



ПЛОВДИВ 2019

Европейска столица на културата

Plovdiv

Lonely Planet ranked Plovdiv as the sixth best city in the World which must be visited in 2015.

WWW.PLOVDIV.BG





WELCOME TO PLOVDIV

History

of Plovdiv

Plovdiv is one of the oldest cities in Europe. It is claimed that the city is a contemporary of Troy and Mycenae, but it is more ancient than Rome, Athens and Constantinople.

Plovdiv is famous with its historical and cultural heritage, which dated back to the Thracian times- the oldest population, for which written sources were found on the Balkan Peninsula. The Thracians had a great culture, which incorporated with other different cultures.

The development of the city is related to the era of Philip of Macedonia. It flourished in the period of heyday of the Roman and Byzantine empires and has preserved to some extent over the years of the Ottoman Empire and reached its rise during the Renaissance.

KEY FACTS

Plovdiv Region is the leading industrial hub in Bulgaria
Plovdiv's economy produces output of € 7,6 billion
annually.

The **second biggest investment destination** in IT and
business process outsourcing sector in Bulgaria.



STABLE DEMOGRAPHICS

1.3 million people live in wider Plovdiv
region (up to 1 hour by car)



A LEADING UNIVERSITY AREA

of national significance



STABLE AND PREDICTABLE POLICY

with respect to tax rates - both corporate
and personal income tax rates are 10%



HOME OF LARGE

multinational investors

LOCATION ADVANTAGES

WWW.PLOVDIV.BG

HIGHWAY

connection

to Central and
West Europe

A road intersection point

of three Pan-European corridors
(IV, VIII and X)

At 1h distance

from the capital Sofia and less than
1.5h away from the International
Airport Sofia





POPULATION

Trend for positive net migration rate

675,000 in the greater metropolitan area

Plovdiv's population is **over 341,000** including the closest settlements

About **477,000** people in working age (20-64 years old) live in commutable distance to the city

1.3 million people live in wider Plovdiv region (up to 1 hour by car)

41 549

**Students in
universities**

10 639

**Pupils in
vocational
schools**



9

Universities

29

**Vocational high-
schools**



EDUCATIONAL INDUSTRIAL BOARD

- **Implementation** of dual education system
- Collaboration between **business** needs and vocational schools
- Doubling the number of **students** in vocational schools in Plovdiv Region
- Establishing an **international** school
- Attracting an international **university**

INNOVATIVE SCHOOLS AND DIGITIZATION

Implementation of the platforms G- Suite for Education
and Microsoft Office 365

Plovdiv Municipality started to implement advanced cloud
technologies in municipal schools

Long- term goals:

- ✓ all municipal schools to start using the platforms until 2019
- ✓ large reduction in paper usage, modern and eco-friendly policy
- ✓ raising the educational level and creating beneficial soft skills
- ✓ more motivated and knowledgeable adolescents, open-minded parents and teachers that affect to the whole local ecosystem



LOCAL ECONOMY



The Plovdiv Region is one of Bulgaria's most vibrant and competitive

The local economy with an annual **output of €7.6 billion**

FDI in the region have average **grown at 11.7% annually** for more than a decade

MANUFACTURING

Plovdiv - the national champion with regard to industrial production and manufacturing in particular

The sector generated revenues exceeding **€4 billion** in 2015, and provided **more than 70 000 jobs**

Manufacturing - **1/3 of the revenues** of the non-financial economy in the Plovdiv Region

Public private partnership /Initiated by the regional big business and officially supported by 9 municipalities and 2 clusters/

The biggest economic zone in Bulgaria with total area of **10.7 million m²** of which **3.3 million m²** are already occupied

The **first Region for Priority Support** from the State in Bulgaria

Investments – already over **€1,2 billion**

120 companies /over 60 of them - multinational, opening over **15 000 jobs**/

TRAKIA ECONOMIC ZONE



CUL TU RE

+

CULTURE & TOURISM

Plovdiv is among the **world's oldest** continuously inhabited cities, according to the British **Daily Telegraph**.





ANCIENT PLOVDIV

The Ancient Theatre



Plovdiv is one of the oldest centers of European civilization – older than Rome and Athens and a contemporary of Troy and Mycenae.

