

PAFOS2017

EUROPEAN CAPITAL OF CULTURE

OPEN AIRFACTORY



CONTENTS

- 1. THE PAFOS2017 CHAIRMAN'S ADDRESS
- 2. THE INSTITUTION
- 3. THE CITY
- 4-5. THE PAFOS2017 ORGANISATION
- 6. THE PAFOS CONCEPT: THE OPEN AIR FACTORY
- 7. LINKING CONTINENTS BRIDGING CULTURES
- 8. THE PAFOS2017 LOGO
- 9. PAFOS2017 OPEN AIR...COMMUNICATION
- 10. PAFOS REVITALIZED
- 11. OPEN AIR...CULTURAL PROGRAMME
- 12. THE PROGRAMME THEMES OF PAFOS2017
- 13. THE OPENING CELEBRATION & THE SUMMER HIGHLIGHT
- 14. OPEN AIR...MUSIC
- 15. OPEN AIR...DANCE
- 16-17. OPEN AIR...CINEMA & THEATRE
- 18. OPEN AIR...ART
- 19. OPEN AIR...GASTRONOMY
- 20. OPEN AIR...RESPONSE
- 21. OPEN AIR...INVOLVEMENT
- 22-23. SPONSORS & VOLUNTEERS
- 24. OPEN AIR...LEGACY

THE CHAIRMAN'S ADDRESS



WELCOME TO PAFOS2017

In 2017, Pafos will be hosting the title of the European Capital of Culture and the Pafos2017 Organisation is proud to be organizing and implementing this great European project. Pafos2017 has developed a strong programme of multinational cultural events based on the concept of the Open Air Factory and the motto Linking Continents, Bridging Cultures. The Pafos2017 programme is forward-looking, yet linked to the history of the city underlining its identity, its heritage and its cultural potential. And what does this mean? That 2017 will be an exceptional year for Pafos, for Cyprus and all those who join in this great celebration. Pafos 2017 will be everywhere in Pafos creating an eclectic cultural narrative based on the themes of Myth & Religion, World Travellers and Stages of the Future.

Pafos2017 will focus on the contribution that culture and creativity can provide to the challenges of smart growth regarding the city's future potential, devising a programme with lasting effects. A programme which impacts on the long-term development and re-branding of the city. Emphasis is placed on contemporary cultural forms, innovation and the capacity to foster creativity by involving local, national and European artists, groups and organisations, as well as being a participative capital of culture; unifying the city with its citizens and providing to visitors a new perspective. Our vision is to make Pafos 2017 worthy of the reputation and scope of this important institution. It is with great enthusiasm and passion that we work towards this outcome.

I invite you to join us in our journey and share with us this wonderful experience. I welcome you to the Open Air Factory of Pafos 2017.

Dr. Christos G. Patsalides Chairman of the Board of Directors Pafos2017 Organisation

THE INSTITUTION

world. The award of this title is a great tribute for standards. any European city and country.

designated by the European Union for a period of one year during which a city is given the opportunity to highlight the importance of cultural development, to involve citizens and creators in this process and to promote European cultural identity.

The European Capital of Culture Programme was launched in 1985 and by 2019 the title will be awarded to 60 cities in 30 countries. The Project has become a key platform for city positioning and a catalyst for economic and cultural regeneration. This prestigious title has developed a significant audience in both Europe and across the world.

The European Capital of Culture is the most It is a high level cultural project that is monitored important cultural institution of Europe and one by the European Commission so that its of the most prestigious cultural events in the programme content is maintained to the highest

The impact of the Project can be evaluated The European Capital of Culture is a title through the change that is stimulated through cultural and social capacity building, by infrastructure improvements and cultural venue development, but also by the economic impact from the upsurge of visitors to the city.

> The implementation path of a European Capital of Culture has turned into a model followed by many European cities seeking cultural growth and image change. The European Capitals of Culture have become a popular destination, while the variety and the quality of their cultural programme acts as an important catalyst for cultural tourism.

THE CITY

Pafos has an abundant historical legacy with many wonderful cultural heritage sites. Among them the remains of Aphrodite's temple, castles, amphitheatres, fortresses, the famous Roman period mosaics and the Tombs of the Kings situated in the UNESCO listed archaeological sites of Kato Pafos.

