

# GENT

## UNESCO CREATIVE CITY OF MUSIC

### SINCE 2009

Monitoring Report  
November 2016

Electric Guitar 1 + Chords Roundhouse

*J* = 112

Am Dm Em F Am

*mf* Dm Em F Dm Am G

*f* Am F Dm Am G Am Am F

Am Dm Em F Am Dm Em F

*f* Dm Am G Am F

Dm Am G Am F Dm Am

*mf* G Am F Am

## 1. EXECUTIVE SUMMARY:

Ghent was designated 'UNESCO Creative City of Music' in 2009.

The official launch of the title in Ghent took place in 2010 with a program that reached out to as well the political level, the cultural field and a broad audience.

For the management of the title an autonomous structure was being set up. The partners in this ngo were carefully chosen as to represent the strengths of Ghent that underpinned the designation.

Ghent actively participated in all annual meetings of the network since 2010. From 2015 to 2016 Ghent was deputy coordinator of the cluster of music cities next to coordinator Bologna. In the 2016 annual meeting in Östersund, Ghent was elected coordinator.

On the local level Ghent developed several successful initiatives that both raised the awareness for the title and that further enhanced the participation in music life.

In Ghent's strategic plan for culture 2014-2019 music is explicitly put forward as one of the main focuses.

On the intercity and more in general the international level, Ghent is in favor of feasible exchanges of artists and cultural managers

In the years to come Ghent will continue to put music and creativity in the core of its culture policy notably in its next strategic plan for culture, and with the opening of De Krook and the Wintercircus as a centre of creativity.

On the network and international level continuing and strengthening the exchange of artist and cultural managers, but also of knowledge will be in the forefront of Ghent's policy. As the coordinator of the music cluster Ghent wants to fulfill its role both towards UNESCO and the colleague music cities.

## 2. GENERAL INFORMATION:

- 2.1. Name of the city: GHENT
- 2.2. Country: Belgium
- 2.3. Creative field of designation: Music
- 2.4. Date of designation: 08/06/2009
- 2.5. Date of submission of the current report: 30/11/2016
- 2.6. Entity responsible for the report:  
Department for Culture, Sports and Free Time – City of Ghent
- 2.7. Previous reports submitted and dates: None
- 2.8. Focal points of contact, including:  
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## 3. CONTRIBUTION TO THE NETWORK'S GLOBAL MANAGEMENT:

- 3.1. Number of UCCN annual meetings attended in the last four years (please note that a regular participation in these meetings is compulsory): 8  
2009 Lyon; 2010 Shenzhen; 2011 Seoul; 2012 Montréal; 2013 Bologna;  
2014 Chengdu; 2015 Kanazawa; 2016 Östersund
- 3.2. Hosting of a UCCN annual meeting and dates: None
- 3.3. Hosting of a working or coordination meeting addressed to one or more specific UCCN creative field representatives:  
2010: hosting of a working meeting of the UNESCO Creative Cities of Music alongside the official launch of Ghent's title
- 3.4. Hosting of an international conference or meeting on specific issues salient to the Creative Cities with a large participation of members of the Network:  
None
- 3.5. Financial and/or in-kind support provided to UNESCO's Secretariat in order to ensure the management, communication and visibility of the UCCN (type of contribution, estimated value, main objectives, and dates): None
- 3.6. Membership of the Steering Group and period:  
Elected coordinator of the Music Cities Cluster in Östersund (2016)
- 3.7. Participation in the evaluation of applications (number of applications evaluated per year):  
2 applications evaluated in 2015

#### 4. MAJOR INITIATIVES IMPLEMENTED AT THE LOCAL LEVEL TO ACHIEVE THE OBJECTIVES OF THE UCCN:

Ghent was designated '**UNESCO Creative City of Music**' in 2009 because of:

1. The many festivals in Ghent focusing on music (e.g. OdeGand; the International Flanders Festival Ghent; Ghent Jazz; the International Ghent Film Festival);
2. The use of historical venues for music events (e.g. the Ghent opera house; HA; Music Centre De Bijloke; Arts Centre VOORUIT);
3. The wide range of initiatives in music education: from grass root initiatives to post-graduate trainings;
4. The high level of participation in Ghent's music life.

