



UCCN REPORT 2018 UNESCO CITY OF MUSIC HANNOVER

1. Executive Summary

Hannover is the city where vinyl was invented. It is also where the first music cassette was produced and the first CD pressed. The art of music and the music industry have always had prominent roles in Hannover. The city continues to be shaped by a broad diversity of musical genres including pop, rock, jazz, classical and contemporary. Hannover is characterized by a high employment rate in the music industry and is recognized for its excellent infrastructure for musical training.

Hannover promotes networking among its local cluster economies in order to encourage the creation of synergies and collaborative initiatives. The city will incorporate the music industry into this process, and will support collaborations offering opportunities for both economic and artistic development. With this in mind, the city aims to involve production technology companies and institutions as well as players in the acoustic technologies, an area in which Hannover excels in terms of both manufacturing and research.

Hannover's application to join the UCCN Network was driven by the local music scene. The evaluation that was sent to the UCCN office in Paris portrayed the vibrant and diverse music scene in the city. It also demonstrated the focus on the music industry that is present in Hannover, as well as the tremendous educational opportunities for all ages, from the very young to those doing professional studies at Hannover's internationally acclaimed University of Music, Drama and Media (HMTMH).

Since becoming part of the UCCN Network, international awareness of Hannover has grown and it has collaborated with a number of cities in the Network – contacts that would probably not have been possible had it not been a member city. International collaborations have included a presentation by audio company Sennheiser at Hamamatsu's Sound Design Festival and the Duesenberg Guitar Exhibition at Adelaide's Guitar Festival, as well as several performances. The latter were by musicians from Hannover, appearing in various other Cities of Music, and by musicians from the Network who were given various opportunities to perform in Hannover.

Within Hannover, citizens and musicians alike have become more aware of the potential it has as a City of Music. Various initiatives, such as the founding of Klubnetz e.V. (an association for cultural artists in Lower Saxony), the hosting of 'chor.com' (a national biannual choir fair) from 2019 and the national contact office for all 'Fete de la Musique' celebrations in Germany, have arisen since its designation as a City of Music. The city council has set up an Innovation Fund for creative projects, with funding of up to EUR 20,000 per project. Talks on having a 'Night Mayor' in Hannover have commenced, as has assistance with establishing more affordable rehearsal space for musicians; both are finding great support within the city council as well as at national level.

The SDGs play an important role as a basis for projects within the city. Hannover has an Agenda 21 Office, whose key goals are sustainable projects and urban development. Coordinators of City of Music projects, in conjunction with colleagues from the Agenda 21 Office and members of civil society, are currently not only planning guidelines to enhance events' sustainability but also focussing on the club scene and events to make them



sustainable, plastic free and safe. On a more fun level, a geocaching tour within the city of Hannover has been organized, with caches focussing on the SDGs and one cache themed around Hannover as a City of Music. Hannover was named Most Sustainable City in Germany in December 2017.

New venues have been established enabling musicians in Hannover to perform and present themselves in front of a live audience. Where possible, performing bands receive a fee (or other means of recognition) for their work. For the music industry, the Digital Sounds format was created to link digitization processes with sound design in conjunction with Hannover's international CeBIT computer fair.

On an organizational level, a Board of Music steering group was set up during the application process to support the various projects and ideas that arose. This body's members are important people in Hannover's music scene, including the University of Music (HMTMH), Hannover's biggest concert promoter Hannover Concerts, Hannover's marketing and tourism office HMTG, Hannover's business development agency hannoverimpuls GmbH and members of the city council. Furthermore, an advisory board was appointed after Hannover was named a UNESCO City of Music, with members selected from music education initiatives, the music business, music promoters, the choir scene and musicians themselves. The function of this advisory board is to guide the steering group and city council in music projects.

The 'My Hannover in 2030' City Development Process is a framework for action created for the years ahead. Its motto is 'A great city – every day and in every way', and its purpose is discussion, on an equal footing, between government, the municipal administration and the public concerning the Hannover everybody wants in 2030. Sustainability is a key element of this urban development plan. In the spring of 2016, the city council once again agreed to accelerate the implementation of the SDGs, emphasizing the following:

- Making Hannover's citizens aware of the SDGs and the 2030 goals for a sustainable city;
- Including the SDGs as cross-sectoral municipal areas of action as defined by SDG 11, 'Sustainable cities and communities';
- Hannover will create more urban natural habitat for wildlife and plants;
- Hannover calls itself a 'City of Gardens', having more than 50% of open and green space and the largest city forest in Europe, and is focussing on safeguarding these areas;
- Hannover is focussing on SDG 13, relating to climate and resource protection, with the aim of reducing CO₂ emissions and power consumption;
- Hannover supports bicycle use and continues to build new bike lanes;
- Hannover offers children living in poverty many opportunities to access education and culture.