In ancient times, the first settlement of Pafos was built in Palaepafos (Kouklia), and then it was moved west to Nea Pafos (Kato Pafos). Nowadays, the town is divided into the upper part, which is known as Pano Pafos or Ktima and the lower part near the sea, which is known as Kato Pafos.

In the 1980s Pafos became a major tourist destination, and in 1980 the archaeological sites of Kato Pafos were included on the list of UNESCO World Heritage Sites, placing Pafos on the international map as the cultural city of Cyprus.

> The first capital of Cyprus in Hellenistic and Roman times is now once again a capital:

THE EUROPEAN CAPITAL OF CULTURE FOR 2017





THE PAFOS 2017 ORGANISATION

The Pafos2017 Organisation was established in 2013 as a non-profit limited company assigned with the task of creating a programme of cultural and community events of the highest standard. The Pafos2017 Organisation is responsible for the implementation and management of the European Capital of Culture project, based on the proposal that gained Pafos the title in 2012.

Pafos 2017 will be organising 300 events and projects all over the city and region and in other cities of Cyprus. Through cultural events, community involvement activities, visitor focused projects and city legacy programmes, the Organisation envisages to attract to Pafos large audiences both local and foreign, creating a distinct cultural character for Pafos and by extension for Cyprus.

The development of the implementation of this Project started in 2014, was enhanced in 2015, will be extended in 2016 and will finally culminate with a spectacular programme of events throughout Pafos and other cities of Cyprus in 2017.



THE PAFOS2017 CONCEPT_

THE OPEN AIR FACTORY This cer was de

This central concept of the Pafos2017 Programme was developed based on a tradition spanning thousands of years when culture was enacted out in the open air and on the acknowledgement that there is a necessity for a new openness in our way of thinking, living and acting so that we may reconnect spaces and people in our region. The Open Air Factory guarantees a wider outreach into all parts of the region and community, mass exposure for the Pafos2017 activities and a shared space open to communication and collaboration.

The concept is not just about the openness of space; it is about tolerance, acceptance, encouragement and inclusion of different cultures, ideas and beliefs.

The Open Air Factory will encompass the entire district, both spatially and socially. It will have a decentralised structure with various sections, units, and workshops within the centre of Pafos, extending outwards to the district's municipalities and smaller communities.

LINKING CONTINENTS BRIDGING CULTURES

Pafos has always been at the crossroad of the Eastern Mediterranean and through its modern multicultural reality Pafos now aspires to be the first European Capital of Culture, which will link East and West.

Its geographical proximity to the Middle East as well as to the European mainland, positions Pafos to act as a link for cultural exchange.

Our motto also expresses the need for linking and bridging the differences between Pafos' various groups of citizens: residents, visitors and migrants. Moreover, it stresses the importance of uniting the scattered parts of the city and transforming the entire district of Pafos into a common and a shared space for all its citizens - symbolically and physically.

Last but not least, it highlights the need for bridging the differences between the Greek and the Turkish Cypriot communities through various comprehensive and capacity building projects that Pafos2017 will develop along the way.



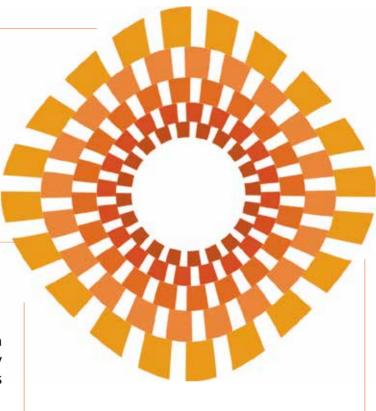
THE LOGO OF PAFOS2017 WAS DESIGNED TO BE INTERPRETED IN MANY DIFFERENT WAYS

To represent the sunlight under which the island of Cyprus prospers and the mosaics for which Pafos is famous for.

