

**UNESCO Creative Cities Network
Membership Monitoring Report
Ulyanovsk UNESCO City of Literature
2016-2019**

U



United Nations
Educational, Scientific and
Cultural Organization



**ULYANOVSK
UNESCO**
CITY OF LITERATURE

Designated
UNESCO Creative City
in 2015



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1. EXECUTIVE SUMMARY

In the end of 2015 Ulyanovsk entered the UCCN and became a UNESCO City of Literature. We prepared the application twice because we believed that the work conducted in the city and the region should be noted.

In the beginning of 2016 the Ulyanovsk region got the title of “The Most Reading Reading of Russia” and the city of Ulyanovsk was recognized as the most reading municipality in the region. That very year the whole country celebrated the 250th anniversary of Nikolay Karamzin, a famous writer and historiographer who was born in Ulyanovsk.

All that was a great breakthrough for us – the literary and historic spirit of the city, the work of our library system, public and business organizations in the sphere of literature and publishing, the achievements of the modern Ulyanovsk literary workers and the quality of the local literary events were recognized at the international level.

However, being a member of the UCCN is also a great responsibility. During our first 4 years we remained the only Russian city in the Network. Several other cities of Russia tried to apply and we actively supported our colleagues: consulted them on the strategic goals of the UCCP, helped to prepare the applications and provided them with the contact information of our partners from other Creative Cities.

The most important aspect for us is that being a member of the Network, we stay in the community of people who, like us, consider creativity as one of the most important element of the urban development. The members of the UCCN constantly interact with each other, they break the borders among different countries and, therefore, enrich and complement each other to reach the Network goals, to develop their cities, to create comfortable and fruitful environment for their creators and to diversify the cultural life of their citizens.







The “Ulyanovsk – UNESCO City of Literature” program launched integration processes in the city. The municipal and regional authorities as well as public and business organizations, literary workers united to work on the program.

The program management system changed a lot during the 4 years. A new regulatory and legal framework has been created for the city to develop international projects; all the stakeholders have been involved in literary activities – including the urban households (for example, improvement of public services started using literary elements in the urban space) and business organizations (now book-crossing points are available even in big stores). Literature and reading have been highlighted in the existing support programs for creative projects and creators. Ulyanovsk authors have got the opportunity to participate in many literary programs and events initiated by UNESCO Creative Cities.

The main values of the “Ulyanovsk – UNESCO City of Literature” program are the following:

- focus on citizens, popularization of reading;
- intensification of international cooperation;
- intervention of literature to the urban public spaces;
- creating a modern infrastructure for reading; increasing the accessibility of books through library digitization;
- supporting local writers, increasing their mobility.

Here are some figures showing the results of the work conducted by the “Ulyanovsk – UNESCO City of Literature” program office and its partners:

-  Over 50 literary events annually attended by over 200 000 people.
-  Over 20 large international events including the ones connected with literature and creative industries. 17 800 euros of attracted funding (Russian and foreign funds, business partners) in 2019.
-  38 books by local writers published (overall circulation: 17 900 copies).
-  10 sociological studies on reading issues and digitization of libraries (in 2019 we initiated the network project to form a portrait of a writer from a UNESCO City of Literature).
-  3 new online reading rooms with 5500 people having gained the access to national electronic libraries; federal funding (143 000 euros) received to modernize 2 local libraries according to the state model standard.
-  Nearly 3300 references to the “Ulyanovsk – UNESCO City of Literature” program in the mass media annually; the program website is constantly supported and updated; in 2019 the “Writers Info Point” newsletter for all the local writers and any citizens who are interested in local, national and international literary events was launched.

Our upcoming plans depend on the main problems and potentialities that we discovered during the 4 years of work. The main tasks for the forthcoming period are:

- to increase the involvement of citizens in literary projects; to popularize reading further; to raise the accessibility of books, reading and cultural projects to socially disadvantaged groups;
- to create local libraries infrastructure (digital and creative centers) which could meet the modern needs of citizens;
- to increase the intervention of literature to the urban space;
- to develop support and promotion mechanisms for professional and amateur writers.

The flagman activity in the forthcoming period will be the regional Year of Book in 2021. That will be a large and complex program of activities and events promoting books and reading.

We are also ready to host the annual meeting of the UNESCO Cities of Literature program coordinators in Ulyanovsk and to apply for the World Book Capital project.

Ulyanovsk is a city where literature is the basis of its identity and its sustainable development. Together with our partners from the UCCN we are going to do our best to develop the diversity and the quality of the local creative sector connected with books and literature.



2. GENERAL INFORMATION

- 2.1. Name of the city – Ulyanovsk
- 2.2. Country – Russian Federation
- 2.3. Creative field – Literature
- 2.4. Date of designation – December 2015
- 2.5. Date of submission of the current report – December 2019
- 2.6. Entity responsible for the report – Office of the “Ulyanovsk UNESCO City Of Literature” Program
- 2.7. Previous reports and their submission dates: not submitted
- 2.8. Key contacts:
 - Elena Toporkova – Head of the Cultural Department, Ulyanovsk City Municipal Administration;
 - Elena Titova – Program coordinator;
 - Tatiana Ivshina – Director of the Foundation “Ulyanovsk – Capital of Culture”.

3. CONTRIBUTION TO THE PROGRAMME'S GLOBAL MANAGEMENT

3.1. Number of UCCP Annual Conferences attended in the last four years (please note that a regular participation in the Conference is compulsory):

UCCN Annual Meetings

- Ostersund, Sweden, 2016
- Enghien-les-Bains, France, 2017
- Krakow, Poland, 2018
- Fabriano, Italy, 2019

Cities of Literature

Subnetwork Annual Meetings

- Dublin, Ireland, 2016
- Nottingham, UK, 2019

3.2. Hosting of a previous or future UCCP Annual Conference - 0



3. CONTRIBUTION TO THE PROGRAMME'S GLOBAL MANAGEMENT

3.3. Hosting of working or coordination meeting(s) addressed to one or more UCCP creative field representatives (including sub-network meetings):

- The working meeting and signing a memorandum of cooperation with Sadek Mohammed, a coordinator of “Baghdad – UNESCO City Of Literature” program (July 2016);
- The working meeting and public presentation of Shenzhen Design Awards for Young Talents (SDAY) of Shenzhen UNESCO Design City (August 2016);
- The working meeting with Jesus Ortega and Andrea Edel, representatives of Granada and Heidelberg, UNESCO Cities of Literature, held within the framework of the Ulyanovsk International Cultural Forum, as well as their participation in panel discussions and meetings with literary societies (September 2017);
- The working meeting with Tina Popovich, a coordinator of Ljubljana UNESCO City of Literature under the International Cultural Forum, as well as participation in public discussions and meetings with literary societies (September 2017);
- The working meetings with the office of Heidelberg – UNESCO City of Literature in Heidelberg (December 2016; February 2018);
- The working meeting with the office of Ljubljana – UNESCO City of Literature in Ljubljana (September 2018);
- Concluding the Cooperation Agreement with the city of Chungking. Presentation of the “Ulyanovsk – UNESCO City of Literature” Program to the participants of Russian – Chinese Youth Business Incubator (2019).



