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Developing the bid

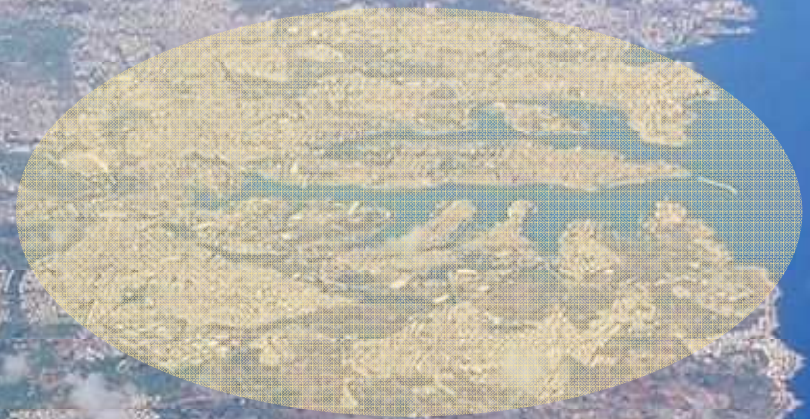
-316km²

-Population of
450,000

-Valletta 2018

incorporates all
Malta and Gozo

-68 local councils



A photograph of a grand, ornate theater interior, likely the Lyric Opera House in Chicago. The view is from the audience looking up at the ceiling. The ceiling is a complex, multi-tiered dome with intricate gold leaf decorations and a central chandelier. The walls are also highly decorated with gold leaf and colorful panels in shades of blue, green, and red. Two long banners hang from the ceiling, one on each side, both featuring the text 'Imagine 18' in a stylized font. The overall atmosphere is one of historical grandeur and cultural significance.

Selection & Bid Book

-Bid titled
“Imagine 18”

-Stakeholders:
artists; cultural
practitioners;
students;
academics

-Foundation

PARLIAMENTARY GROUP SUPERVISORY COUNCIL

BOARD OF GOVERNORS						
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						Douglas Salt
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FOUNDATION

**EXECUTIVE
DIRECTOR**

PA

EXECUTIVE TEAM			
PLANNING UNIT X 2 (1 HEAD; 1 ASSISTANT)	COMMS UNIT X 2 (1 HEAD; 1 ASSISTANT)	RESEARCH UNIT X 3 (1 HEAD; 1 ASSISTANT 1 UOM SECRETARIAT)	ADMIN UNIT X 2 (1 SECRETARY; 1 HR/ADMIN)
CULTURAL INSTITUTION RELATIONS X 1	COMMUNITY & EDUCATION X 1	INTERNATIONAL RELATIONS X 1	FINANCE UNIT X 1.5 (1 PROCUREMENT; 0.5 ACCOUNTS CLERK)
			CORPORATE RELATIONS X 1

Source of Income

- National Government € 39.6m
- Private Sector € 4.7m
- Generated Revenue € 2.3m
- Melina Mercouri



