

CULTURAL DEVELOPMENT PLAN OF THE CITY OF LINZ

Resolution of the Linz City Council
on 2nd March 2000

The Cultural Development Plan Linz (CDP) lays down the guidelines, priorities and framework of pre-requisites for the cultural policy of Linz in the coming years. Individual proposals and suggestions are also addressed to the federal and provincial authorities.

The CDP is based on a politico-cultural document drafted by experts, which was worked out in co-operation with culturally committed members of the public, politicians, creative and performing artists and experts in a broadly-based democratic process.

On the basis of this work the Cultural Committee of the City of Linz brought out the present version of the CDP and presented it to the City Council for final approval.

The Linz City Council unanimously approved the CDP in the session on 2nd March 2000.

The CDP Linz is therefore complete; it is, however, to be understood as „work in progress“ - changes will always be necessary in the face of cultural and social developments, and these in their turn will be presented to the appropriate authorities for advice and approval.

Linz - from a steel city to a culture city

We are happy to present the Cultural Development Plan of the City of Linz!

With the completion of the CDP for Linz the transformation from industrial city to future-oriented cultural and technological city has become a visible reality.

This Linz concept came into being through a comprehensive democratic process involving the co-operation of experts, artists, politicians and interested citizens. This is what makes the Cultural Development Plan for Linz so special: a city development concept for culture and the arts devised jointly and to be realized jointly through co-operation.

The Linz Cultural Development Plan was approved unanimously by the City Council in March 2000. The broad-based interest and support of both local population and cultural experts were reflected in the broad approval of the council.

The Cultural Development Plan lays down the fundamental principles of the future cultural policies of the City of Linz: high quality in the maintenance of traditions, social and cultural openness, eagerness to experiment and willingness to innovate. Linz is committed to the concept of a cultural city for everybody, with politico-cultural emphasis on the special areas of technology and new media, open spaces, and the independent scene.

The CDP is directed especially at the province of Upper Austria and the federal government. At many different points we invite the province to co-operate with the City of Linz and to take part in joint projects. We also appeal to both province and state to stand by their politico-cultural responsibilities and participate financially in the realisation of such projects.

Although the Linz Cultural Development Plan is now completed and approved, it should not and cannot be regarded as definitive. It should rather be seen as „work in progress“, a concept that must be continually revised and developed.

Now we are starting work on detailed plans and the realisation of specific proposals and ideas. At this point we would like to thank all those who have helped to create the CDP through discussion and hard work, and at the same time to invite them to accompany us further into the realisation phase of the plan. It is our aim as politicians to support and promote all concrete steps towards this realisation.

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City Councillor, Culture and the Arts

Dr. Franz Dobusch
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Fundamentals

1. The combination of economic strength, modern technology und culture has become the trademark of the city of Linz. Our concern is to secure its further development and that of the cultural and artistic potential of the city on a long term basis.

2. Art and culture make creative potential available, from which all other areas of life can increasingly profit. Skills such as creativity, mobility, imagination and intuition are key qualifications for the future. Art and culture therefore do not only enrich the quality of life, but also increase individual professional opportunities.

3. Art and culture can only develop freely under conditions of freedom. For this reason basic democratic values such as political democracy, humanity, solidarity, transparency, respect for the self-determination of the individual, peace, freedom from violence and tolerance are indispensable components of a democratic cultural policy and a precondition for the freedom of art.

4. Cultural policy creates the basic conditions for the safeguarding and development of cultural and artistic life in Linz. It provides the best-possible pre-conditions for further development opportunities, as far as this is possible and meaningful within the framework of the municipal cultural policy.

The city of Linz undertakes to ensure the fundamentals for a positive and permanent cultural development, and to take suitable measures react continuously to current demands and developments.

Historical perspectives

Until the time of the First Republic and the authoritarian corporative state, the name Linz was synonymous with provincial culture. During the Nazi period it was the personal wish of Adolf Hitler to upgrade Linz to a cultural metropolis on the Danube. After 1945 the first priority of Linz politicians was to distance themselves from Nazi culture, placing the emphasis firmly on traditionally humanist cultural values.

Since the 1970's a new dynamic appreciation of the arts has lead to a wider cultural and social definition of the city's cultural policy with the emphasis on culture and technology (Ars Electronica) and open space culture (Cloud of Sound). In both areas a diverse and distinguished artistic and cultural scene has developed.

During the 1990's the pressure on arts and culture was increased by two factors. The general economic situation led to harsher disputes about the distribution of funds between individual sectors such as culture, traffic and sport. On the other hand there was an unmistakable cultural upswing in the tertiary sector (cultural tourism, organisation of leisure, advertising, design, and so on.)

The challenges for cultural policy in Linz lie in this area of tension and in the conscious perception of responsibility for the recent past.