For the next year, the city council has agreed to evaluate the current status of cultural development in Hannover and focus on areas that need further support and progress, with an emphasis on structural aspects of music and its development within the city.

Furthermore, Hannover will bid for the programme European Capital of Culture 2025 and is now named "candidate city".



2. General information

Name of the city: Hannover

Country: Germany

Creative field of designation: music

Date of designation: 1 December 2014

Date of submission of the current report: October 2018

Entity responsible for the report: City of Hannover, Cultural Office

Previous reports submitted and dates: None; this is the first report

Focal points of contact: Alice Moser, City of Hannover Cultural Office, Coordination UNESCO City of Music Hannover, designated focal point in charge of daily management of designation

3. Contribution to the network's global management

3.1 Number of UCCN annual meetings attended in the last four years:

Four:

(Kanazawa 2015;

Östersund 2016;

Enghien-les-Bains 2017;

Krakowice 2018)

3.2 Hosting of a UCCN annual meeting and dates:

Not yet, but currently being considered

3.3 Hosting of a working and coordination meeting addressed to one or more specific UCCN creative field representatives:

November 2015 with delegate from Mannheim

February 2016 with delegate from Mannheim

February 2016 with delegates from Hamamatsu

August 2016 with delegates from Liverpool and Katowice at the Fuchsbau Festival

August 2016 with delegates from City of Design Shenzhen for Young Artists Design Award

September 2016 with delegates from Tongyeong including Lord Mayor Kim

October 2016 with delegates from Hamamatsu and Hannover including Lord Mayor Suzuki for Sound Design Event

May 2017 first UCCN German Cities Network meeting with delegates from Mannheim and Heidelberg

November 2017 with delegates from City of Film Bristol for Cary Grant Festival

January 2018 with City Council of Hamamatsu

Upcoming: November 2018 with delegates from Liverpool and Glasgow

3.4. Hosting of an international conference or meeting with large participation of members of the network:

Not yet, but currently being considered for Gospel Day in 2020 and chor.com, the national choir festival and convention taking place in Hannover in September 2019, 2021 and 2023, and we plan to invite colleagues from the the Cities of Music Network

3.5. Financial and/or in-kind support provided to UNESCO' secretariat:



No financial support directly to the UCCN Office in Paris; however, support in Hannover to help raise awareness of the UCCN Network and the SDGs

3.6. Membership of steering group and period:

Not yet, as the members of the music subnetwork for the steering group have been designated on a 'direct approach' level so far.

3.7. Participaton in the evaluation of applications:

Hannover evaluated two applications in 2015 and two in 2017 and also provided two 'second opinions' during each of these years.

4. Major Initiatives implemented at the local level to achieve the objectives of the UCCN

Creation and initiation of a Hannover Mission Statement City of Music

Hannover is a networking place. With internationally acclaimed trade fairs such as CeBIT and Hannover Messe as well as many international conferences, it regularly connects people and visitors. Hannover has a very high standart of music education and the the University of Music (HMTMH) is internationally acclaimed for the education it provides. Furthermore, the music industry plays an important part in the city's life, with many international corporations having their parent companies here. The Mission Statement describes the fact that, with the UNESCO City of Music title, urban development in respect of music and the arts places a great emphasis on sustainable cultural development. It stresses the desire to establish Hannover internationally as an important partner within the network, as well as an internationally acclaimed centre for music with experts in various fields. Therefore, the focus will be on four aspects: 'internationality', 'innovation', 'education' and 'commercial synergies'. The Hannover Mission Statement explains that the City of Hannover will facilitate artistic interaction within the international network, promote new and interdisciplinary formats for music events, establish and continue to support (cross-genre) 'artist in residence' exchange projects, help find new rehearsal spaces for musicians, and help in building a pool of sponsors and in finding further connections between Hannover's music scene and its many businesses.

