A Mediterranean capital of culture: a Maltese case study

Dr Karsten Xuereb

https://culturalpolicy.blog/

A Mediterranean narrative?

How Malta saw and sees itself: pre-EU, since joining in 2004

European Capital of Culture bidding process 2010-2012

Focus on Diplomacy

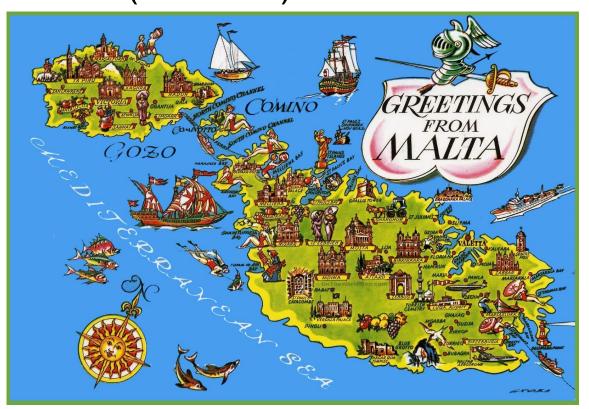
Focus on Place Branding

Focus on Regeneration

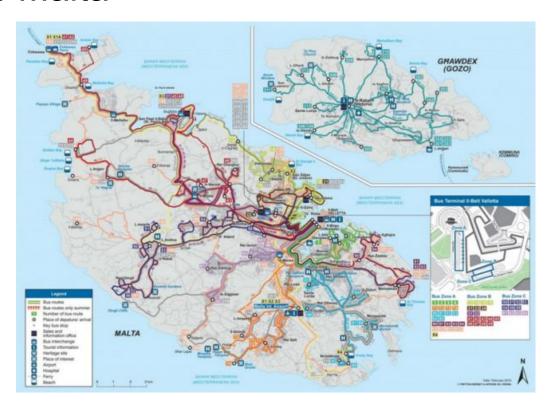
Where is Malta?



What is Malta (to whom)?



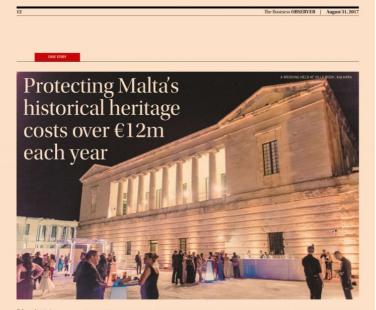
'Malta is Malta'



Valletta: from Knights of St John to Renzo Piano



Heritage, heritage, heritage...



Rehecca Anastasi

With palaces, old forts and Neless skilled and expensive repairs, sons why Heritage Malta has conservation practice and cultural ing spaces once again. heritage, amounts to around €12

and ICT at Heritage Malta con-ranging from concerts to product firmed to The Business Observer. launches, have been organised. The "The central Government injects majestic front courtyard at Vilhessa the Inquisitor's Palace, the Malta Circa 65 million per year and the Palace, now the National Museum and Tort St. An agency last generates more than 45 of Natural History, Just devis steps 96 and 10 natural front of the St. And 10 natural front of t million from admission fees," Mr away from the main gate of Mdina, to medium-sized groups for meet-done via a contract that is specific to posed to any large event," Mr

Zammit explained. "The rest is rev- for example, was recently trans- ings or dinners, are also available, that location, including detailed relopment, including the rental of where guests enjoyed dinner under Salon in the National Museum of safeguarding the location and its Heritage Malta-managed venues." the stars, surrounded by more than Archaeology, which may also be usage." All the necessary precauolithic temples demanding end- Indeed, this is just one of the rea- 250 years of history. Other notable events organised at opened some of its sites for special these sites include the Malta Fash- their clients. Our venues are not or-

ture of Heritage Malta, the na-events and functions - with a variety ion Week, hosted in 2016 at Fort St dinary, and we already hold years these venues, and, in some (such as tional agency for museums, of venues becoming living, breath-These include outdoor venues million per year, Noel Zammit, the Head of Corporate Services hena Palace, where open-air events, the Valletta Film Festival, and the World backdrop; something very few With regard to the more sensi-

used for conferences.

