



SHORT PRESENTATION OF BODØ'S  
BID FOR ECoC STATUS IN 2024



**BODØ** **2024**  
European  
Capital of Culture  
Candidate City



Photo: Geran Kristensen

In June 2017, the EU confirmed that a Norwegian city may bid for European Capital of Culture (ECoC) status in the period 2021-2033. As the region capital of Nordland, Bodø's ambition is to become the first arctic ECoC in 2024.

Bodø has broad political support in municipality, region advisory, the nine region centres, Nordland county and the other North Norwegian counties.

«ARCTICulation» is the title of Bodø's bid for ECoC. It combines and contains the terms «arctic», «art», «culture» and «communication». In the pre-selection phase, we have delivered an application responding to 38 questions in six different categories.

Svalbard

ALTA

Finnmark

TROMSØ

Troms

Nordland

**BODØ**

Population: 51.500

TRONDHEIM

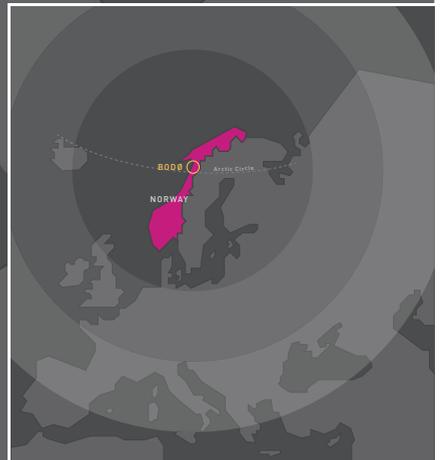
NORWAY

BERGEN

OSLO

STAVANGER  
(2008)

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## WHY

It's time for Bodø's cultural Articulation and to truly open our doors to Europe. Time to challenge the notion that this is simply a cold region, far from civilisation.

In the years leading up to 2024 our military air base is moving away from Bodø. In the same period a new commercial airport is being built one kilometer to the south, allowing us to transform today's military area to a new city quarter. It brings the possibility to create one of the most sophisticated and culturally smart cities in Europe – here at 67 degrees North!

Our region suffers from the rural exodus which seriously challenges regions like ours across Europe.

Bodø 2024 is part of our strategy to reverse this trend.

We are burning with a passion to tell the real story of the Arctic and our history.

Bodø og Nordland will strive to gain a Europe-wide reputation as a place where culture forms a vital part of life.

It's the right time to share with Europe some of our Arctic values. Values of resilience, fortitude and ingenuity.

**Bodø is ready to transition from Arctic to ARCTICulation, from cold to cool.**

## CONTRIBUTION TO THE LONG-TERM STRATEGY

- To reverse the international image of Nordland.
- To widen the production base for culture.
- To connect with groups still not engaged.
- To make better use of unusual spaces.
- To create a connected web of “hotspots” especially for young people.
- To make our cultural offer more international.
- To improve the careers and opportunities for cultural professionals.

## CULTURAL AND ARTISTIC CONTENT

Our artistic vision is connected to the pulse of nature.



### ARCTICulation

From a cold war target  
to a European cultural hub.  
We are articulating an arctic perspective  
on today and tomorrow  
through borderless culture.  
With respect for our histories,  
the land and the sea,  
aiming for new horizons.

# PULSE

**THE PROGRAMME IS STRUCTURED AROUND THREE MAIN THEMES, ARTICULATED THROUGH A BROAD PALETTE OF DIFFERENT ARTISTIC EXPRESSIONS AND ART FORMS.**

**THE ART OF NATURE** is about exploring art in – or from – an arctic perspective. Building on the idea of being one with nature and the environment, as opposed to hiding from it. We are programming projects and events that bring art into the nature, and vice versa. We want to articulate our responsibility of the nature we are part of.

**FISH AND SHIPS** is about our history, and through the programme we are taking aim at communicating both the story of

living in Nordland, and how our story is still living all around us today – our living (hi)story.

**TRANSITION** is highlighting connections with city development and capacity building projects. The towns and centres of Nordland have adapted to change through history, surviving the rise and fall of the industrial era, becoming modern societies. In the years coming we will again be challenged, as we are developing a smart, sustainable region.



Photo: Henrik Dvergsdal

## EUROPEAN DIMENSION

As the first cultural capital in the Arctic, Bodø will collaborate with the entire Arctic region and the Sámi Parliament.

We also need to explore with our European partners how we can make

our young people find our rural regions attractive to them in the future.

We especially face the migration challenge of the European rural exodus.

## OUTREACH

Our overall vision is clear. Bodø2024 will offer cultural events that are professional and available to everyone, in various stages of life, regardless of needs.

This entails a particular focus on people who for different reasons are under-consumers of arts and culture.

Our research has identified that immigrants and refugees, seniors,

low-income families, people who need to travel far for cultural events and activities, as well as people in need of assistance due to physical or mental illnesses are the main under-consumers.

Our cultural projects will be underpinned with a series of parallel measures to address the 3 A's we set out:

**Attractive, Affordable and Accessible.**

## MANAGEMENT

The budget for Bodø 2024 is approximately 30 million Euros, and aims at a three-way funding model. 1/3 from Bodø municipality and Nordland county, 1/3 from the Norwegian government while it is budgeted that commercial income will cover the other 1/3.

The financial contribution from the private and (partly) public sector is based on support from business actors and cultural institutions in the county.

*Hello? This is the  
Arctic calling...*



OCTOBER 2018