



**Guimarães**

The word "Guimarães" is written in a large, bold, black sans-serif font. A black silhouette of a medieval castle tower is positioned to the left of the letter "G".

# 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**

# 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

**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.

### 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

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

# 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.



**Guimarães**