tions, screenings, and concerts as are also promoting Malta's cultural Smaller closed spaces, such as mit explained.

formed into a reception venue, as well as the stunning Grand terms and conditions with the aim of tions are taken. For instance, no fire-"Organisers want to impress works and no naked flame as well as various theatrical produc- making these spaces available, we are prohibited. In the latter case, an other venues can offer," Mr Zam- tive sites, such as the Neolithic

The colonial connection

NATIONAL



Royal support for Save Valletta's Skyline appeal

The Potrocot Wake Is to just applied his sup-seare Valletta Skyllie Recordes Appeal by saling a partner potroid demander. Marchael Skyllie Recordes Appeal by subject a partner potroid demander. Marchael Skyllie Recordes Appeal by subject to the subject of the subject of the conductive value of the subject of the Valletta's Skylline Recorder in Subject with the subject of the subject of the subject of the Valletta's Skylline Recorder in Subject with the conduction of the subject of the subject of Skylline Recorder in a subject of the subject of Skylline Recorder in Skylline Recorder in Skylline Recorder Skylline Recorder in Skylline R

"We have been greatly encouraged by the response, raising over €500,000 from charities,

GSOU.000 from charrities, expensive below in Malica off the United and Corporate bodies. "See a second to be a second to the a second to the a second to the second to the a second to



Prince Charles has made a generous personal donation to the appeal. PHICTO: SHUTTERSTOCK.COM

Regeneration?



Showing off Valletta

Fashion designer Ritienne Zammit's most recent collection is an ode to our capital. Anna Marie Galea finds a lot that celebrates the city's beating heart.

I've always felt that Ritienne Zammit's collections have something of the wistful surrounding them. Whether she went hold in transparent plastic and studs, or quasinostalgic in prints and accessories that St John's Co-cathedral. would be more at home in one of our churches, there is always a dream.

It's a wish of sorts, a reaching out into the void between what is real and surreal. Ever since Zammit launched her first collection on the baroque five years ago. I have watched her go from strength to strength and from dream to dream. Yet the more her work evolves, the easier it is to see where her heart lies. Hove Vallette's mission statement is a simple one: Zammit simply wanted to create a living. breathing ode to a place that she describes as a "palimpsest of hidden mysteries".

But why Valletta? "There is no place on Earth like Valletta. Valletta can't just be seen as a whole, but as a tapestry of detail upon detail. It's amazing to see all the marks that the city bears from its 451-year-old history." In order to be able to represent the city, which she describes as "stealing her heart every day". Zammit spent months and months sifting through archives and choosing what she felt. would fit best into her collection.

'I knew that I wanted black and white in the collection, because it reminded me of all the old photos I found of cabaret girls. sailors and the burnt-down theatre, to name a few. These are all motifs running through the timeline of the city's history."

While black and white were two of the most significant colours used, Zammit also focused on the baroque architecture of what she considers to be the jewel of Valletta.

"Zammit also focused architecture of what she considers to be the jewel of Valletta, St John's Co-Cathedral"

"I really loved the idea of hoving black and white as a canvas and that canvas being set off by other colours. The turquoise blue ribbons that could be seen on some of the pieces are the same shade as the blueish tinge that you see around the edges of the white levidi (tombstones) in St John's, 'The themes I chose included the cathedral itself and the history of Valletta as a whole. I wanted a colour composition that didn't incorporate too many prints, and which made sense as a whole. It's easier for artwork to pop on black and white dresses, and when I put candy colours against that backdrop, everything just fit."

