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Petra Slámová

Západočeská univerzita v Plzni

Fakulta filozofická

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**EUROPEAN CAPITALS OF CULTURE – AN ANALYSIS
OF CORE PROGRAM DOCUMENTS WITH A FOCUS ON
THE PILSEN 2015 ORGANISATION**

Petra Slámová

Vedoucí práce:

Bc. Kobylak Skyland

Katedra anglického jazyka a literatury

Fakulta filozofická Západočeské univerzity v Plzni

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Plzeň, duben 2015

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Poděkování

Největší poděkování patří realizačnímu týmu „Plzeň 2015“ za věcné informace a umožnění tak vzniku této práce. Dále bych ráda poděkovala vedoucímu mé bakalářské práce panu Bc. Skylandu Kobylakovi za odborné vedení, cenné připomínky a pomoc při získávání odborné literatury. Dále děkuji pracovníkům knihovny Plasy, rovněž pracovníkům Muzea a galerie severního Plzeňska v Mariánské Týnici a zároveň všem ostatním dotazovaným osobám. V neposlední řadě děkuji své rodině.

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1 INTRODUCTION

The topic of this thesis is European Capitals of Culture – an analysis of core program documents with a focus on the Pilsen 2015 organisation. Author of this thesis has chosen this theme because she lives in the Pilsen region and she is interested in the development of her environs. Last but not least, she is proud that the city received the title and that is why the author is honoured to analyse whole the project. This topic is very relevant because the project has definitively started in January 2015. The title plays a part in a future development of a city, especially in its economic situation, turnout and culture expansion. The primary target of author's thesis is to analyse the main program documents and to give public a deeper insight into the project. In a theoretical part is described history of the project and supporting information about history of Pilsen and other worldwide cultural projects. This part gives to public general overview of the origin and benefits of received title. In the practical part is involved an analysis of media articles and their comparison. There is also mentioned a great deal of comments from questioned people in the thesis. The next intention is to research the local inhabitants. This is focused on a public survey. The survey brings to light a general knowledge of respondents. A large part of thesis is focused on financial sources that are one of the most discussed issues of the project. After that the author describes financial support for Pilsen region within a purview of the Pilsen 2015 organisation. There are mentioned several comments of representatives from different regional organisations. Author has held a discussion on this theme with representatives of the Pilsen 2015 organisation. Author concentrates on a candidacy of Czech cities and deals with typical symbols of this unique project. At the end of the thesis is summarized the future influence and its impacts for Pilsen.

There are not many printed sources that the author could use as a platform for this thesis. The inspiration is primarily drawn from the information brochures and other core documents focused on the upcoming European Capital of Culture. Majority of information was received from interviews with representatives of a project. The next very useful source was naturally the Internet. The text is determined for the general public that is interested in a project Pilsen European Capital of Culture 2015. The thesis is divided into the several chapters and subheads. A good knowledge about the topic is a big advantage to the author's writing. The thesis can engage reader's attention by its interesting and new information about the project.

2 HISTORY

2.1 History of Pilsen region

Pilsen¹ is a town which is situated in a Pilsen region on the west of the Czech Republic. Pilsen region belongs to one of the fourteen regions in the Czech Republic. According to its size it is the third largest region. It borders with Karlovy Vary, Ústí nad Labem, Central Bohemia, South Bohemia and with a German Bavaria. It is necessary to mention from the countryside the Šumava National Park and Český les. In the region are a lot of diverse historical sights, from castle ruins to Art-Nouveau chateaus. Pilsen used to be a place which was settled about 6000 years ago. The first settlement in Pilsen region was known as a settlement of Milaveč people. Milaveč people came from the Bronze Age and left the grave-mound fields. The Slavonic came to Pilsen on 7th century AD². The Prácheň district in the Otava river, which was found at the foot of the Šumava mountains, brought together a part of Pilsen Region.³

Cistercian monastery was founded in Nepomuk and Plasy, the Benedictine monastery in Kladruby and the Premonstratensian convent in Chotěšov. They have a large historical importance. In the region was spread out the mining industry especially silver and gold mining. A revolutionary period took action to the region. In Tachov (1427) and in Domažlice (1431) were two Hussite battles. Hussites thought up a new code name for Pilsen. The code name was designated as “the Sun City”. For Hussites was Pilsen very important because of their movement. By the way, the ruling Catholics, who had had control over Pilsen, drove them out. In 1599 visited Pilsen Rudolf II. A spreading plague forced him to stay there for a one year. The first and at the same time the last

¹ It could be used a word „Pilsen“ or „Plzeň“ in English. I have decided for the first one that occurs in the whole thesis.

² Meaning: anno Domini

³ Information brochure Pilsen region – *History in brief*, p. 2-3

conquest is dated to 1618, when the Count Mansfeld's troops came to Pilsen. Then, after the Thirty Years' War, the economic situation was getting better. The Catholic Church had the biggest economic influence. The richest monasteries were found in Plasy, Kladruba. Convent in Chotěšov also belonged to these monasteries. Because of re-catholicisation after the Thirty Year's War were broken up numerous rebellions. The most famous is with leader Jan Kozina. The rebellion took a place in Chodsko in 1673.⁴ For Pilsen was very important 18th and 19th century. At that time arose the small factories and the industry started to evolve.⁵

One of the main aspects of this development was founding of bituminous coal and kaolin. A kaolin mine took place in Kaznějov where the Czech famous fairytale "Princezna ze mlejna" was filmed. Škoda Works were established in 1869 and they are nowadays inseparably connected with the town. Pilsen is also popular for its world-famous Burgher's brewery, where the production of lager has started. It is called Pilsner Urquell. Pilsner Urquell was established, when several brewers in 1842 brought together their ideas. In 1860 the Pilsen's inhabitants gained better entry to Bavaria and central Bohemia, because of the new built up railway, which connected these areas.⁶

František Křižík visited Pilsen. He was a popular inventor and he lighted up there his first electric-arc lamp. On the other hand Josef Dobrovský, who was a part of the National Revival movement, gladly went to Chudenice. Nowadays a museum stays there, it shows us his life. Due to Munich treaty from 1938 Pilsen was occupied by the Red Army and became the border town. The region was liberalised by American Army. The region was called by the ruling communists after 1948 as a "strong wall of socialism". After 1989, the region started to be again a

⁴ Information brochure Pilsen Region – *History in brief*, p. 2-3

⁵ GORYS Erhard, *Czechoslovakia - Western Bohemia*, p. 211

⁶ *Ibid.* p. 211

democratic region. At that time the tourist industry was developing, including entrepreneurship. Pilsen got a title of university town and in 1990 Pilsen was a centre of diocese.

2.2 Pilsen sights

A massive Gothic Church of St. Bartholomew stands at heart of the town. It is curious sight because of 103 metres high spire. The spire is the highest one in the Czech Republic. Pilsen inhabitants and local visitors made a contribution to the public collection, in purpose to buy the new five bells. These bells were situated in the spire and firstly sounded on 17th January in opportunity to the opening ceremony Pilsen as a European Capital of Culture 2015.

The *Town Hall* stands the Square of Republic. Town Hall was build between 1554 and 1559. This sight is interesting for its original decoration. An Italian Giovanni de Statio was the initiator, who decorated the Town Hall with sgraffiti. In Pilsen are situated several buildings, which are in the sgraffito art. Many of them are decorated by Mikoláš Aleš. The Plague Column from 1681 is between these two sights. A designer of the Column is called Christian Widemann. South-east of the square is the *Church of the Assumption*. The Church is a Franciscan friary. Very important is *The West Bohemian Museum*, which is situated in Kopeckého Sady. There you can find for instance porcelain or glass collection.⁷

In Pilsen there are many theatres, such as the *Children's Theatre*, *J.K.Tyl Theatre* or the newly built up *New Theatre*. In front of the J.K.Tyl Theatre stands a monument, which represents already mentioned Josef Kajetán Tyl. The New Theatre is located in Jízdecká Street, near by the

⁷ GORYS Erhard , Czechoslovakia - *Western Bohemia*, p. 212

Plaza shopping centre. The building was constructed in opportunity to the project Pilsen 2015. The building disposes of the capacity about 500 seats in a theatre hall and 150 seats in a studio stage. In connection with Pilsen 2015 was showed there the International Theatre Festival, as well as the theatre took a part of opening ceremony on 17th January 2015.⁸

The Great Synagogue is an exclusive sight of Pilsen. It is the largest synagogue in the Europe and it was established in 19th century. This synagogue managed the occupation during WW2⁹ and nowadays serves to concerts and exhibitions organising.¹⁰ *The Butcher's Stalls* were built in a gothic style. They stand near by an old Water Tower and are used for different exhibition. During a year 2015 they are covered under the project Pilsen 2015. The exhibitions bear for instance on Baroque in West-Bohemia, Gottfried Lindauer and Munich – shining metropolis of art.¹¹

West Bohemian Brewery is the most famous sight in Pilsen. The beer has its tradition and is made according to original recipe. The taste is unique because of quality of Pilsen water, the home- dried malt and aromatic hops absolutely unmistakable. Pilsner Urquell is the most popular and has a gravity of 12%. The Škoda Works are a big metalwork factory. There are employed a several thousands of employees. They were established in the 19th century and till now they have still produced the electric motors, rolling mills or electronic locomotives.¹²

In environs of the town is Starý Plzeňec is located Přemysl castle on the hill Hůrka, which is dated back to the 10th century. More famous is The Radyně Castle Ruin. We can find it on the Radyně hill. It was built in

⁸ *Investiční projekty*, Available at: <http://www.plzen2015.cz/cs/projekty/investicni-projekty>, 3rd March 2015

⁹ Meaning: World War II

¹⁰ SCHNEIDER Jos, *Essential Czech Republic - Pilsen*, p. 55

¹¹ *Společnost Plzeň 2015 je hlavním partnerem výstavních projektů*, Available at: <http://www.zpc-galerie.cz/cs/spolecnost-plzen-2015-je-hlavnim-partnerem-vystavnich-projektu-363>, 3rd March

¹² Information brochure Pilsen Region - Major Historic and Cultural Sights, Pilsen

1356-1361 in a gothic style, during the rule of Karel IV. Nowadays is Radyně often visited by many people.