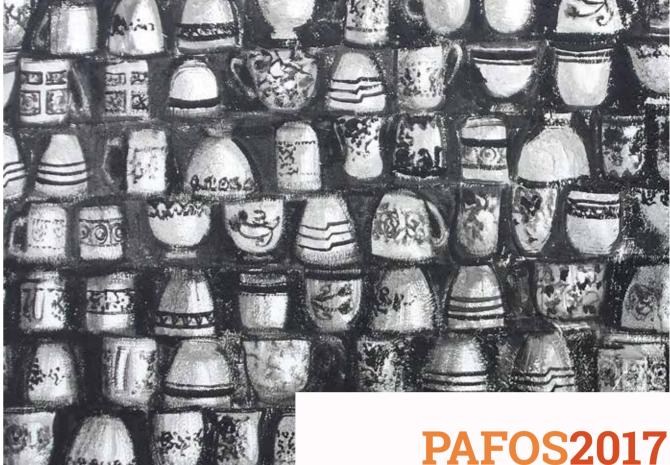
To be an artistic rendition that allegorically refers to the modern multicultural nature of Pafos.

To symbolize with shades of orange, the energy and the warmth of both the city and its people.

To encompass a cultural core which seeks to express that the more energy it acquires, the more it radiates to its surroundings.



To represent the spaciousness of the city, while the small fragments that surround the centre, represent the different regions, cultures and people that will jointly contribute to this effort.



OPEN AIR...COMMUNICATION

The communication strategy is based on a comprehensive understanding of the fundamental mission of PAFOS2017. In terms of content and structure, the communication plan will adhere to and support the Organisation's concept of the Open Air Factory, its philosophy of Linking Continents, Bridging Cultures, the three thematic lines and the overall objectives of the Cultural Programme and the Community Involvement Programme.

The Communication and Marketing Plan for Pafos2017 has been designed to reach out to the widest possible public on three levels: local, national and international. A substantial part of the communication programme will be shared electronically and will therefore target the widest possible public.

Communication using specific tools and means will be used to attract organised local cultural groups and individuals, through the Community Involvement & Volunteer Programmes, as well as to the youth through the School Programmes. The Sponsorship & Supporters Programme, which was designed to make the best use of the Organisation's overall programme, is also part of our communication matrix. National and international communication will be achieved in close collaboration with Pafos Regional Board of Tourism and the Cyprus Tourism Organisation contacts and networks.

EUROPEAN CAPITAL OF CULTURE - PAFOS 2017 9 **8** EUROPEAN CAPITAL OF CULTURE - PAFOS 2017

PAFOS REVITALIZED

The Cyprus Government will fund various cultural and urban infrastructure works within the framework of the European Capital of Culture and these works will remain as part of the legacy of Pafos 2017.

The cultural infrastructure works include the renovation of the Markideon Theatre and the Othellos-Attikon Cinema, as well as the restoration of the iconic Ibrahim Khan into The Open Khan in the centre of the old city of Pafos. Another work of great importance is the bridging of St. Paul's Avenue and the unification of the Archeological Sites, connecting the city's cultural heritage sites with the modern entertainment areas of Kato Pafos.

The urban infrastructure works will include the formation of the largest square of the city in the area near the Public Park and the Municipality of Pafos, while a few meters away the new Kennedy Square will unite existing cultural centres into a central cultural cluster in the heart of Pafos and the traditional commercial centre. Furthermore, the Mouttalos quarter will be revitalized and delivered back to its citizens as an open space for cultural and social exchange.

These and other important works of urban regeneration have begun and even if they are not all concluded in the year of the title, they will be part of the legacy of the European Capital of Culture to the city of Pafos.



OPEN AIR ... CULTURAL PROGRAMME

Pafos 2017 has developed an innovative programme of artistic excellence, European dimension and the active engagement of artists and citizens. The vision of the European Capital of Culture Pafos 2017 is to present a world-class programme, which will host distinguished national and international artists, to create an important international cultural profile for both Pafos and Cyprus and to leave a sustainable cultural legacy for Pafos after 2017.

Strengthening European and international ties and striving for artistic quality are the main elements of the Pafos2017 cultural projects as well as variety, the involvement of artists and institutions from Cyprus and abroad and the engagement of communities, citizens and volunteers. This year-long programme will be dealing with specific themes and will present events and projects of a high artistic level that meet the expectations of an international audience.