From abattoir to design cluster



While development takes over



Massive increase in development

CHRISTOPHER PACE

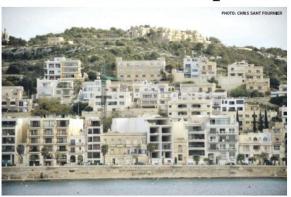
I sometimes want to pinch myself for being born and bred Maltese - when I see the extraordinary construction boom going on around us, which all has its beginnings from when Malta joined Europe 13 years ago and adopted the euro currency thereafter

This line in the sand changed the perception of Malta from a tiny rock in the middle of the Mediterranean sea to being part of a much bigger continent -Europe - and all that goes with it: freedom of movement and a world class stable currency, the euro

"Unfortunately, our infrastructure particularly the road network. leaves much to be desired"

This has encouraged many overseas companies to relocate to our shores, both in the financial services industry and other industries of that unheard of till a few years ago: the iGaming business, which today accounts for double

government schemes to encour- tion of the massive increase in age non-EU nationals to opt for development to come over the our citizenship or residency next five to 10 years. schemes by their thousands. This ripple effect on the Maltese econ- by leaps and bounds. omy and property values, as part of the requirements for bespoke office and residential



purchase or rental of property in Malta or Gozo.

Today Malta has only four high towers; incredibly, over 25 more have recently been given the digit GDP growth of our economy. green light by the Planning We are now witnessing new Authority, giving a clear indica-

All of this just to catch up with is creating a business in its own the demand we have coming right and is having a very positive from industries that are growing

This demand is mainly for

shopping malls in tow. Besides all contributing to a higher the golden mile, where most of demand for property on the island. the activity is centred, we are wit-Unfortunately though, our infranessing new towns being built from scratch. One fine example is Smart City in the south of the

built within the city.

structure particularly the road network, leaves much to be desired, we are constantly trying to catch island, which today has a cluster up on this front - at the cost of the of office blocks and is about to see a new residential and shopping mall built over the next four instead of being productive. years. To serve this new area of Interestingly enough, rental

business activity, a new hospital income still generates a yield of and a Marriott hotel is also being over five per cent in many cases for a property investment; this is We are witnessing new enticing many local and internaindustries, such as health, tional investors to have a Malta Christopher Pace is chairman, such schemes is the mandatory developments or mixed use with tourism and education tourism, property portfolio as part of their Chestertons Malta.

larly for those who want a good

While we expect the market to continue to grow, we must be mindful that the government frustration of a nation that spends has an important role in far too much time commuting ensuring that it continues to invest in the islands' expanding

infrastructure. Especially if we are to expect major international companies to fly the Maltese flag.

With ecosystem in peril

TIMES OF MALTA

COMMENT&LETTERS



Masters in eco destruction



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From an environment of exchange

An Environment of EXCHANGE



"Most Mediterranean cities have "History". That is in the nature of being a "Mediterranean City", especially those that are Capitals: Rome, Athens, Madrid.-Indeed, most modern southern Burupean nation states consciously sited their national centres to capitalise on some glorious past; Rome soon became the capital of Italy after Florence, and Athens the capital of Greece after Navplion. But no modern Burupean nation-state started from a City. That is Valletta, known as Citta Humilismo or more prossically, but indicatively in Maltese and to the Maltese, as "Il-Belt" (The City"). Small matter that the island is one of the most densely populated and urbanised places in Burupe, and that these are not countrymen visiting the City, Capital. They are all urbanites and have beens for over a hundred years. Yet they still all refer to Valletta as "the City", echoing without perhaps being aware that a similar experiment in Capital city generation of a polity had been enacted some feos overa sgo in another extremity of the Mediterranean: Constantinophe, then Pyzarultum, and finally "Istanbul": stin poli: "To the City", the origins of the name Istanbul. Every time a Maltese refers to THE city in his native language, il-Belt (ie. Valletta), he is unconsciously evoking a massive experiment in administrative and political transference some foso overa sgo that still casts its historical shadow over contemporary Buruper and its future shape. But Istanbul, the European Capital of Culture for 2010, is no longer the political capital, although it could be agued that it is the shows as window to a rediscovered cosmopolitical mismit mough magined pasts."