2.3 Landmarks in the region

Sights in the region are very different in styles and undoubtedly historical important for whole region. Of course, for the Czech Republic is important too. The region abounds in many medieval castles, chateaus, monasteries and convents. I have enclosed a picture of map of Pilsen Region in appendix (Picture 1).

In Štáhlavy, which are several kilometres from Pilsen far, The *Kozel Chateau* is situated. It is regularly used for weddings ceremonies and graduation degrees. It was built in 1784-1789. A big nature park is in a park. *Manor House* comes from a post-Hussite period in 17th century. It became famous by M. Švandrlík, who has written a satiric novel about this place. It was called the “auxiliary technical corps”. The Manor House serves as a gallery. *Nebílovy Chateau* is a baroque and renaissance building that is decorated by graffiti walls. *Zbiroh Chateau* is located in the same town – in Zbiroh. It is in baroque and renaissance style and it was used as a studio for well-known Czech artist Alfons Mucha. We can find remains of *Bishop’s castle* and the *Town Museum* in Rokycany. The Museum represents historical process of iron production.¹³

The Monastery Plasy. It is an important Monastery in the valley of river Střela. The first mention is known from the 1144. In The Monastery was bought by Matternich in 1826. There is a Matternich Tomb inside the

¹³ Information brochure Pilsen region – Major Historic and Cultural Sights, Pilsen the South and Rokycany districts

St. Wenzel Cemetery Church in Plasy. The town Plasy involves in a project “Pilsen 2015” with a project *9 weeks of Baroque*.¹⁴

Mariánská Týnice. This Provost’s Residence was a location of Pilgrims. It was founded in 18th century and designed by J.B.Santini as well as in Plasy, Žďár, Prague and Kladruba. It is a unique building in Baroque style founding near Kralovice. Mariánská Týnice is also involved with “9 Baroques weeks” in the project Pilsen 2015.¹⁵ Photo of this baroque building occurs in the appendix (Picture 2).

Manětín Chateau comes from the 18th century. It is in a baroque style. There stand two towers that are interesting for their picturesque. Around the Chateau are a lot of artistic sculptures. This Chateau is called as a “jewel of the Baroque art in Pilsen region”. *Kladruba Monastery* was founded in 1155. The Virgin Mary’s Assumption was a part of this Monastery but during the Hussite war was destroyed. The new plans for its rebuilding were suggested by J. Santini in the 18th century. The Monastery tried to be written in the UNESCO¹⁶ register-monuments. *Minority Convent in Stříbro* was founded in 13th century. There were founded ruins of St. Magdalene’s church remain. Then it was rebuilt in a baroque style and these days it is closed because of its ongoing reconstruction. *Tachov Monastery* was founded in 15th century and it was rebuilt by Martin Allie. The Museum, which is in the Monastery situated, serves as a *gallery of Bohemian Forest Museum*. The *Castle in Švihov* is a Gothic water castle where the festivals are annually organised. The most well-known festival is the project “České Hrady”. Castle and Chateau in Domažlice is situated in the Main Square and it was rebuilt from the Gothic style to Renaissance style.

Domažlice are famous for The Chodsko Folk festival, which is known for its typical cakes and bagpipers. The Castle and Chateau in

¹⁴ Information brochure Pilsen region – Plan of Plasy

¹⁵Information brochure Museum and Gallery of the Northern Pilsen region - Mariánská Týnice

¹⁶ Meaning: United Nations Educational, Scientific and Cultural Organisation

Horáždovice disposes of a ceiling mirror and fresco decorations. Baroque Pharmacy in Klatovy is special because of its position in the house of L.M.Firbas in the square. He saved the Pharmacy from the downfall after the Jesuit dissolution.¹⁷

2.4 History of the project

The project was established in purpose to show other countries or people a difference between individual cultures, their habits and life of citizens. It was firstly approved by the European Councils of Ministers in 13th June 1985. The main proposer of the project used to be the Culture Minister of Greece, Melina Mercouri. She felt that culture did not attract people's attention such as policy and economy. Melina formed in 1983 the European Community (EC) where her plans for general knowledge about European cultures were officially presented. She was a supporter of art and design. According to Melina Mercouri words: "*Culture, art and creativity are not less important than technology, commerce and economics.*"¹⁸ In 1985 became Athens the first title-holder of European City of Culture. Since then the project have been rapidly growing. Nowadays some of European Capitals of Culture get a Melina Mercouri Prize that is an international award and it is determined for the cultural landscapes. This year Mons and Pilsen, which are both European Capitals of Culture 2015, received this financial support. The prize was 1, 5 million for each of them. The chosen cites have to meet the conditions to get the prize. These conditions are some of them: involving of artists from other countries within a program, attractiveness of the program, there must be any impact on the city and the city should be more developed. Communication with public is also very important. The future

¹⁷ Information brochure Pilsen region – Major Historic and Cultural Sights

¹⁸ *Legacy European Cities of Culture*, Available at: <http://ecoc-doc-athens.eu/research/press-articles/496-melina-mercouris-legacy-european-cities-of-culture.html>, 5th March 2015

ECoC¹⁹ should follow these instruments: creation of a website, communication with media, to publish a special issue of the newsletter.²⁰

“The European Cultural Month” was a project that was established by Ministers of Culture in 1990. This project is a parallel of the European City of Culture, however it used to have shorter period than European City of Culture. It concentrated on the countries of Eastern-Europe. In 1999 received the European City of Culture another name. It was a transformation from European City of Culture to European Capital of Culture. The European Cities of Culture were chosen on an international basis, in fact until 2004. Since then the EU²¹ institutions have decided about the choice of coming ECoC.. Actually, the institutions were a part of this action. Each country from EU can obtain an opportunity to become the European Capital of Culture. Since 2005 two cities have been suggested per year. The cities receive the title of ECoC. The whole project falls under the control of European Union. I would like to highlight the Czech Republic that has been already once designed. Prague was the European Capital of Culture in 2000 and Pilsen it is currently.²²

¹⁹ Meaning: European Capital of Culture

²⁰ PILSEN, OPEN UP!, *How does the city plan to promote the award of the Melina Mercouri prize if it receives it?*, p. 224

²¹ Meaning: European Union

²² *European Capital of Culture – history*, Available at: <http://www.uneecc.org/htmls/history1.html>, 5th March 2015

2.5 Other culture projects and institutions around the world

The project European Capital of Culture is one from the most famous culture projects in the Europe. On the other hand there are a few well-known projects, which are interested in a culture and people should something know about then.

The European Culture Month

I have already mentioned this culture event in a part “history of project”, which is under the control of EU and it is similar to project European Capital of culture. The European Culture Month is an event established in 1990. It cooperates only with Central and Eastern Europe.

Cultural Contact Points (CCP)

This project was launched by Member States and by countries, which were connected with its programme. The most important things in this programme are: two-way communication between the states, changing the information between the cultural institutions of the states and cooperation.²³

International Cultural Exchange Organisations (ICEO)

This project was established in propose to find out the new information about other countries. Usually it is used by students with different nations, to get to the other country and got better information about a culture and their lives.²⁴

²³ *Cultural Contact Points of other countries*, Available at: <http://www.programculture.cz/en/cultural-contact-points-of-other-countries>, 6th March 2015

²⁴ Available at: <http://www.iceoinc.org>, 6th March 2015

United Nation Educational, Scientific and Cultural Organisation
(UNESCO)

It was established in 1945 to close the nations together by educational, scientific and cultural development. In the Czech Republic there are 12 locations in the World Heritage List)

3 PILSEN 2015

3.1 Candidacy

The Ministry of Culture presented the project in February 2009. Some of the Czech towns adopted the challenge and fought for the title of European Capital of Culture. In the Czech Republic were three towns that ran as candidates. Namely: Hradec Králové, Ostrava and Pilsen. At the first selective round Hradec Králové was unsuccessful. In the next round Ostrava and Pilsen fought each other. The towns had to create their plans for the future and send the registrations. A lot was written about the rivalry between the towns. Mirka Reifová finds this candidacy not as a “fight” between Pilsen and Ostrava. *“That time I didn’t take a part in a team but the media showed that as a rivalry, because it was a good theme to write about. I think that it was not true. In my opinion the towns were concentrating on themselves and people were founding solution how to support their town.”*²⁵

I tried to contact a press agent from Ostrava Michaela Hofmanová, in purpose to know an opinion from the second hand. But nobody has me answered. However, it is interesting to see the difference between the notice of the press agent and the director of the project Jiří Suchánek. *“I have been in the function only half a second year but I know the information by word of mouth that Ostrava delimited itself in comparison with Pilsen especially in argumentation why they are better for getting the title. I have heard that this behaviour didn’t help to Ostrava win the title.”*²⁶ According to their plans and registrations the commission could decided about the winner. The commission consisted of the specialist from the Czech Republic and from abroad. The result of winner was definitely very close. Pilsen has won just about one vote.

²⁵ Interview with press agent Mirka Reifová for the Pilsen 2015 project, 19th February 2015, Pilsen

²⁶ Interview with director Jiří Suchánek for the Pilsen 2015 project, 4th March 2015, Pilsen

3.2 Promotion and typical symbols

A promotion is necessary part of a big project such an ECoC. It uses different prospects, logos or souvenirs. Picture of souvenirs occurs in appendix (Picture 3). Pilsen cooperates with lot of institutions, for instance with Pilsen Region, Ministry of Cultural or European Capital of Culture.

The promotion prospects are at all events, which are by Pilsen 2015 organised. The centre of information is situated on the Square of Republic. It is called Meeting Point, where all information about the program is available. There is info, where you can ask for more detail information. One of the Pilsen's partner for this project is CrossCafe, a popular café where students often meet and prepare their homework. This cafe is one part of Meeting Point. The building will stay there just for a year in pursuance of Pilsen 2015. Another building is not so far from the Square of the Republic and it is a new cafe, called "Íčko". It has been built for students of West Bohemian University. This is a place, where the informational brochures of Pilsen 2015 are available. The Pilsen 2015 organisation cooperates with the Bakery Malinová. There are made the special limited cakes. They are called "The cake of the City of Culture". Photo of this cake is included in appendix (Picture 4).

Typical colour for this project is the pink one. Pink is effective and highly visible. This colour occurs on the promotion bottoms, programme outline 1, promotion prospects, in logos, etc.