The city of Linz will continue to meet the challenges of cultural policy in the future, and commits itself to the further maintenance of politically and morally exemplary behaviour in dealing with its own past, in particular that of the Nazi period.

The current starting point for the CDP

The number, quality and variety of public cultural institutions in Linz will reach a high international standard with the new buildings of the New Gallery, Musik Theatre and Educational Centre in the Railway Station Complex (Adult Education Centre and Library). Linz will then have a powerful, comprehensive and efficient cultural infrastructure at its disposal.

The Upper Austrian Studios of the ORF (state radio and television) represent another important cultural force, as do many private institutions and societies and a variety of independent production groups and initiatives already in possession of considerable hardware (with an impressively broad effectiveness and structural capability); the range will be extended by additional infrastructure in the near future.

The City of Linz will also take measures in the future to maintain the quality of cultural and artistic hardware and infrastructure at a high level and to improve them in line with the demands of contemporary developments on the cultural scene.

The private and independent groups are given appropriate support in the acquisition and maintenance of the basic structural framework they require.

We seek the support and financial participation of the federal and provincial governments for all measures involving the creation and quality assurance of infrastructure and hardware.

The development of plans and concepts (the appropriate software) to guarantee the quality of all cultural activities and institutions has a high priority for the city of Linz in the coming years.

This is a mandate for the cultural activities and institutions of the city council in particular, but is also intended as a stimulus to the work of other public and private organisations active in the artistic field.

Culture as a public commitment

1. Federal, provincial and local governments represent no individual economic interests. Their policy of support for the arts and culture concerns itself only with criteria such as innovativeness, originality, concentration on particular areas, equal opportunities, support for women's groups, opportunities for long-term development of young talent, preservation of cultural diversity, high-quality cultivation of traditional sites and activities. This in its turn allows creative artists in cultural fields to pursue their work free from the pressures of their own financial situation and of rapidly changing fashions.

The city of Linz acknowledges a fundamental commitment to public funding in the artistic and cultural sectors.

2. By promoting their own functions public funding bodies can ensure that artistically ambitious or demanding programmes are given a chance. They can offer a platform to young and not yet established artists and help them with organisation and infrastructure.

When the city of Linz promotes its own functions it will ensure that it fulfills its communication mandate with programmes of a demanding artistic standard, and in addition providing opportunities for local artistic talent.

The provision of service facilities to creative artists is another fundamental aim of public funding. The city of Linz undertakes to co-operate with the Upper Austrian Government to develop a comprehensive network of these service facilities (equipment pools, communication programmes, advisory centres etc..)

3. The public for culture also profits from leisure activities where quality is the main criterion, and from a variety of cultural events where diversity is guaranteed. These represent valuable alternative pursuits in an increasingly arid social and cultural environment, particularly in the suburban areas.

4. The overall result is a network of activities and institutions free from the financial pressures of the market - this is what public funding can and must achieve.

Linz – Profile

The city of Linz sees itself as a city of culture for everyone with a cultural-political emphasis on technology, new media, open spaces, and the alternative scene.

The basic principles of cultural policy and cultural promotion for the city of Linz are:

- promoting the autonomy and responsibility of those who create art and culture
- promoting autonomous cultural development opportunities for ethnic and social minorities
- special support for women
- special support for contemporary art
- promoting innovation, originality and artistic experimentation
- high quality in the maintenance of traditions and the safeguarding of the cultural inheritance
- promoting the scientific treatment of media art and work with the media
- developing networking and co-operation models for linking the available artistic, cultural and scientific resources and potential in Linz and Upper Austria, and to use these for effective division of labour in the art and culture scene.
- further developing the mutually stimulating connection between the strong regional economy and the innovative art and culture scene
- high quality development of existing facilities
- development of communication and target group concepts
- creating and further developing the basic conditions for culture in urban areas, pub culture and markets
- creating, converting and/or utilizing old and new spaces and places for art and culture
- providing well thought-out and lasting support for the central cultural focus on technology, new media, open space, culture for everyone and the alternative scene.

This choice of focus has consequences for and innovative effects on the region of Upper Austria and Austria as a whole.

The Federal and Provincial Governments are therefore invited to support appropriate projects and measures in suitable ways.

The focus on technology and new media can only be successfully maintained if we can together provide a package of innovative and financially secure measures effective in the long-term. With the support of the Federal Government and the Province of Upper Austria, the Ars Electronica Festival should be put onto a broad financial and institutional basis to consolidate its international status, to ensure its strong presence in the Open Space sector, and to promote ever closer ties with the city and the region. A closer relationship between art and science is also needed.