To festivities



A European phenomenon?

Post-war festivals: Focus on Festivals

Aiming at regeneration

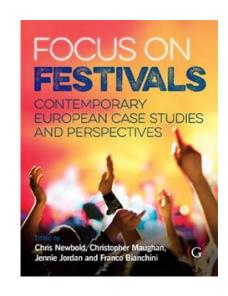
Aiming at citizenry

Aiming at European citizenship

Nationalism?

Populism?

Xenophobia?



Malta at the Biennale di Venezia



Collateral critique

Off the cultural roundabout



ollowing the Budget for 2018, as was to be expected, most of the preceding and ensuing discussion focused on the situation of our economy, prospects for the coming year, the state of our financial services industry, unions requests, pensions, healthcare and education. A great deal has also been said and written regarding what has been described by our Prime Minister, and repeated since, as our Achilles' heel, namely our weak infrastructure.

Any familiarity with Greek mythology should remind us that the Athenian champion's chink in the armour was fatal – let us hope not to be exposed to as much and have our helmet, shield and other prize possessions fought over by others.

In this year of commemorating Ovid's numerous narrations of metamorphoses, the engorged yet static waters the Maltese cultural scenario seems to be experiencing may provide an interesting setting to get things flowing. As shown again by the latest budget, the finances dedicated to culture, or what is being addressed as cul-

ture, have reached a climax in conjunction with the European Capital of Culture year now round the bend, with almost €8 million being dedicated to the Valletta 2018 Foundation alone.

It is a matter of giving credit where it is due when the Ministry of Finance, in tandem with Arts Council Malta, is praised for its constant support of the arts on the principles of making culture and the arts more accessible to people, supporting profes-

66

It is maybe not a coincidence that the best work being produced is that which is furthest removed from the centralised control of funding

sionalism in the sector and attempting to make inroads in the international markets through various schemes dedicated to networking and showcasing cultural expression from Malta.

It is also worth noting that the various funding streams managed by the council have not only been conserved but strengthened.

However, it is not clear where all this is leading to. Like most rainwater that falls on Malta and runs off to the sea, efforts so well defined in the National Cultural Policy (2011) and the Create 2020 Strategy (2015) and the resources mobilised by the government and the private sector over the past years seem to make a quantitative mark, but not enough of a qualitative one.

A regular observation by officials within public cultural organisations, particularly those with their feet on the ground and active in brokerage and hands-on support, is that very little new work of excellent quality is being produced, with the result that while our theatre spaces, TV airtime and showcasing exercises for export are full, innovative and meaningful work that speaks to a contemporary, diverse, Maltese and hence Euro-Mediterranean audience is lacking.

It is maybe not a coincidence that the best work being produced is that which is furthest removed from the centralised control of funding, more free to express and explore tensions in society without the self-censorship structures that, in spite of recent legislation against censorship by the same ministry that is responsible for cultural as well as judicial matters, still subtly exists and channels expression into safe waters.

A Chinese proverb has it that one cannot step into the same river twice, given the inexorable passage of time. The cultural sector in Malta seems to manage this feat, also judging by what Budget 2018 does not address.

While a recurrent vote has been dedicated to support local theatre spaces, still no contemporary performing art space is scheduled, the budgetary increase for MicAS is minimal, details on the management plan for MUZA are sparse and more so for the Valletta Design Cluster and a decades-old discussion on the future of the site of the former Royal Opera House and whether to have a roof installed or not defies the passage of time by being one of the main concerns of local authorities.

Rather than laying out the necessary stepping stones to plan for the further contribution of the cultural sector to society at large and the economic sustainability of the island in particular, we seem to be stuck on a circular route. Let us hope this does not lead to our own navels, though indications give one the impression that we'll be celebrating ourselves, and the best time of our lives, yet again.

Karsten Xuereb is a researcher in cultural policy and relations.