#### RAISING AWARENESS

During the 2010 edition of OdeGand the Ghent title was officially launched. OdeGand marks the start of the cultural season in Ghent. It is a day filled with music in all sorts of venues, on streets and squares. Yearly about 8000 tickets are being sold for this event.

An official ceremony took place in the town hall in the presence of representatives of the Ghent City Council, the province of East-Flanders, Flanders and UNESCO.

A meeting of the then 4 UNESCO Music Cities, was organized in the Ghent Arts Centre VOORUIT, resulting in the 'Declaration of Ghent'. In this declaration the UNESCO Music Cities put forward the intention of working together.

This festive day was concluded with the closing concert and fireworks of OdeGand in the medieval port of Ghent in the city centre.

Later on in 2010 'Ghent UNESCO Creative City of Music' was presented to the Ghent cultural sector on its '**Trefdag**' (meeting day). This 'Trefdag' is a yearly tradition. It is organized by the Department for Culture as a 'State of the Arts'-day on culture in Ghent. About 120 professionals and semi-professionals from all cultural disciplines participate every year in a program that consists of key-note speeches and workshops. The day is concluded by the Deputy Mayor for Culture, making a round-up of the past year re culture and culture policy and looking forward to the coming year.

Regarding the management of the UNESCO title, 2011 was marked by the founding of the **ngo 'Gent UNESCO Muziekstad'** (Ghent UNESCO Music City) by the city of Ghent, the International Flanders Festival Ghent, the International Ghent Film Festival, Ghent Jazz, Music Centre De Bijloke, Arts Centre VOORUIT, HOGent (university faculty), the UGent (Ghent University) and the Flanders Music Centre. These partners cover the four fields that were important in the decision of UNESCO to designate Ghent (cfr supra).

In 2013 Ghent hosted the Annual Meeting of the European network **EUROCITIES**. EUROCITIES is a network of about a 130 European cities, gathering politicians and civil servants around urban fields of action such as culture, mobility, social affairs, etc. The Annual Meeting is attended by about 400 representatives. In Ghent they gathered around the theme of 'smart cities and smart citizens'.

Ghent used this opportunity to present itself as 'UNESCO Creative City of Music' with a concert on the opening night of the conference. The three city composers until then joined forces for this concert under the City Pavilion in the city centre.



*EUROCITIES Concert – City Pavilion*

The main cultural theme in Ghent in 2014 was **'50 years of migration'**, the celebration of the protocols between Belgium, Turkey and Morocco on the migration of citizens. Under the title 'Dear co-patriots' 16 concerts, 15 expositions, 8 festivals, 20 debates, 4 theatre plays, 3 book presentations and 2 film screenings were organised. In a special edition of the annual festival 'Istanbul Express', the Ghent Intercultural Centre De Centrale and the Ghent concert hall HA presented the creation of 'YOLDA', a project that musically links Ghent with the Mediterranean cities of origin of migration. 'Gent UNESCO Muziekstad' joined the ngo that was founded to coordinate the initiatives re this year.

On the **international forum** Ghent presented itself as UNESCO Music City during the World Creative City Forum 2009 in Kanazawa. Kanazawa is a twinned city to Ghent and is a UNESCO Creative City of Crafts and Folk Art since 2009.

As a UNESCO Creative City of Music Ghent was also present on the World Expo in Shanghai in 2010.

### PARTNERSHIPS - CREATIVITY AS AN ESSENTIAL COMPONENT OF URBAN DEVELOPMENT

in 2010 'Ghent UNESCO Creative City of Music' supported the founding of **'GLIMPS'**, the International Ghent showcase festival for pop and rock. GLIMPS became an interesting instrument in the exchange between the UNESCO music cities. For example: in 2014 JoyCut (Bologna) and Filius Nox (Mannheim) performed on GLIMPS; in 2015 a delegation of the Hannover Fuchsbau Festival visited GLIMPS.