A longer term goal is the establishment of an Institute for Media Art and Media Work (artistic training, theory, post-graduate study) within the framework of the University of Linz. A Federal Government project such as this - analogous to the branch of study Mechatronics - could be supported by the City of Linz and the Province of Upper Austria.

Another aim will be intensified co-operation between all cultural facilities to broaden the platform for the Arts and New Media, in particular between the AEC, New Gallery, Bruckner House, OK-Centre, ORF, educational establishments and the universities, as well as relevant business institutions.

The stronger integration of Ars Electronica into the „Open Spaces“ concept, and the further development of the „Cloud of Sound“ is another part of this expansion of the Art and New Media platform.

With regard to open spaces, the core areas are: the Cloud of Sound and other open air projects, the new concept of cultural space on the Danube, the further opening up of spaces for culture and the arts as well as the encouragement of intercultural encounters.

The City of Linz will also continue its work to ensure that the divisions between „high“ and „popular“ culture, and between individual artistic disciplines, remain open, fluid and permeable.

The further development of the concepts „Culture for all“ and „Culture in open spaces“ will remain in the future an important focus of activity for the City of Linz. We see the development of a new type of „Culture for all“ concept in a direction leading towards „Culture by all“ as a significant contribution to the establishment of a democratic cultural policy. It is important above all to promote the active participation of as wide a spectrum of the population as possible in the cultural life of the city. Projects involving measures of this sort receive particular support (further development of the Cloud of Sound concept, artistic enhancement of city spaces etc.) and this element is taken into consideration in the city's own cultural projects (see also the chapter „Promoting culture and the arts“).

In order to motivate the large pool of artistic talent from the independent scene to remain in Linz, the funding of this sector must be increasingly effective, long-term and consistent.

Linz – European Culture Capital

The city of Linz will put in a bid for the title of „European Culture Capital“ during the first decade of the third millennium. The unique independence of the culture city of Linz and the cultural region of Upper Austria is based on a well-established and ever-improving cultural infrastructure and on a range of outstanding talent in the artistic and cultural scene. With Artists in Residence programmes and cultural and artistic activities in future culture capitals, Linz and the cultural region of Upper Austria should achieve enhanced international status and profile, laying the foundation for the project „Linz – European Culture Capital“.

All activities towards achieving this goal (making the bid, projects in the culture capitals, cultivating international cultural partnerships with specific exchange programmes etc.) are to be developed and carried out in co-operation with the provincial government. A joint working group from the province of Upper Austria and the city of Linz will be set up for planning and implementation, and we will seek the involvement of creative and performing artists, as well as experts on economy and tourism, to enrich the input of ideas and concept development.

We will request the Republic of Austria to support these efforts on a national and international level.

Integration and Co-operation

The city of Linz is aiming for ever closer co-operation between all the city's cultural organizers and institutions in order to exploit the full potential of the available resources. To this end measures are being taken for efficient project co-operation in a joint initiative with the province.

Even within the culture administration itself there are many unexploited possibilities for greater co-operation. Feasibility studies are under way to examine the potential for merging departments or redistributing responsibilities within the city's institutions. These will be followed by appropriate concepts for the realization of such internal changes.

Externally the city of Linz will intensify its promotion of cultural partnerships through specific exchange programmes.

It is also planned to set up a Culture Information and Service Centre for the public, organised jointly by the City of Linz, the Province of Upper Austria and the tourist associations. The number and variety of organizers and artists is so great that such a centre could be set up in the tourist information offices, and would be a centralized information and service centre for diaries of cultural events, public relations, tickets systems, cultural guides, the co-ordination of cultural events, info pools etc. for Upper Austria and Linz.

The city of Linz is committed to close co-operation between the city's cultural institutions and the cultural facilities of the province. In a wide-ranging cultural alliance between city and province the division of responsibilities and activities and the effectiveness of cultural policies can be optimized by pooling resources wherever this makes sense. Furthermore, we intend to examine the legal and administrative framework with an eye to even closer co-operation and in some cases a fusion of the cultural facilities of city and province.

All the integration and co-operation models we are looking at have as their goal to exploit the strengths of such facilities, and to minimize their weaknesses.

We suggest that a joint study be instigated by city and province to examine the concrete uses of synergies between institutions of city and province and also the possibilities and advantages of the amalgamation of resources.

This would deal with concrete co-operation and integration models for museums and archives as well as increased co-operation between city facilities and provincial facilities such as the Adalbert Stifter Institute, the Linz Music School with the provincial music school system, the AEC with the OK and the Bruckner Orchestra and Provincial Theatre (new theatre contract) etc..

Moreover the function of the AEC as an interface for the facilities of city and province, and for business and scientific institutions, should be further developed.

From time to time there should be joint sessions of the cultural advisory committees of city and province. There should also be regular meetings between city and province to co-ordinate and develop models for co-operation and integration.