Many of important ancient monuments have been preserved on the territory of the Old Three Hills.

ARCHAEOLOGY

Archaeological Complex Nebet Tepe

On the hill Nebet are situated remains of the first settlement on the Three Hills.



Historical And Cultural

Astonishing historical and
cultural heritage



REGIONAL ARCHAEOLOGICAL MUSEUM

The Regional Archaeological Museum in Plovdiv is one of the oldest cultural institutions in Bulgaria. The museum possesses one of the richest collections of artifacts and works of human art related to the history of Plovdiv District and the Town of Plovdiv - successor to one of the largest and most important ancient cities on the Balkan Peninsula - Philippopolis.

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2014

Plovdiv won the title European Capital of Culture





Our Aim

as Plovdiv ECOC 2019

Blast the “ghettos” long - term projects with excluded social groups - cultural capacity - **social innovation**.

Plug into Europe... **together** with our European partners including our **neighbours** in the Balkans.

Stop the brain drain... by giving space to the ideas of **young and innovative people** and offering opportunities for educational and economic measures to create long - term resilience.

Wipe off the dust... by using artistic interventions to revitalise isolated landmarks and neighbourhoods

Open new horizons... by fostering cultural entrepreneurship and creative industries.

Mobilise resources... by initializing effective public - private partnerships for successful management of cultural resources and find ways to get Bulgarian businesses acquainted with cultural sponsoring.

Enjoy the city TOGETHER... by moving events from the city centre into the residential areas in order to revitalise the suburbs and enhance the accessibility to culture for all groups, especially marginalised ones.

OUR
MOTTO
#together



The purpose of the **European Capital of Culture** programme is precisely to provoke the stereotypical attitude towards the functions and character of art, the places where it appears and the people who create it. The initiative aims to **maximize the authenticity of cultural events** within the city, to find a way to the audience and, above all, to achieve the state which can be gathered simply and clearly in the motto **“Together”**.



Kapana BEFORE/AFTER

- More than **500 small businesses** – galleries, artisans shops, ateliers, craft bars and restaurants;
- **Numerous events, attracting tourists** from the country and abroad and stimulating the development of the **local entrepreneurs**;



Kapana

Creative District

The purpose of the **Project Kapana Creative District** is to develop the potential of this central urban zone as an area of discovery, innovation and experimentation in the sphere of culture, cultural management and the creative industries.

The project is **part of the programme of Plovdiv-European Capital of Culture** in the cluster “Urban Dreams” dedicated to long - term and sustainable interventions in the **urban landscape**, reinvention and revitalization of the desolated spaces and providing them with new cultural functions.



URBAN DREAMS

Tobacco warehouses

The Tobacco Warehouses - Spirit and architecture

The Tobacco warehouses in Plovdiv preserve a special history and potential. Although most of the warehouses are now abandoned, the buildings are not forgotten and the area still fascinates with its unique architecture. The opportunities which may arise from the partial preservation, restoration and transformation of the area into a cultural places are important to us and are implemented in the **Bid Book** of our city under the project “**The Tobacco City**”.

The Tobacco City

Artistic intervention in the public space.

Through artistic intervention, the project cluster Urban Dreams aims to revitalize and open up dysfunctional spaces, buildings and objects as parts of a “parallel abandoned city”. These will be interventions on a local level but there is an undercurrent connected to the narrative of the transformation of public space in European cities.



Urban
Dreams

URBAN DREAMS

The “Kosmos Cinema” project is indicated in the preliminary programme of Plovdiv - prepared for the bid to the initiative European Capital of Culture 2019. Since the second half of 2015 (when Plovdiv was officially given the title) the project was updated in a more practical perspective based on the main concept for preservation and renovation of the abandoned building of the former cinema – an architectural heritage from the socialist period in the country.



Kosmos Cinema

Contemporary Art



Contemporary Art

CENTRE FOR CONTEMPORARY ART

Sixteenth century Turkish baths have been given a new use as exhibition space for contemporary art projects in Plovdiv.