In 2015 the Belgian city of Mons in Wallonia became European Capital of Culture. From the beginning on Ghent joined the partnership of - Belgian and French cities around '**Mons 2015**'. During the celebration year Ghent participated in the Mons 2015 program as 'UNESCO Creative City of Music'. Ghent supported the European creation of 'L'autre hiver', an opera by the Ghent based music theatre company LOD. Ghent also organized a mini-edition of 123 Piano in Mons in the house of the partner cities and the Mons conservatory. Driving force behind the project, the Ghent artist Sioen gave a concert on one of the piano's.



### *MONS 2015 – L'autre Hiver*

Since more than 10 years Ghent alternates every 2 year between the designation of a City Poet and a **City Composer**. When in 2012 a new city composer was to be decided, the members of the ngo 'Gent UNESCO Muziekstad' participated actively in the process. Eventually Ann Pierlé became the Ghent city composer for the years 2012/2013.

### ACCESS TO – PARTICIPATION IN – ENJOYMENT OF CULTURAL LIFE

In 2011 'Ghent UNESCO Creative City of Music' participated in the project '**Music as a tool for development**' in collaboration with the Music Fund, the Ghent opera house, concert hall HA and the Intercultural Centre De Centrale. The project 'Music as a tool for development' aims at collecting music instruments for children in developing countries and conflict areas. In Ghent the initiative took place in the context of 'KLARA-day' in Ghent. KLARA-day is a yearly event around classical music, organized by the classical radio chain of the national broadcasting company. Every year another Flemish city hosts this event that both reaches a live audience and is being broadcasted live.

The first bilateral intercity cooperation of Ghent as 'UNESCO Creative City of Music' was a **workshop 'Ocarinia'** lead by the 'Gruppo Ocarinistico Budriese' from Bologna. This workshop was organized alongside the 'Music as a tool for development' project. About 100 pupils of Ghent music schools participated in this workshop.

A very successful initiative called '**123 Piano**' was launched in 2013. 123-piano is a musical project that brings people together through live music and that provokes spontaneous interactions. Every edition six artists receive an invitation to turn a piano into a piece of art, without any restriction. Each piano is being displayed on a special location in Ghent – the City Pavilion; the railway station; the football stadion; etc. Everyone is invited to play a tune.

In 2016 as the first city in Belgium, Ghent created a sound logo '**Sounds like Ghent**'. The city soundlogo sits next to the visual logo of the city and will contribute to the promotion of 'Ghent, UNESCO Creative City of Music'. The logo was developed by the Ghent based sound agency 'Roundhouse' by simply listening to the sound(s) of the city, through workshops and through studying Ghents policy on citymarketing. The logo is amongst others available as a ring tone for mobile phone, as a door bell, will be played on the carillon of the Ghent Belfry (UNESCO World Heritage) and serves as the music on hold of Gentinfo, the municipal information service. All material re the soundlogo is available in open data on [www.soundslike.gent](http://www.soundslike.gent) and everyone is invited to play and work with it. If the result is posted with #soundslikegent, the city will further promote it via its own communication tools. Recently a remix-contest was launched, with a free recording and release on Record Store Day as an award.



*123 Piano*

## 5. MAJOR INITIATIVES IMPLEMENTED THROUGH INTER-CITY COOPERATION TO ACHIEVE THE OBJECTIVES OF THE UCCN:

The first major project by the cluster of music cities was 'UNESCO Music Days'. Three editions of this project were organized:

- 2012: the Ghent based orchestra 'B'Rock' performed in Seville on the occasion of the FEMAS Festival;
- 2013: the Ghent based institute 'Logos' performed in Glasgow in the context of the European Forum on Music meeting on the theme 'Music-Man-Machine';
- 2013: the Ghent artist Bart Maris performed in Bologna during the UNESCO Music Days organized alongside the UCCN Annual Meeting.

