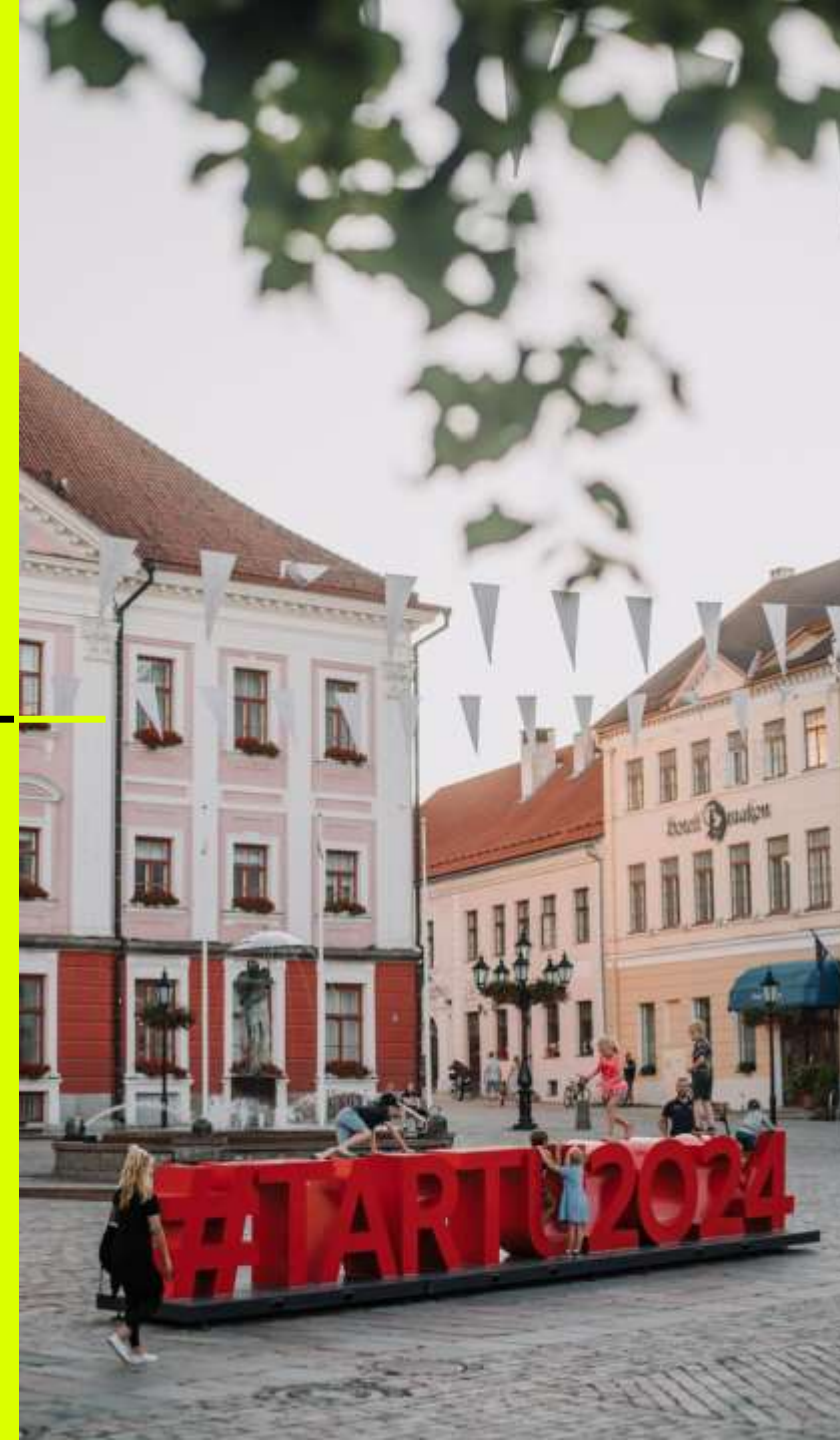


Tartu 2024 European
Capital of Culture