<https://www.hannover.de/UNESCO-City-of-Music/Wir-sind-City-of-Music/Leitbild>

Welcome Artists initiative:

With the initiative called Welcome Artists, the Cultural Office of the City of Hannover supports international artists and intercultural associations through a) providing advice on the implementation/realization of one's own artistic projects, b) cooperation for joint cultural events and projects, c) financial support, d) networks, contacts and information. Successful projects to date have been two kick-off events under the 'Welcome Artists' umbrella (attended by more than 200 people) to discuss the needs of international artists in Hannover. Many other events have been held so far: Turkish-German and Mexican-German Cultural Days in cooperation with local associations, and numerous cultural events such as readings, films and concerts, as well as an 'Arabic Art Café' with Syrian comedians and artists in one of Hannover's largest residential, business and shopping centre, the Ihme Zentrum. Further collaborations and networking events for the international community in Hannover are regularly being planned and clearly show the importance of this initiative in terms of sharing experience and knowledge: they also help develop partnerships involving the public and



private sectors and civil society, support professional and artistic exchange and networks, and show the importance of culture and cultural exchange in creating policies and measurements of sustainable urban development.

<https://musikland-niedersachsen.de/global-board/>

'City of Music-Talk':

Music is everywhere in Hannover, and many music industry businesses are based here. 'City of Music-Talk' is a forum initiated at the beginning of 2018 to connect an interested audience with those people working in the music sector in Hannover, so that they can learn about who they are, how they started working in their respective fields, what their dreams and visions are for their own companies/projects – and for sustainable city development in Hannover – as well as how and why they are successful, etc. Milestones such as the 50th anniversary of JazzClub Hannover, the 40th anniversary of the community and arts centre Pavillon, the 25th anniversaries of alternative cultural centre Faust and the MusicCenter, and cultural institutions such as the Lower Saxony State Opera, Fährmannsfest Festival (more than 30 years), jazz musicians' initiative JMI (40 years), Hannover Concerts (40 years), Hannover Boys' Choir (70 years), Hannover Girls' Choir (65 years), The Scorpions (more than 50 years) and Eloy (almost 50 years) are testament to the abundance of music history here. Recent developments, new bands, institutions, organizations and festivals will be included in these talk show-like events. These sessions introduce people and their stories to an interested audience, the aim being to further integrate the music scene into the city's life. Recent 'City of Music-Talk' events include: (February 2018) with Hannover Concerts: Michael Lohmann; (March 2018) with Hannover Girls Choir directed by Professor Gudrun Schröfel; (June 2018) with Fête de la Musique organizers, including the event management coordinator of Hannover's University of Music (HMTMH), Isabelle Thilo. Future sessions will include: Monkeys Music Club: DJ Ferry Ghods; Jazz Musicians' Initiative and Hannover's international Jazz Week: Arne Pünter; Feinkost Lampe Venue and Club: Claudia Pahl; Piano House and Classical Music in the Old Town Festival: Ariane Jablonka; Fury in the Slaughterhouse Band and Wohnraumhelden: Christof Stein-Schneider; International A Cappella Week: Roger Cericius, and rapper and DJ Spax.

<https://musikzentrum-hannover.de/city-of-music-talk/>

City of Music Hannover Partner Network:

We have established a large network of local partners, with which we communicate regularly and organize meetings and events to discuss issues affecting the local music industry and music-related development. Up to twice a year we get everyone together for updates on the situation and on what is in discussion with the UCOM network, as well as to reflect on how we can progress and thrive as a centre for music. We organize and publish a monthly newsletter in which all partners can share their latest news and dates. Furthermore, the local website www.hannover.de/cityofmusic is a valuable information resource on events, dates and developments. Current project ideas and participation include the following:

- Building a music hub as a means of networking and interaction for everyone working in the music industry;
- Focus on creating a 'house of music' with rehearsal and performance space;
- An exhibition venue to show the history of Hannover as a 'recording city' and famous music made 'in and by' Hannover.

<https://www.hannover.de/UNESCO-City-of-Music/Wir-sind-City-of-Music/Partner/Das-Partner-Netzwerk>



Innovation Fund

The city council has established an Innovation Fund for art and culture, with a focus on especially creative and interdisciplinary projects. With this fund, Hannover plays a key role in supporting pilot projects and innovations developed by the city's art and culture scene. It shows the emphasis there is on Hannover's creative qualities and what it has to offer culturally. This fund is an important factor in revealing the potential for sustainable urban development and marketing for economic growth. Hannover plays a key role and supports creative development on an interdisciplinary basis, interculturality, sustainably and for all generations. The fund was established in 2014, since when it has received 177 applications, with funding for projects totaling EUR 489,000. Of these 177 applications, one-third were music-related project proposals. The fund fully integrates culture and creativity into local development strategies and shows the development of hubs of creativity and innovation within the city of Hannover. This fund broadens opportunities for creatives and professionals in the cultural sector.