Three editions made clear that the cost of the UNESCO Music Days – traveling, accommodation, fees - was not feasible.

Therefore the intercity cooperation in the years 2014-2016 was concentrated on **bilateral exchanges of artists and music managers** in the context of existing festivals and events. .

Two interesting exchanges took place in 2013 en 2014 between Mannheim and Ghent. In 2013 three young Ghent music programmers participated on invitation in the 'Symposium for young cultural managers'. This symposium was being organized alongside the 'Enjoy Jazz Festival'. In the 2014 edition of this event another young Ghent music manager took part. On both occasions contacts were established that led to exchange of artists, performing on major festivals in both cities.

Furthermore when it comes to UNESCO Music Cities there were exchanges between Ghent and Bologna (artists), and Ghent and Hannover (artists and managers), in the context of festivals such as GLIMPS, Reeperbahn and Fête de la Musique.



*BOLOGNA 2013 - Bart Maris performing*



In 2015 Ghent participated in the **World Creative City Forum** in Hamamatsu. Together with Bologna, Glasgow, Sevilla, Brazzaville, Mannheim and Hannover, Ghent presented itself as a UNESCO Creative City during the Forum.

In a meeting of the music cluster, candidate cities were invited to give a presentation.

Next to this Ghent established contacts with the Hamamatsu based company Yamaha, in view of the loan of objects for an exhibition in the Design Museum Ghent.

Ghent is twinned with the Japanese city of Kanazawa since 1971. Kanazawa is a '**UNESCO Creative City of Crafts and Folk Art**' since 2009.

In 2014 JAZZ 21, the Youth Jazz Orchestra of Kanazawa performed in Ghent. In exchange the Ghent Youth Jazz Orchestra gave 5 concerts in Kanazawa in 2015.

[<https://www.youtube.com/watch?v=SaPznH5DMmA>]

A spin-off of this exchange was the invitation to 'O'Brass', a young Ghent based brass band to perform in Kanazawa's festival in 2016.

## 6. PROPOSED ACTION PLAN FOR THE FORTHCOMING MID-TERM PERIOD OF FOUR YEARS:

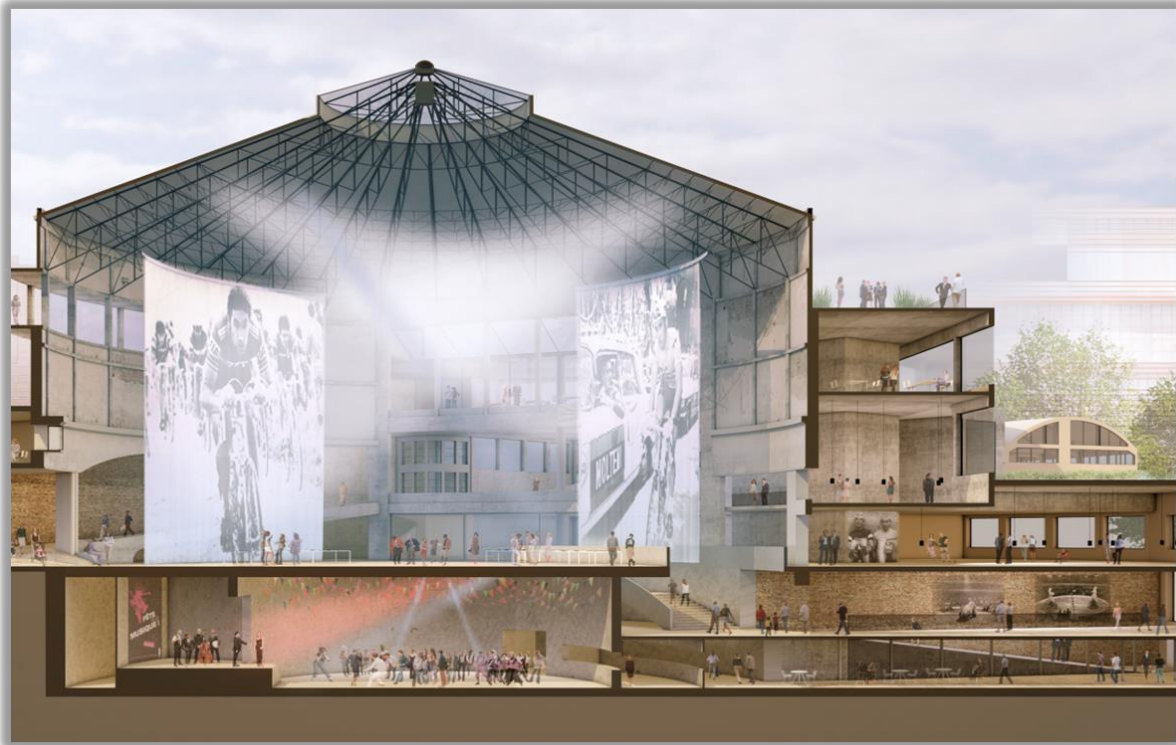
6.1 Presentation of a maximum of three initiatives, programmes or projects aimed at achieving the objectives of the Network locally