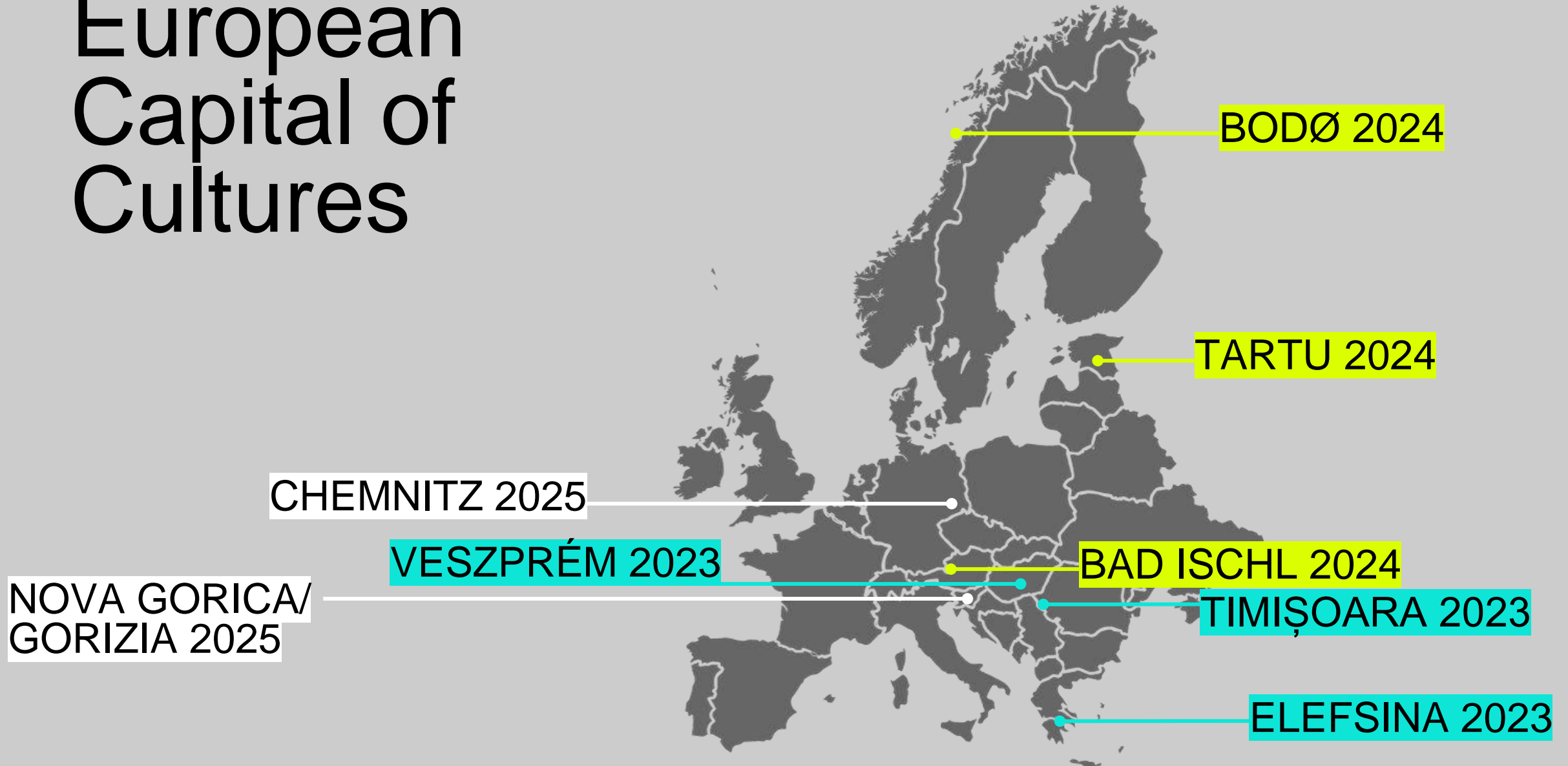
Number one event in Estonia for the upcoming year

