

Summary // Fast Forward

With the decision to apply to apply for the title of Capital of Culture 2025, Hanover also committed itself to presenting a strategy to develop sites for the arts. Active cooperation and an ongoing dialogue between the arts administration, institutions and professionals, the bodies responsible for the Capital of Culture application (the Advisory Council, the Board of Trustees and, in particular, the Arts Council) and arts policies have resulted in a strategic roadmap. This aims to maintain and strengthen existing high-quality arts offers and potential, as well as opening up opportunities to develop new or hitherto poorly exploited strengths.

The city's arts profile shows that Hanover boasts a diverse and wide-ranging arts scene, which is home not only to established institutions of international standing but also to a large spectrum of independent stakeholders, socio-cultural offers and a richly traditional cultural heritage. Hanover is also an attractive location for the arts and creative industries, and a strong media location.

An analysis of the potentials and challenges has identified not only strengths but also weaknesses and gaps in infrastructure and strategy that need to be closed by the Council to change Hanover's status from an international trade-fair city to a cultural metropolis. To do this, culturally specific issues need to be addressed, alongside challenges for society as a whole such as digitisation, demographic change and the ever-widening gap between rich and poor, which also affect the arts sector.

The preceding twelve guidelines describe the overarching foundations of future municipal work in the arts sector.

Four areas of action have been defined in a participatory process to draw up the Arts Development Plan (ADP). These are: “A strong foundation / Culture as a space of opportunity / On the world stage of Hanover / People in the focus”. These four thematic fields form the strategic narrative. They have been assigned 18 specific objectives and a total of 133 measures. In order to make the objectives of the area of activity clear and tangible, eight model projects were assigned to them, which are to be implemented quickly and in an exemplary manner.

A strong foundation refers to the improvement and expansion of the current infrastructure and includes measures in the field of digitisation, access to public funding schemes and the transformation of the arts administration to ensure that it can support the arts scene in a contemporary and dynamic way, providing it with greater visibility and strengthening existing offers.

Three model projects illustrate this objective: The *transformation of the arts administration* aims to adapt the range of its tasks and influence to meet changing societal conditions and challenges, and to facilitate its transformation into a flexible arts body. The *digital arts city* is a concept for an interactive digital platform that presents Hanover’s cultural landscape in a contemporary and comprehensive way and also promotes digital connectivity. The *10-point plan UNESCO City of Music* aims to develop and strengthen Hanover’s existing potential as a site for music, together with numerous partners including those in surrounding municipalities and state institutions.

Culture as a space of opportunity refers primarily to the area of city arts development and to ways to improve the capacity of arts scene participants to (inter)act and operate

in a dialogue with the administration. These measures aim to open up free spaces with and through the arts and to shape the city in joint projects.

Two model projects exemplify this issue: with an innovative concept, the newly emerging *Döhren Community Centre* aims to contribute to the further development of the district's arts institutions and arts scene as a whole. The development of *two arts sites* in public areas in the city centre is an example of urban arts development through cooperation between various institutions and participants.

On the world stage of Hanover refers to the internationalisation of Hanover's arts scene, both in its external perception and in its arts, as well as raising the profile of the existing international arts scene in the city. The measures described in this area are a fundamental prerequisite for transforming Hanover into an international city of culture. They aim to develop the major inter- and transcultural potential that has been identified as hitherto untapped.

Two model projects serve this purpose: *the transcultural opening* of Hanover's cultural sector aims to increase relevant competence in arts institutions through appropriate qualification and funding measures. The *international positioning programme* aims to increase international visibility.

People in the focus refers to measures that promote democracy and society with a focus on participation, involvement in the arts and in arts education. Participation in the arts is to be facilitated by consistently breaking down barriers and creating new access to the arts thereby addressing, reaching and involving the city's inhabitants in their diversity.

The formation of a *network for arts education* is intended as a model project to systematise and professionalise the offers and programmes of various stakeholders, which have so far been poorly coordinated, on a city, regional and state level, and to take all target groups into account.

The ADP is to be implemented in the form of a rolling plan so that continuous adjustments can be made in its implementation over the 10-year period. As in the development process, participation and the integration of the arts scene should also form the basis for the realisation and implementation of measures.

Alongside a reporting system, external monitoring and evaluation should ensure transparency, help assess what has been achieved and specify further steps.

The first annual arts report is scheduled for summer 2021. After five years, a detailed mid-term review will be carried out, which will also provide an opportunity to make necessary fundamental adjustments for the second half of the arts development planning period in 2030.