3.4. Hosting of international conference(s) or meeting(s) on specific issues salient to the Creative Cities with a large participation of members of the Programme:

- World UNESCO Creative Cities Summit, Beijing (China), 2016;
- The “Unity in Diversity” UNESCO Summit, Florence, 2016;
- Conrad International Literary Festival (June 2018);
- Conference “Role of books in preservation and promulgation of ancient heritage”, Gyanja (Azerbaijan), attended by Svetlana Nagatkina as a representative of the Ulyanovsk Regional Scientific Library named after V.I. Lenin;
- World Library Congress IFLA 2017, Warsaw (Poland), attended by Svetlana Nagatkina;
- The “Red Square” Book Fair, Moscow (Russia), over the years attended by Pavel Andreev, manager of “Ulyanovsk – UNESCO City of Literature” program, Svetlana Nagatkina and employees of the Ulyanovsk Regional Scientific Library.

3.5. Financial and/or in-kind support provided to UNESCO in order to strengthen the sustainability of the UCCP in different areas including management, communication and visibility (dates, types of contribution, factual or estimated amounts, main objectives, etc.):



Over the four-years period of operation of the “Ulyanovsk UNESCO City of Literature” Program, the city has provided the Program Office with a financial support at a total value of 94 000 EUR (including remuneration of labor of office employees, building and maintenance of the Program’s website, office floor lease, publishing of printed products under the projects, travel expenses of participants of meetings with the Network’s members).

The Program Office’s employees take part in activities of two task teams of the subgroup of the literary cities “Communication and Promotion” and “Network’s International Cooperative Projects”, addressing issues of enhancement of mutual tourism appeal, effective communications, and implementation of joint projects for benefit of their urban residents.

Furthermore, the Office was involved in forming the UCCN Development Strategy up to the year of 2030.

Besides, Ulyanovsk made a contribution to the preparation of the UNESCO Global Report in 2018, regularly informs RF Committee on UNESCO affairs, as well as broadly distributes information on UCCN among the Russian cities.

In parallel, upon the Program Office’s recommendation, the expert pool of UNESCO Creative Cities was replenished with three persons from Ulyanovsk, and they are: Aleksey Osipov – Deputy Head of Ulyanovsk State Pedagogical University on foreign affairs; Olga Slepova – Director of Ulyanovsk Central Library System; Sergey Zhdanov – Director of Ulyanovsk Regional Museum of Art.

3.6. Serving as cluster coordinator or deputy coordinator and period – no function fulfilled.

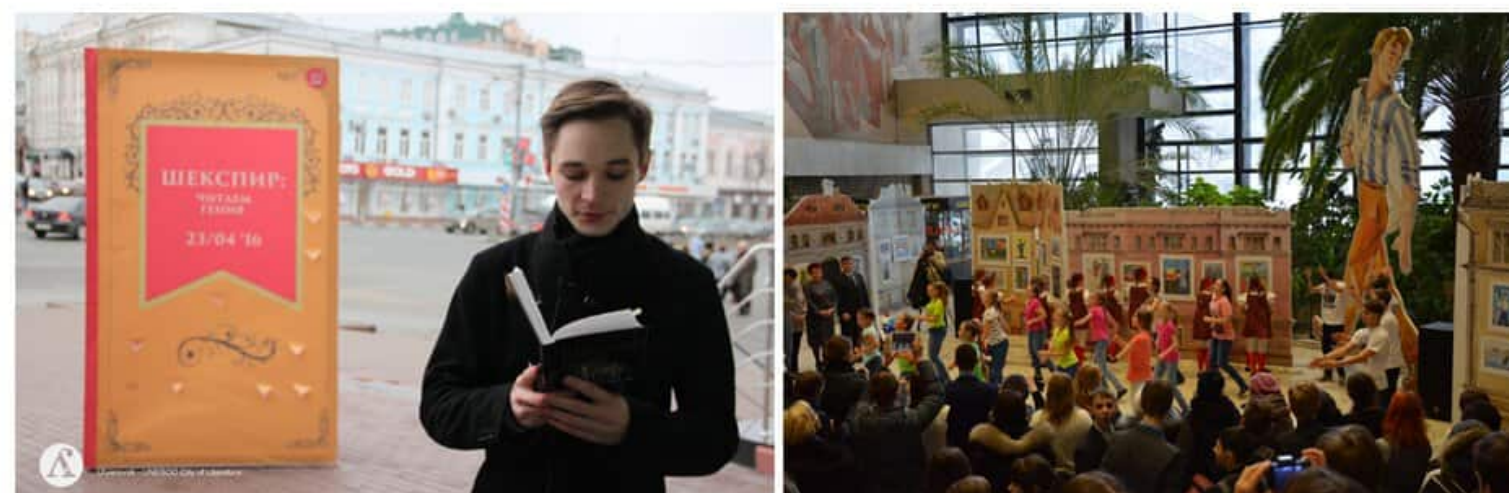
3.7. Participation in the evaluation of previous applications (number of applications evaluated per Call for Application), of previous Membership Monitoring Reports (number of reports evaluated per reporting exercise): 13 applications considered in 2017, 18 applications - in 2019.

4. MAJOR INITIATIVES IMPLEMENTED AT THE LOCAL AND CITY LEVEL TO ACHIEVE THE OBJECTIVES OF THE UCCP

- 1) making culture and creativity an essential component of sustainable urban development, policies and actions, notably through participatory approach and partnerships involving the public and private sectors and civil society;
- 2) strengthening the creative economy, notably through the creation, production, distribution and enjoyment of cultural goods and services;
- 3) improving access to and participation in cultural life, notably for marginalized or vulnerable groups and individuals, and fostering youth engagement and gender equality;
- 4) developing hubs of creativity and innovation and broadening opportunities for creators and professionals in the cultural sector;
- 5) integrating culture and creativity into local development strategies, policies and plans; and
- 6) bolstering awareness-raising on the UCCP, as well as enhancing the impact of culture and creativity in sustainable urban development and supporting research, analysis and dissemination in this particular field.

