

The image features a dark, high-contrast background with a subtle architectural detail, possibly a ceiling or a large sculpture, in the center. The detail has a circular, lattice-like pattern. A vertical purple bar is on the left side. The text 'BOZAR' is in the top left corner, and the main title is in the center.

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BOZAR / The Centre for Fine Arts:
A House for the Arts in a European
context

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What is the
Centre for Fine Arts?

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The Centre for Fine Arts (BOZAR)

- A major cultural centre in the heart of Brussels
 - The CFA is located in the Mont des Arts/Kunstberg district, the city's "museum quarter", which is very much on the up (65,000 m2 of culture and prestige)

The Centre for Fine Arts (BOZAR)

- Art deco building designed by Victor Horta, built in 1928-29 (now 80 years old)
 - 30,000 square metres, on 8 levels
 - In renovation since 1999 (Invested more than 50 million)
 - Masterplan 10 years (100 million)
 - Re-openings:
 - Royal Belgian Film Archives (Cinematek)
 - Exhibition circuit south and north
 - BOZAR RESTO

The Centre for Fine Arts (BOZAR)

- An institution with a uniquely rich, multidisciplinary, and cross-disciplinary range of programmes
 - 8 disciplines
(BOZAR EXPO, MUSIC, THEATRE, DANCE, CINEMA, LITERATURE, ARCHITECTURE, STUDIOS / Education)
 - Major international festivals
(Turkey, India, Portugal, Korea, Palestine, Mexico...
To come: Poland, Denmark, Norway, Argentina, Africa...)
 - Founder of the Europalia Festival (1969) last 40 years (China 2009, Brazil 2011)
 - Member of the ECHO (European Concert Hall Organisation)
 - 1,000 productions a year – 10,000 events

The Centre for Fine Arts (BOZAR)

- Reaches a truly vast public
 - 500,000 in 2002
 - 1 million in 2009
 - objective: 1.5 million in 2012
 - 30% of foreigners among the visitors to exhibitions (10% Netherlands, 10% France, 5% Germany, etc.)

The Centre for Fine Arts (BOZAR)

- 250 partners (Belgian and international)
 - The CFA acts as a platform for new communities in Belgium (not just Flemish and French-speaking, but also Maghreb, Turkish, Expats, etc.)
 - e.g. (collaboration with flemish community)
Da Van Dyck a Bellotto (2009)
 - e.g. (collaboration with french speaking community)
Treasures Old and New from Wallonia (2008)
 - e.g. (international communities): *Balkan Trafik Festival* (which attracts 6,000 people over three days), Mediterranean, Palestinian and Turkish festivals, etc.
 - The CFA is a centre for dialogue and a meeting place for different cultures.
 - e.g. Daniel Barenboim has twice opened our season with his West-Eastern Divan Orchestra (Israelis and Palestinians).

The Centre for Fine Arts (BOZAR)

- **A federal institution**
 - A company that comes under the federal authorities and in particular the Prime Minister, in a country where culture has been regionalised
- **The largest Belgian cultural institution – with an international status**
 - Comparable to the Centre Pompidou in Paris and the Southbank Centre in London
 - Museum without collection (February 2008: 500 movements back and forth between international museums)

Budget

- Consolidated 2009 budget: EUR 51.5 million
 - REVENUES
 - 12.8 million in subsidies from the federal state (this simply covers the salaries of the 400 staff)
 - 6.0 million box office
 - 4.5 million sponsoring and patronage
 - 2.5 million in once-off subsidies and support for productions
 - 15 million from foreign investors as partners or as co-producers
 - 10 million in subsidies for works on the building

Budget

- Consolidated 2009 budget: EUR 51.5 million
 - EXPENSES
 - 27 million artistic budget
 - 15 million overhead (personnel, administration, building)
 - 10 million investment in building

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The international mission of the Centre for Fine Arts

The role of the CFA at the heart of the capital of Europe

- Brussels has the world's biggest concentration of diplomats, journalists, and lobbyists – which leads to intense multilateral contacts!
- A tradition of cultural programming linked to the presidencies of the European Union

The international mission of the Centre for Fine Arts

- Culture is not a ghetto, but a key symbolic and economic activity
 - According to a United Nations report in 2008 on "the creative economy", it represents 3.4% of world trade.
 - It is a sector that is booming (+ 6.4% between 1996 and 2005), with a major economic impact.
 - Belgium is the world's 9th largest exporter of "creative goods".
- Europe
 - The non-profit sector has known the largest growth and has created the highest amount of jobs

Centre for Fine Arts (BOZAR)