Sustainable reflection and action

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COMMENT&LETTERS

Cities of tomorrow



he annual conference on cultural expression in contexts of urban development organised within the framework of Valletta 2018: European Capital of Culture. starting today, will allow stakeholders to take stock, exchange views and plan EU for more than a decade, it would be ahead in an international milieu.

One expects discussions to focus on alive, including a respectful attitude towards the heritage, both tangible and intangible, of the city that struggles to harness the commercial investment in that have breathed an economic vibrancy into the capital.

It is true that the capital city has ent cultural ecosystems. received much attention resulting in a by State-serving offices in turn serving their respective institutions, leaving

various manifestations of the State itself (be this a public cultural organisation, a ministry or a government-funded agency), would not have done justice to the vision of an international cultural hub professed by different ministers, chairmen and artistic directors responsible for State cultural entities over the years.

The structuring of the Maltese islands into five regions was aimed at adding weight to individual local councils when working together by joining forces in addressing local matters within a European perspective. Having been part of the interesting to learn what economic and social contribution have our regions the various tensions that make Valletta made to national development also thanks to EU funds.

The Valletta 2018 Foundation itself pioneered a closer rapport between the capital and other localities within the differboutique hotels, restaurants and cafes ent regions thanks to the establishment of regional officers enabling closer collaboration between players in the differ-

It is also worth noting the timely long-awaited regenerative effort that has survey of theatre spaces that has literally spilled over to surrounding localities. put tens of underutilised cultural After all, as a project of a European spots back on the map, enabling culdimension, a tiny peninsula, whose tangi- tural and commercial services to invest ble cultural heritage has been taken over further in growing audiences and their particular demands.

While this has been achieved and will barely enough space for cultural activity be channelled into the festivities organ-

to grow without having the need to be ised for the cultural capital year, one relation to culture, its Italian copy looks supported, sponsored or controlled by the wonders whether strong enough foundations have been set for the sustainable development of the creative sector in Malta in the coming years, including the run-up to the next capital of culture in 2030

The declared ambition of the foundation to establish a regular village of culture every other year sounds underwhelming. Mimetic post-colonial exercises transplanted to one's territory may struggle to go beyond a surface-level branding stunt.

It is also interesting to note that while research into the thought-out UK exercise is giving indications of positive results in terms of urban regeneration in

The timely survey of theatre spaces has literally put tens of underutilised cultural spots back on the map

like it is lagging behind.

One also wonders whether the State would consider addressing the cultural scene there where it can make a difference in the long-term, that is, not by encouraging further dependence through funding schemes that are prone to suffer from degrees of piloting and control.

Rather, a better investment in the physical, educational and financial infrastructure should be envisaged, to allow creatives and innovators to operate in ways that thrive on and lead to greater change. as opposed to copies of copies that lower standards that are difficult to recover.

The results experienced and projected in the independent scene, including literature, film and design, albeit small and scattered, are promising.

As queried by the Valletta 2018 Foundation itself in relation to the keynote speech by Sebastian Olma addressing the concept of the serendipitous city: "What kind of infrastructures, programmes or, indeed, cultures do we need to nurture today so that together we can invent and discover the city we want to live in tomorrow?"

Echoing the questions set by urban historian Peter Hall over the past decades, it's time for a serious discussion about our future.

Karsten Xuereb is a cultural policy researcher and lectures on cities and culture at the University of Malta.

Identity matters

LES MOTS DE LA CAMPAGNE

Macron et l'offense à la «culture française» : l'argument qui fédère LR et le FN

Par Cédric Mathiot(http://www.liberation.fr/auteur/7104-cedric-mathiot)
— 14 mars 2017 à 10:57



Emmanuel Macron le 8 mars, à Paris. Photo Eric Feferberg. AFP

Horizontal and vertical heritage



Cultures, peoples, identities

François Jullien Il n'y a pas d'identité culturelle L'Herne



Cave Canem

There is hope





ACTES SUD

Quietism



70 artists voice serious concerns on V18 foundation

PHILIP LEONE-GANADO

PAGE 33

months before its start.