OUR PROGRAMME

After four years of preparation, the programme is already a fact, with more than **300 projects** and nearly **500 events** covering not only the city but also the whole South Central Region as well as the cities finalists from the second round of the competition - Varna, Sofia and Veliko Tarnovo. Gathered through the unique for the European Capitals of Culture initiative experience so far - entirely-open-for-all-artists open calls. Plovdiv 2019 made so far more than **12 open** calls through which **over 1500 projects** ideas had been submitted. Juries of experts had evaluated each suggestion and thus the most democratic approach for selecting a content had been implemented.

Most of the projects in the programme started already and will develop and manifest in the year of the title. Within the framework of the initiative, many traditional city events have gained new strength and have expanded, new festivals have emerged, and an extraordinary amount of new experience with cultural content and its management, will surely remain as a legacy of the initiative.

We have events with numerous and colorful audiences and participants to highlight the high amplitudes in the calendar, festivals, large-scale shows, programmes and we have small scale events like theatre for one spectator. We have the minorities and the deserted spaces in the city as focus – with for example more than 30 projects directly connected with the Roma minority, and more than 10 dedicated to the Armenian, Jewish, Italian, Greek and Turkish diasporas.



SOME KEY EVENTS

ECOC PROGRAMME

ONE DANCE WEEK

ONE DANCE WEEK is the largest forum in Bulgaria dedicated solely to contemporary dance. In Plovdiv, the festival will be presenting the most notable performers in the field of contemporary dance practices in Europe, Asia and America.

ART LIBERTY

ART LIBERTY - From the Berlin Wall to Street Art On the occasion of the 30th anniversary of the fall of the Berlin Wall in 2019, the only traveling collection of original fragments of the Berlin Wall is coming to Plovdiv.

The exhibition consists of works created by the predecessors of the Berlin street art movement, as well as by contemporary street artists.

THE BREXIT BLUES

The **BREXIT BLUES** music festival will send out a strong international message - that Europe's cultural links remain despite Brexit. The weekend programme of Brexit Blues will feature a series of city concerts of Bulgarian and British musicians presenting the British music scene from the 1950s to date - English rock'n'roll, progressive rock, punk, jazz and blues and choral performances, among other styles and forms of music presentation.

PLOVDIV KARAVANA

PLOVDIV KARAVANA - CENTER FOR TRAVELLING THEATERS will gather in Plovdiv. 13 artistic companies from Belgium, France, Italy and Switzerland are setting off on European roads by foot, horses, bicycles or trucks to meet in the European Capital of culture. In June 2019 from 1st to 10th they will set up 3 large artistic camps - in Trakia district, in Stolipinovo district and in the Rowing Canal.

SOME KEY EVENTS

ECOC PROGRAMME

OPERA OPEN

OPERA OPEN - Thrilling shows spread along centuries- old cultural layers.

This is the basis of the music festival "Opera Open". Starting in 2017 as part of the ECOC programme, the festival that is the successor to a 33-year-long tradition has been putting on premiere titles and projects featuring some of the world's most noted artists.

HILLS OF ROCK

The "**HILLS OF ROCK**" festival is one of the major music events in Bulgaria initiated specially for the European Capital of Culture programme. It brings together the emotions of thousands of fans, who enjoy live performances by international stars, rising artists from neighbouring Balkan countries and some of the best Bulgarian bands.

MOOD FOR FOOD

Enjoy the food. Share the experience. Have fun with your loved ones. This is the philosophy of "Mood for Food" - a culinary festival which offers food for all the senses.

The festival's first edition takes place in Plovdiv in 2018. In "Mood for Food", food is at the heart of everything, but relishing it is best combined with music and favourite artists.

ELECTRIC ORPHEUS

ELECTRIC ORPHEUS is merging music and contemporary dance. The format presents Bulgarian and international artists through the combination of various styles and genres - from rock'n'roll, space jazz and psychedelic up to electro, DJ sets and performances. Electric Orpheus's editions will be held in Plovdiv and the region.

Opera Open





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Hills Of Rock



Within 3 Days



On 3 Scenes



**More than 50 000
people**

One Dance Week



Plovdiv Jazz Fest



Plovdiv Jazz Fest is an international music festival for jazz music and culture. The Fest which is a successor of a ten-year tradition of the Plovdiv Jazz Evenings welcomes each year in Plovdiv some of the world's **most influential jazz artists**.

Thank you for
your attention!

*We work towards better
publicity and promotion.*

PLOVDIV MUNICIPALITY



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