For the occasion of project, a special symbol of the town was created. Team of specialist designed a symbol, which represents Pilsen not just as a town of beer, but shows us the most important things that are for Pilsen typical. For instance it represents the cultural wealthy and important people, who count a lot for the town and they have effect on the

region. This symbol also shows different events, which take place in the year 2015. *“It is an image campaign. It doesn’t concentrate just on the specific events but it should give us general perspective of Pilsen. The symbol shows an opened beer mug, which is for many people typical for Pilsen. But we would like show the people what is really covered in the mug, it means in Pilsen. There are for instance famous natives, four rivers, Petr Čech or Bedřich Smetana, who used to live in Pilsen.”*²⁷

Another important propagation element is a collection of the Czech skateboard brand Horsefeathers. The creators have designed very special collection with Pilsen slang. It has been called “Copatutoje?”. In offer are pieces of clothes (socks, caps, belts, t-shirts, scarf, etc.) and different types of cups. Photo of the cap is added to the appendix (Picture 5). *“With an idea of creating this collection actually came the project Pilsen 2015. The concept is constructed on a “Pilsen dialect”, so each of the products has some zinger, which is typical only for Pilsen region. Enormous interest is in the caps and cups. We are the main supplier of clothes for the whole project and at the same time the main partner of the voluntary society “Andělé”.*²⁸ According to one of the mark creators Hanuš Salz is snowboarding and skateboarding connected with music, graphics and clothes trends, that is why is the collection logistic step, which unites sport, style and creativity with a home town.²⁹ Logo of this project has been created from the name of the town and in front of the name stands a year 2015. But a number five is different from the other ones. The number has five spots and reminds one part of a dice. Picture of logo occurs in appendix. (Picture 6)

²⁷ Interview with press agent Mirka Reifová for the Pilsen 2015 project, 19th February 2015, Pilsen

²⁸ Email Interview with Horsefeathers manager Michal Čejka, 26th February 2015 – cited by author of thesis

²⁹ Plzeňský deník, *Copatutoje jde na dračku*, P. Korelus, 19th February 2015, p. 4

3.3 Program of the project

I have conducted personal interview with the representatives of the Pilsen 2015 program in order to get more detail information about the program for 2015. The program has been created several years before the official opening. Team of professionals created a special line-up for the whole year 2015. However the program is determined especially for a high season. Officially was Pilsen open up on 17th January 2015 (whole weekend 16.-18.1. 2015, but Saturday was officially day of opening)

There was showed several performances, for instance a chime of the bells in St. Bartholomew Cathedral, which I have already written about. The Sources (Prameny) also took a part in this ceremonial opening. These sources represented four rivers running through Pilsen and different things, which are for Pilsen specific. Whole weekend was full of cultural action, performances, concerts and expositions. The majority of people I have spoken with were satisfied with the ceremonial opening but some of them were not. I asked about an opinion of the headmaster Jiří Suchánek: *"I am very satisfied, because we have done it without any problems. An overwhelming majority was Pilsen's production. Reactions in the foreign media are great and in the Czech media largely positive, that's why am I absolutely satisfied."*³⁰ Three books with detail information of the programme outline have been already published and there you can find all coming events. There are about 180 programme events.

³⁰ Interview with director Jiří Suchánek for the Pilsen 2015 project, 4th March 2015, Pilsen

3.4 Big events

Festival and the Cultural Wealth of Pilsen

There were two bigger events in January and February - *The ceremonial Open Up of the town and The Festival of Lights*

Festival of Lights is an original project, which happened on 20th January. It is a Signal festival, which firstly took place last year in Prague and have been visited by 463 000 people. In Pilsen were several places, where visitors could see an art performing the lights.³¹ With this Festival of light was connected a *PechaKucha Night*. Pecha Kucha Night is a unique project of artists or active creators. They show themselves their presentations in 20 slides, each in 20 seconds (format 20x20). The presentations are about any kind of art, ideas or works. Everybody can take a part in this project. Pecha Kucha Night was again in Pilsen on 20th February. Visitors could be attracted by 12 artists. The presentations were showed for instance by a young boy (Adam Havlovič - 14years, from Pilsen) and Hiroko Matsushita (Japan artist). This event happened in DEPO2015, where was officially the first action from the 4th December 2014, when was the DEPO2015 determined to organize the events instead of Světovar. I find this event such a good opportunity to show public own creation and to get to the public awareness. There was found also one post of the Festival of Light. DEPO was visited over 1000 people. I have found just one problem – there was no good acoustic. Otherwise there was a prevailing good mood and before DEPO stood a caravan with people, impressing us with their skills with fire. There are two pictures from these events in appendix. Photos of both of these events are enclosed in appendix (Picture 7, 8).

³¹Pilsen 2015, o.p.s. Programme Outline – January-March, p. 5-6

Smetana Days 2015 have been one of the main projects in Pilsen since 1980. This year is 35.anniversary from their establishing and last 2nd March to 29th March 2015. In opportunity to European Capital of Culture 2015 is created a little bit special. The visitors can look forward to music concerts, theatres, fine art and literature. The Smetana Days will focus on the roots in Europe (Literary evening - Eugen Brikcius, 13th March) and also on the relationships between Czechs, Germans and Austrians (e.g. Invisible Loyalty? Austrians, Germans, Czechs in the 19th Century Czech Culture, 26th -28th February 2015).³² New Circus Season is a program created by an art director Petr Forman. He has invited a lot of new era's circuses. It will be showed from January to December in more than 50 performances. For instance *PSiRC* (2nd , 4th , 5th , 7th , 8th , 9th , 10th April in DEPO2015), *Dae Men* (22nd October in *The New Theatre*) or *Cirka La Putika* (September-December in DEPO2015 and *The New Theatre*).³³ Pilsner Fest, 3rd October is a festival, which is organised every year and celebrates Pilsen beer, especially Pilsner Urquell. Music stages and historical traditions are inseparable connected with this fest. Lively street, 10th-23rd August is a traditional event full of concerts, theatre performances and dancing groups. This festival will be officially ended by "the soup festival" in September. Arabfest 10th – 17th April is an educational action, which has been originally established by students from University of West Bohemia. It will last seven days, including different competitions, lectures about Arabic culture and concerts. There will be another cultural project as well as Africa live or weeks of Hispanic culture.³⁴ Žebřík (Ladder), 13th March - will be firstly realized in DEPO2015. There will be awarded singers or groups from the Czech and Slovak scene. This event will be visited by Richard Müller, Ondřej Brzobohatý, Sabina Křováková, etc. Žebřík has this year the 23rd anniversary and this evening will be moderated by Tomáš Hanák and

³² Plzeňská Filharmonie, Smetanovské dny – Programme Overview, p. 2-3

³³ Pilsen – European Capital of Culture 2015, Book Two - Programme, p. 34

³⁴ lbis. p. 72, 74, 77

Bára Poláková. Tomáš Hanák commented the show placement changing in DEPO2015 with these words: *“I like the industrial objects. The atmosphere stays there after the workers, who spent there thousands of hours.”*³⁵

Bavarian days, 20th – 26th April – a festival of artists, who cooperate each other (Bavarian-Czech cooperation), the fest lasts one week. Visitors can see the young boys' choir in the Cathedral, design exposition in DEPO2015 or prepared programmes for children and families.

*Tanec Praha in Pilsen (15th-25th June), Pilsalive 2015 (5th September)*³⁶

Exhibitions

Jiří Trnka's Studio, 17th January-10th May is presentation of Jiří Trnka's animations, illustrations or his statues situated in the Gallery of the City of Pilsen. This exhibition supports this native of the Pilsen region and connects his creation with the exposition *“Garden 2”*, also from himself. Bohumír Lindauer's exposition is an exclusive exposition by New Zealand's artist from 19th century. His 45 works of art have never left New Zealand. In opportunity to ECoC will be showed in the Gallery of the City of Pilsen.³⁷ Ladislav Sutnar, 14th May- 8th November is an exhibition of Pilsen native, who is famous for his specific type of art: porcelain, metal and glass objects. Place where to find this exhibition: West Bohemian Museum in Pilsen. History of Europe, 13th August-11th October target of this exhibition is to show children how to funnier and more understandable learn about historical events. They can borrow period clothes or tools.³⁸

³⁵Plzeňský deník, Zábava – Žebřík zavítá do Plzně po třidvacáté, Hana Josefová, 4th March 2015, p.15 – cited by author of thesis

³⁶ Pilsen – European Capital of Culture 2015, Book Two - Programme, p. 78

³⁷ *Plzeň vystaví díla svého slavného rodáka z Nového Zélandu*, Available at: http://www.rozhlas.cz/krajane/clanky/_zprava/plzen-vystavi-dila-sveho-slavneho-rodaka-z-noveho-zelandu--1301282, Milena Štráfěldová, 19th March 2015

³⁸ Pilsen – European Capital of Culture 2015, Book Two - Programme, p. 89, 91

Baroque in West Bohemia = 9 weeks of Baroque is one of the main events in the West Bohemia. Last year it lasted just 6 weeks. It shows a baroque culture, traditions, performances and other connected customs. The festival will accompany also local beer and traditional Czech dishes. There will be several areas where will it take a place. Actually the areas are divided into nine parts of Pilsen region. *“It is a festival, which happens all the summer. It is a great opportunity to entice people with these sights. It is also useful project, which connects tourism, culture and historical heritage of the region.”*³⁹

I have visited two places, where the festival happens. Mariánská Týnice and Plasy. I was interested in the program and asked for more details. *“We cooperate with Mrs Belenová. She is a manager of the project. We had prepared a list of artist but she didn’t like it. From this reason she has sent us another list, which supposedly more corresponded with Baroque. We have one day in the 15th August. The day will be divided into two program parts”, said Jana Dienspierová.*⁴⁰ Mariánská Týnice is such a beautiful and massive building, which is reconstructed and used for weddings, farm markets, expositions and concerts. There is also a museum, which is concentrated on the influence of this region. *“We have started cooperate with the project in 2012. Nine Weeks of Baroque will be on 10th -11th August. This year will be again presented an organ concert and there will be stood a tent determined for theatre performances, concerts and different lectures”.*⁴¹

The monastery in Plasy is well known for its huge area. There were created several films such as *Bídníci* with Gérard Depardieu. There will be opened a new Brewery. *“There will be made a local beer, named after*

³⁹ Interview with press agent Mirka Reifová for the Pilsen 2015 project, 19th February 2015, Pilsen

⁴⁰ Interview with director Bc. Věra Sountnerová of the Town Library in Plasy, 5th March 2015, Plasy

⁴¹ Interview with Methodist of chronicle Jana Dienstbierová, 2nd March 2015, Mariánská Týnice

*the Lord Metternich. I think it will be probably opened in September this year. There are a few problems with repairing of this building.*⁴²

Theatre

*J.K.Tyl Theatre*⁴³ =the theatre organize the special offers for its visitor in year 2015. For instance in March visitors buy two tickets for a performance when they will pay for the second one just 1 crown. There will be showed a lot of performances, from the most famous Flamendr *The new Theatre* is a new building, which have been built in opportunity to Pilsen Capital of Culture 2015. I am focusing on concrete information of this building in other chapter of this Thesis. By the way, there are usually performed stage plays such as Polish Blood, Spartacus, Intensive love unit, Libuše, Cats or America.⁴⁴

Projects

Hidden City is an original project from residents of Pilsen. A purpose of this project is to show people different perspective of the town. It reveals an old stories or forgotten parts of Pilsen. With *Hidden City* is connected Pilsen Family Photo Album exhibition, where the residents bring their family photos and show us their lives in Pilsen.