PROGRAM "LITERARY INTERVENTIONS"

"Literary Interventions" is a complex of various format events when literature, a book, a writer and/or a reader intrude into public space where no one would expect to encounter them. The following literary interventions were materialized within the framework of this program:



Shakespeare: reading the genius! (1, 3)

April 23, 2016

The citizens all the day long against the background of a large Shakespeare's book, installed in the heart of the city, in sequence were reading to the video camera "The Twelfth Night", a comedy by Shakespeare, and subsequently, the completed b-roll was put out on the official channel of the Program "Ulyanovsk UNESCO City of Literature" in YouTube. Aside from this, published on the channel where the great writer's sonnets, recited by the citizens. Following the successful pilot event, its particular format had become popular with local cultural organizations. The event was plotted on the map of UNESCO International Day of Book.

- 85 event participants.

Reading develops appetite (3, 5)

Summer, 2016

In partnership with the UNESCO Gastronomy Cities from Brazil, Sweden, China, Japan, France, Africa, and the USA, the bookmarks with national receipts were put out for distribution during running a special as part of the Gastronomy Festival in the city's shopping center. Apart from the bookmarks, the citizens could get acquainted with five cardboard literary characters and have pictures taken with them. After the event, the cardboard characters had repeatedly appeared during city festivals.

- 1500 bookmarks distributed during the event;
- 8000 festival participants.



Uncle Steeple turns 80 (3, 5)

December 2016

The exhibition of children's illustrations of Uncle Steeple, the hero of Sergey Mikhalkov's similarly-named story took place in two locations of Ulyanovsk: first in the lobby of Ulyanovsk State Pedagogical University, where it was open by Egor Konchalovsky, a Russian screen actor, film-maker, scriptwriter and a grandson of Sergey Mikhalkov, and then the exhibition moved to "Aquamall" SEC. The exposition represented a large city with its windows having installed the children's drawing works as well as Uncle Steeple's tall figures of various characters.

- 2 months;
- over 30 000 exhibition visitors.

LiteraTour (1, 3, 5)

Annually, every latter half of summer since 2016

"LiteraTour" – an opportunity to make an urban night traffic trip into the world of modern literature, and get to know writings of the authors-members of UNESCO Literary Cities from across the world. Every year abstracts of such writings are recommended by members of Literary Cities, while their reading out is performed by Ulyanovsk actors, journalists, radio hosts, and public officers. In the space of 4 years, Russian translation has accounted for the abstracts received from Barcelona, Dublin, Heidelberg, Dunedin, Krakow, Ljubljana, Nottingham, Reykjavik, Norwich, Granada, Melbourne, Edinburgh, Prague, Tartu, Lillehammer, Bucheon, Milan, Obidos, Utrecht, Seattle, and Lviv. Also, literature tours featured presentations of modern literature from Ulyanovsk. In 2016, Sadek Mohammed, a poet from Baghdad UNESCO Literary City (Iraq), read his poems in person, in 2018 – Frank Barcsh, a writer from Heidelberg UNESCO Literary City (Germany), and in 2019 – Andrey Hochevar from Ljubljana UNESCO Literary City (Slovenia) and David Howard from Dunedin UNESCO Literary City (New Zealand). In 2019, at the citizens' request, apart from the literary tram excursions, a trolleybus night poetical excursion was given around the city area, situated across the Volga River.

- 480 persons;
- 45 literary works
- from 22 UNESCO Literary Cities.



Tabouretka Ivanovna (3, 5)

August – September 2017

As kids, many of us stood on a backless stool (tabouret) to address Father Frost by reciting a jingle jangle. Nowadays, this tradition is less popular but lively recollected from childhood. A wooden backless stool had been moving around the city over the course of three weeks to find itself every new day in a new public space. On its way, there were supermarkets, museums, public transport stops, administrative buildings, squares, parks, and public gardens. Anyone who feels like it could stand on the stool to recite out loudly any children's poem, get a selfie while standing, on and post online a vid or a photo online with a hashtag of the project #TabouretkaIvanovna.

The art object shared its own Wi-Fi network connections and had a shelf with poems "in the pocket", which could be used by all bypassers to take with them. Moreover, the main female character of the project Tabouretka Ivanovna maintained her first-person pages in the social networks VKontakte, Twitter and Instagram.

- 18 public spaces;
- 3000 "in-pocket" poems;
- social network coverage – 7000 users.



Book is here (1, 2, 3)

January 2018

The bookshelves labelled "Book is here" were installed in the hospitals, which dedicated book collection was composed of books from home libraries of the citizens.

- 10 hospitals;
- approximately 1000 books handed over to the hospitals.

Window to fairy-tale (1, 3, 5)

January 9-14, 2018

The video booth "Window to Fairy-Tale" was located at the intersection of two main streets of Ulyanovsk. Inside, interested visitors could read abstracts from Russian folk fairy tales and capture them on video directly from the booth together with the narratress in the style of the famous TV program "On a Visit to a Fairy Tale", hosted by Valentina Leontyeva, our fellow countrywoman. Upon processing, all vids were forwarded to folk tales narrators and subsequently published on the official channel of the "Ulyanovsk UNESCO City" program in YouTube.

- 85 videos.



Outdoor interactive gallery (1, 5)

January – to the present day

In the context of the Project, appearing in the window frames of teardowns, there were illustrations for Russian and foreign folk fairy tales. They were produced by local young artists and illustrators.

Each illustration was supplied with an audio version of the fairy tales, wired for sound by the students of Ulyanovsk Schools of Arts, while their background music was composed by the young musicians. Currently, each tale's audio track can be played via mobile devices in QR-code placed in the pictures.

- 15 new fairy tales illustrations.

Entertaining public garden (1, 3, 5)

May – September (annually)

"Entertaining Public Garden" – the literary corner club in the central city area, an outdoor improved space, arranged for running specials, meet-the-artist events, book fairs, poetry-microphone events, as well as thematic events dealing with commemorative and calendar dates, associated with literature (Pushkin Day of Russia, Day of Slavic Literacy and Culture, etc.).

The experience, gained under the project "Entertaining Public Garden" among others, is presented in the UCCN research project on the exchange of best practices of the University of Deusto.

- 530 active days;
- 13500 visitors per season.

Karamzin outing (1, 3, 5)

"Karamzin Outing" – a musical and poetic event in which everyone interested was reciting Nikolay Karamzin's poems to live music or simply relaxing with a cup of tea, coffee or lemonade.

- 78 event participants.