The CFA as an international showcase

- a number of countries have chosen the CFA as a showcase in which to present themselves to the world, because the whole world is represented in Brussels.
- The CFA benefits from its strategic location, which enables it to attract investment and promote exchanges (a business model that is unique in the artistic world).
 - e.g. Korea Festival (autumn 2008), co-financed by the Korean government
 - e.g. Mexico Festival (spring 2010)
- Reciprocity
 - e.g. Ensor in Mexico (2010)
 - e.g. Luc Tuymans and Ai Weiwei in China (2010)
- In total, almost 1/3 of the CFA's budget comes from international sources

The role of the CFA at the heart of the capital of Europe

- Links with the presidencies of the European Union
 - The CFA has a tradition of being associated with the presidencies of the EU via exhibitions and festivals sponsored by the countries in question (with openings performed by heads of state)
 - e.g. *Blicke auf Europa* (German presidency 2007 – Angela Merkel)
 - e.g. Portugal Festival (Portuguese presidency 2007)
 - e.g. Mexico Festival (Spanish presidency 2010)
 - e.g. Belgian presidency 2010 (50th anniversary of Congo)

2010 – 2011 in BOZAR

An ambitious cultural programme during the trio EU presidency

A prelude in fall 2009 with **europalia.china**

- 400 activities to illustrate all imaginable and unimaginable aspects of Chinese history, arts and culture

The trio from January 2010 to June 2011:

- Comprehensive programme for the Spanish, Belgian and Hungarian Presidencies
- Preparation of the next trio- presidency (Poland – Cyprus –Denmark)

A Postlude from autumn/winter 2011 : **europalia.brazil**

	January > June 2010 Spanish Presidency	July > October 2010 Belgian Presidency	October > December 2010 Belgian Presidency	January > June 2011 Hungarian Presidency
Main Projects Presidencies	El Greco, 1900 El Angel Exterminador	Africa: Capital Africa, Literature, Festival, Publications, Seminars Congo Festival ASIA: A Passage to Asia		Hungary: Danube Exodus Hungary: Festival
Co-productions with communities for Presidency	Ensor (Mexico) with Vlaamse Gemeenschap	Ensor (Brussels) with Vlaamse Gemeenschap Film Trio with Communauté française	Wim Delvoye with Vlaamse Gemeenschap Film Trio with Communauté française	
Other main BOZAR projects	Mexico: Kahlo, Imagines, Modern Architecture, Photography, Video Multidisciplinary Festival Argentina: Colloquium	Summer of Photography	Lucas Cranach Gilbert & George	Luc Tuymans Jeff Wall David Lynch project
Linked Activities	Seminars: Libertad with ULB and Contemporary Mexico with UA	Museum Central Africa • Congo Stream • Congolese Diaspora	Van Eyck > Dürer (Groeninge Museum Brugge)	
Activities Abroad	Luc Tuymans (USA) The State of Things (China)	Luc Tuymans (USA)	Vlaamse Kunst Collectie Torino Luc Tuymans (USA) Capital Africa in Africa	Cranach (Budapest) Capital Africa in Africa
Political Events	Top EU - Latin America Madrid	Top ASEM Brussels Top EU/Africa Lybia		

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EUROPEAN NETWORKS

ECHO
(European Concert Hall Organization)

A showcase

ECHO – A Brief History

- Founded in 1991 as a small group of closely related concert halls located in the EU 15 member states.
- Two informal meetings of the Chief Executives are held each year.
- Platform with a strong personal commitment (=personal membership?)
- Common philosophy on music programming, the role of concert halls in the community, the relation with the audience and artists.

Shared objectives of the ECHO members:

- to explore, open up and preserve music repertoire
- to stimulate and participate in new (music) creation
- to stimulate the best music practice at all levels.

ECHO - Challenges

Projects with new EU members: problems and opportunities

ECHO 4 – Training Platforms

Creation of “training platforms” in order to foster a structured professional exchange on Education, Marketing, Technical Aspects, Programming and Funding.

Target groups:

From concert halls in the EU 27 member states - Chief Executive Officers, Directors of Education, Directors of Marketing & Customers Relation, Directors of Programming, Directors of Technical Divisions, any other employees concerned by the topic.

- Biannual meetings (e.g. Education meeting in 2011 and 2013)
- 2 halls involved in the preparation of the meetings (one ECHO hall and one hall from a different/remote context (i.e. new EU member states))

→ Creates an internal benefit for the participating employees

- ECHO
 - Example for European cultural networks
 - Inclusion of new member states is essential
 - Form of inclusion needs to be adapted to local situation = challenge for “old” member states
 - Training platforms are starting point

- CONCLUSIONS/CHALLENGES

- BOZAR is main cultural interdisciplinary institution in capital of Europe
- BOZAR is hub for Belgian and multilateral /European (presidencies !) cultural diplomacy. The challenge lies in the combination of political needs and opportunities and the maintaining of artistic coherence and integrity
- (European) networks are essential in positioning strategy of cultural institutions