

## Symposium Festival Studies

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### Ulrich Fuchs



Ulrich Fuchs lives in Marseille. He was born in Neustadt/Waldnaab (Germany). Studied German language and literature, politics, history, sociology and theatre studies, 1982 PhD at Free University in Berlin. 1984-2005 teaching post at the University of Bremen, 1993-1996 additional teaching post at the University of Mainz. 1984-2003 dramatics advisor at the Bremer Theater. 2000-2004 Manager of the Music and Cultural management course at the College of Bremen. Since 2001, teaching post at the University of Avignon. Since 1998 active in various capacities for the senator for culture in Bremen. 2003-2005 project manager of team for preparing Bremen's application to be European Capital of Culture 2010. From 2005 to 2010 deputy managing director and program director of Linz 2009 – European Capital of Culture 2009. From 2010 to 2014 deputy managing director and program director of Marseille-Provence 2013 – European Capital of Culture 2013. Since 2014 Panel member of the European Commission selecting and monitoring the European Capitals of Culture. Teaching post at several European universities.

### Keynote: The Achievements of ECoC for Internationalization

Launched in 1985, the title EUROPEAN CAPITAL OF CULTURE has been awarded to cities in order to develop a sense of belonging among citizens and to draw attention to cities not on the merit of their heritage or historical assets, but on the merit of a specific, year-long cultural programme characterised by high quality, broad accessibility and international dimension. The programme has evolved considerably since the early years when it was primarily a celebration of the arts in a city. Since the 1980s there has been a major growth in the awareness on the role of culture in a cities' life: its contribution to citizen's well-being and to the prosperity of a city. Many of the cities which have held the title had not only a successful year but have benefitted from a lasting legacy. My key note will try to give answers to the question if internationalization is really one of the lasting legacies.