



MANNHEIM & KATOWICE'S RESPONSE TO COVID-19

Mannheim and Katowice launch 'weRculture' campaign

The city of Mannheim (Germany) and Katowice (Poland) were designated as UNESCO Creative City of Music in 2014 and 2015 respectively. As Creative Cities of Music, the cities have been committed to further nurture their culture and creative industries and regard music as a driver of their city's artistic, economic, educational and urban policy development.

Supported by the UNESCO Creative Cities Network, the city of Mannheim and Katowice, with the participation of Music Export Poland and the German festival - Enjoy Jazz, have joined their efforts to initiate a social media campaign 'weRculture'. The campaign aims to provide hope and a message of solidarity from artists, in particular musicians known and unknown during the ongoing global pandemic.

This collective action calls on international artists and creative workers to share a one-minute video message explaining why, more than ever, culture is of utmost importance, during such challenging times. Participants can express and convey their messages by using various verbal and non-verbal means, such as reciting poems, singing or by playing an instrumental piece. Above all, the initiative encourages the participants to spread the message of respect and responsibility that inhabitants should adhere to via creative means at such times.

Many renowned and diverse artists have participated in this initiative including the Goodwill Ambassador for the UNESCO Creative Cities Network, Ms Maria Francesca Merloni. Other artists and creative workers that have participated and contributed to the campaign come from cities in Portugal, Greece, Spain, Germany, Norway, Czech Republic, Italy and Chile.

While further strengthening cooperation and solidarity among Creative cities, the campaign highlights how cities can provide innovative solutions leveraging creativity and culture to address the challenges that populations are facing during this unprecedented situation. Artists, creative workers as well as representatives of Creative Cities from all over the world are welcomed to take part to this ongoing campaign to further spread the importance of culture and its rejuvenating power in such trying times

To join this social media initiative follow the link below click here:
<https://www.instagram.com/werculture2020/>