Sustainable projects

We can call them “Projects 2015+.” This type of projects last not only in year 2015 but are permanent and will continue in the next few years. They have a tradition and are very popular. They have developed a local culture. The best known are for instance already mentioned *Hidden City* or *European Neighbour’s Day*.

⁴² Interview with Petr Neuman, Owner of the Brewery in Plasy, 14th March 2015, Plasy

⁴³ Meaning: Theatre of Josef Kajetán Tyl

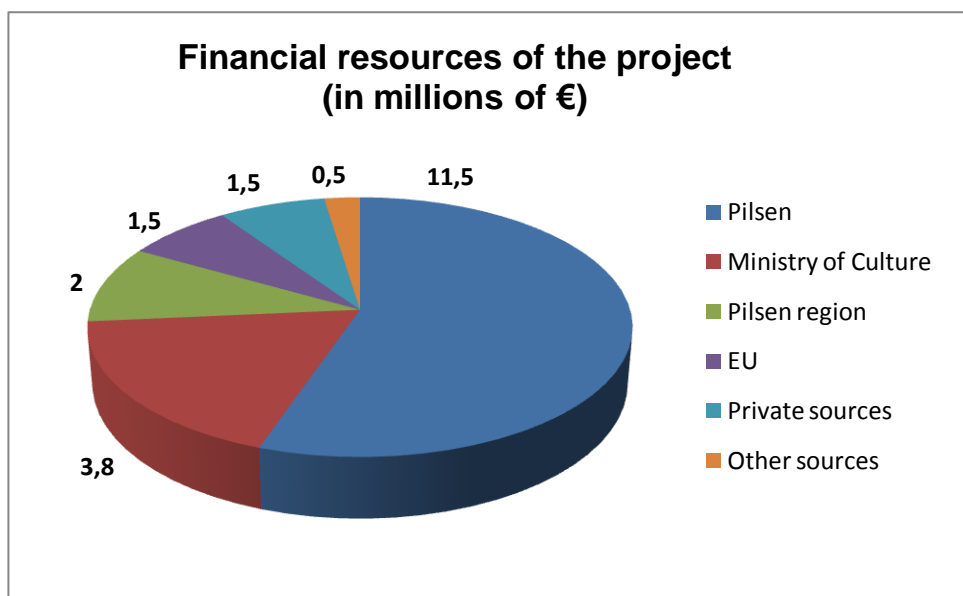
⁴⁴ *Program na měsíc březen*, Available at: <http://www.djkt-plzen.cz/en/program/2015/3/>, 24th March 2015

3.5 Financial resources

Money is one of the most important things this projects. For this project is obviously necessary to obtain a big part of financial means and to create new sponsorships. This theme was the most discussed problem. In media was written a lot about this financial situation. Somebody argues that the budget is too high and the other one thinks it is not enough for the project. In fact, some of other cities in Europe, which used to be European Capitals of Culture, got a higher sum of money. It is really important to have responsible and reliable team that plans out the sums of money for individual events. I think it is not so easy to plan the budget for the whole year 2015 and I am really curious if the team copes with that.

Overall budget of the project 2015, including all sponsors (together with internal sources) counts approximately 21 000 000 €. The budget is determined for the next five years.“ *The biggest investor of the project is the Town Pilsen oneself, which has provided 11, 5 million crowns. Than other no less important investors such as: Ministry of Culture with 3, 8 million €, Pilsen region just under 2 million €, EU 1, 5 million €, Private sources 1, 5 million € and other sources 0, 5 million €. The town has got also some grants.*”⁴⁵

⁴⁵ Interview with director Jiří Suchánek for the Pilsen 2015 project, 4th March 2015, Pilsen



3.6 Cooperation with region

Project Pilsen Capital of Culture supports a region creation. The purpose is to more develop different parts of Pilsen region. It helps to organize different events, especially cultural projects such as 9 weeks of Baroque or some concerts, expositions or traditional customs. It is a big promotion project, which target is to lure people visit the region wealth and get more informed about the region, where they live. Money is taken to 63 individual events apart. One part makes up a subscription and the other one a production costs.

The biggest support is assigned to project *9 weeks of Baroque*. *“We have already investigated 8, 5 million crowns to this project”⁴⁶*. This project lasts from July to August and takes a place in 9 parts of Pilsen region. In 2014 it was just 6 weeks of Baroques but in 2015 it was lengthen in the 9 weeks.

Mariánská Týnice, where the festival takes a place, is supported from Pilsen 2015. *“I suppose, they will give us 80 000 crowns. We have already got a concrete list with sum of money. There stays for what and how high will be the sum of money divided into the project, for instance a*

⁴⁶ Interview with director Jiří Suchánek for the Pilsen 2015 project, 4th March 2015, Pilsen

bus for visitors from Pilsen to Kralovice. This money will be used for ensuring of the program. But we will spend our own money for the afternoon program and for a fireworks display.”⁴⁷ Plasy are also part of the Project Pilsen Capital of Culture 2015. I have asked for the financial support. The support is a little bit different from Mariánská Týnice and I was surprised that they are under the patronage of the Project, but didn't get any money from Pilsen. That is obvious from the answer of Mrs Soutnerová: “They haven't given us any financial means. We required for money from a Pilsen region, that is of course connected with the Project but we have received it from the Region. It is true that we won't pay for organ concert. Actually, we don't know too much about the current financial situation.”

3.7 Specific sights and buildings

In opportunity to Pilsen ECoC 2015 were built some new buildings. They were built in response to give the town more efficiency, attractiveness and more modern look. There were many reconstructions from the nomination in 2010. The most famous are: the river bank cultivation Greenways + revitalisation of Štruncovy sady, the New building of Ladislav Sutnar Faculty of Design and Art, the New Theatre and for instance DEPO2015.

I have already written about a criticism of The New Theatre. It was investigated too much money to the Theatre. The original name of the Theatre was quite debatable. The first suggestion was “Václav Havel Theatre” but a great deal of inhabitants didn't agree with that. They would like to give the Theatre a name after a native of Pilsen Miroslav Horníček or Vendelín Budil. However the Theatre was opened on 2nd September

⁴⁷ Interview with Methodist of chronicle Jana Dienstpierová, 2nd March 2015, Mariánská Týnice

2015 as a New Theatre. Since that time has the Theatre several nicknames. It seems like a ship that is why it was called “steamer” or “tanker”. Because of increasing costs the Theatre was recalled on “Titanic”. A domain of the Theatre is a big concrete egg and a concrete wall with oval holes. It was the reason why the foreign visitors called it “Swiss cheese” or very favourite nickname is “Ham and eggs” because of the egg in front of the Theatre and the red walls symbolizing a ham.⁴⁸ In the Theatre there is a place for 500 spectators and a smaller place for the next 150. There are also more rooms for different performances (opera, drama, musicals etc.). The New Theatre takes a part in a well known International Festival Theatre that is important especially for a Central Europe.⁴⁹ Picture of this building occurs in appendix (Picture 9).

Another important rebuilding is of Lochotín Amphitheatre. This place determined for more than 20 000 spectators is annually used for outdoor cultural events. The best known are Matalfest and Majáles. Majáles is a student festival. The time for reconstruction was settled on September 2014. According to programme outline it should be repaired until June 2015 and this place will be used for educational purposes or for some concerts, smaller drama shows, exhibitions etc.⁵⁰

In comparison with Linz, where is situated Lentos Art Museum (chapter sister cities), in Pilsen is also a technical museum. It is called Techmania Science Center. This Center represents science and technology. Families with children can personally try to play any memory and technical games and view a 3D film in Planetarium, which is the biggest attraction in the Center. The Planetarium was opened in November 2013. The next interesting exposition is for instance exposition of Space and interactive globe Science on a Sphere. In the Planetarium and Science Centre was made an investment around 576 million. The

⁴⁸ Plzeňský deník, *Název a přezdívky nového divadla. Havel nebo Ementál?*, D. Růžička, 19th February 2015, p.