In an open letter, a copy of Lupi, alongside dozens of others. which was sent to The Sunday Times of Malta, the 70 signato- paper said the signatories were ries denounce the "erosion of not an established group with rigour, autonomy and accounta- leaders or representatives "but bility" in the governance of the individuals from different fields foundation and the creation of a who agreed to take a common "climate of insecurity" among its stand on an important issue".

politically appointed leadership the governance of Valletta 2018 has effectively silenced key cultural stakeholders and discour-

aged "dialogue, openness and critical thinking".

Among the high-profile signatories are writers Immanuel Mifsud, Seventy artists, including several Trevor Zahra and Alex Vella Gera. high-profile figures, have written actors Pia Zammit and Jo Caruto the Valletta 2018 Foundation ana, curator Raphael Vella, theatre board flagging up serious issues director Christopher Gatt, Sciin the running of the European ence in the City director Edward Capital of Culture initiative six Duca, artist Austin Camilleri and photographer Darrin Zammit

Artists who spoke to this news-

They also claim that the foun- sion of qualities like rigour, dation's top-down approach and autonomy and accountability in

"We note with dismay the ero-



Children play where umbrellas and sunbeds once stood on the sandy beach at Armier Bay after the authorities CONTINUED ON PAGE 8 seized them, enforcing the limit on occupation by lidos in the area. PHOTO: MATTHEW XUEREB

Priorities



riday, August 11, 2017 | No. 25,4



FIREWORKS Abandoned structure

Abandoned structures litter Msida garden PAGE 3

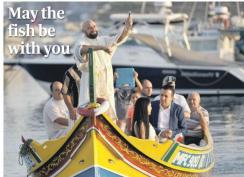
WEATHER

No storms due, says Met Office PAGE 3



FOOTBALL

Man. Utd look to dominance



Fr Luke Seguna blessed vessels and fishermen in Marsaxlokk ahead of the opening of the (ampuki season, Also on the boat was Animal Rights Parliamentary Secretary Clint Camilleri, PHOTO: CHRIS SANT FOURNIER

Sliema thieves gang 'vanish' off police radar

Attorney General had insisted bail should be granted

NAN CAMILLERI

Case could not believe that all their work could

They should have never been granted tail

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Valletta residents dreading business 'takeover'

CLAIRE CARUANA

Valletta residents dread the day the newly-redeveloped Is Suq tal-Belt opens its doors, insisting the overcommercialisation of the capital is already an issue with bars and restaurants "taking oner."

Residents who live close to the building located between Merchants Street and St Paul Street expressed concern that once the new place was up and running, they would have to deal with even more noise as restaurants and bars set up shop close by

"Noise at night will only get worse"

The residents, who did not wish to be named, said they were already forced to live with excessive noise emanating from beverage and catering establishments that remained open until the early hours of the morning, often blasting loud music throughout the noise.

the night construction works at 1.5-sqn nulselt going on until three in the meraing. We have now been told the works have been completed but that only means one thingnoise at night will only give worse," one resident complained. She insisted that many of the

Nepotism, servilism

FRIDAY, NOVEMBER 24, 2017 | 3 TIMES OF MALTA

NATIONAL

Critics slam PM's Playlist concert as 'an odd idea'

IVAN CAMILLERI

Music critics vesterday described a planned public concert by the Malta Philharmonic Orchestra (MPO) dubbed "The PM's Playlist" as "an odd idea normally fit for regimes like China or North Korea".

Social media sites were vesterday inundated with posts poking fun at an announcement made by the MPO about a concert in February based on music Prime Minister Joseph Muscat likes to listen to.

a "unique concert for the MPO. organised by the Office of the Prime Minster", the announce- by this newspaper described the ment said that concertgoers idea as "in very bad taste" and should "expect a varied selection of pop and rock tunes, featuring the Prime Minister's favourite choice of timeless hits".