<https://www.hannover.de/Leben-in-der-Region-Hannover/Verwaltungen-Kommunen/Die-Verwaltung-der-Landeshauptstadt-Hannover/Dezernate-und-Fachbereiche-der-LHH/Kulturdezernat/Fachbereich-Kultur/Kulturb%C3%BCro/Junge-Kultur/Innovationsfonds-Kunst-Kultur>

Jointly initiated UCCN German Cities Network and Mission Statement

Together with the three other Creative Cities in Germany – Heidelberg, Mannheim and Berlin – and with the support of the German UNESCO Office in Bonn, a Mission Statement by the German Creative Cities has been drawn up to express our desire and need for these cities to work together more intensively and closely, to support each other in projects and with international guests and exchange. As the country's Creative Cities, we intend to help place an emphasis on the UNESCO Conventions and SDGs to show that – with our Creative Cities projects and exchange activities – the 2030 goals will be achieved. The first meeting of all the country's available Creative Cities took place in Hannover in May 2017, with the second held in Heidelberg and Mannheim in May 2018.

Digital Sounds:

Digital Sounds is a specialized project for 'auditory design and experience'. It was established and organized by the City of Hannover (UNESCO City of Music Hannover Office), the Region Hannover administration ('Hörregion Hannover', an interdisciplinary network relating to listening and hearing in the region of Hannover) and hannoverimpuls GmbH, in cooperation with CeBIT, the global event for digital business and internationally prestigious computer fair. The name and concept of Digital Sounds links sound design, acoustic listening, the music sector and the digital industry. Sound design and the music industry cover a wide spectrum, including sound technology and electronic music, software/apps, computer games and virtual reality (3D listening), as well as acoustic brand management and sound branding. The interplay between man and machine, in the sense of a digital transformation, and trends in digital sounds will be presented thematically. Events held to date under the Digital Sounds umbrella have included two conferences, as well as workshops and concerts, the focus being on developments in and from Hannover that have gone out to the wider world and vice versa. The next workshop will take place on 18 October 2018.

<https://www.hannover.de/Wirtschaft-Wissenschaft/Messen-Kongresse/Messe-und-Kongresskalender/Digital-Sounds>



chor.com

chor.com is a convention, exhibition, dialogue forum and festival all in one: every two years it offers a platform for the exchange of ideas and knowledge for everyone involved in the choir scene. From the year 2019 going forward, chor.com will find its home in Hannover, the capital city of the 'land of music' that is Lower Saxony. As a UNESCO City of Music, Hannover has the potential to develop into an exciting, diverse and innovative centre for choral music, making it is the ideal new home for chor.com. Many different players offer fantastic possibilities for continuous interaction with the public, for maintaining networks and initiating music-related projects that are highly attractive to the city and region. These include Hannover's University of Music (HMTM) (and, in particular, its staff of professors of choral conducting and music education), the international choir centre (which is undergoing substantial development) , the city's theatres and opera houses, the NDR broadcasting company, the 'Niedersächsische Musiktage' festival, the Junge Norddeutsche Philharmonie orchestra, regional event organizers and the media, as well as – not least – the diverse ecclesiastical and secular choir scene.

UDJ Forum and Hannover's international Jazz Week:

This October, the Union Deutscher Jazzmusiker (UDJ) and the Jazz Musiker Initiative Hannover (JMI) jointly hosted and organized the UDJ-Jazzforum (11–12 Oct. 2018) in Hannover, which immediately precedes Hannover's international Jazz Week starting on 12 October. The forum takes place every two years, and this year meets in Hannover for the first time, reflecting the fact that Hannover's jazz scene is increasingly well-received and popular. The concert programme included the young jazz ensemble Fynn Grossmann Quintet from Hannover which, in 2017, was awarded two prizes: the Junger Münchner Jazzpreis and the Hannover Jazzpreis. With this national forum event in Hannover, Hannover was brought into the limelight, enhancing its national and international recognition as a City of Music and as an important centre for jazz. The forum led seamlessly into Hannover's Jazz Week which, as it does every year, had a very varied and international programme. It once again included a UCOM collaboration, following joint concerts with musicians from Glasgow and Katowice in the previous years, with invitations back to those cities and even a recording of jointly written music (this year involving musicians from Mannheim who performed with musicians from Hannover). The collaboration is planned to be continued, and Hannover-based musicians expect an invitation to perform in Mannheim, thus creating sustainable and important collaborative ties between these two German cities.