Literary stop (1, 3, 5)

August – September 2019

A suburban public transport stop at the town's exit, named "Cherry Orchard" - the same name as "The Cherry Orchard", a famous Anton Chekhov's play, was in need of renovation but instead was converted into an art object with graffiti and BCing shelves. The stop's art design work began on August 22 – the day when the orchard was sold by auction in accordance with the plot of the Chekhov's play. In celebration of the opening, a literary outing was hosted, where locals and summer folks role-played "The Cherry Orchard" by Chekhov and treated each other to fruit yield.

Poetry arch (1, 3, 5)

May-August, 2019

Visitors remember cities for their flourishing odors, musical sounds, the openness of their dwellers and sudden but pleasant impressions. Such an impressive night, dedicated to Pushkin's days and beginning of the summer-amble season in the city's streets, took place on May 31 in the central public garden of Ulyanovsk. In the garden, there appeared a poetry photo zone with the verses from Pushkin's famous poem "I remember the magic moment...", and the logo of the "Ulyanovsk UNESCO Literary City" Program.

Literary bus (1, 5)

September 2019

The art object represents a large soviet yellow bus with verses of a poem of Nikolay Blagov, a well-known soviet poet, inscribed on the bus body. The bus is mounted left of the central entrance of the bus station building.

For many organizations and communities, implementation of the program "Ulyanovsk UNESCO Literature City" led to the exploitation of literature in public space. As a result, a public library appeared in the city, and one of its initiatives was the installation of special containers in the streets, which citizens use for putting together spare books. Next to one of the libraries, there is the "Literary Street Lamp" art object that corresponds to a BCing shelf. The bust of Sergey Esenin, a Russian poet, is fixed up in the yard of the Museum of Modern Artwork of the 20th Century. The wooden seats, arranged in the streets of the city, have QR-codes, enabling interested people to read landmark pieces of Russian literature.



NON-CLASSICAL FORMAT OF LITERATURE INTERACTION Designing and reading fairy tale together (1, 3, 5)

2017 – 2018

103 Ulyanovites aged from 6 to 60 turned into authors of illustrations for Sergey Aksakov's fairy tale "The Scarlet Flower". Each event participant took a few verses from the fairy tale for illustration purposes resulting in a storyboard of the whole tale such that there would be unnecessary to read the text but instead look through the pictures in sequence.

The first opening of the exhibition took place on the City Day in 2017 in the yard of Ulyanovsk State Pedagogical University, named after I.N. Ulyanov, later the event started off in "The Contemporary" Palace of Culture, and in the spring of 2018 – in Ufa, the home town of Sergey Aksakov.

- 103 illustrators;
- over 4500 exhibitions guests.



Word.Web (3, 4)

October 21-22, 2017

The first common night of the “book people” and the “internet people” was hosted in the house-museum of Ivan Goncharov. “Word.Web” is an event, where journalists, programmers, writers, developers, philologists and web designers within 24 hours were engineering IT solutions for language preservation. In 2019, the hackfest was included in the European Week of Soft Engineering.

- 140 applications;
- 48 participants;
- 7 unique IT solutions for the preservation and promotion of the Russian Language.

Filmstrip (1, 3, 5)

2016 and 2017

The slidefilm festival “Filmstrip” that took place on two occasions in Ulyanovsk got a warm reception as with young audience, many of which had never seen slidefilms, as well as with older generation people, who could immerse themselves into the nostalgia, and again, as kids, be able to watch the slidefilms. Along with everyone interested, the films’ subtitles were read by professional actors.

- 70 slidefilms;
- approximately 200 viewers.

Karamzin – my contemporary (3)

January – December 2016

The booktrailers contest timed to celebration in 2016 of the 250th anniversary of Nikolay Karamzin, a Russian historian.

- 53 applications;
- 21 regions of Russia.



NEW COMPETENCIES FOR CREATIVE CITIZENS (4)

To enter the international arena, the city’s creative persons need extra support at least in two directions: study of the English Language for working with foreign partners and participating in international contests, exhibitions, festivals, etc., as well as study of basics of international cultural management in order to enhance quality of local and international projects in Ulyanovsk as well as to represent honorably the municipal education in the capacity of a partner of international level.

The English Language courses for writers, journalists, and managers in the field of culture

- 3 months;
- 23 participants;
- 1 qualified instructor.

Courses of management in the field of culture for young librarians

- 3 months;
- 30 participantsучастников;
- 1 instructor.

PUSHING THE ENVELOPE

Meanwhile some otherwheres (3, 5)

June 2019

The exposition is dedicated to the origination of the comics genre in Czechoslovakia and modern Czechia. “Friendship” became the event’s topical theme – friendship between our countries, intra-urban organizations, creative industries and creators, demonstrating their creative activities during opening the Exhibition’s opening. For our team, comics became a symbol of unity between the artwork and literary creation.

Free verse festival (4)

January 2019

The idea of execution of the Free Verse Festival in Ulyanovsk emerged thanks to the collaboration of two authors – Vera Lipatova, a poet, chair professor of rhetoric and speech culture of Moscow State Pedagogical University and Elena Kuvshinnikova, a poet, editor of the “Simbirsk” literary magazine. Among the participants of Winter Free Verse Festival, hosted in January 2019 in the Central City Library, named after Goncharov there were poets Aleksands Chetverkin, Ilya Taranov, Sergey Gogin, Aleksander Timakov, Oleg Kisilev, Aleksandra Belova, Elena Kuvshinnikova, Vera Lipatova, Nalaya Gorobey and Gala Uzroutova.

- 10 Ulyanovsk poets

XVIII International Forum of Young Writers of Russia, CIS and Foreign States (4)

September 2018-2019

On two occasions, Ulyanovsk became a site for holding the International Forum of Young Writers of Russia, CIS and Foreign States. Under the Forum’s frame publishers, higher literary education institutions and literary magazines gave their master classes, making it possible for young authors to have subsequent publications, and for pronouncing names of the authors recommended to get scholarships of Ministry of Culture of the Russian Federation. The most talented participants were given experts’ recommendations to enter Literature Institute, named after A.M. Gorky. Among the participants noted by experts there were young Ulyanovsk authors.

- 6763 participants;
- 82 772 EUR (state funds).

Literary Hall (4)

2019

In 2019, the office of the Program “Ulyanovsk UNESCO Literary City” set up “Literary Hall”, an international literary coworking as a site for activities and execution of events for writers, translators, literary clubs, etc. Technically, the coworking is equipped for hosting events online. As part of the opening, a poetical triptych was presented by David Howard, a poet from New Zealand, who had been working in the International Residence of writers and translators in Ulyanovsk.



NEW CREATIVE CENTRES AND CREATORS SUPPORT (4, 6)

In 2018 Ulyanovsk entered the top-20 list of cities with the highest creative capital index according to the research by PwC and Calvert 22 Foundation. This research destroyed the stereotype that small cities are far less economically developed than Moscow and St. Petersburg.