Malta that the concert, to be staged at the Mediterranean Conference Centre, was a joint idea of the MPO's management - a State entity - and top officials from the Office of the Prime Minister.

"We wanted to create something unique and elevated. We over the world," he said.

don't really find anything odd about it. There are other countries that hold these type of concerts," a senior official at the

"This is another attempt to create a personality

However, when asked, the official could not name other coun-Described by the organisers as tries, and said: "This does not mean that we should not do it."

Various music critics contacted could not understand the cultural reason behind the initiative.

"I've been to concerts all around the world and I've never MPO sources told the Times of come across this type of concert." music expert Albert Storace said.

"However, I don't want to enter into any political controversy on music and I am not saying that this shouldn't be done. It's just something I've never encountered and I've been to concerts all

Two other critics, who preferred to remain anonymous. were less diplomatic.

"This is obviously another attempt to create a personality cult typical to undemocratic regimes," one of the critics said.

"It would have been somehow acceptable had it to be a concert for the head of State on some special occasion. But for a Prime Minster of such a politically divided country, it's quite insensitive."

Another critic said he had initially thought it was a joke. "I really find it pointless. What

are the organiser's trying to push?" he asked. "We are not talking about the

Pope or the Oueen here. I think that the organisers' intentions were quite genuine in the sense that they wanted to come out with something different. However, it's really in bad taste."

Social media users, mostly of PN tendencies, put up tongue-incheek comments on what Dr Muscat's playlist at the concert should be, suggesting the Dire Straits hit Money for Nothing or Celine Dion's Because You Love Me - dedicated recently to Dr Muscat by former minister Edward Zammit Lewis.



The PM's Playlist will be a "unique concert for the MPO".

A government spokesman said the Prime Minister had been invited to participate by the MPO. "The concert was an idea of the

accepted," he said.

"The event will be open to a paying audience and will be funded in this manner.

proceeds from the MPO, which the Prime Minister concert will go to the Marigold Foundation."

Governance, representation, competence



In the meantime, China builds bridges



2018 EU-CHINA TOURISM YEAR

EU-China Light Bridge





A Mediterranean context

My subjective experience of the Mediterranean

Union for the Mediterranean

Arab Spring

Libya & Syria

Migration, integration - from Simshar to Funky Monkey and Ħamrun/Gżira

https://www.youtube.com/watch?v=jnOLsCGV8XQ

Inclusion, community



Exclusive, communitarianism



Religion as resolution? Ritual? Show?



The tourism dimension

Malta as a quintessential Mediterranean destination?



TIMES OF MALTA WEDNESDAY, OCTOBER 25, 2017 I 9

Abandoned lido at Qui-si-Sana

A dilapidated beach lido in Qui-si-Sama has become a cause of concern, as it risks col-become a cause of the STS to tackle the issue.

The organisation has been asked to submit a danger to visitors.

a danger us structure clearance to remove

seen to be barely hanging on, while walls appeared to be collapsing piece by piece. Debris littered the ground around the Chalet, a once-prominent entertainment

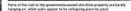
building and a low gate that may have once blocked access lay rusted and discarded. venue, and Tigné Point has been earmarked by the government for upgrading through club for members until a few years ago. for good in 1963, as well as to develop a new Following enquiries from this newspaper, public beach close to it, which would feathe Planning Authority's enforcement sec- ture improved facilities.

Buring a visit to the site, still easily accessible to the public, parts of the roof were

The site close to Tigne Point is govern-ment-owned and leased to the NSTS, a lan-Plans are also being considered to guage institute, which used it as a private rebuild the Chalet, built in 1926 and closed

















Getting stuck?



Coda. The market: Malta/EU/global art market

Import/Export artefacts (art works, archaeological goods)

Luxury market

Import and national duties and taxation

Customs grey areas

Seizure

International market: Louvre in Abu Dhabi

Maria Altmann



Jean Nouvel with Sheikh Sultan bin Tahnoon Al Nahyan



Road to...? Going nowhere fast vs critical and strategic thinking