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⁴⁹ Plzeň – EcoC 2015, Kniha druhý, *Stavby pro Plzeň*, p. 174

⁵⁰ *Ibid.*, p. 178

project was subsidized by Research and Development for Innovations of the Ministry of Education.⁵¹ *“Techmania cooperates with the Pilsen 2015 organisation by smaller events. We are awaiting higher turnover during 2015. In a year plan is expected with increasing of visitors about more than 50 000. Current situation is normal and we feel no changes in a number of visitors. We plan the biggest increase during a summer holiday.”*⁵²

⁵¹ Ibid., p. 179

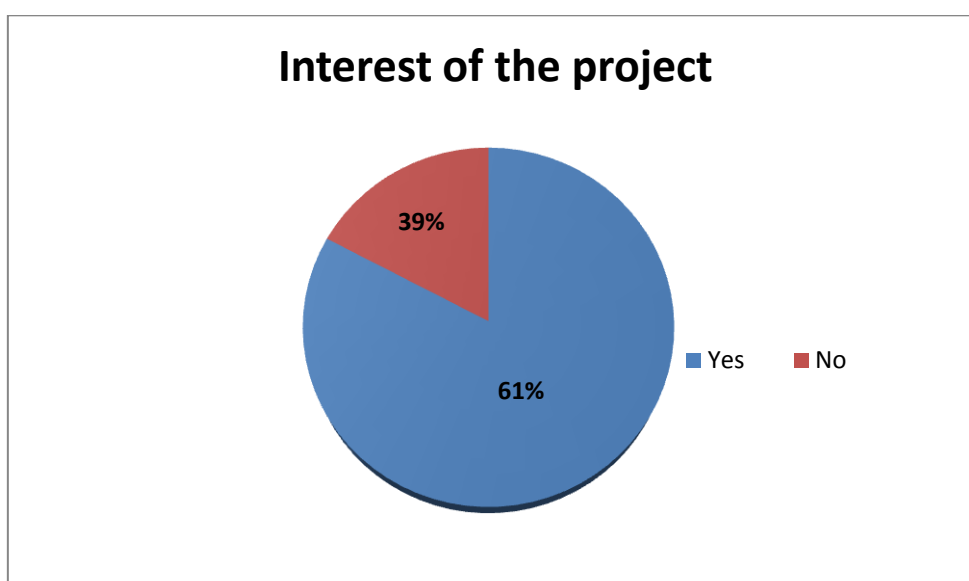
⁵² Interview with market officer Denisa Neužilová, 2nd March 2015, Horní Břiza

4 RESULTS OF QUESTIONNAIRE⁵³

I have created an online questionnaire, in which 67 respondents participated. The questionnaire involves 10 questions about the project Pilsen Capital of Culture 2015. Target of my questionnaire was to find out how large amount of people know about this project and if they are really interested in that. Bellow are the results of the survey with a brief summary.

1. Are you interested in a project Pilsen Capital of Culture 2015?

According to research 41 respondents are interested in the project and 26 are not.



2. Have you visited the City Opening Ceremony on the 17th January 2015?

⁵³ Through: <http://www.surveio.com/cs/>

According to the answers respondents 58 (86, 6%) of them did not see the Opening ceremony and only 9 (13, 4%) of them did.

This research shows that more than half of respondents are interested in the project but on the other hand almost a majority of them did not take a part by this event.

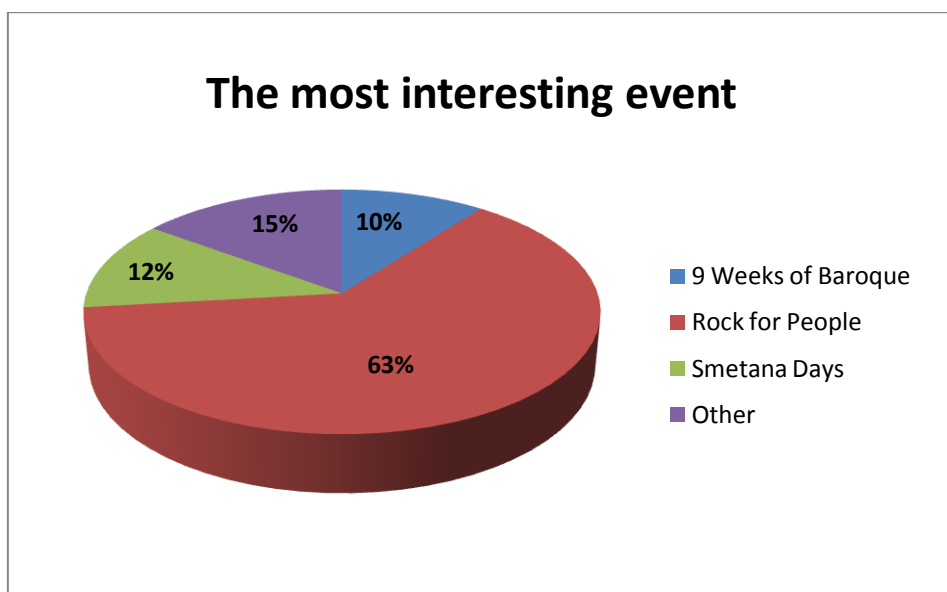
3. Which of the Czech towns did not candidate about the title European Capital of Culture 2015?

There were three possibilities to choose: Brno, Hradec Králové and Ostrava. The right answer is Brno, when 18 (26, 9%) respondents caught that. 33 (49, 3%) respondents chose Hradec Králové and 16 (23, 9%) of them chose Ostrava.

4. Which one from the events have you engaged?

There were four possibilities to choose: Rock for People, Smetana Days, 9 Weeks of Baroque and there was also possibility to write their own idea.

42 respondents chose Rock for People, 8 Smetana Days, 7 of them 9 Weeks of Baroque and 10 of them wrote their idea. 3 respondents fill in the questionnaire the Signal Festival and 2 of them have not engaged any events. The rest four respondents decided for other events, such as: Mini Pilsen, Deep Purple, Summer City Fest and Theatres. The last respondent did not fill a box.



5. Where will take a place an announcement of music awards Žebřík in 2015?

There were also three possibilities: Alfa Theatre, DEPO2015 and KD PEKLO⁵⁴. The right answer is DEPO2015. According to the research the majority of respondents were right. It means that 44 (65, 7%) respondents chose DEPO2015. 18 (26, 9%) respondents filled in the questionnaire KD PEKLO and the rest of them (5 respondents - 7, 5%) chose Alfa Theatre.

6. What is the name of already 5th voted director of the project?

I gave to respondents three names to choose: Jiří Suchánek, Patrik Malý and Radim Beronský and the right answer is Jiří Suchánek. The last two names I fabricated. It was interesting to look at the results. 30 (44, 8%) respondents mentioned Jiří Suchánek, 21 (31, 3%) Patrik Malý and 16 (23, 9%) Martin Beronský.

⁵⁴ Meaning: Kulturní dům Peklo (Civic Centre)

I suppose that many of them had absolutely no idea who exactly the director of the project is and they were simply guess the answer.

7. What is the name of the second town which has become the title ECoC?

There were three possibilities: Dresden, Mons and Linz. The second one is the right option. 25 (37, 3%) would prefer Mons, 23 (24, 3%) respondents Dresden and 19 (28, 4%) Linz.

8. Which skateboard brand has created a collection “Copatutoje?” that is related to ECoC?

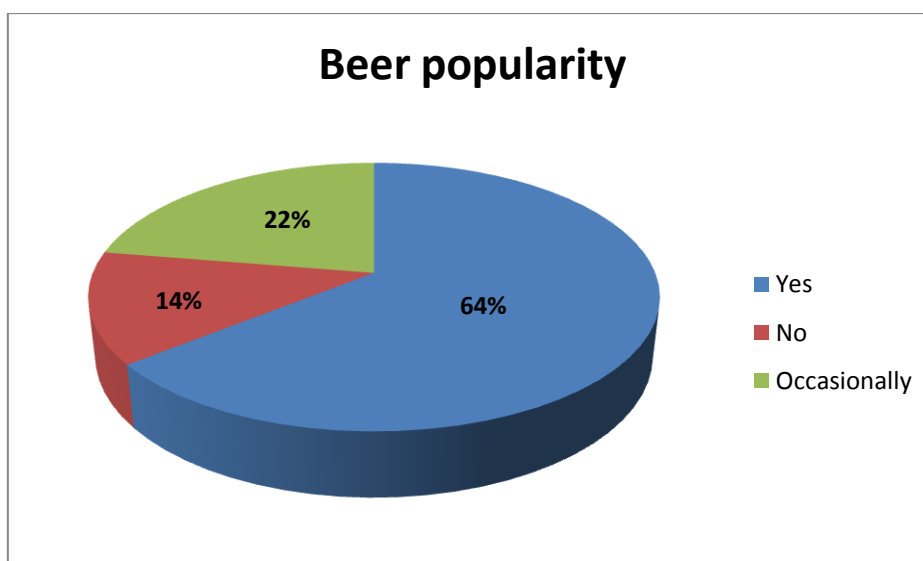
The respondents could choose from: Roxy, Nixon and Horsefeathers. They were very successful by this question. 54 (80, 6%) respondents were right and it was Horsefeathers. 10 (14, 9%) chose Roxy and 3 (4, 5%) Nixon.

9. How many of bells were bought from the public collection in purpose to place them back to St. Bartholomew Cathedral?

According to the research a great deal of respondents are not well informed, because just 14 (20, 9%) of them were right. They chose the second variant. That means 4 bells. 50 (74, 6%) respondents mentioned 3 bells and 3 of them (4, 5%) 5 bells. In the St. Bartholomew are 5 bells. One of them is historical and the next four are available from the public collection.

10. Do you like beer?

There were three easy possibilities: Yes, No and Occasionally. 43 respondents like beer, 15 of them drink it occasionally and 9 respondents do not like a beer. A percentage graph follows.



In my opinion the answers of respondents were quite successful. I thought that their general knowledge is not so good. Many of them have told me that the survey was pretty difficult to fill in. It was surprising for me that according to statistic, 51% of respondents did not complete the questionnaire and "just" 49% of them did it. It is true that people who are not deeply interesting in the project cannot know for instance the name of a director. On the other hand I think that the question "How many of bells were bought from the public collection in purpose to place them back to St. Bartholomew Cathedral?" is for local residents popularly known.

Very interesting for me was the time of respondent's survey completing. The survey had 10 answers and below follows times and percentage expression of respondents.

- 1 - 2 minutes – 33%
- 2 - 5 minutes – 48%
- 5 - 10 minutes – 11%
- 10 – 30 minutes – 7%
- 30 – 60 minutes – 2%

I was out of breath when someone could fill it more than 30 minutes. I hope they did not find out the information on the internet. I called attention to that. By the way 2 – 5 minutes is a normal time and I appreciate each of them for their time.

5 ANALYSIS OF MEDIA ARTICLES

I would like to compare different newspapers articles during the last five years concerning the project. Following parts of articles are taken from the internet, where I was able to find the most information from the past.

