

Webinar series Future Creative Cities

ARTISTIC CREATION IN PUBLIC SPACES

Experience of Marseille – European Capital of Culture 2013



• Culture
Lab

artCēsis



Overview of Marseille

ECoC 2013:

How Can Culture Help Shaping the Future of a City ?



EUROPEAN
CONSERVATIVES
AND REFORMISTS
GROUP



Sébastien Cavalier

Director of Cultural Affairs,
City of Marseille

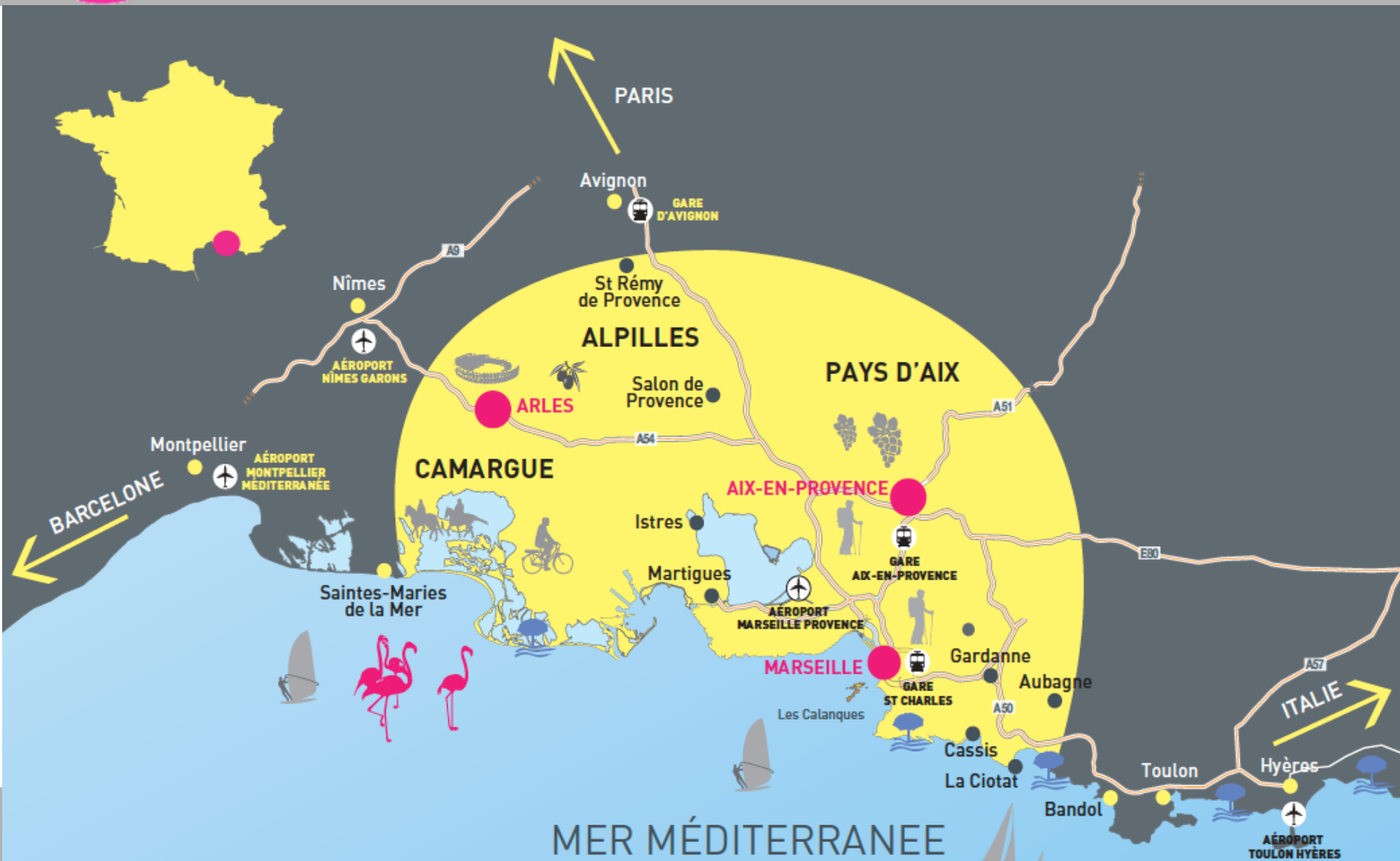
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Marseille Provence 2013 European Culture Capital : How Can Culture Help Shaping the Future of a City ?

**Sébastien CAVALIER
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Where is Marseille ?



Key Facts & Figures



- 2600 Years of History
- 2nd City in France
- 241 sq km = 2,5 x Paris
- 860 000 Inhabitants
- Strongly Multicultural
- A Poor City
- A Gate to Mediterranean Sea



An Opportunity for Change & for Development



Team Work Leads to Success



An Opportunity for Change & Development

- **Boost Urban Development**
- **Foster Economic Development**
- **Change National & International Image**
- **Build Pride Among Stakeholders**
- **Strengthen Social Cohesion**

Europe Largest Urban Planning Project (1995-2030)



EUROMÉDITERRANÉE

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Redeveloping the City & Reconnecting Marseille to the Sea