When entering the UCCN in 2015 we only started developing creative industries and businesses. The core of this process was Creative Business Incubator “Kvartal”.

During the 4 years of being a part of the Network new spaces for creators appeared in the city; most of them are focused on international cooperation in various spheres apart from literature. One such space is the Japanese Cultural Centre in the Ulyanovsk regional library where one can find journals and newspapers in Japanese as well as various guides for those who study the language. Moreover, anyone can virtually travel to Japan and visit its main museums there. The Centre is to host cultural and business meetings as well as exhibitions and lectures devoted to the cooperation between Russia and Japan at various levels. Another space is the International Linguistic and Cultural Center named after Antoine de Saint Exupery at Ulyanovsk State University which conducts researches and project activities in the sphere of international cooperation, introduces the culture of French-speaking countries to Ulyanovsk citizens and holds seminars on intercultural cooperation.

The processes launched in the city expanded to the whole region. In 2018 the new definition of creative industries and their new areas of work were included to the Ulyanovsk Regional Strategy of Cultural Policy. The cultural center “Gorizont” opened in the second largest city of the region; the creative spaces network “Third Place” started its work in small cities and villages of the region to involve the people who live there into creative and social entrepreneurship as well as to help them gain new knowledge and skills with the help of modern communication technologies.

Business support programs including the ones for creative businesses started their work in Ulyanovsk. Now creative entrepreneurs can get grants on modernizing their equipment (42900 Euro) as well on start-ups (up to 4500 Euro).

Entering the UCCN not only influenced the development of the literary sphere in Ulyanovsk but also enhanced international cooperation in other areas. For example, the Alliance Française representation was opened in the city; the mission of the organization is to teach people French, establish partnership with local institutions and carry out mutual projects in various spheres.

The number of grants for creative projects and programs increased. The grant fund of the regional Ministry of culture is currently up to 275 143 euros. Apart from that, there is an annual mini-grant contest “Creative City” which can be participated by both legal entities and individuals. This contest provides opportunities for the citizens to carry out their own local projects. Its grant fund is 2 857 euros.

It was important for the “Ulyanovsk – UNESCO City of Literature” program to investigate which problems both the professional literary community and the general readers face in the city in order to define the main areas of work. During the 4 years the office of the program conducted the following study projects: (5, 6)

- local library system study (2016);
 - social study project on the readiness of the cultural institutions and creative industries staff to apply social innovations in their professional activity;
 - research on the portrait of a writer in a UNESCO City of Literature;
 - study project “Formation of Adaptive Behavior in Conditions of Increasing Information and Digital Inequality” (3 study project in the Ulyanovsk and Samara regions, 3000 respondents, 2019);
 - social study project “New Functions of Public Libraries in Conditions of Moving to Information Society” (2017).
- The office also participated in the following study projects:
- study project “Maximizing the Potential of the UNESCO Creative Cities Network” (2016);
 - UCCN study project on exchanging best practices by the University of Deusto; Ulyanovsk shared its experience in introducing literature to the urban space: “Neskuchny Skver”, “Goncharov House Yard”, “Literary Interventions” (2016 – 2017);
 - British Council study project on UNESCO Cities of Literature (“Neskuchny Skver” project).

INFORMATION PROJECTS (5)

Writers Info Point (5)

Writers Info Point is a monthly newsletter for professional literary community launched with the aim to attract attention to the UCCP as well as to increase the role of culture and creativity in sustainable urban development. The authors get useful information for their professional development and, therefore, get involved in the local information field. Furthermore, any stakeholders can distribute information about their own events or initiatives in the sphere of literature through this newsletter.

Literary Map (5)

In 2019 the program office created the Literary Map of Ulyanovsk which was presented at the UCCN Annual Meeting in Fabiano and is currently available in cafes, hotel and tourist attractions of the city.

Time to Read: reading promotion program (5)

The local government together with the Eksmo publishing house holds a social advertising campaign through the mass media and the urban space (parks, streets, shopping malls, cultural and educational institutions).



5. MAJOR INITIATIVES IMPLEMENTED THROUGH INTER-CITY AND INTERNATIONAL COOPERATION TO ACHIEVE THE OBJECTIVES OF THE UCCCP

International Cultural Forum (ICF)

The Forum has been held annually since 2011 and is a platform for the representatives of both governmental and non-governmental culture to discuss their professional issues. Since 2016, when Ulyanovsk entered the UCCN, the Foundation “Ulyanovsk – Capital of Culture”, the organizer of the Forum, has been the strategic partner of the “Ulyanovsk – City of Literature” program office and contributed a lot to its development.

2016

The Literary Festival “Slovo. Volume II” was among the special events of the ICF cultural program. The Festival included dozens of events participated by actors from Norway, Bulgaria, Estonia, Spain, and Moscow.

The “Ulyanovsk – UNESCO City of Literature” was presented within the ICF business program. The presentation was attended by local representatives as well as guests from Tartu, Barcelona and Montevideo Cities of Literature.



2017

One of the ICF key topics was the promotion of reading, literature, and publishing. The Forum was attended by the representatives of the two UNESCO Cities of Literature: Granada (Spain) and Heidelberg (Germany). They participated in the ICF plenary session and a few round tables; they also held many meetings with potential local partners.

2018

The presentation of the Literary Center “Minaev House” conception took place within the ICF business program; it was attended by the director of House Vodnik in Ljubljana, Slovenia and the manager of the “Ljubljana – UNESCO City of Literature” program.



2019

- Special program “UNESCO Cities of Literature: projects, residencies, publications”;
- International Cultural Forum “Creative Industries Forum 2.0”;
- Special cultural program participated by the representatives from Heidelberg, Mannheim, and Berlin, members of the UCCN.

International Literary Award named after Ivan Goncharov

The Award has been held in Ulyanovsk since 2006, has got international status since 2012 and has been included in the “Ulyanovsk – UNESCO City of Literature” program since 2016. 15 writers have won its prizes during the last 3 years.

The organizers of the Award are the Government of the Ulyanovsk region, the regional Ministry of Arts and Cultural Policy and the Ulyanovsk State Museum of Local Lore named after Ivan Goncharov.

The “Ulyanovsk – UNESCO City of Literature” program office has been the partner of the Award since 2019 when a special nomination for writers who work with the Russian language and translators from the UNESCO Cities of Literature was established. The prize of it is 4286 euros.

German UNESCO Creative Cities Festival “Days of Germany”

August 2016, August 2018, September 2019

In 2016 4 UNESCO Creative Cities took part in the Festival: Heidelberg, Mannheim, Hannover, Berlin.

