

2019 in A5



in A2

2030

THE CULTURAL STRATEGY OF THE CITY OF CHEMNITZ

until the year 2030

MAKING SPACE FOR CULTURE

The year 2019.

Chemnitz has set itself the task of becoming an attractive cultural city within Europe by the year 2030. All citizens should have access to culture – be it in creating or experiencing, whether they are newcomers or born in Chemnitz. Whoever promotes the culture of a city, promotes creativity, togetherness, openness, understanding and thus the quality of life of all!

Chemnitz offers ideal conditions for this. With its open spaces, the city is the ideal cultural experimentation ground for the citizens of Chemnitz. And there already are many ideas and visions: An academy for experimental arts in the middle of the city, for example virtual museums and cultural buses jetting through the city. A vibrant downtown, full of galleries, concerts and bars.

Write the visions and purposes of the six subject areas on a blackboard and start the experiment!



Cultural and creative industries as a driving force

From the Manchester of Saxony to the Creative City Chemnitz!



Cultural education

Exchange and discuss, learn from each other and create together – no matter how old, no matter from where, everywhere in the city.

Modern Chemnitz

Industry meets Culture – Culture meets Science
Promote the proven, design new spaces – in the Chemnitz city laboratory
Digital Chemnitz – on to the Smart City
Roll down the sidewalks, join the City after Eight

CULTURAL...

... communications,
... marketing
and international partnerships

We stay in touch – within the city, within Europe.

GIVE SPACE!

Support for the creators, which shines far beyond the city!

Industrial Culture

Respecting a common heritage, hand in hand into the future – industry and culture in Chemnitz!



LAB

Still, the ideas are only chalk marks on a blackboard. Let's go to the lab, take a close look at the visions and dare the experiment!



ATTENTION, ATTENTION! Disregard at your own risk!

- better access to culture ✓
- new instruments of cultural promotion, sustainable cultural policy ✓
- more networking, more exchange ✓
- more recognition with awards and recommendations ✓
- Further education and professionalization offers for cultural operators ✓
- more international exchange and cooperation ✓

To the lab!

Under the microscope, the visions of the cultural strategy become more tangible. Let's take a closer look and see how a sustainable cultural policy can make life in the city better for everyone!

1

Prerequisites

Basics first.

New instruments of cultural promotion

Culture needs promotion! That's why application for funds and access to the city's spaces needs to be easier for creators.

Communication – public relations – marketing activities

„What's going on in the city? Who should I talk to? I would also like to say something! „Communication with the citizens of the city – analog and digital – at eye level.

International exchange and dialogue

Chemnitz becomes internationally known as a city of culture. And invites the world to artistic work in the city!



Experimental fields

Trying them out.

Academy for Experimental Arts

Chemnitz as a think tank. Here, science, art, culture and business research social and aesthetic innovations together.

Chemnitz City Lab as a method

How do we live together in the future? How do we learn? How do we work? How do we drive? How do we eat? Chemnitz becomes the laboratory where experts and citizens work together to research these issues.

3

Future projects

Evolving them!

Festivals and large-scale international events

Begehungen Art Festival, the Schlingel International, Festival for Children and Younger Audiences, the Saxon Mozart Festival, Days of Jewish Culture, Museum Night, International Marianne Brandt Award, Fuego a la isla Festival, TANZ | MODERNE | TANZ International Festival for Contemporary Dance, POCHEN Biennial for Multimedia Art – Chemnitz is well equipped with major events. In the future, these will be further expanded and new events developed so that there is something for all citizens and visitors from all over the world will flock to Chemnitz.

Museums, collections, archives and memorials

All institutions are pulling in the same direction, working together and developing forward-looking cultural offerings without losing the sense of tried and tested traditions.

Art in public spaces

Art has to get into the street so everyone can see, hear and experience it. Because art is for everyone!





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Chemnitz in the year 2030

A lot has changed in the city. A walk through Chemnitz reveals experimental galleries, theaters and meeting rooms. And everywhere there are culture and book buses driving around. Everyone works together. Whether municipal baths or museum, theater or free culture! And just now a train arrives with visitors from all over Europe!

And what about cooperation? We cannot find mountains of papers in the offices anymore. Do the citizens of Chemnitz no longer want to implement their own cultural projects and no longer submit funding applications? No, just the opposite! The citizens and artists of the city have already planned everything and are already starting! Thanks to digital applications, sustainable funding instruments and closer cooperation between the city and citizens.

Maybe everything did not always work the way it was planned at the beginning and sometimes other ways had to be gone, but that was the experiment: Chemnitz, a European city of culture in 2030 – designed by and with the inhabitants.

After all the experimentation, researches and trying out... Here's the check list! Do you find every idea? Or did something else entirely develop?

Cross-topic concepts

- 1 New instruments of cultural promotion**
Where do artists, cultural producers and organisers find it easier to plan their projects and where do they start? Where are the paths shorter and the barriers lower than before? 7x
- 2 Communication – public relations – marketing activities**
There is nothing going on in Chemnitz... Have not heard this sentence in a long time! 5x
- 3 International exchange and dialogue**
In the past, people from Chemnitz used the train to go to the other cities to work. Now the train brings scores of visitors and tourists from all over the world to Chemnitz! 9x
- 4 Academy for Experimental Arts**
Art is just pictures, theater and a book. Nope. In 2030 Chemnitz experiments! Can you find places where experimental art is created? Little tip, they do not look like typical ateliers! 5x
- 5 Chemnitz City Lab as a method**
In the Chemnitz city lab, the residents and the „city“ come together and experiment for a Chemnitz of the future. 4x
- 6 Festivals and large-scale international events**
What are all the fans from Dresden, Leipzig and Berlin doing here? Oh yes, the cool festivals are back in Chemnitz. But hold on a moment, the theater, art and film fans will also get their money's worth! 9x
- 7 Museums, collections, archives and memorials**
What happened at the Kaßberg Prison Education and Memorial Site? Why is a train being pulled through the city again? Is it real? 7x
- 8 Art in public spaces**
Art belongs in a museum? Performance in a theater? Nonsense, in the street many more people can benefit! 9x



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You can find the complete version of the cultural strategy of the city of Chemnitz here: www.chemnitz.de/kulturstrategie