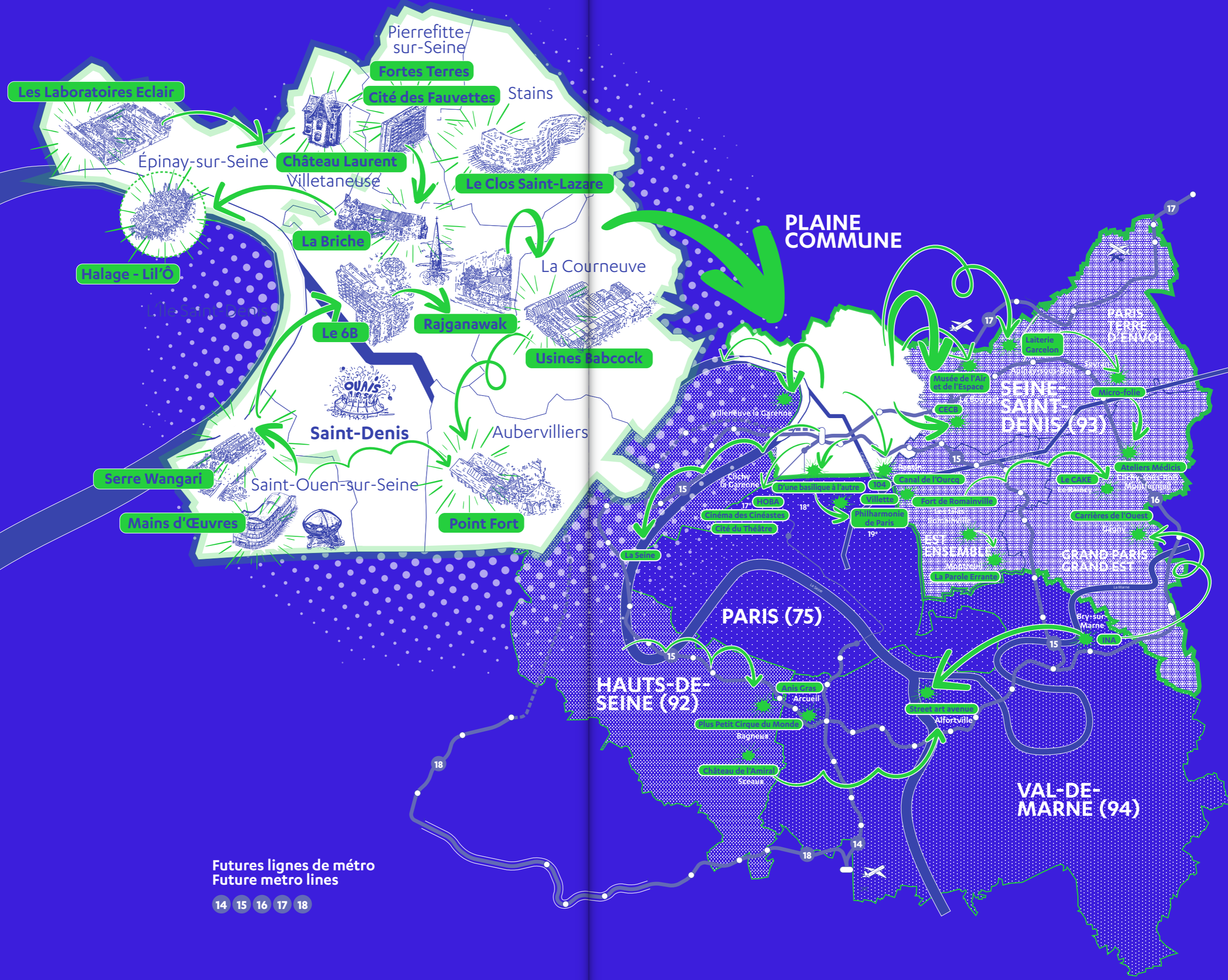




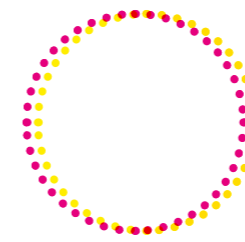