Pafos 2017 will celebrate 360 days and organize 300 cultural events and projects in many places and spaces throughout Pafos within the framework of its programme themes – Myth and Religion, World Travellers and Stages of the Future – as well as many projects or ephemeral events added through the Pafos 2017 Open Calls and through its Community Involvement Programme. A number of Pafos 2017 official projects are destined to become legacy programmes, remaining as part of the cultural scene of Pafos after the European Capital of Culture year.



THE PROGRAMME THEMES OF PAFOS2017

I. MYTH AND RELIGION

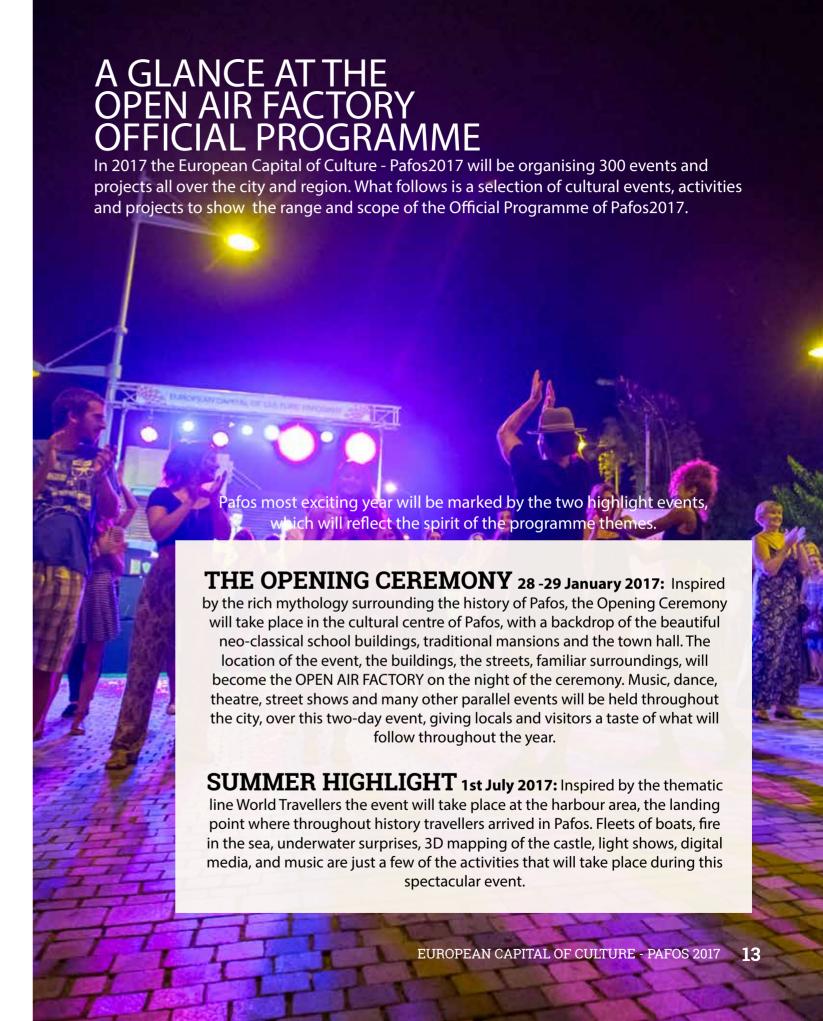
This thematic line refers to Pafos's cultural heritage, historical background, reflecting and placing prominence to the characteristics that gave birth to civilisation and defined its evolution throughout the course of history. Within this thematic line the projects will develop themes on beauty, divinity and mysticism, weaving stories and legends that go beyond Pafos and can be found in the European civilization.

II. WORLD TRAVELLERS

This thematic line refers to the relationships of people over time and expresses the interactions and the mutual influences, not only through conflict and dispute, but also through collaboration, exchange, brotherhood and coexistence.

III. STAGES OF THE FUTURE

This thematic line refers to the present and the future. It presents the contemporary world with its technological breakthroughs, its significant problems, its dreams and hopes, and its initiatives and ideas for change. The common future of the two Cypriot communities and the development of an intercultural dialogue are key topics.