In 2018 a writer Frank Barsch from Heidelberg (City of Literature), two musicians Maria Kashina and Laura Volk from Hannover and Manheim (Cities of Music) and Marcela Villanueva from Berlin (City of Design) came to the Festival. The 9 festival days saw various master-classes for young writers, meetings, concerts, photo exhibitions, and other events. The citizens also took part in a literary excursion over Ulyanovsk together with the German writer.

In 2019 the Festival saw the first-night show of the theatre performance created by a writer from Heidelberg and Ulyanovsk representatives via online messaging. The performance is called “Oblomov – Schtolz. Transit” and based on the “Oblomov” novel written by Ivan Goncharov. Apart from that, there was a “Lampa” concert of Russian and German music performed by a music band from Manheim and a street-art lab “Kontur” participated by an artist from Berlin.

- over 20 events;
- over 3100 spectators;
- attracted funding: 10 870 euros (including those from the Embassy of Germany in Russia, the Foundation “Ulyanovsk – Capital of Culture” and sponsorship).



Music Festival of British UNESCO Creative Cities “Intersection of Music”

June 2019

In the Cross-year of Music in Russia and Great Britain, the citizens of Ulyanovsk got acquainted with the music culture of the United Kingdom, particularly of Liverpool which is the UNESCO City of Music. The “Intersection of Music” Festival brought together young and talented music bands both from Ulyanovsk and Liverpool. Their concert took place on the Federatsiya Street which is situated in the city center and has a lot of bars and restaurants nearby. There was also a food zone, an open-air exhibition of a modern Ulyanovsk artist and an electronic music platform.

Holding the Festival was possible thanks to the fact that the Foundation “Ulyanovsk – Capital of Culture” took part in a grant program of the Embassy of Great Britain in Moscow.

- 3600 participants and spectators;
- attracted funding: 11 530 euros (Embassy of Great Britain, Russian Union of the Young, local Ministry of Youth Development).



Festival “Japanese Spring on the Volga River”

May 2017 – 2019

The International Forum “Japanese Spring on the Volga River” is being held in Ulyanovsk with the aim to strengthen the business contacts, the inter-regional and economic cooperation between Russia and Japan, to attract innovational experience and technologies in various spheres of life within the Cross Year of Russia and Japan. Various events took place in the city which allowed its citizens to learn more about the culture of the land of the rising sun. One such event was the literary and language program participated by writers and translators working with the Japanese language.

International Residence for Writers and Translators in Ulyanovsk

May, September 2019

It was the first residence program launched by the “Ulyanovsk – City of Literature” program office. The residence activities are aimed at developing international cooperation, strengthening partnership and supporting global priorities of UNESCO in the field of literature.

The residence is not only a pure literary project but also public diplomacy. While living in a city, a writer is getting to know the country better and then can tell about its culture in his or her stories.



Many UNESCO Cities of Literature expressed their interest in the residence program. We received 12 applications from 8 different countries.

The first participant of the residence program was Andrej Hočevar from Slovenia, a poet, a writer and the editor of the famous magazine LUD Literatura. He noted that he was able to work very effectively during the residence. As he said, the program helped him focus on his main activity, i.e. writing texts and thanks to it he was able to write more during that month than he had done during the year before.

The resident took part in some literary events and met some literary workers of Ulyanovsk. The result of his work here was a study report which was published in the LUD Literatura magazine in Slovenia.



The second participant of the residence program was David Howard from New Zealand, the author of 6 books, the participant of several international writer residence programs as well as exhibitions and performances, the editor of several periodicals including the ones about Russian authors. His publications were translated to European languages and his book "The Ones Who Keep Quiet" was recognized as one of the best books of the year by a famous New Zealand magazine "The New Zealand Listener". David also has several literary awards including Mid-Career Writers' Award (2009), the poetical prize of the University of the South Pacific (2011) and the Robert Burns scholarship of the Otago University.



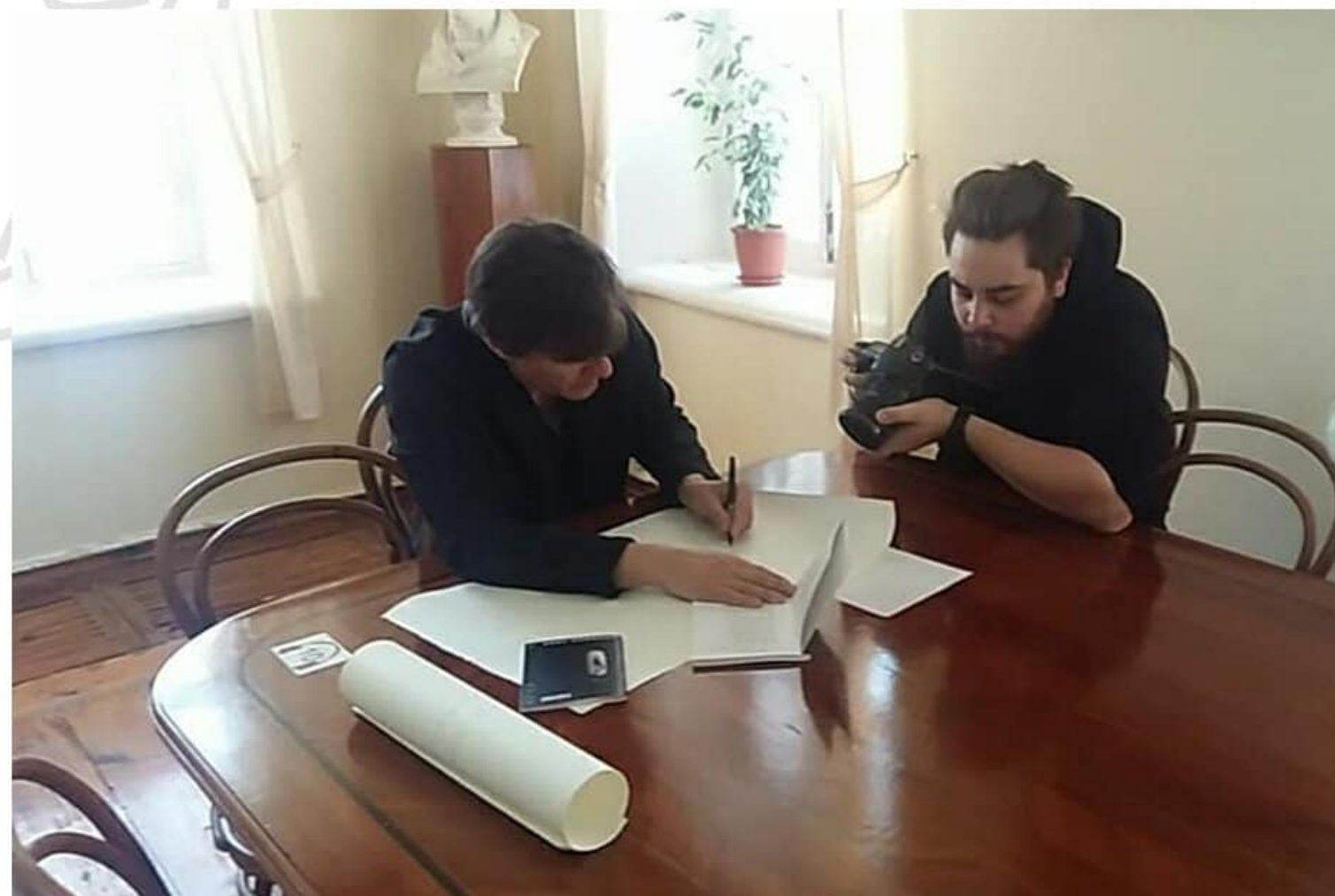
In Ulyanovsk, Howard worked on the texts about the city and wrote a poetic triptych. Particularly, he studied the multi-figure composition made by a craftsman Alexey Morozov in 1905 which is currently situated in the museum of the Ulyanovsk Puppet Theatre. David wanted to help the figures tell their stories. The second part of the triptych is devoted to the poets of the Silver Age and the third one includes the monologues by the main character of Ivan Goncharov's novel Oblomov and a real scientist, a physicist Andrey Sakharov. A local composer Sofia Filyanina, who is a student in the Moscow Conservatory, the laureate of several all-Russian contests and the presidential scholarship holder, wrote music to one part of the triptych. The project was presented at the International Literary Forum in Ulyanovsk.



