow color palette from the lights.

Cultural Programme Principles

Putting cultural production and consumption at the heart of the transformation

1. Strong connection to the community, placing people in the centre of the action;
2. Artistic residences of national or international companies, working with local and national artists and with the local community;
3. A programme which stimulates the sense of belonging to Europe;
4. A programme with a strong education emphasis;
5. Artistic use of communication and information technologies;
6. Emphasis on city and region resources;
7. A programme that invades, engages and re-imagines public space.



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