MUSIC

World Music, every month, everywhere The Travelling Stage 2017

January - December 2017: A multicultural Pafos2017 legacy programme that symbolically and literally bridges continents, cultures and music. The Travelling Stage will present a yearlong programme of mainly musical events from around the world combining high artistic quality and uniting themes from all three thematic lines. Within the concept of the Open Air Factory the concerts and events of the Travelling Stage will travel to communities and visitor significant places all over the region of Pafos, acting either as a stage or as a gathering point for actions and events.



photo by Steffen Thalemann

One Touch of Venus & Others

May 2017: A show inspired by Ogden Nash's famous musical One Touch of Venus and other compositions by Kurt Weill and Bertolt Brecht performed by the famous German singer and actress Ute Lemper and the Cyprus Symphony Orchestra. The concert will take place at the Pafos Castle Square.

Moon & Stars

August 2017: A platform of high profile performances and events. World famous artists will perform in evocative open air locations of the Pafos region, like Petra tou Romiou, the birthplace of the mythical Aphrodite and other historical or heritage sites.

Mediterranean Musical Traditions

April 2017: Exploring the musical traditions of the eastern Mediterranean and its neighbouring countries, this project places emphasis on common musical experiences that are the hallmark of all eastern Mediterranean traditions and on developing cross-cultural collaborations that promote this common heritage. A symposium of artists, producers and academics leading to workshops with the participation of students and concerts across different venues in Pafos will also take place in the spring of 2017.

DANCE

The official programme for the enhancement of creation and research in the field of Contemporary Dance in Cyprus will be incorporated in the Pafos2017 programme through a variety of contemporary dance performances.

Contemporary Dance Festival

June 2017: This Festival that presents a series of contemporary performances by major European dance companies will be premiered in the official programme of Pafos 2017 under the motto Linking Continents, Bridging Cultures and will be presented at the Pafos Castle Square.



Mind your Step

March 2017: A project in collaboration with the Limassol Municipal Dance Centre, which involves partners from Italy, Ireland and Cyprus, builds bridges of dialogue between urban space and modern dance. It will involve – among other actions - a symposium with artists and urban development experts, as well as a series of dance performances in the city centre, creating a choreographical narrative of the city.

Spatial Counterpoint

June - July 2017:

In the spirit of the Open Air Factory site-specific contemporary dance performances created by known choreographers from abroad with dancers from Cyprus will be presented. The urban landscape in the centre of Pafos will be the source of inspiration for the choreographers and the performers, and the project will be developed in collaboration with the Departments of Architecture and Fine Arts of the University of Neapolis.

14 EUROPEAN CAPITAL OF CULTURE - PAFOS 2017 EUROPEAN CAPITAL OF CULTURE - PAFOS 2017

CINEMA

See Fest

August 2017: Cinema on the Beach: An innovative platform establishing a summer open-air cinema on the beach and another legacy programme of Pafos2017. Seefest was launched in the summer of 2014 and every summer it steadily increases its popularity with both locals and visitors as it features films with different annual themes: In 2014 the theme was Music and in 2015 it was Gastronomy. In 2016 the theme will be People and Cities and in 2017: World Journeys, Travellers and Migrants. In 2017, a parallel programme entitled Moving Screens will travel to the rural communities of the Pafos region.



THEATRE

Lysistrata

May 2017: A theatrical project inspired by the comedy of Aristophanes that gives prominence to the cultural heritage of Pafos as it takes place in the House of Aion, a Roman period villa with beautiful mosaics found in Kato Pafos Archeological Park. The comedy reflects the global dimension of warfare and is a multilingual production directed by Brian Michaels, with the participation of Greek and Turkish Cypriot, Nigerian and Brazilian actors.



Monodrama Festival

May 2017: Pafos2017 is establishing an international Monodrama Festival in Pafos and commenced in 2015 by introducing the first Monodrama Showcase through a series of celebrated performances. The 1st official International Monodrama Festival of Pafos will take place in May 2017 and will include internationally acclaimed performances as well as local productions resulting from the Monodrama Platform of 2016. This is destined to become another legacy programme of Pafos2017 that will position Pafos on the international map for Monodrama venues.