Objectives

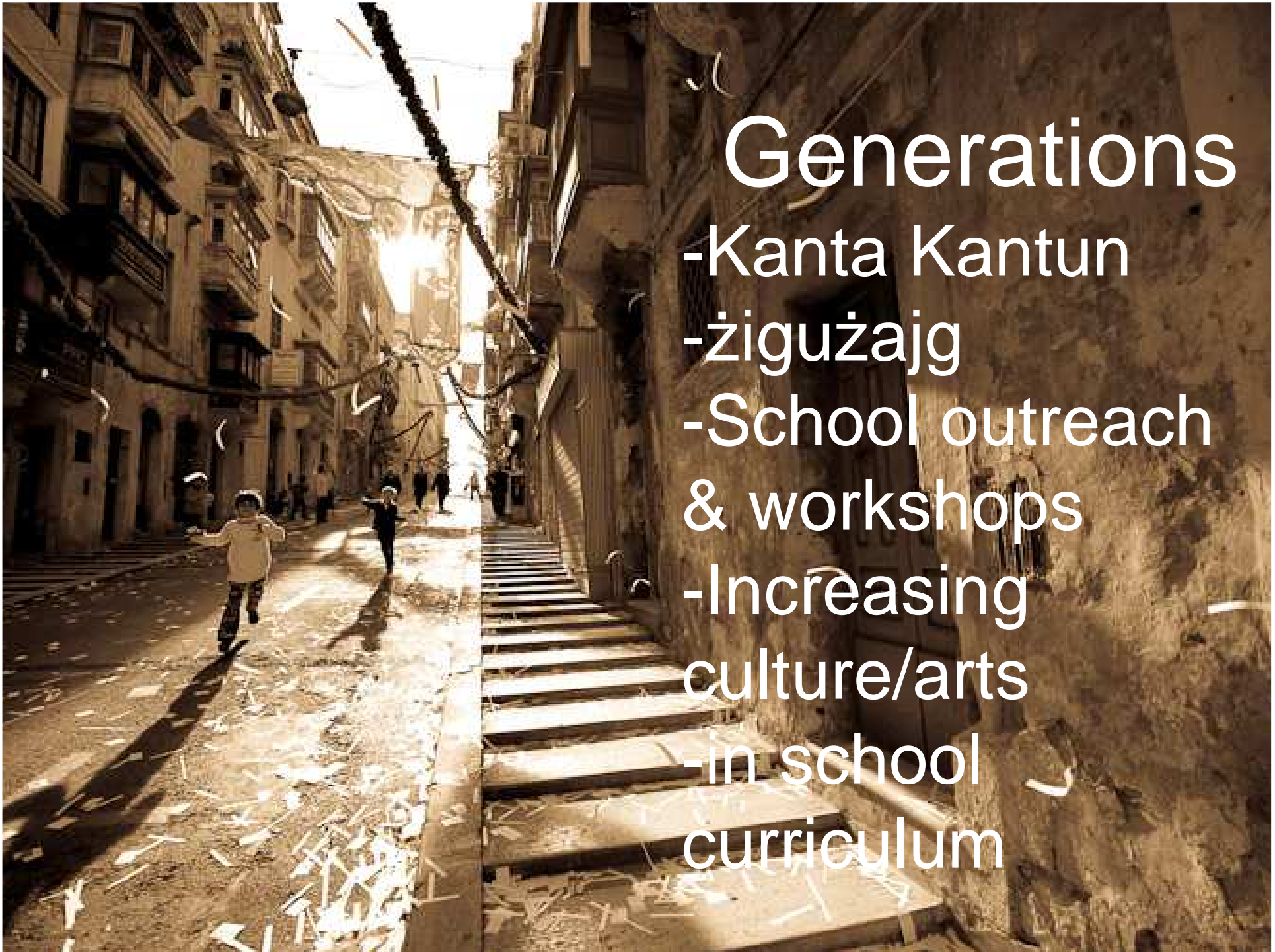
- Transform Valletta into a creative city
- Improve the quality of life in Valletta through culture & the arts
- Stimulate awareness of Malta's diverse cultural identities
- Drive collaboration & excellence in culture and the

Generatio
ns
Education

Routes
Community

Cities
Skills

Islands
Events



Generations

- Kanta Kantun
- žigužajg
- School outreach
& workshops
- Increasing
culture/arts
- in school
curriculum

Routes

- Band on the Run
- Qatt ma Ninsa
- Valletta Forum
- Community Hip Hop



A photograph of three dancers in a dynamic, expressive pose. They are wearing dark, form-fitting clothing. The background is a vibrant, textured red. The dancers are captured in a moment of intense movement, with arms and legs extended in various directions, creating a sense of energy and fluidity. The lighting is dramatic, highlighting the contours of their bodies against the red backdrop.