The demands for high quality also require a closer association between the culture institutions of the city and province, the universities, all those institutes which concern themselves with new forms of culture and communication, the two teaching academies, other teaching bodies, the relevant media centres and the „ideal capital“, the independent scene.

The city of Linz is committed to the principle of greater integration between the arts, the sciences, education and the economy and will organize working groups, discussions and events on themes relevant to the future.

The setting-up of an „independent think-tank“ could be one aim; another closer co-operation with and between the universities, academies, schools and adult education centres as well as the research and development departments of the industrial economy.

Talks are planned with the province of Upper Austria and the federal government about the setting-up of an international centre for the integration of the arts, sciences, media, business and culture promotion.

Promotion of culture and the arts

Within every public culture institution and with every artistic project developed jointly with public institutions, the promotion of culture and the arts must be a part of the daily workload in the planning phase, during the course of projects and afterwards.

The city of Linz recognizes the increasing importance of promoting culture and the arts and will propose appropriate models for this through public events.

A high priority is being given to the creation and extension of plans for target groups, and promotion through individual institutions. Great significance is attached to this in the museums in particular, and to contacts with schools and kindergartens. Specific measures should therefore be taken to intensify contacts with schools, kindergartens and the local promotion of culture.

In the publications of the City of Linz special emphasis is placed on the promotion of culture and the arts, and also on media art.

Where the promotion of media work, media art „network art“ etc. is paramount, specific promotional concepts and special projects for children, young people and adults are being developed. It is particularly important that promotional concepts for media work and media art should also be devised outside the AEC and OK.

Another measure to promote expertise in the new media is the expansion of the Linz Media Workshop and the increased promotion of independent media centres by the federal and provincial governments as well as the City of Linz.

Furthermore, the city and province should take joint measures to improve infrastructure and hence the range of activities on offer as well as making increased efforts to integrate schools and adult education centres in the cultural life of the city.

In the future special emphasis will be placed on the promotion of independent artistic and cultural groups and on supporting artistic periodicals and network projects.

The City of Linz is proposing to set up an information and contact service jointly with the Province of Upper Austria for the use of creative and performing artists as well as „disseminators“ (those acting as an interface between artists and public). This service is intended to provide information and the transfer of expertise for promotional programmes, co-operation opportunities, contact mediation and to work out measures for the increased integration of schools, kindergartens and adult education centres in cultural life (e.g. through the introduction of an „Arts Portmanteau“).

We appeal to all centres of further education and to the federal government to find a permanent place for cultural education and artistic and cultural promotion in all education and further education programmes and teaching syllabuses (not forgetting training colleges and apprenticeship schemes). Contemporary arts and new media should have a high priority.

The City of Linz also welcomes all initiatives towards the establishment of a federal academy, college or similar federal institution for cultural and artistic education in Linz.

Target groups

Certain target groups have particular difficulties of access in the current cultural framework. It is therefore a particular aim of the cultural policy of the City of Linz to develop new concepts and to offer a new range of activities for these population groups.

Senior citizens, children and young people deserve our special attention. But neither should the wide range of ethnic groups or the needs of socio-cultural minorities be neglected.

Intensifying work with children and young people is of decisive importance for the future. We hope to exploit the potential of Kuddelmuddel, the current children's culture centre, by re-thinking its concept and extending its scope.

All cultural institutions should strive for closer co-operation with schools and kindergartens, and also with institutes of further education, within the framework of target group orientation.

The proportion of retired people in the total population will rapidly increase in the coming decades. The concept of the „youthful oldie“ (higher age limits, cultural ambitions even in old age, increased mobility etc.) must be taken into consideration in the range of the city's cultural activities.

The cultural institutions should carry out analyses of changes in the habits and requirements of the (potential) public. Plans to promote contacts with target groups should then be developed by the individual institutions on the basis of these results, special emphasis being placed on integration and co-operation between the individual cultural institutions.

Funding of culture and the arts

Within the general funding of the arts (cultural societies, fostering of customs, cultivation of the home region, and so on) the top priority is the highest possible quality of cultivation, interpretation and further development of traditional cultural assets.

Strictly speaking subsidies for the arts are concentrated on the stimulation and expansion of innovatively challenging structures, the variety and quality of artistic work and the emphasis on special areas.

The City of Linz sees the creation of space and effective open structures in the art and culture scene as an important target of its funding policy.

The improvement of infrastructure for the independent scene has special status.

Strengthening these infrastructure facilities occurs primarily through upgrading the „hardware“, which requires close connections with cultural work in the suburbs. Furthermore the integration of the art and creative scene and the improvement of medial means of expression for the independent scene will be promoted.