The writer's residence was included in the European Heritage Days which have been held since 1999 by the Council of Europe and European Commission.

Having analyzed our first residence experience, we plan the following:

- to change the conditions of taking part in the program, so that artists from the UCCN whose work is connected to literature could participate in it and bring visual literary components to our city;
- to consider having a special residence house that could be the place live, work, eat and hold events.



ULYANOVSK – UNESCO CITY OF LITERATURE. NEW OPPORTUNITIES

Being a member of the UCCN made it possible for the creative citizens to participate in unique international cultural projects which are open only for those actors who live in the UCCN member cities.

During the 4 years, the program office in Ulyanovsk supported the network projects held by other Creative Cities of Literature – Ulyanovsk actors took part in the following ones:

- the Cookbook by Dunedin (New Zealand);
- the Russia – Sweden Cross Year (Ostersund): videos of Cities of Literature representatives reading poems by Alexander Pushkin;
- International Literacy Day: Ulyanovsk contributed a children's book cover ("The Scarlet Flower");
- Poetic exhibition in Reykjavik (a poem of a local author in English);
- Poetic Bus in Tartu, Estonia (poems by Ari Yasan, the local poetess);
- Summertime Reading (Cities of Literature mutual project);
- 20 poets and 20 cities in Nottingham (local magazine "Simbirsk");
- International Poetry Day (performance by the Theatre of Poetic Performance "Khoristki" (Moscow); videos of poets from different countries about the voice of a woman and other gender issues: Ulyanovsk representatives made videos of dynamic sand pictures and a video "female lyrics in male locations");
- Bread of the UCCN (materials about Ulyanovsk bread);
- Essay from UNESCO Cities of Literature (Spanish journal QUIMERA);
- Video Poetry Festival in Seattle (videos).



Apart from that, the Ulyanovsk program office initiated the following network projects:

- Appetizing Reading (literary bookmarks with recipes from the UNESCO Creative Cities of Gastronomy);
- Research on the Portrait of a Writer (started in 2019, is to finish in 2020)

Thanks to being a member of the UCCN Ulyanovsk literary workers managed to open new horizons in their work:

- Gala Uzryutova, the Ulyanovsk poetess took part in the residence program in Ljubljana in 2018. She was working on a project devoted to sounds and poems there. She visited 10 towns and villages in Slovenia where she recorded over 100 sounds which helped her write a series of poems.

- Short films about Ulyanovsk, which had been chosen at the contest by the Ulyanovsk program office in 2017, were shown at several short film festivals: in Bradford (Great Britain) in June 2017, in Santos (Brazil) in July 2017, in Angel-Le-bens (France) in July 2017; in Antalya (Turkey) in September 2017; in Joa Pessoa (Brazil) in November 2018. Four short films were demonstrated: "Simbirsk – Ulyanovsk. The Voice of the Wind" by Sergey Burtsev and Vyacheslav Serdyuk, "Walk along the Streets of Ulyanovsk" by Ruslan Makhmud-Akhunov, "Flying over Simbirsk" by Vladimir Gurkin and "Morning Ulyanovsk" by Yulia and Gala Uzryutova.

- At Atelier Theatre in Stuttgart (Germany) stage reading of the play "Dummerchen" by Gala Uzryutova (Ulyanovsk) were performed. It was the first performance of this play in German.

- Promoted by the program office, the tale "Technology Miracle" entered the long list of the famous All-Russian Literary Contest "Short Children's Work" by the publishing house "Nastya and Nikita". In 2019 the contest was held for the 14th time. Over 500 works participate in the contest annually.

- The program office helped Danila Nozdryakov, the Ulyanovsk poet, take part in the seminars of the Moscow Union of Writers which resulted in the publishing house "Voimega" publishing his book of poems. It was the 19th time when the Moscow Union of Writers held such seminars. This year there were 404 applications from different cities of Russia and abroad. The authors chosen by experts attended master classes of famous writers, dramatists, and poets.

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

The proposed action plan for the forthcoming mid-term period of four years is determined by the bottlenecks growth areas, which we have identified in the course of 4 years of the Program's operation.

In 2019, two other Russian cities joined the Network: Kazan (music city) and Kargopol (city of traditional crafts). For us, this opened up potential for implementation of intersection projects. The following joint projects have already been scheduled together with the Network's Russian cities:

- International festival of budding composers (Kazan UNESCO City of Music) – involvement of fledgeling poets involvement in the competition for the best text of a music piece;
- “Culture Wednesdays” (Kazan UNESCO City of Music) – exposition of Ulyanovsk Balalaika Museum in Old Tatar Quarters (Starotatarskaya Sloboda);
- Traditional Crafts Festival (Kargopol UNESCO City of Traditional Crafts) – involvement of Ulyanovsk folklorists and Ulyanivsk Baklalaika Museum.