Trojan Women

July 2017: A play inspired by the ancient Greek drama "Trojan Women" by Euripides. From the Trojan War to recent conflicts, the ravages of war and persecution still exist. Nations continue to divide and people are still being displaced. A production directed by Theodoros Terzopoulos and performed by a multinational group of actors from divided cities such as Nicosia, Jerusalem and Mostar. The stage design is by famous Greek Arte Povera founder and artist Jannis Kounelis. The play will be presented at the Pafos Ancient Odeon.





ART

On Target

July - September 2017:

A target is a universal and dynamic image. Often associated with violent and destructive actions it metaphorically symbolizes an individual or a community attacked; a victim of racism or a victim of exploitation. But the word target also has a positive meaning. It is a desirable goal, a goal to be achieved. For this contemporary art exhibition, artists from past and present war zones from the Middle East, Eastern Europe and Cyprus, will be invited to Pafos for 10 days to exchange ideas and create artwork. This project will involve art performances, video art and interactive activities with the audience. It will take place at the Pafos Municipality Art Gallery.





Eco Art

Throughout 2017:

This project consists of two main events, an ecological art symposium in 2016 and an ecological art exhibition in 2017. The symposium aims to bring together important curators, art theorists, artists and creators to discuss issues of global art and the environment. Artists from Cyprus, Europe and the Middle East will be invited to Pafos in 2017 to work together in the Akamas area and to produce artwork as sculptures, paintings, videos and installations, which will be exhibited in the Akamas peninsula.

The Many Faces of Venus

September - December 2017:

An international exhibition, organized by the A.G. Leventis Gallery in Nicosia in collaboration with Pafos2017, will bring art-treasures from leading European Museums to the island for the first time illustrating myths and legends intimately linked with Venus, goddess of love, and her birthplace, Cyprus. The exhibition will dwell on the multi-faceted stories surrounding Venus as they are told in the West, through art and text, after the Renaissance and through to Modernism.

Pafos, Garden of Tastes

Throughout 2017: A series of culinary events for locals and visitors will convert Pafos into a Garden of Taste, culminating in a vast open-air gastronomic festival in various locations in Pafos with banquets of flavors and local delicacies, based on the traditional Mediterranean cuisine with century-old combinations of ingredients from Greece, Turkey and the Middle East.

Bridging Tastes

May 2017: Students from various countries studying at the Hotel Institute in Pafos will exchange their local recipes, memories and taste experiences. The students will also meet important chefs working in Pafos and create with them new flavours and dishes. The results of this interactive process will be presented to audiences in various open-air celebrations of food and wine at a variety of locations in Pafos.

GASTRONOMY

66 Savour the World

Pafos will have an open-air celebration of food and wine from the Mediterranean region that is renowned around the world and throughout the ages, as an art, as an experience and as a creative process.



RESPONSE

66 The projects in the programme "Re/sponding to Now" translated into artistic production and how we respond to our contemporary, fast-changing and technological world by developing new perspectives, capacities and resilience for future changes.

Terra Mediterranea

April - May 2017: A collaboration between the Nicosia Municipal Arts Centre – Pierides Foundation and Pafos2017; where art acts as an intermediary and mediator connecting and creating synergies between Nicosia, Pafos, Israel and Germany. The exhibition and residency programme aim to detect, investigate and present the overview of contemporary artists around key sociopolitical, cultural and economic issues, the relations between East and West, as well as Europe's role in relation to the current landscape of economic, political, religious, social and deeply existential identity crisis.

Mouttalos – A neighbourhood in uncertainty

Throughout 2017: A variety of activities from exhibitions to workshops and social exchange seminars will take place in the Mouttalos quarter, originally a residential Turkish Cypriot area of

Pafos. After 1974 the original residents left and were replaced by Greek-Cypriot refugees, but the neighbourhood remained in form and character intact, timeless. The aim of this project is to explore and illuminate the spatial narratives of both the Greek and Turkish Cypriot communities.

Out of the Skin

April 2017: A youth project for local and immigrant children from the multicultural society of Pafos, inviting them to express their diversity, creativity and identity. By selecting 10 youths, aged between 14-19 years old, through a competitive process from various schools of Pafos a group of artists, teachers, dancers and special trainers from Cyprus, Germany, USA, Slovenia and Germany will live together, co-create, and transform experiences into artistic creations that will be expressed through performances and exhibitions in the centre of Pafos.