Structural integration of the artistic and creative scene is an important prerequisite for a lively cultural life in the city, and requires particular financial and organizational support.

Development and funding is therefore to be focussed on:

- Funding shared production sites and interfaces with special areas of activity (new media, video interface, public access workplace, workshops/laboratories and so on)
- Funding of communication and administration offices for general use
- Provision of „hardware“ for events and productions (e.g. an equipment pool)
- Provision of „risk capital“ for innovative art and culture projects (making experimentation and creative development possible)
- Funding of process-oriented projects
- Expansion of network access
- Subsidies for an autonomous city newspaper
- Subsidies for independent radio.

The province of Upper Austria and the Federal Government will be invited to make appropriate funding available, to ensure the long-term realization of projects in these special areas.

The investment of risk capital is of special importance in the promotion of individuals and projects. This applies in particular to process-oriented cultural and artistic projects which may become more important in the future. Both require long-term funding agreements.

To facilitate the long-term work of artists and creators of culture, culture initiatives and associations, the City of Linz is willing to grant subsidies and enter into funding agreements lasting several years. Furthermore the City of Linz will support the quality of cultural work and cultural management by the funding of internationalisation.

Measures to be implemented are:

- Scholarships and contributions towards travel costs in foreign countries for visits to important international festivals, exhibitions, workshops, courses, and so on.
- Subsidies for media networks.
- Investment in long-term regional relationships with especially creative and competent „disseminators“ (from the arts, cultural science, culture management, theory, trustees, critics...)
- As part of the drive to become international the training and further education of staff from the city's cultural institutions will have special status in future cultural and educational work.
- Expansion of the Artist- and Scientist-in-Residence Programmes.
- Initiating national study groups, discussions and so on.

Federal and provincial authorities are invited to participate in the funding of all types of artistic projects, particularly in the field of New Media, the independent scene, international exchanges and interlinking.

The system of awards and prizes should be co-ordinated with the Province of Upper Austria in order to avoid duplication.

Subsidy departments should process applications quickly and unbureaucratically, and the administration must operate transparently and consistently. The criteria for the awarding of grants should be examined at regular intervals, and the system of panels of experts and boards of trustees should be expanded.

To complement existing funding authorities the City of Linz proposes that it should set up a fund jointly with the province of U.A. to promote artistic projects of specially innovative or experimental value. The fund should be administrated by an independent committee on which the independent scene, artists and ethnic minorities should all be represented, with parity between men and women.

The criteria for the awarding of grants by the City of Linz will be evaluated and adjusted at regular intervals and documented in subsidy reports.

Overall the system of panels of experts and boards of trustees will continue to be expanded in the city of Linz.

Culture, politics and the legal framework

The modern city requires policies embracing all aspects of life. City planning, urban development and culture are therefore all parts of one whole. In the future this will demand closer and mutually open-minded co-operation in the areas of city planning, social policy, leisure, culture, science and schools.

In order to validate this process legally and organizationally a broadly defined cultural impact assessment is necessary. The city of Linz, by analogy with point 4 of article 124 of the Maastricht Agreement, thereby commits itself to take cultural aspects into account in fulfilling all its communal functions.

A cultural impact assessment valid for the domains of the city of Linz is formulated as follows:

„The city of Linz, by analogy with point 4 of article 124 of the Maastricht Agreement, commits itself to take cultural aspects into account in fulfilling all its communal functions.“

In practice this means that culture and the arts, and politico-cultural aims, are seen as essential elements in social and communal developments and are taken into consideration in the meetings and discussions of committees, advisory boards and decision-making bodies (e.g. by consulting with competent artistic authorities or setting up panels of cultural experts). This will ensure that these aspects are considered in the decision-making and development of all communal projects and processes.

We are proposing to the province of Upper Austria and to the federal government that they also pass resolutions to introduce a cultural impact assessment in their respective fields.

A further step is to define culture as a public obligation by initiating the standardization of a federal aim regulation through the constitutional legislature. Through the appropriate regulations in the federal constitutional statutes and the Upper Austrian constitutional statutes the state, province and local councils should be obliged to safeguard ideal, material, cultural and artistic values through the promotion of culture and the arts and to guarantee the freedom, independence and variety of artistic and cultural life.

A proposal is being made to the federal government that they should define culture as an obligation through the standardization of a federal aim regulation. The province is being urged to adopt an appropriate version of article 14 in the provincial constitutional statutes.

The realisation and further development of the project „Building Site Art“ is going according to plan. The artists for this project are commissioned after consultation between the building authorities and the artistic administration.

A proposal has been made that „Building Site Art“ should also be regulated by a provincial ruling from the Upper Austrian authorities.

The City of Linz is committed to giving special consideration to architectural and spatial quality in the building of schools and kindergartens („pedagogical building“) and invites the federal and provincial governments to also adopt this principle in their respective fields of activity.