<https://jmihannover.de/jazzwoche-hannover/>

Klangbrücken (Sound Bridges)

'Klangbrücken' is a collaborative effort between the Hannover-based Lower Saxony State Opera, Hannover's University of Music (HMTMH), Musik 21 Niedersachsen (the network project for contemporary music in Lower Saxony) as well as the City of Hannover and many of Hannover's music institutions. The focus is on new music. Every spring, the Klangbrücken Festival – jointly organized by all partners – is held and every year, the programme is dedicated to a contemporary composer. This year saw the Festival's first collaboration between UCCN Network musicians from Bologna and Hannover, with a programme focusing on the music of Luciano Berio. These kinds of collaborations shall continue, with a view to international cooperation between cities, sharing creativity and expertise, improving access to and participation in cultural life, and supporting the network of new music within Hannover,



Lower Saxony and the international UCCN Network. In 2019, the programme will be dedicated to Steve Reich's music.

<http://www.musik21niedersachsen.de/ueber-uns/klangbruecken>

Chamber Music in Hannover:

1. Kammermusik Gemeinde

Hannover's well-established Kammermusik Gemeinde (Chamber Music Association) is a registered society organizing and supporting international chamber music concerts in Hannover. Every season, the Association organizes eight concerts, four with established international artists and four with young and upcoming artists. In so doing, the Kammermusik Gemeinde supports this cultural art form and makes it accessible to a wide audience. It is a non-profit organization and thus supported by funding. To keep the Association alive in these times, the Cultural Office provided strong support in the Association's development of a new conceptual focus, and helped it find a new venue where those concerts can take place regularly. Starting last season, the concerts are now held at the famous Royal Gardens of Herrenhausen.

<https://www.kammermusik-hannover.de/>

2. Liepe Festival at Syrowy Steel Plant

This is a new festival held in a steel company's still-operational industrial building, where two young musicians with roots in Hannover have started a chamber music festival. The concert venue is a storage building for steel which, once a year, hosts chamber musicians – both upcoming and very well-established, both international and local. It makes classical and chamber music more accessible and also, for an audience that might not be too familiar with chamber music and jazz music, helps familiarize them with this musical genre. Furthermore, it combines the 'Rhapsody in School' initiative bringing classical music to young school children. In 2018, collaboration with the UNESCO City of Music Network was launched by inviting a jazz ensemble from Mannheim. Collaboration with musicians from Liverpool is planned for 2019.

<https://www.liepeundco.de/>

International choir centre at the Christuskirche church

The 'Chorzentrum Christuskirche' opened in 2013. Hannover's internationally acclaimed Girls' Choir is based here, but both the concert venue and rehearsal rooms are open to all choirs interested. Furthermore, the focus is on international exchange and get-togethers. A joint effort has been required to create this major centre. It shows the importance of music – especially choral music – in Hannover, which has more than 400 choirs, many of them among Germany's best.

<http://www.chorstadt-hannover.de/>

<http://internationales-chorzentrum.de/>

5. Major Initiatives implemented through inter-city cooperation to achieve the objectives of the UCCN

Fete de la Musique Celebration and Band Mash Up:

Since becoming part of the UNESCO Creative Cities Network, we have invited bands from the UNESCO Cities of Music Network to participate at our Fete de la Musique venues. We



have initiated a 'Band Mash-up' at which international bands from our twin towns, as well as our UNESCO Cities of Music Network partner cities, work together for a few days, receive coaching, work on each other's songs and perform a song from one of the participating bands. They stay in a house together, live together and grow together over those few days. Each year, a band from Hannover and up to three international bands participate in the Band Mash-up and friendships are made. In 2015 we had musicians from Mannheim, Sevilla, Gent and Bologna on stage, and in 2016 we had musicians from Bologna, Mannheim and Glasgow appearing. In 2017, musicians from Liverpool, Rouen, Posen and Hannover took part in the Band Mash-Up, with musicians from Katowice and Idanha-a-Nova performing on our international stage. In 2018, the Band Mash-up had participants from Liverpool, Glasgow, Rouen and Hannover. Additionally, we had musicians from Norrköping, Varanasi and Adelaide performing at our international venues. Plans for 2019 are currently being developed. This is a valuable experience in terms of building international, personal and musical connections; learning from each other; and co-working on new projects. As a result of the Mash-Up, the singer-songwriter Dan Astles from our fellow City of Music, Liverpool, is invited to perform in Rouen, which is twinned with Hannover, due to his collaborating with a band from Rouen when they were in Hannover together. Furthermore, Hannover is now the coordinating city for all Fete de la Musique festivals in Germany.