6.1 Presentation of a maximum of three main initiatives, programmes or projects aimed at achieving the objectives of the Programme locally, highlighting expected outcomes and impacts.

The main forthcoming period objectives are:

- maximum involvement of citizens into literary projects, promotion of reading, provision of access to books, reading and cultural projects for socially disadvantaged groups;
- development of infrastructure of city libraries, digital and creative hubs, meeting the today's needs of citizens;
- inclusion of literature component into urban space;
- development of mechanism of support and promotion for professional and emerging authors.

1. The “Year of Book” program – events and projects on popularization of reading for citizens

- The program “Bookmania 2021”
- The project “Reading PRO 2022”



2. The program of renovation of city libraries – in line with digitalization, renewal of contents and externals of city libraries.

- Model libraries. In 2019, as part of the “Culture” national project of the “Modernization of Russian Libraries” federal project, 2 model libraries were inaugurated (funding amount 142858 EUR from federal budget and 35715 EUR from municipal budget). In 2020, involved in research of literary regional study, the Central City Library, named after I. Goncharov will be brought up to code (funding amount 142858 EUR from federal budget, and 35715 EUR from municipal budget). The federal program is in effect until 2024. There will be 11 more applications prepared.

- Minayev's House. We plan to build up a modern innovation literary-museum center “Minayev's House” (devoted to the Russian satirist) with the aid of modern multimedia IT technologies. For literary artists and the professional community “Minayev's House” will become a modern center intended for working and creative activity. The center's potential allows using new tools of creative activities: digital (IT) technologies, shared use of resources, social innovations. For creative young people, the center will become a cultural and educational site. Involvement into the cultural process of new participants with their ideas, the possibility of keeping the heritage work up to date, producing cultural content of new quality, achieving more sustainable impact on quality of the city's cultural life. Moreover, the museum-center will mark a new tourist attraction on the city's literature map. Currently, work is underway to develop the design and estimate documentation for the house reconstruction.

- Reconstruction of the Ulyanovsk Regional Library for Children and Young People, named after S.T.Aksakov, as bringing up keen readers from the very childhood is essential for the city to have a modern, technically fitted, open and interesting Palace of Children's Book. After reconstruction, the library will be a space for creative development and professional personal identity of children. The library's scope of work is to be transformed to that of Academy of Reading and Literary Creation. Creative writing laboratories, art residences, creative reading clubs, studios of theatre and speech are by far not all forms intended for use. Children's mentors will be represented by art professionals: writers, actors, librarians with authorial programs. Technology options allow for interaction with UNESCO cities and foreign partners.

3. The program "Literary Interventions"

- "LiteraTour» - a city tram and trolleybus tour with reading literary writings (June, September, annually);
- "Follow the Word" – a bicycle route with listening recorded literary writings (May, August, annually);
- "Entertaining Garden Square" – a consecutive public literary events in the garden square named after N.M. Karamzin (May - September);
- "Literary Stops" – producing graffiti themed on pieces of writing (2 stops);
- Literary garden square – reconstruction of poet Yazykov's garden square in the central city area;
- Poetical alleys – spring decoration of the urban space with abstracts from pieces of poetry (May, annually);
- The Festival "Pushkin in U-City" – outdoor areas, libraries, parks, children's cafes will be sites of Pushkin's readings, play programs for children, Russian Language lessons and actions, plein-air (June, annually)

4. The program of support of professional literary community

- Work of the International Literary Coworking "Literary Hall" (hosting master classes, courses for professional literary community, online events jointly with UNESCO literary cities, provision Ulyanovsk writers and translators with jobs)
- "Portrait of Writer of UNESCO Literary Cities Network" – a network research project.

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

The Program's central work-stream will be always interaction between the Network's cities to achieve the UCCP priority goals. The forthcoming period plans in the above direction are inclusive of both traditional international events as well as strategic initiatives, after which we shall strive to implement.

1. International Literary Residence in Ulyanovsk (2020-2024, annually). The residence's format will be expanded in consideration of the possibility of participation members of all creative industries, though remaining within the framework of literary projects implementation.

2. International Literary Prize, named after I.A. Goncharov (2020, 2022, 2024) Prize winning involvement of writers from UNESCO literary cities in special nomination.

3. International Cultural Forum (September, 2020). A forum for discussions and planning network projects with UNESCO literary cities.

- Russian-Japanese Forum of Creative Industry
- Arts Festival of UNESCO Creative Cities

4. International Youth Russian-German Academy of Street (June, 2020).

5. Ivan Goncharov's Days in Europe (France) as part of the Russian project «"Russian Seasons" (2020)

6. Application for hosting of annual meeting of coordinators of UNESCO Literary Cities (2022)

7. Filing of application for the World's Book Capital designation (2023). In 2019 the city applied for the above designation without result but we will continue to improve the presented program, augmenting our potential and hoping to obtain the designation in the future.



6.3 Estimated annual budget for implementing the proposed action plan

- Support of activities of the Program (including personnel, floor lease, communication, etc.) - 14300 EUR per annum;
- Issuance of printed matter and promotional products - 572 EUR per annum;
- Travel expenses of participants of Network events – 5700 EUR per annum;
- Hosting local events - 5500 EUR;
- Program of renovation of the city libraries - 180000 EUR in 2020, followed by applying for raising federal funds;
- Hosting international events - 93500 EUR annually;
- Applications for provision of financing – for renovation of the city's libraries (application for the amount of 142 800 EUR), to state, commercial and foreign funds for hosting events (applications for total amount of 35800 EUR);
- Book publishing – to a minimum of 15000 EUR, annually.

6.4 Plan for communication and awareness

For the time of operation of the program "Ulyanovsk UNESCO Literary City", the awareness campaign has been managed mainly in Internet. Along with pages in all popular social media sites, a dedicated program's site was set up and populated. Besides, the Office worked actively with local mass media.

For the next 4 years, we will have to make the program "Ulyanovsk UNESCO Literary City" recognizable for the citizens, and draw a maximum possible number of shareholders during the program's implementation by means of:

- creative PR-campaigns with potential participation of all city inhabitants. This will enable us to draw attention of mainstream audience to the program.
- active presence in the urban space and crowded downtown areas (popular culinary options, hotels, culture and sport establishments, etc.).
- national and international mass media. The process is designed to cultivate Ulyanovsk's image as a city, which considers the creative sector as a key priority of its sustainable development.
- special events for mass media, including popular bloggers.

Furthermore, progression in professional community will be one of the objectives of the information support and educational activities. We plan to continue Writers info point distribution, and include the program-specific regular column into specialized literary printed and network publications.

All of this will promote the goals and objectives of the UCCP program within the general public.