The regional planning regulations of the province should be re-examined with a view to establishing more direct cultural contacts between the city and its immediate surroundings.

It is also necessary to improve the structural and organizational framework for creative and performing artists and for the promoters of cultural events. It is important above all to simplify the system of authorization for these events, to relieve the financial and administrative burden of non-commercial projects, and to stimulate artistic experiments and the avant-garde.

All relevant regulations and guidelines, as well as conditions individually imposed, are therefore being examined to see if they are still appropriate, and adjusted to contemporary requirements.

It is proposed that the provincial and federal authorities also re-evaluate their tax regulations and stipulations regarding cultural events, in particular with a view to revising the regulations concerning taxes, contributions and endowments. We also request the federal authorities to devise and implement a social security law to give protection to those active in culture and the arts.

We are also directing a proposal to the relevant authorities and committees that they should revise all collective and theatre agreements and those agreements and regulations pertaining to cultural productions in order to bring them into line with modern practice.

As a cultural city Linz is committed to the material safeguarding of culture and the arts by means of an appropriate increase in the culture budget in the light of prevailing conditions. The distribution of budgetary resources should be examined in the light of our special priorities and as far as possible re-structured accordingly.

Financial resources must be made available to ensure that the guidelines and priorities of the CDP within the various cultural centres of the City of Linz can be adhered to.

Die Kameralistik(?), the deployment of personnel and other administrative processes should be brought into conformity with the requirements of a modern city and cultural administration. The realization of the project „business group budgeting“ by the Linz financial administration is a very positive example of the requirements of a modern administration. The proposal for an adaptation of the Kameralistik(?) and other administrative processes is also directed at the federal and provincial authorities.

The City of Linz is committed to the important principles of openness and consistency in its decision-making and positioning, to clear structures in the distribution and delegation of responsibilities, and to service qualifications in line with contemporary needs (multicultural openness, a culture of dialogue, language etc.).

All management positions are to be limited in time by fixed-term contracts.

City spaces

The opening up of the city to the Danube will be decisively enhanced by the planned new building of two cultural centres (Museum for Modern Art and Music Theatre). If in addition the site of the tobacco factory and slaughterhouse can at least partially be put to cultural use, there would then be a „culture mile“ on the river with a wide diversity of infrastructure: City Workshop, AEC, Music Theatre, University of Fine Arts, Stifter House, New Art Gallery, Bruckner House, Tobacco Factory, Slaughterhouse right up to the harbour area.

As a complement to the arts centres already in existence or in the course of realization, serious thought is being given finding cultural uses for the tobacco factory, slaughterhouse and harbour. Possibilities include concepts for a mixture incorporating commercial enterprises with cultural links; the participation of private and business investors is also a possibility to be investigated.

The City of Linz is committed to the concept of exploiting both old and new city spaces for culture and the arts. Free sites and industrial buildings of architectural value are therefore examined for possible cultural use, and plans developed where appropriate.

The widely scattered network of decentralised institutions in the suburbs should be made the starting point for a comprehensive process of renewal and development.

The City of Linz believes that the further development of every community centre with the potential to become a lively focus of cultural life should be one of the most important aims of suburban cultural development. Limited-term pilot schemes are being introduced to stimulate cultural work in the suburbs, carried out by staff with social as well as cultural training. Their job, over and above the narrow cultural brief, is to optimize the prevailing conditions as regards space, organization and atmosphere, to animate and co-ordinate the efforts of others and to offer practical help and city services (legal advice, project supervision, know-how transfers etc.). In the framework of these pilot schemes projects and priorities specific to that part of the city should be pursued and developed together with local cultural societies, cultural institutions and cultural initiatives.

To achieve high-quality expansion of the suburban cultural network requires above all the active support of the city's cultural institutions (know-how transfers, joint projects, moving projects from the city centre to the suburbs and so on).

The aim behind all these considerations is that the institutions should be given over to a mixture of social, ethnic and cultural uses, and that spaces and times should be created for forms of self-organization. All regulations which are a hindrance to the achievement of these aims should be reformed, above all in the community centres.

Pubs and markets are of particular interest as cultural centres, important meeting places for communication in the city and suburbs. The City of Linz should therefore take suitable measures to create and preserve high-quality infrastructure for pubs and markets, and to foster conditions which will enable a pub and market culture to flourish (survey of requirements,

regional planning decisions about sites for pubs and markets and so on).

Specific plans should also be made for the cultural use of other facilities primarily designed for leisure, sport or similar activities. Cultural projects which use synergies on communal housing estates, sports grounds and in swimming baths etc. are of particular interest and could be developed as artistic and cultural promotion schemes within the scope of „Culture for all“.