650 Millions Euros for Cultural Infrastructures



FRAC

J1

Regards de Provence

Villa Méditerranée

MuCEM

Marseille's new waterfront

MUCEM : The New Landmark By Arch. Rudy Ricciotti



MUCEM : The New Landmark

By Arch. Rudy Ricciotti



Villa Méditerranée

By Arch. Stefano Boeri



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MP2013

FRAC : A New Contemporary Art Centre By Arch. Kengo Kuma



Vieux Port Given Back to Pedestrians By Sir Norman Foster



Vieux Port : The Heart of Marseille
450 000 people in the street
For MP2013 Opening Ceremony



Between flames and floods

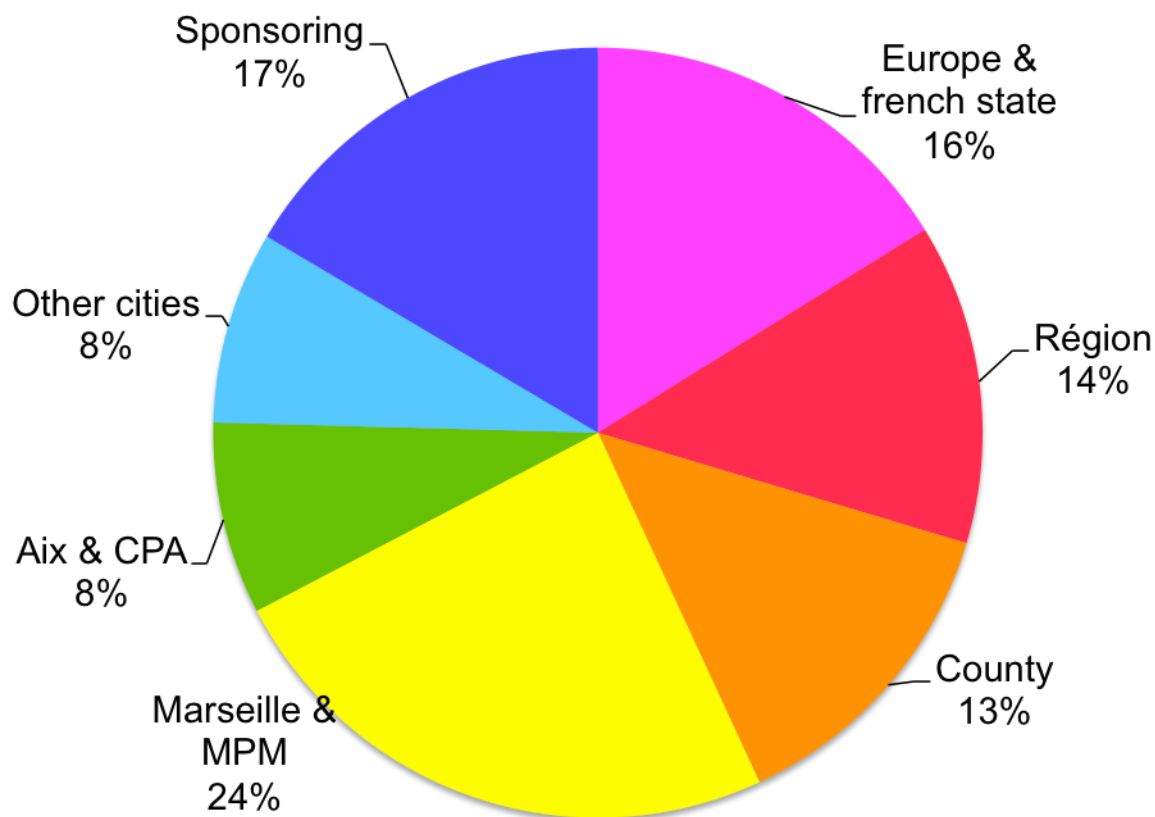
420 000 spectators





MP2013 BUDGET

TOTAL BUDGET : 91 M €



**Europe
1,5 M€ + 1M€
FEDER**

+ 8 M€ TICKETS



MP2013 Key figures

- **650 M€ invested on cultural facilities**
- **900 cultural events**
- **61 M€ dedicated to the events**
- **206 sponsors**
- **97 cities involved**



KADER ATTIAS' TERRACES

30 000 visitors



- Artists residencies in areas undergoing urban renovation
- Involvement of the local residents who are encouraged to appropriate public spaces and contribute to their transformation
- 15 residencies launched since 2011



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MP2013

Harmonic fields

30 000 visitors



Art Performance at Public Spaces : La Folle Histoire...

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MP2013



TransHumance – Arrival

300 000 people





Metamorphosis, an Ephemeral City by Olivier Grossetête





GR 2013

A 360 km artistic walking path





Attendance Figures

- More than **11 M** visits on MP2013 events
among which
 - 1.815 M visits for the major events
 - 6 M visits for the exhibitions and new museums
 - Performing arts and others : 1. 9 M
- Local population strongly involved : 67% of residents attend



Media impact

- Media impact : over **10.000** press results
- 19 % international medias
- More than 500 Television programs

**Marseille : N° 2 Top City to Visit in 2013
By The New York Times**



Tourism Impact

From January to December 2013, hotels have excellent results

5.6 million nights: +8% compared to 2012

Foreign tourists : + 21%

69% of clients are French, 31% foreign,

7 of 10 customers are European

Closing Party on 31st December

Attendance 165.000

Thank you for listening!
#ECCoC2027



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