1.09.2023

Liisa Ojaveer, International Partnership Adviser



European Capital of Cultures



1

**Tartu, together with Southern Estonia, is
the European
Capital of Culture in 2024**

A quarter of Estonia organises Tartu 2024



11 cities



4 counties



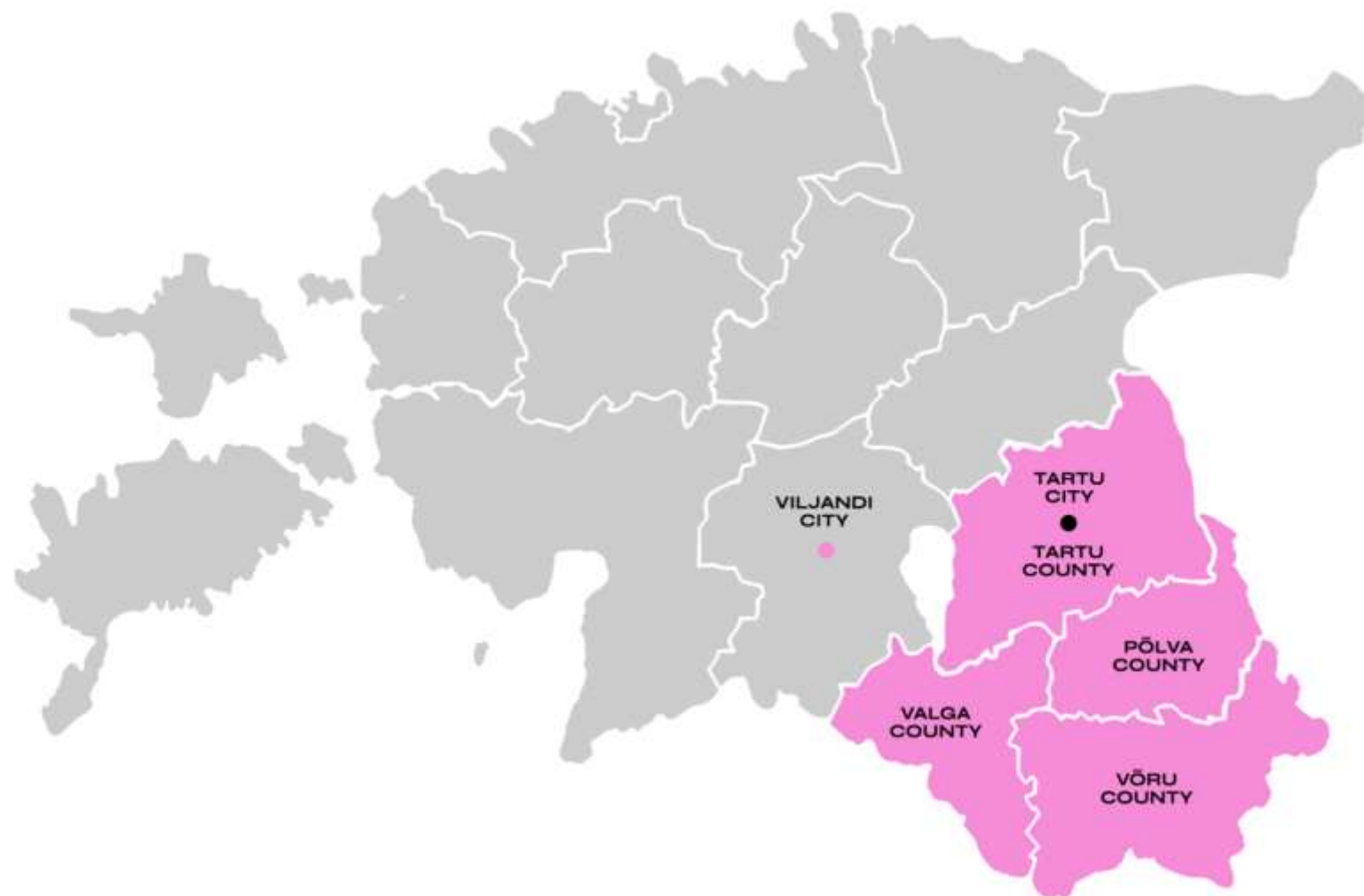
1 kingdom



260 000 inhabitants



5 languages



2

Artistic concept Arts of Survival

“

Arts of Survival refers to the knowledge, skills, and values that will help us lead a good life in the future.



3

**More than 300
diverse events**

of Creativity

Katre Vall

Mobiilsus kui loovuse
käivitaja

Kendal Henry



TARTU WORLD UNIVERSITY
Series of Community Academies

Tartu
2024



KISSING TARTU

Eurovision and kissing



HYBRID EUROPEAN DEMOCRACY FESTIVAL

Opinion festival carried out by hybrid reality solution

Tartu
2024



WILD BITS

technological art in the wild

Tartu
2024



SIMPLE SESSION

extreme sports competition returns to home

Tartu
2024



TEDxTRESKI

inspiration day and music festival

Tartu
2024



RYOJI IKEDA

large-scale art and science exhibition



Tartu
2024



STAND UP FOR YOU MIND

Mental health through humour



CAR-FREE AVENUE

Full of international artists and activities

19.10.2023

Launch of the entire programme



26.01.2024

Tartu 2024 Opening Ceremony



4

**Tartu 2024 is making revolution in
environmentally friendly cultural
management**

Environment

- - A quarter of Estonia is organising hundreds of events in an environmentally friendly way
- - “Guidelines for Organising Environmentally Friendly Events”
- - Tartu was selected to 100 Climate-Neutral European Cities by 2030



5

**Tartu 2024
is Estonia's top event**

Tartu 2024

- is one of the most known brands in Estonia by 2024
- programme is attractive and versatile to different target groups
- official programme gets at least 1 000 000 visits
- (more than 300 events)



Tartu 2024 on top of the world!

Tartu 2024



Tallinn airport gate nr 3

Tartu 2024



Cats falling

Tartu 2024



Window & landmark



What can I do?

- Become a volunteer
- Tell your friends and family about Tartu 2024 and invite them to Tartu & Southern Estonia
- Follow our social media channels
-
- Come to the events! (starting from 19.10)
-



Are you ready?

Liisa Ojaveer

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Tartu 2024 Euroopa
kultuuripealinn

@TARTU2024

✈ TARTU2024.EE

#TARTU2024



Join our channels to keep
yourself updated!