Another priority is the expansion of attractive summer cultural programmes which emphasise a specific „Linz profile“. Old and new spaces must also be used, created and expanded for culture and the arts.

New buildings

The City of Linz is building a new museum for modern art on the Danube. An innovative and future-oriented concept is being developed, building on the international standard already attained by the New Gallery and incorporating the special focus areas laid down in the CDP. This concept should allow room - alongside the presentation of modern art - for media art and art in open spaces, for work from the local and regional scene, and for stimulating debate and discussion on all forms of contemporary art.

The City of Linz supports the building of a new Music Theatre and proposes that the Province of Upper Austria take into account the potential artistic, technological and medial developments of the future in the design of equipment and infrastructure for the new building, so as to create the conditions for a theatre of the future and new creative possibilities for regional artistic potential.

The City of Linz is building a centre of expertise for cultural education on the railway station site. New, future-oriented concepts are being developed for using joint synergies between the Adult Education Centre and Library, linking up with other cultural and educational facilities. The centre, situated at one of the city's most important traffic junctions, will cater for a potentially very high number of visitors, and this must be taken into consideration when planning the contents, organization and infrastructure.

Towards gender symmetry

In the agreement to establish a European Community (Amsterdam Agreement) „gender mainstreaming“ is laid down as the basis for policies of equal opportunities. This defines as a standardized goal the progressive abolishment of inequalities and the promotion of equal status for men and women. The requirement of equality of the sexes in the politico-cultural arena also derives from this agreement.

The City of Linz is committed to gender equality and to the abolishment of discrimination against women, and undertakes to fulfill the aims of this European

Union agreement in all politico-cultural concepts as laid down in the Upper Austrian Local Authority Equality Regulations.

To guarantee the participation of women in all decision-making processes the City of Linz is aiming for gender symmetry on all cultural committees and in all cultural institutions. In advertising jobs of all kinds we adhere to the principle that a woman will be preferred in the case of equally well-qualified candidates. We also request that the city's cultural institutions (including the decentralized cultural facilities) actively seek qualified women when posts are to be filled.

All panels of experts, boards of trustees and other committees set up by the city's cultural authorities are wherever possible to consist of equal numbers of men and women.

Concepts are being developed and proposals considered to achieve financial parity between men and women in the awarding of project commissions, prizes, subsidies and scholarships.

The City of Linz proposes additional scholarships and awards in order to promote discourse in the field of culture and women's politics. These should be set up jointly with the province of U.A. and the universities, educational institutions and women's organizations.

In order to promote artistic and cultural activities and projects for women the City of Linz proposes to set up an independent networking centre offering the following services: networking activities, information services, co-ordination and realization of scientific projects, promotional work, cultural events etc..

It would be more efficient and effective to seek joint action with the province of U.A. in setting up this networking centre for women. To this end discussions are being held with the provincial authorities over a joint solution in this matter.

The achievement of objectives in the matter of the equality of women should be evaluated at regular intervals and new initiatives undertaken by means of participation concepts. This should be carried out on the one hand by the city's cultural institutions and facilities (the cultural committee among others), and on the other by the existing or yet to be established institutions within the jurisdiction of the City of Linz, for example equal opportunities representatives (in accordance with Upper Austrian Local Authority Equality Regulations), women's committee, women's representatives and in association with the City Culture Advisory Board.

City Culture Advisory Board - Culture Parliament - Culture development

A City Culture Advisory Board, on which the public institutions and the independent scene are represented, is being set up by the mayor as an artistic and politico-cultural advisory committee. Its function is to continuously stimulate new discussion about the cultural development of Linz and to undertake new initiatives for further development to conform with the requirements of contemporary cultural work. It is to carry out regular evaluations of the realization of objectives and presents the cultural committee with a yearly report including proposals for further development.

In order to give the public an opportunity to take an active role in decision-making a „Culture Parliament“ is being set up. In a modern, up-to-date form interested citizens will have the chance to take part in the discussion about „Linz culture“ and contribute to the planning of cultural events. Modern information technologies should play a role in this development.

The City of Linz commits itself to a realization of the guidelines and principles laid down in the CDP and to producing detailed concepts, lists of priorities, time schedules and financing proposals for all the subjects, institutions, co-operation projects, pilot schemes etc. discussed in the CDP.

The cultural organisations and institutions of the City of Linz, and also all other organisations and departments, are invited to carry out their work in accordance with the guidelines and principles of the CDP. They are requested to work independently to devise concepts and make proposals aimed at achieving the objectives laid down in the CDP, and to take measures to realise these aims.

The culture committee has many important functions in the realization of the Culture Development Plan: to act as a stimulus in making new initiatives, to introduce measures for evaluation and to open up new perspectives.