<https://musikzentrum-hannover.de/fete-de-la-musique/>

Artist-in-Residence Exchange

Hannover's varied music scene is very keen to connect with other UCOM Network cities. We have already supported a great deal of exchange activities with our various musical formats and genres. From 2019 onwards, we want to send one musical group to a City of Music every year, the aim being sustainable musical exchange through this artist-in-residence programme. To this end, we are looking for an interested musical partner in one of our UCOM partner cities that is interested in coming to Hannover and connecting with musicians and the music scene over here. In 2019, we plan to start this artist-in-residence project by having a reggae and world music band from Hannover visit Kingston, Jamaica. The Hannover-based band will travel to Kingston in February to take part in the Reggae Month, connect with musicians, host workshops and begin working with the Kingston band that will come to Hannover in May for MASALA Worldbeat, our world music festival. Furthermore, the band from Kingston will connect with a very interested world music scene, do recordings with musicians from Hannover and learn about Hannover as a centre for music. We will look for interested partners in other cities for 2020 and beyond.

City of Music Partner Network Meeting with delegates from other cities:

Hannover has been able to welcome a number of delegates from the various UNESCO Cities of Music. The visitors were shown around Hannover's diverse music network, and were connected with people from the music scene with a view to their developing joint projects and learning from each other. These meetings have included, and will include, the following:

- Meeting with colleagues from Hamamatsu in February 2016;
- Meeting with colleagues from Liverpool and Katowice in September 2016;
- Meeting with colleagues and the Mayor of Tongyeong in September 2016
- Meeting with colleagues and the Mayor of Hamamatsu in October 2016;
- Meeting with musicians from Idanha-a-Nova and Liverpool in June 2017;
- Meeting with musicians from Glasgow, Liverpool and Adelaide in June 2018;
- Meeting with colleagues and the Lord Mayor of Liverpool in November 2018;



- Meeting with colleagues from Kansas City, November 2018;
- Meeting with colleagues and musicians from Jamaica in May 2019 (tbc);
- Possible meeting involving the UCOM Network during the chor.com choral event in September 2019 (tbc).

Band exchange with the international Network of Music Cities

Regular opportunities for exchange between bands will be provided with other Cities of Music to enable musicians from Hannover to experience performances in other cities, and to meet and learn about other cultures and music-making. Additionally, musicians from the UCOM Network are regularly invited to Hannover to perform and meet with musicians and promoters here. Regular invitations to the UCOM network are announced for our annual events such as the international Jazz Week, International A Cappella Week, Choir Festival Week, and the MASALA Weltbeat world music festival.

War Requiem Project with NDR Radiophilharmonie and Royal Liverpool Philharmonic Orchestra:

This is a collaboration with our NDR Radio Orchestra Hannover and the Royal Liverpool Philharmonic Orchestra under the baton of maestro Andrew Manze (Music Director of the NDR Radio Orchestra Hannover and Principal Guest Conductor of the Royal Liverpool Philharmonic Orchestra) to commemorate the end of the First World War with a joint music project to promote mutual understanding and peace. November 2018 saw musicians from both orchestras come together with boys' choirs from Hannover and Liverpool for a joint performance of Britten's War Requiem in both cities. Both city council offices support these exchange projects and concerts, and have offered to hold receptions at their Town Halls for orchestra delegates and other people involved in making these events happen. All musicians and orchestra administrations expressed the wish to continue cooperation.

https://www.ndr.de/orchester_chor/radiophilharmonie/War-Requiem-die-NDR-Radiophilharmonie-in-Liverpool,warrequiem500.html

Initiation of joint website www.citiesofmusic.net

Hannover has initiated a joint website for all Cities of Music. The design is similar to that of the joint Design Cities website. Each city has the opportunity to present itself as a centre for music, with its diverse musical projects. Furthermore, joint projects between the various cities are being carried out with information, pictures and links showing the growth of collaboration between the member cities.

www.citiesofmusic.net
www.hannover.de/cityofmusic

MASALA Weltbeat Festival: 'World Market' with a focus on the SDGs

The philosophy of the MASALA Weltbeat Festival is 'diversity', as symbolized by masālā, the fiery mixture of spices popular in Indian cuisine. In the festival's long history, over 300 bands from more than 80 different countries have visited the festival in Hannover – which takes place every spring – to take part in its main programme. Music is at the forefront; however, it is not just about the composition of sounds but also, and especially, about creating a language that everyone understands. In addition, there are workshops, dance classes, theatre, exhibitions, an extensive children's and family programme and, above all, the MASALA World Market – 'outside and for free' sums up the festival's character. The



UNESCO City of Music Stage at the Masala World Market was established in 2016, since when it has focussed on bands from Cities of Music network towns. Bands from Brazzaville, Bologna, Salvador, Kinshasa, Kingston, Bogotá and Hannover haven performed on this open-air stage over the last few years. They are not only invited to perform but also to immerse themselves in the overall atmosphere of the MASALA festival, do workshops, connect and perform with musicians from Hannover. The audience not only enjoys beautiful world music but also a range of international street food stalls, as well as handicrafts and clothes on sale at the bazaar. With sounds, colours, smells and culinary specialities from all over the world, the event's focus is on being sustainable and environmentally friendly, promoting peace and unity for all.