1. Culture policy and present and upcoming strategic plan for culture:
  - a. Continuing the policy focus on music
  - b. Financial support for building rehearsal studio's for electronic music
  - c. Financial support for building 4 rehearsal studio's in VOORUIT
  - d. Broadening the financial support for the music sector to choirs
  - e. Designation of a new city composer for 2 years
  - f. Facilitating a meeting platform for the Ghent music scene
2. Infrastructure:
  - a. De Krook and the Wintercircus as a new centre for creativity  
[www.dekrook.be](http://www.dekrook.be)
  - b. Building a pop&rock concert hall underneath the Wintercircus
  - c. Renovation of the Bijloke Concert Hall
3. International:

MoU with Kanazawa, twinned city to Ghent and UNESCO Creative City of Crafts and Folk Art

6.2 Presentation of a maximum of three initiatives, programmes or projects aimed at achieving the objectives of the Network on an international level, particularly those involving other member cities in the Network

1. Culture policy and present and upcoming strategic plan for culture:
  - a. Continuing the policy focus on music and on the UCCN
  - b. Supporting the Ghent Festival for hosting the 'European Chamber Music Academy' in Ghent [www.ecma-music.com](http://www.ecma-music.com) and looking for opportunities to involve colleague UNESCO Music Cities
2. Review of the Declaration of Ghent in view of the collaboration within the cluster of music cities
3. Active involvement in the UCCN as Coordinator of the music cluster



*Pop&Rock concert hall underneath the Wintercircus.*

### 6.3 Estimated annual budget for implementing the proposed action plan

The estimated yearly budget for the years to come would be:

Action/Project	Budget
Locally: support to music actors (structural)	165.000 euro
Locally: support to music actors (projects)	31.000 euro
Locally: support for infrastructural projects by the municipal cultural department	20.000.000 euro
Internationally: exchanges with UCCN colleague cities	Ad hoc
Internationally: traveling	5.000 euro
Communication and promotion	Ad hoc

Please note that budgets have to be negotiated yearly.  
Please also note that local elections will take place in 2018.

### 6.4 Plan for communication and awareness

The municipal communication tools will be used to communicate and raise awareness:

- [www.stadgent.be](http://www.stadgent.be) and <https://stad.gent/ghent-international>
- The Ghent twitter account <https://twitter.com/stadgent>
- The international newsletter of the city
- The newsmagazine of the city

In its contracts with local music actors the city of Ghent demands the promotion of the UNESCO title.

Ghent will also actively contribute to the UCCN Music Cluster – website that is being set up on the initiative of Hannover.



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