The City of Linz combines the guidelines and principles of the CDP and its realization with the conviction that culture and cultural policies make a decisive contribution to the development of Linz, the quality of life of its inhabitants and its individuality and international status as a modern, future-oriented city of culture and technology.

The scientists, artists and creators of culture of this city are a vital potential source of innovation and creativity for Linz, Upper Austria and Austria.

CDP - the result of cultural democracy and participation

This final version of the Cultural Development Plan of the City of Linz has a chequered, exciting and stimulating history, which in itself is already a part of that „work in progress“ which is how we see the plan for the future. Never before in the history of Linz and beyond had there been such a long, intensive and broad-based debate on culture and the arts in general, over pre-requisites, tasks and objectives and all other related areas, as took place during this period.

This fact alone would completely justify „Project: Cultural Development Plan“, generating as it did a level of attention and mobilization for culture and the arts which could never otherwise have been approached. It therefore seems appropriate to document here the most important steps leading to its creation.

The first step was the commissioning by Dr. Reinhard Dyk, city councillor for culture and the arts, of two studies about the recent history, the present situation and the perspectives for the cultural development of the city.

Parallel to this, drafts for international and Austrian urban cultural models were examined to see if they were relevant to circumstances in Linz. In the course of many rounds of discussions, talks and private meetings, the working group „Cultural Development Plan“ and the directors of the Linz cultural institutes representing their own areas of responsibility developed basic principles in writing.

At the same time the City invited a range of experts to offer opinions and suggestions for the cultural development of Linz. From these, fundamental proposals were included in the draft of basic principles; the contributions of the experts were also published complete in a separate volume as an appendix to the draft of basic principles.

On the basis of this scholarly work and the contributions of the experts a first draft for further discussion was presented to the public as „Cultural Development Plan, draft of principles“ in the autumn of 1997.

1998 was devoted to a broad-based discussion on this draft of principles for the Linz Cultural Development Plan.

Numerous contributions in writing and via the internet, vocal interventions and spontaneous rounds of talks opened up a wide field of proposals, wishes and criticisms.

In a further step creative and performing artists, political committees, representatives of institutions, experts, representatives from the media and interested citizens were invited to special rounds of discussions. Many such meetings enjoyed the lively participation of large numbers and produced a wealth of ideas and proposals.

A general open discussion took place on two days in September 1998 in the Old Town Hall; this meeting also was attended by citizens of Linz with a special interest in the arts, as well as by artists and cultural experts.

At every stage the interim findings were discussed with the mayor, the councillor for the arts and the members of the cultural committee. Suggestions and proposals from these meetings were integrated into the working process.

The broadly-based participation in the discussions, their generally high standard and above all the commitment with which they were carried out demonstrate the high priority of cultural development in Linz for artists, promoters of culture and active citizens.

On the basis of the draft of principles of July 1997, and incorporating the results of the discussions, the „Group of Experts for the CDP“ under the project leadership of Culture Director Mag. Siegbert Janko and Univ.Prof. Dr. Reinhard Kannonier transformed the experts' proposals into the „Cultural Development Plan for Linz“.

The „Group of Experts for the CDP“ comprises: Rudolf Danielczyk (KUPF); Mag. Christian Denkmaier (Culture Dept); Dr. Reinhard Dyk (Linz City Councillor, Culture and the Arts); Dr. Helmut Gamsjäger (libraries); Mag. Eva Gütlinger (Culture Dept.); Mag. Hubert Hummer (Adult Education Institute); Mag. Siegbert Janko (Culture Director); Univ.Prof. Dr. Reinhard Kannonier (Johannes Kepler University); Dr. Gabriele Kepplinger (City Workshop); Dr. Michael Klügl (Theatre of Upper Austria); Dr. Peter Leisch (Culture Dept.); Ferry Öllinger (Festival of the Regions); Dr. Christine Scöpf (ORF Upper Austrian Studio); Ing. Gernot Stocker (Ars Electronica Center); Andreas Wahl (Kupf O.Ö.); Wolfgang Winkler (LIVA); Univ.Prof. Walter Wippersberg (University of Applied Art, Vienna); Mag. Rainer Zendron (University for Design, Linz).

On the basis of the experts' document the cultural committee produced the final version of the Cultural Development Plan and laid it before the City Council, where it was unanimously approved.

It is important that the unique nature of the process by which the CDP came into being be carried over into its realisation. We appeal to interested citizens, experts, artists and those working in the field of culture to work together for the realisation of the Linz Cultural Development Plan, offering further ideas and proposals in the spirit of this „work in progress“.

Culture Director Mag. Siegbert Janko

Univ.Prof. Dr. Reinhard Kannonier

Project Leaders Cultural Development Plan