<http://www.masala-festival.de/>

Design Award collaboration with City of Design Shenzhen

The Shenzhen Design Award for Young Talents was introduced to help design students from Hannover in August 2016 start a collaboration with the creative design sector here in Hannover. The Award's purpose is to reward the efforts of young designers under 35 years of age (40 for architects), who, through their creativity, have contributed to the enhancement of environmental sustainability, social and economic development and, above all, the quality of life in cities. Through this connection, Professor Gunnar Spellmeyer was invited to form part of the jury for the 2018 Design Award. Furthermore, in 2017, a delegation from Hannover went to Shenzhen to be introduced to the local digital and virtual-reality scene and to strengthen intersectoral relations.

Collaboration with Shenzhen International Music Festival

Students were invited to enter. In 2017, a delegation from the creative industry visited Shenzhen to learn about the creative sector and developments there. The collaboration continued and professor of design Gunnar Spellmeyer was in the jury for this year's award selection.

Twin town collaboration with City of Film Bristol

Bristol is Hannover's oldest twin town. On 30 August 1947, a Bristol-based professor of German language, August Closs, travelled with four other Bristolians to war-ravaged Hannover on a goodwill mission to help its people. It succeeded in building new bridges of understanding between the cities of Bristol and Hannover, as well as between the United Kingdom and Germany, after the terrible experiences of two world wars. This town twinning is one of the first such partnerships between UK and German cities. It was established directly by the citizens and not by the allies. Many Hannoverians and Bristolians have been working together on projects and exchanges for many years now. Hannover's famous Market Church has a long-term partnership with Bristol Cathedral. In October 2017 the Hannover Bach Choir visited Bristol for workshops and two concerts, bringing music and choral singing from Hannover to Bristol. For the anniversary celebrations in Hannover last year, the Bristolian singer Daisy Chapman came for a concert and performed her song 'Girl in Hannover'. A collaboration exists between Hannover's 'Kino im Sprengel' cinema and Bristol cinema The Cube, as part of which filmmakers are invited to events from the other cities, strengthening film-related ties between Bristol (a Creative City of Film) and Hannover (a Creative City of Music). In November 2017 the Cary Grant festival took place at Hannover's 'KoKi' cinema. The director Charlotte Crofts and Councillor Estella Tincknell, both of whom work at UWE Bristol's school of film, came to Hannover for the festival. In conjunction with



the City of Music Hannover office, film music projects involving Bristol and Hannover are in development.

In 2018/19, artists from Hannover (TURBA) and Bristol (BV Studios) are working together on a major project concerned with town twinning and strengthening the Creative Cities connection. There will be two art exhibitions, one held in Hannover in August 2018 and the other in Bristol in 2019.

6. Proposed action plan for the forthcoming mid-term period of four years

Please present a medium-term action plan for the forthcoming four years describing the main initiatives that the city commits to undertake:

In the future, Hannover wants to expand its diverse music scene with new formats, opening up 'interfaces' for other cities in the UCCN to participate in creative development. As a Creative City of Music, Hannover envisages the following:

- Organizing consultations, gatherings and virtual conventions;
- Promoting the city's good practices as well as initiating collaborative programmes, especially North-South and South-South initiatives;
- Taking on the role of host in the future, which Hannover is keen to do as an internationally renowned centre for exhibitions and conferences;
- Continuing to focus on the music scene in Hannover, to provide new opportunities for musicians to perform and also help them in establishing a career;
- Assisting with regard to fees for all musicians who perform in Hannover; and
- Helping to raise awareness for sustainable and environmentally friendly events and concerts.

Hannover will take part in the bidding for Cultural Capital in 2025. Furthermore, a Cultural Development Plan with an emphasis on music will be established, analysing Hannover's potential as one of the major cities for the music industry and for musicians. There will be a particular focus on how the international networks that the city works with, and is part of, can help promote Hannover as an important centre for music.

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

A) Supporting of the development of a 'House of Music' with new rehearsal space and exhibition space, as well as performance opportunities and a café where musicians can meet, and also where the general public can come and learn about Hannover's music scene.