Cities

Storyworks

Curatorial

school/VIVA

Technical skills

Islands

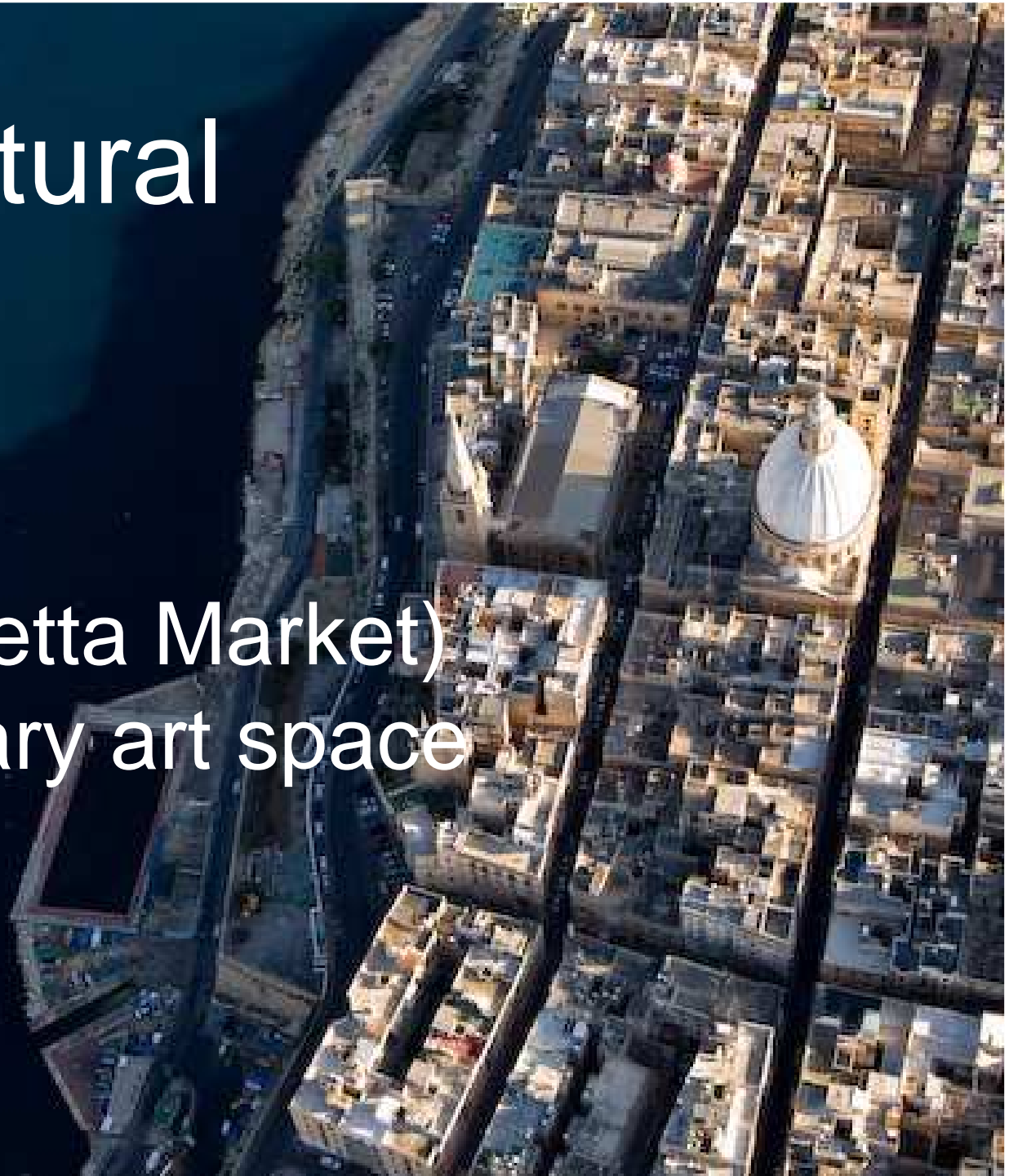
- Malta Design Week
- Malta Fashion Week
- Valletta Film Festival
- UEFA Under-17 European Championship

VIVA



Infrastructural Projects

- Strait Street regeneration
- Is-Suq (Valletta Market)
- Contemporary art space
- MUZA



A photograph of a weathered metal bench on a rocky shore. The bench is made of dark metal with a wooden slatted seat and backrest. It is positioned on a rocky, uneven surface. In the background, there are waves crashing against the shore, creating white foam. The overall scene is somewhat desolate and evocative.

Research

- Evaluation & Monitoring process
- Cultural Mapping project



Tourism

- 12% of Malta's GDP
- Full economic impact of 25%
- 90% of visitors of Malta visit Valletta
- Only 3.4% of visitors reside in Valletta

Tourism

- Maximise growth of cultural tourism
- Reposition Malta as a European destination for cultural tourism
- Collaboration with MTA
- Increase Malta's visibility across borders





www.valletta2018.org

www.facebook.com/Valletta2018

@Valletta_2018

Valletta Local Council:

www.cityofvalletta.org

Arts Council Malta:

www.maltaculture.com

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