28th July 2012 – According to the article, Pilsen had in 2012 only 250 million crowns for the project. In the article is also compared Pilsen with another European Capitals of Culture, which had three times higher budget than Pilsen. The city major Martin Baxa said that 100 million crowns from the state funds is not enough for the project. Marcela Kreisová, a chairwoman of the board of directors for Pilsen 2015 claimed that the town could lose a title because of lack of funds.⁵⁵

30th September 2014 - According to Mirka Reifová the town got around 40 million crowns from the Prize of Melina Mercouri. The sum is approximately one tenth of the planned budget. Money would be probably use for the programme events. The most contributing partners are Pilsen, Ministry of Culture and Pilsen Region.⁵⁶

7th October 2014 - According to independent newspaper “*Jihozápadní Čechy*”, which has published an interview with the project director Jiří Suchánek, the town should have around 430 million for whole the project, when 65% of them are determined for the program purposes, 20% for marketing and the rest for wages and administration.⁵⁷

17th January 2015 - “*Organizer of the project (Pilsen 2015 as a non-profit company) disposes of the marketing budget around 28 million crowns.*”

⁵⁵ *Primátor na vládě neuspěl, Plzeň víc peněz na město kultury nedostane*, Available at: http://plzen.idnes.cz/stat-neda-plzni-vic-penez-na-program-evropskeho-hlavniho-mesta-kultury-1nj-/plzen-zpravy.aspx?c=A120728_1809650_plzen-zpravy_stk, Jaroslav Nedvěd, 7th April 2015

⁵⁶ *Plzeň 2015 získala evropskou dotaci. 40 milionů použije zřejmě na program*, Available at: http://art.ihned.cz/c3-62882750-070000_d-62882750-plzen-2015-dotace, 7th April 2015, cited by author of thesis

⁵⁷ *Město kultury přinese stovky akcí*, Available at: <http://www.plzen2015.cz/sites/default/files/20141008145931601.pdf>, Ivan Blažek, 1st April 2015

According to Jáchym Klimko who is a marketing manager, the marketing activities cooperate with partners and with the town and that is the reason, why is the money higher for a promotion.⁵⁸

9th February 2015 – In the article is written that 15% from the budget is available for marketing and promotion. It means it is around 20 million crowns. The cultural budget will be within several years reduced.⁵⁹

I have already written about the financial sources. When I was holding the conversation with Jiří Suchánek on 4th of March 2015, he told me a little bit different sum of money. It means that it was available around 21 Million € (approximately 500 Million crowns) for the project. Mrs Reifová confirmed the sum of money: *“For the program that has been prepared from 2011 to the first half of the year 2016 is available around 500 million crowns. These costs are determined for the programme part of the project. This budget is not so high such as in the other European Capitals of Culture, especially in the west countries where they have even two or three times more money for the project.”*⁶⁰ But in this case the changes during the several years are absolutely understandable, especially before ceremony opening of the town, when the biggest pressure on the project team was.

⁵⁸ *Plzeň 2015 se pojí s řadou marketingových akcí*, Available at: <http://www.mediaguru.cz/2015/01/plzen-2015-se-poji-s-radou-marketingovych-akci/#.VSABlvysXnh>, 7th April 2015, cited by author of thesis

⁵⁹ *Plzeň 2015: Evropský ráj to na pohled*, Available at: <http://strategie.e15.cz/zurnal/plzen-2015-evropsky-raj-to-na-pohled-1158489>, 28th April 2015

⁶⁰ Interview with press agent Mirka Reifová for the Pilsen 2015 project, 19th February 2015, Pilsen

6 SISTER CITIES

6.1 General overview of sister cities

Each of the chosen cities receives the title for one year. This time is determined for developing of culture, promotion, self-realisation and for rising of economy situation. Each European country can receive at least once the title. It has been already nominated over 50 European countries since 1985. At the end of this chapter is enclosed a list of past, current and future European Capitals of Culture.

I have chosen several cities I would like to describe and write about them. The chosen cities they are near to the Czech Republic and they are: Brussels (2000), Prague (2000), Graz (2003), Liverpool (2008), Linz (2009) and Mons (2015).

Prague

I would like to start with the nearest city and that is Prague, which became in 2000 a title of European Capital of Culture. Prague was the first city in the Czech Republic that got the title of ECoC. Prague had three main themes during 2000 – Story of the city, City of opened gates and City for a life. These were the main ways how to show to public the culture in the city.⁶¹ One of the most interesting events was a World Roma Festival – Khamoro 2000. What exactly this festival was about said Libuše Benešová, who used to be a president of Senate and also a president of the organisation Khamoro: *“The first influence of the project is mainly political, especially between the national minority and majority. The second one is to show to public that the Romani people also have*

⁶¹ *Asociace evropských měst kultury 2000*, Available at: <http://www.severskelisty.cz/kultura/kult0166.php>, 12th April 2015

*their own culture and that it is not just about people who get together and sing a songs.*⁶²

According to Michal Prokop who used to be a programme manager of Prague ECoC 2000, there were 400 events and at the beginning of the project there were any positive feedback from inhabitants of Prague. He thought that if the other city in the Czech Republic got a title, the inhabitants would be more interested in the project than the Prague inhabitants. But he also said that Prague used to be a centre of culture in the Europe before the project and still will be.⁶³

Brussels

Brussels in Belgium was one of the nine cities which got a title of European Capital of Culture in 2000. The other cities in this year were: Reykjavík, Bergen, Helsinki, Krakow, Santiago de Compostela, Avignon, Bologna and Prague. According to Mr Thielemans the most successful event was Zinneke Parade, where were showed cultural differences and different ideas. According to him this project is great opportunity how to be well known in Europe and also how to make Europe at the same time more visible.

Graz

Graz used to be a European Capital of Culture in 2003. Graz was visited by 2 851 060 Million visitors and it was offered them more than 6 000 events. The increase of visitors, who stayed there overnight, counts approximately 25%. According to statistics, Graz was the most successful city in comparison with other Austrian cities that used to be European

⁶² *Praha - Evropské město kultury 2000*, Available at: <http://www.khamoro.cz/index.php/en/press/media-outputs/177-praha-evropske-mesto-kultury-2000-cro-1-radiozurnal-17-5-2000>, 11th April 2015, cited by author of thesis

⁶³ *Praha jako evropská kulturní metropole roku 2000 obstála*, Available at: http://zpravy.idnes.cz/prokop-praha-jako-evropska-kulturni-metropole-roku-2000-obstala-pby/domaci.aspx?c=A010201_161341_praha_kultura_pek, 26th April 2015

Capitals of Culture too. (Vienna, Linz, Salzburg and Innsbruck) The most visited events were “The Tower of Babel” with 116 000 visitors, “Mountain with Memories” with 100 255 visitors and “17 cultural districts” with 40 000 people.⁶⁴

Liverpool

Liverpool became the ECoC in 2008. The most famous attraction was 72 ton heavy spider that walked across the streets and told a story. The second important event was concert of Paul McCartney. Warren Bradley (Leader of the City Council, Liverpool 2008) has recommended to other ECoC don't be too nervous by organisation and be ambitious.⁶⁵

Linz

Linz is a second town from Austria I would like to write about. It used to be ECoC six years ago. In Linz were prepared more than 7000 individual events. The most important of them were Acoustic City, Kepler Salon and Höhenrausch. Economic increase of the town counts 9, 5%. A budget for this project was set on 61, 5 million euro.⁶⁶

I have visited the city on 9th April 2015 and I could say that the city is full of energy and positive atmosphere. There are many historical places where to go and most of them are around the Main Square. The best hit for me was Lentos Art Museum, which is a technical museum focused on human being in a technical world and is situated next to Danube. The picture of museum is added to the appendix (Picture 10). The museum brings a lot of modern and technical inventions. There also are enclosed two photos in an appendix.

⁶⁴ *Graz 2003 – Cultural Capital of Europe: Final Report*, Available at: http://kultur.graz.at/pdfs/2003_archiv/graz_2003_results.pdf, 12th April 2015

⁶⁵ *Liverpool 2008*, Available at: <http://ec.europa.eu/programmes/creativeeurope/actions/documents/ecoc25years.pdf>, 8th January 2015

⁶⁶ *The Business Plan*, Available at: <http://www.linz09.at/en/budget.html>, 13th April 2015

Mons

Mons is together with Pilsen ECoC 2015. This Belgium city cooperates with Pilsen in many projects. One of them is a theatre performance “The King Ubu” or the presentations of cities that are promoted each other in the second city. This project is called “Here and There” (Tady a tam).⁶⁷ Mons has a better infrastructure than Pilsen so there are visible differences between the city levels. Mons got also more money. There were several differences between the city opening in Mons and Pilsen. *“I have to self-critically say that Mons had better Opening than Pilsen. It is because Mons has three times higher budget and has a team without big personal changes. The mayor of Mons used to be a prime minister of the country, so they have a big government support. This event was one of the best moments in my life.”*⁶⁸

⁶⁷ *Mons 2015*, Available at: <http://www.plzen2015.cz/cs/projekty/mons-2015>, 12th April 2015

⁶⁸ Interview with director Jiří Suchánek for the Pilsen 2015 project, 4th March 2015, Pilsen

6.2 European Cities/Capitals of Culture

Past European Capitals of Culture

- 1985: Athens (Greece)
- 1986: Florence (Italy)
- 1987: Amsterdam (Netherlands)
- 1988: West Berlin (West Germany)
- 1989: Paris (France)
- 1990: Glasgow (United Kingdom)
- 1991: Dublin (Ireland)
- 1992: Madrid (Spain)
- 1993: Antwerp (Belgium)
- 1994: Lisbon (Portugal)
- 1995: Luxembourg (Luxembourg)
- 1996: Copenhagen (Denmark)
- 1997: Thessaloniki (Greece)
- 1998: Stockholm (Sweden)
- 1999: Weimar (Germany)
- 2000: Reykjavík (Iceland), Bergen (Norway), Helsinki (Finland), Brussels (Belgium), Prague (Czech Republic), Krakow (Poland), Santiago de Compostela (Galicia, Spain), Avignon (France), Bologna (Italy)
- 2001: Rotterdam (Netherlands), Porto (Portugal)
- 2002: Bruges (Belgium), Salamanca (Spain)
- 2003: Graz (Austria)
- 2004: Genoa (Italy), Lille (France)
- 2005: Cork (Ireland)
- 2006: Patras (Greece)
- 2007: Luxembourg (Luxembourg) — Sibiu (Romania)
- 2008: Liverpool (United Kingdom) — Stavanger (Norway)
- 2009: Linz (Austria) — Vilnius (Lithuania)
- 2010: Essen (Germany) — Pécs (Hungary) — Istanbul (Turkey)
- 2011: Turku (Finland) — Tallinn (Estonia)
- 2012: Guimarães (Portugal) — Maribor (Slovenia)

- 2013: Marseille (France) — Kosice (Slovakia)

- 2014: Umea (Sweden) — Riga (Latvia)

Current European Capital of Culture

- 2015: Mons (Belgium) — Pilsen (Czech Republic)

Future European Capitals of Culture

- 2016: Donostia - San Sebastián (Spain) — Wrocław (Poland)
- 2017: Aarhus (Denmark) — Paphos (Cyprus)
- 2018: Netherlands — Valetta (Malta)
- 2019: Italy – Bulgaria ⁶⁹

⁶⁹ *European Capital of Culture*, Available at: <http://www.uneecc.org/htmls/history1.html>, 17th March 2015

7 CRITICISM OF THE PROJECT

The project was often criticised. There was mostly positive criticised, however such a big project as European Capital of Culture has also negative responses. The main points of the criticism were personal changes and a purposeless spending of money. A lot was written about the project in newspapers, not only in the Czech one but also in the world famous mass media such as CNN⁷⁰, BBC⁷¹ or Lonely Planet.