B) Further development of Hannover's international choir centre: helping to establish this venue as an important concert venue, continuing to upgrade the acoustics, helping to fund conversion of further rooms into rehearsal spaces, developing and establishing an international festival for children and young people.

C) Continuation of regular partner network events to promote the sharing of experience and knowledge, helping connect people in order to establish pilot projects within the city of



Hannover, and continuation of provision of information and contacts to projects within the international UNESCO Creative Cities Network.

D) Supporting 'Klubnetz e.V.' (an association for cultural artists in Lower Saxony) with financial assistance and advice, provision of help, and acting as the contact vis-à-vis the city council, for projects such as: funding of GEMA rights-related fees for small clubs, the Night Mayor initiative, noise issues in residential areas during festival season, safety issues (getting to public transport stations and stops at night), developing new event formats and venues for young musicians in order to make opportunities for live music in Hannover easier and more accessible, etc.

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

Band Mash-Up and International Stage at Fete de la Musique Hannover:

Continuation of the international Band Mash-Up for the Fete de la Musique Festival each year with performances at the biggest venue for our Fete de la Musique celebrations, the 'International Stage' at the heart of the city, and execution of the close collaboration involved in the Band Mash-up and Fete de la Musique performances and Liverpool's festivals, such as Sound City, in order to give musicians from Hannover and Liverpool opportunities to perform in both cities.

Establish regular choir-related exchange activities with the international UCOM Network:

Hannover is a city of choirs, home to more than 400. In particular, national and international performances and involvement in competitions motivate the singers to continue this art form and spread the word about Hannover as a musical city. Furthermore, travelling in a group and learning about new cities and other expressions of the culture of singing is an invaluable source of enrichment for choirs. Therefore, we will continue our support for choir tours to cities in the UCOM Network. Upcoming major tours to Australia and New Zealand are being planned: in 2019 for Capella St. Crucis, in 2020 for Junges Vokalensemble, 2021 for the Boys' Choir. The focus of all these tours is on international exchange between musicians from Hannover on the one hand, and musicians from Adelaide and Auckland on the other and on planning possible invitations back to Hannover to continue this interaction.

International music events in Hannover:

Acquisition of hosting rights to international music events, for example International Gospel Celebrations in 2020. This success shows that Hannover is not only well-established as a city of trade fairs and conferences, but is also growing in popularity for promoters of large-scale music event formats and festivals. For the Gospel Celebrations event, members of the City of Music Network will be contacted with a view to sending proposals on collaboration between musicians. Furthermore, the chor.com national choir festival and congress, will take place in Hannover in 2019 for the first time, followed by chor.coms in 2021 and 2023.

Jazz Club Hannover and Hannover's Jazz-Szene: sustainable exchange with Kansas City:

Hannover and Kansas City have been sister cities for a long time now. Last year's attendance by our Lord Mayor at the major Jazz Festival held in front of our Town Hall led to



the Kansas City Jazz Orchestra being invited to perform in front of 40,000 people at this year's Outdoor Jazz Festival, which takes place every year on Ascension Day and is free of charge to the audience. This collaboration will continue, with jazz musicians from Hannover working together with musicians and institutions from Kansas City over the next few years, with reciprocal visits to Kansas City and vice versa.

6.3 Estimated annual budget for implementing the proposed action plan

We have a budget of EUR 135,000 that Hannover's city council provides for UNESCO City of Music-related projects, including international exchange involving musicians, PR campaigns, funding of local events, travel expenses incurred by the focal-point-of-contact person attending the annual UCCN meeting, and subnetwork meetings. Furthermore, within the City of Hannover's Cultural Office, there are further funds to support music projects within the city.

6.4 Plan for communication and awareness

A) Continuously and regularly update the www.citiesofmusic.net website to include new cities and joint projects. Furthermore, add important updates and communication forums such as a live-music blog.

B) Continue to put news, and publicize projects and events, relating to Hannover's varied music scene on the city's website: www.hannover.de/cityofmusic

C) Continue to send monthly newsletters to all City of Music Hannover partners, as a source for them to learn about the next month's events and projects, and also to receive invitations to collaborate and other information from the Creative Cities network

E) Continue local PR projects such as poster campaigns, promotional leaflets about Hannover as a City of Music, adverts in local magazines, information stalls at local networking events, etc.

F) Create a UCOM radio show in conjunction with local radio stations: establish a monthly radio programme highlighting Hannover's diverse music scene and also emphasizing the international Cities of Music Network, so that listeners can learn about the other cities and their music. There are also plans to make podcasts available, thus reaching a wider audience