INVOLVEMENT

The vision of our Community Involvement Programme is to develop a strong undercurrent to an inclusive effort, to involve citizens by creating a sense of ownership for Pafos2017, with a common purpose of community renewal through capacity building partnerships and the participation of the wider Pafian society. The mission of this Programme is to develop effective structures and capacities that will exist after 2017 and this will be one of the key legacies of Pafos2017. We will build networks and relationships that will hopefully contribute to the enhancement of the official programme, invigorate civic pride and advance audience capacity.



MAKE IT NEW

Pafos will be aesthetically transformed through street art projects. Over the next two years urban spaces in the city will be developed as open stages and pop-up galleries, establishing a new central map for Pafos with a definitive ecological and artistic agenda.

LINKING FESTIVALS BRIDGING COMMUNITIES

A programme that promotes the festivals in the communities of the Pafos region. In 2017 many of the local festivals and actions will be enriched with fresh ideas and additions, with the aim of leaving a legacy of regional synergies and creative progression.

CONNECTING PEOPLE & PLACES

A programme that encourages the pageantry and spectacle of collective creation and participation, by bringing together the diverse cultural groups, which compose the Pafian society. Planned and impromptu events and projects creating platforms for social and cultural groups with themes related to music, dance, games, customs and traditions involving large numbers of people from artistic groups, schools and communities of Pafos.

20 EUROPEAN CAPITAL OF CULTURE - PAFOS 2017

SPONSORS

In order to fulfill and enrich its cultural programme, Pafos2017 collaborates with various sponsors on a local, national and international level. These are divided into: the Official Sponsors, the Event Sponsors, the Media Sponsors, the Hospitality Sponsors and the Supporters. The official sponsors will have a lasting and continuous collaboration with the Organisation throughout the duration of the European Capital of Culture.

The Pafos2017 Official Sponsors will be divided into the following level categories: Pafos2017 Platinum Official Sponsors, Pafos2017 Gold Official Sponsors and Pafos2017 Official Sponsors.



VOLUNTEERS

We believe that the active participation of citizens is a prerequisite in order to achieve the ultimate objectives of Pafos2017. Volunteers are citizens that offer time and services as a contribution to this great effort, either individually or collectively are unified by the common vision to make Pafos a successful European Capital of Culture for the year 2017.

Through voluntary services the content, path and implementation of the Project is strengthened, team building and by extension civic pride is promoted, and various important events are greatly extended. In this spirit, Pafos 2017 warmly welcomes volunteers of all ages who are willing to contribute actively to its activities and events.



22 EUROPEAN CAPITAL OF CULTURE - PAFOS 2017 EUROPEAN CAPITAL OF CULTURE - PAFOS 2017 23

OPEN AĪR...



LEGACY

An important part of the overall vision of Pafos2017 is to leave behind a cultural legacy in Pafos that can be sustained and advanced. Sustained by the local authorities and advanced by cultural groups and the citizens of Pafos. Beyond the events and shows of the title year, we plan to go further than just the celebration. We aspire to create content and structures. Pafos after 2017 will be a different city. It will have a novel agenda of cultural events, a series of new urban infrastructure and cultural venues, revitalized community traditions, and a new generation that considers culture to be synonomous to progress and innovation. This is the path that the Open Air Factory has chosen to construct and this will be the legacy of Pafos 2017 to the city.

66 **INSPIRED BY MYTHS & RELIGION** WE INVITE TRAVELLERS OF THE WORLD TO EXPERIENCE THE FUTURE STAGES OF THE PAFOS2017 OPEN AIR FACTORY

Photos by Foto Larko Illustrations by Anthie Evaggelou

January 2016 © The Pafos2017 logo is a registered trademark. It can only be used with the permission of the Pafos2017 Organization.



FOLLOW **OUR** JOURNEY



Find out more about us at: www.pafos2017.eu
Or contact us through post, telephone or email:
Address: 55, Griva Digeni Avenue, 8047, Pafos, Cyprus
Tel: +357 26932017
Email: info@pafos2017.eu