One of the biggest criticizer of the project was Martin Baxa (Mayor ODS⁷²). He said that Pilsen wasted money and broke the rules for the public orders. According to control that he sent to check the financial situation, Pilsen paid for poor-quality work. Baxa claimed that this behaviour lasted during a control of Tomáš Froyda.⁷³ According to Mr Baxa, three project directors were until 2013 too much and he hoped that the third director Erich Beneš was the last one. In connection with these changes were some problems in team cooperation and an effectiveness was weaker. He also found a bad communication between a managing team and public.⁷⁴ Unfortunately, nowadays in 2015 has Pilsen already the 5th project director. He will be probably the last one. His name is Jiří Suchánek and according to his colleague Mirka Reifová, the personal changes are not such a big problem. *“It is not an excuse but I think that we are not a critical example of any troubles in Pilsen. There have been also personal changes in other European Capitals of Culture. In my opinion these changes are because of long time period of the project. Actually there were 3 real directors of the project, the two remaining de facto didn't want to be in that post. Then they resigned. But the project*

⁷⁰ Meaning: Cable News Network

⁷¹ Meaning: British Broadcasting Corporation

⁷² Meaning: Political Party – Občanská demokratická strana (Citizen Democratic Party)

⁷³ The second director of the project Pilsen 2015

⁷⁴ *Lidé nevědí, co vlastně vytváříte, vytýkají experti týmu Plzeň 2015*, Available at: http://plzen.idnes.cz/evropske-hlavni-mesto-kultury-2015-dq5-/plzen-zpravy.aspx?c=A130313_161801_plzen-zpravy_pp, Barbora Němcová, 13th April 2015

couldn't be without the management. I think that the project has not significantly suffered from these changes.”⁷⁵

Time periods of individual project directors

RNDr. Milan Svoboda	1. 1. 2011 - 30. 10. 2011
Mgr. Tomáš Froyda	1. 11. 2011 - 31. 1. 2013
Ing. Erich Beneš	1. 2. 2013 - 31. 7. 2013
MgA. Jiří Sulženko, Ph.D.	1. 8. 2013 - 14. 11. 2013
Ing. Jiří Suchánek	15. 11. 2013 -

Source: Mirka Reifová, Author: Petra Slámová

There are some negative reactions because of festival Rock for People, which used to take place in Hradec Králové. In the year 2015 will take a place in Hradec Králové and in Pilsen. It will start on 4th – 6th June in Hradec Králové and on 3rd - 5th July in Pilsen. A lot of rockers in my nearness criticize the location in Pilsen. They find it as a copy of Hradec Králové where the project has roots and tradition. *“It is absolutely nonsensical to take over the festival from Hradec Králové to Pilsen. I am totally angry with it. Pilsen has its own projects and festivals into which they could put money. The management should be ashamed!”⁷⁶* On the other hand according to Mr Suchánek it is a huge opportunity how to make Pilsen more famous. *“We have in Pilsen just a festival Živá Ulice, which is the only one an international festival I think that this type of*

⁷⁵ Interview with press agent Mirka Reifová for the Pilsen 2015 project, 19th February 2015, Pilsen

⁷⁶ Interview with wife of Kreyson's manager Pavla Prusíková (Kreyson is a famous Czech heavy-metal group), 27th February 2015, Hadačka

*festival belongs to Pilsen. I hope it will be visited more than 15 000 people. The target of Pilsen 2015 is to lure the visitors to the town and enjoy the attractiveness. That's why is this festival a perfect platform for our plans.*⁷⁷

A big critical review had a New Theatre, which costs more than one billion crowns. Visitors were often unsatisfied with a lot of steps. They are not regular. There are changing longer and shorter steps. There is a special place for the wheelchair users in the theatre hall, where they are placed at the end of the hall. They can't see well the performances. According to Vladimír Kružík⁷⁸ were these measures necessary to reduce the budget for this theatre. The building should reached 20 metres under the ground but nowadays building is only 5 metres under the ground. The saved money was used for a building isolation. Not so good entry is solved by two lifts.⁷⁹

The director Jiří Suchánek told me that the criticism of the project is normal because it is something new in Pilsen. But he also hopes that people are looking forward to the whole year 2015 and the project will be not so much criticized.

⁷⁷ Interview with director Jiří Suchánek for the Pilsen 2015 project, 4th March 2015, Pilsen

⁷⁸ The main architekt of Helika company

⁷⁹ *Nové Divadlo v Plzni: zmařená šance*, Available at: http://www.denik.cz/z_domova/nove-divadlo-v-plzni-zmarena-sance-20141101.html, 13th April 2015

8 FUTURE INFLUENCE

Actually I can not well recognize how the organisation point of view is now going. In my opinion all of events I have visited were pretty good organized and also impressions of my friends are very positive. However the project is on the beginning of its “run”. I hope that this unique title will bring Pilsen a wide-spread awareness by the public. This project should be a huge opportunity when Pilsen can more visited town with bigger popularity. The target of the project is to show people that “a culture” is not only about theatres and operas. It is about other interesting project. It could be spoken about music festivals, exhibitions, knowing other civilizations or just about public meetings and collecting individual memory photos from local inhabitants.

According to Mr Suchánek the team of Pilsen 2015 would like to make the town more energetic and more visited. He would like also to see the positive economic results at the end of the year. *“My awaiting of the project is that pilsen inhabitants will appreciate this huge event just in the second half of a year. The next one is that pilsen “will get to the world map”. Actually, now is well known in the world, where the media were written about Pilsen such as one of the top 10 destinations. We have also refreshed a silent pilsen environs, which is cultivated but too much satisfied. I hope that in the future the cultural events will be on a higher level. Very important is an economical aspect, especially tourism. We have a target to increase the overnight stays about 35%. These stays would bring to the town around 250 million crowns. If it would be real, Pilsen will belong from this point of view to the most successful European Capitals of Culture.”*⁸⁰

⁸⁰ Interview with director Jiří Suchánek for the Pilsen 2015 project, 4th March 2015, Pilsen

The project will have a big influence on the business persons and their turnover. It would be nice, if Pilsen was such a successful as Linz in Austrian. From that time, when was Linz nominated as an ECoC, has been very popular, more and more visited and cultural developed. This project is a big step show to the public how beautiful and cultural wealthy Pilsen is.

9 CONCLUSION

In this bachelor thesis, “European Capitals of Culture – an analysis of core program documents with a focus on the Pilsen 2015 organisation”, were analysed several important issues connected to this special event. All the text was divided into theoretical and practical sections. The readers could take a look into the history of the project. The work describes the large influence of Melina Mercouri, who was the founder of the idea of the European Capital of Culture. This project is one of the most famous and popular cultural events, however in the world are many other cultural projects, which were also mentioned in the thesis. Big part of thesis took the chapter related to program of the project, where were marked out such a big events as a Signal Festival, Rock for People or Jiří Trnka’s Exhibition. The main source for a general overview of events was the book published by representatives of Pilsen 2015. For the purposes of the Pilsen 2015 project, several buildings were rebuilt or newly built, for instance the New Theatre that I have written much about in my thesis. This building has been a speculated topic till now. According to results of questionnaire in a practical section are local inhabitants well informed about the project. This research leads us to a conclusion that people in the region are interested in their culture and latest happenings, which I found really important and positive. I have also written about the future influence of the project. This future impact is absolutely the most important point of the project. Pilsen needs to raise the number of coming foreigners and their overnight stays in hotels. The next point is to improve the cultural life in Pilsen and to be renowned as an impressive European destination. Pilsen faces to a big opportunity how to come to the foreground of the most visited cities in Europe. That is a question if Pilsen really can be one of the top cities in Europe. It depends on staying power and patience of the organising team.

The thesis can help its readers to gain more detailed information and to realize the importance of the project. I was really pleased to write the thesis about this developing city in my region. This work opened has opened my eyes and has motivated me to be more concerned with the project in the future and to watch the process of plans during 2015 closely.

10 ABSTRACT

The Bachelor's Thesis gives an idea of an overview about European Capitals of Culture with focusing on a project Pilsen 2015 as a European Capital of Culture 2015. The first part describes Pilsen and its environs, where is included a brief summary of individual sights. The next part concentrates on an origin of the project and the work explains history of the project. Then follows more detail description of programme outline for Pilsen 2015.

The important part is the practical one. This section deals with a general knowledge about the project through filling a public survey by pilsen inhabitants. Finally, the work concerns with a future influence on Pilsen and Pilsen region. The main target of the thesis is crowned with a complete overview of the project European Capitals of Culture and it spreads information about Pilsen as a European Capital of Culture 2015.

11 RESUMÉ

Bakalářská práce nastiňuje všeobecný přehled o Evropských hlavních městech kultury, s hlavním zaměřením na projekt Plzeň 2015 jako Evropské hlavní město kultury pro rok 2015. V první části bakalářské práce je popisována historie Plzně a okolí, v nichž je také zahrnutý stručný popis jednotlivých pamětihodností. Poté je pozornost věnována projektu jako takovému, přičemž je rozebírána historie projektu a následný detailnější popis programových akcí Plzně pro rok 2015.

Důležitou částí je část praktická, kdy jsou za pomoci dotazníku zkoumány všeobecné znalosti místních o tomto projektu. Závěrem přichází shrnutí, kde se uvažuje nad budoucím vlivem pro město Plzeň a Plzeňský kraj. Cílem této bakalářské práce je završen uceleným přehledem o projektu Evropské hlavní město kultury a rozšiřuje informace o Plzni, jako o Evropském hlavním městě kultury pro rok 2015.

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26th February 2015

12.4 The list of interviewees

Bc. SOUTNEROVÁ Věra, *Director of a Town Library in Plasy*, 5th March 2015, Plasy

DIENSTPIEROVÁ Jana, *Methodist of Chronicle and Documentalist in Mariánská Týnice*, 2nd March 2015, Mariánská Týnice

NEUMANN Petr, *Owner of many cultural institutions in Plasy (brewery)*, 14th March 2015, Plasy

NEUŽILOVÁ Denisa, *Marketing officer*, Horní Bříza, 2nd March

PRUSÍKOVÁ Pavla, *Wife of Kreyson's manager*, 27th February 2015, Hadačka

REIFOVÁ Mirka, *Press Agent of Pilsen 2015*, 19th February 2015, Meeting Point, Pilsen

SUCHÁNEK Jiří, *Director of project Pilsen 2015*, 4th March 2015, The Water Tower, Pilsen

12.5 The list of appendix sources

Picture 1: REGION Obr. Spravnimapa.topograf.cz, (2015). [online] Available at: <http://spravnimapa.topograf.cz/imagebank/84352/970/2000/plzensky.jpg>

Picture 2: Author's photo, 3rd March 2015, Mariánská Týnice

Picture 3: Author's photo, 3rd March 2015, Mariánská Týnice

Picture 4: Author's photo, 22nd March 2015, The Bakery Malinová, Kaznějov

Picture 5: Author's photo, 8th February 2015, Výrov

Picture 6: LOGO Obr: Nepomuk.cz, (2015). *NEPOMUK – poutní město, rodiště sv. Jana Nepomuckého.* [online] Available at: <http://www.nepomuk.cz/uploaded/Image/fotogalerie/2012/20120905090910-plzean-2015-podpis-logo.jpg> [Accessed 23 Apr. 2015].

Picture 7: Author's photo, 20th February 2015, DEPO2015, Pilsen

Picture 8: Author's photo, 20th February 2015, DEPO2015, Pilsen

Picture 9: NOVÉ DIVADLO Obr: I3.cn.cz, (2015). [online] Available at: http://i3.cn.cz/14/1403350149_P201406210251901.jpg

Picture 10: Author's photo, 10th April 2015, Linz, in Austria

13 APPENDIX

QUESTIONS THAT WERE GIVEN TO RESPONDENT MICHAL ČEJKA:

Horsefeathers manager

- 1) Who was exactly the initiator of collection „Copatutoje“?
- 2) Why is the collection special? What is its curiosity?
- 3) On which sort of people focuses the collection on?
- 4) Do a lot of people buy these products? Have you noticed any progress?
- 5) Where can we buy the products from the collection?
- 6) Are you going to make the next collection?
- 7) Does Horsefeathers engage in a different way to the project Pilsen 2015?
- 8) Do you find any different benefits in engagement into the project? I mean outside of promotion and financial profit.

THE LIST OF ABBREVIATIONS

AD = anno Domini

BBC = British Broadcasting Corporation

CCP = Cultural Contact Points

CNN= Cable News Network

ECoC = European Capital of Culture

EU= European Union

ICEO = International Cultural Exchange Organisations

J.K. Tyl Theatre = Theatre of Josef Kajetán Tyl

KD = Kulturní dům (Civic Centre)

ODS = Občanská demokratická strana (Citizen Democratic Party)

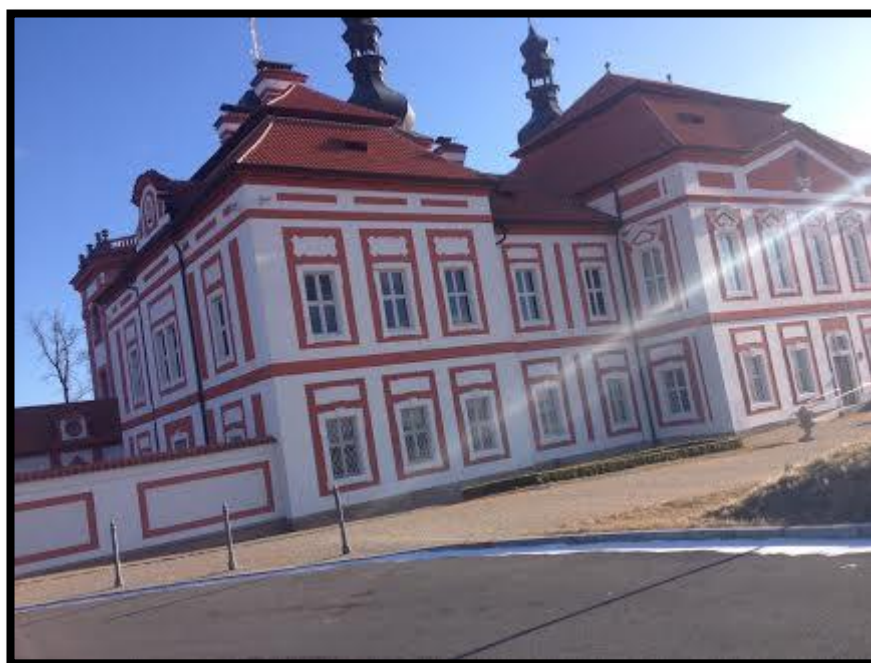
UNESCO = United Nations Educational, Scientific and Cultural Organisation

WW2 = World War II



Picture 1: Map of Pilsen region

Source: <http://spravnimapa.topograf.cz/imagebank/84352/970/2000/plzensky.jpg>, 4th March 2015



Picture 2: Mariánská Týnice

Source: Author's photo, 3rd March 2015, Mariánská Týnice



Picture 3: Souvenirs by the Pilsen 2015 organisation

Source: Author's photo, 3rd March 2015, Mariánská Týnice



Picture 4: Cake made in opportunity to Pilsen 2015 by Bakery Malinová

Source: Author's photo, 22nd March 2015, Kaznějov



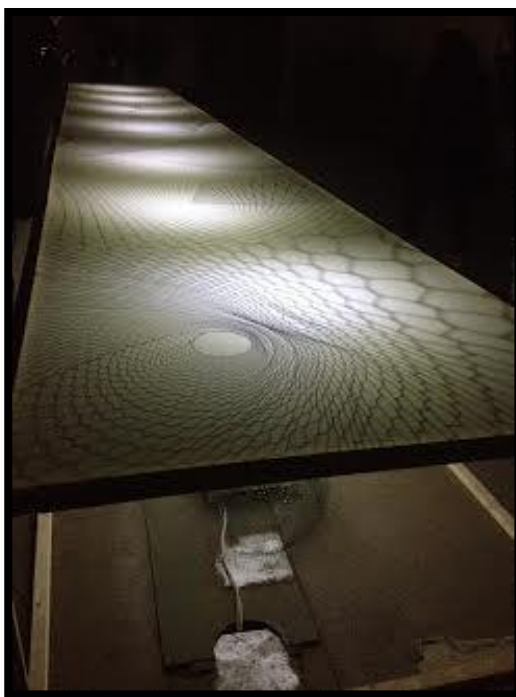
Picture 5: Cap from collection „Copatutoje“ by Horsefeathers

Source: Author's photo, 8th February 2015, Pilsen



Picture 6: Logo of Pilsen ECoC 2015

Source: <http://www.nepomuk.cz/uploaded/Image/fotogalerie/2012/20120905090910-plzean-2015-podpis-logo.jpg>, 23rd April 2015



Picture 7: Signal Festival – Department in DEPO2015

Source: Author's photo, 20th February 2015, Pilsen



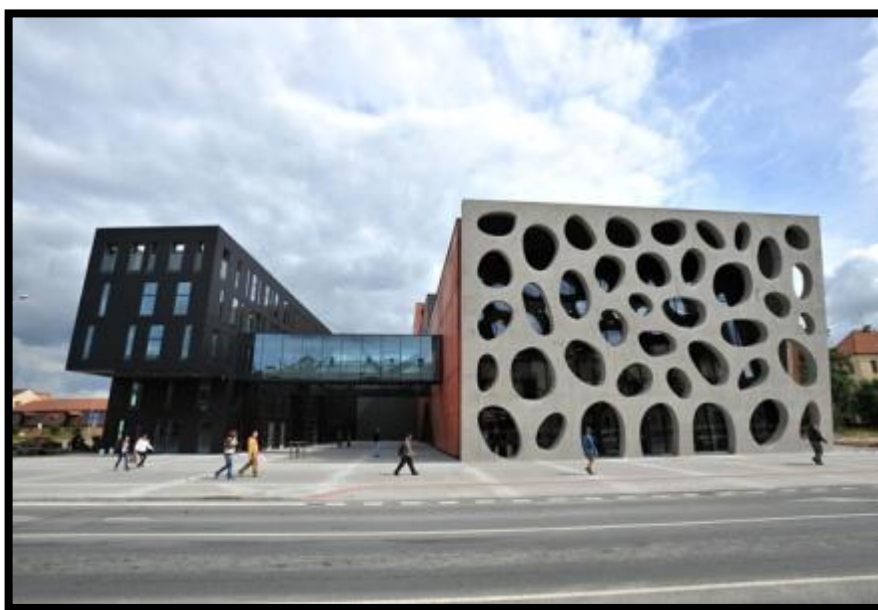
Picture 8: Pecha Kucha Night in DEPO2015

Source: Author's photo, 20th February 2015, Pilsen



Picture 9: Lentos Art Museum in Linz

Source: Author's photo: 9th April 2015, Linz



Picture 10: The New Theatre in Pilsen

Source: http://i3.cn.cz/14/1403350149_P201406210251901.jpg, 23rd
April 2015