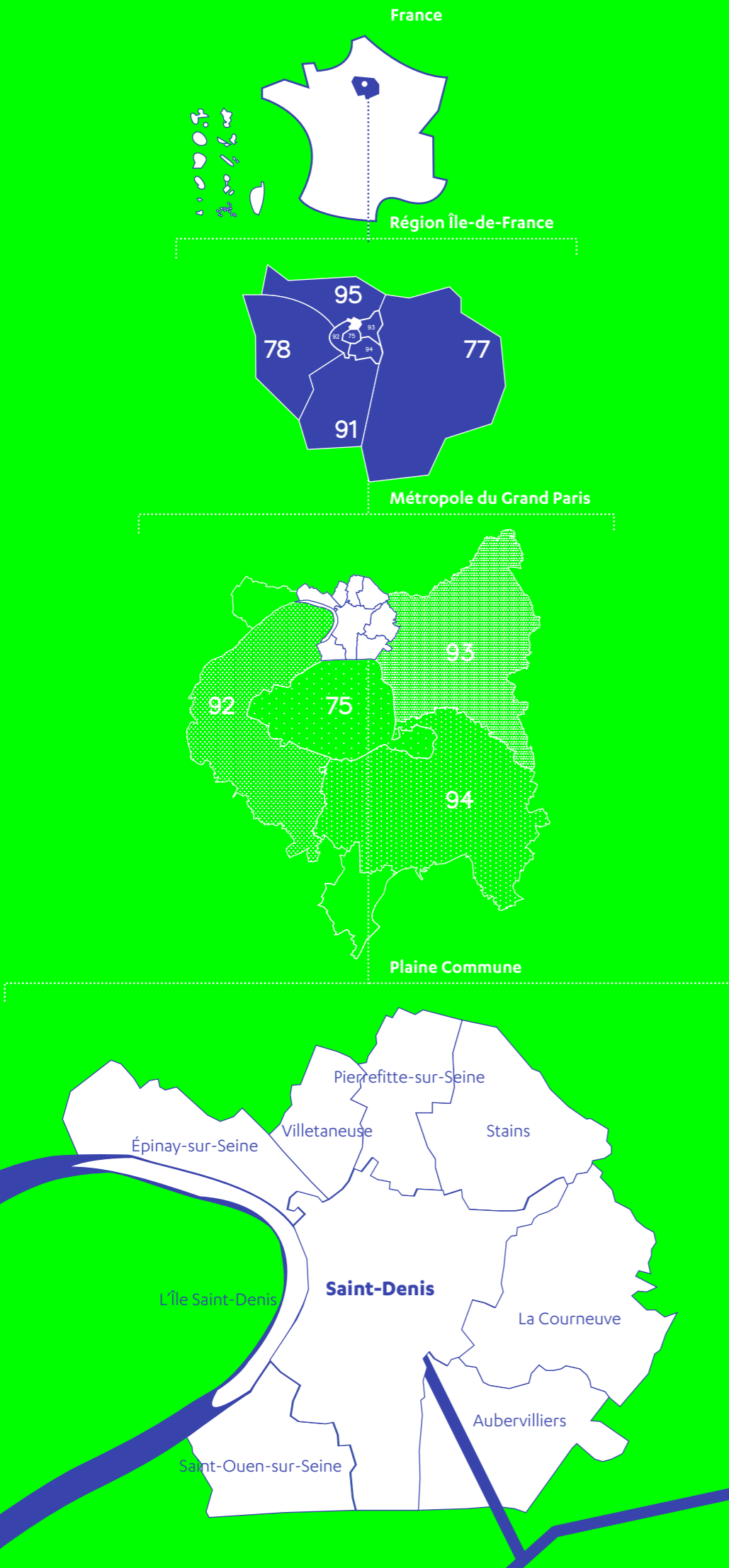
Périeféries 2028

**Bidbook of the City
of Saint-Denis**

**European Capital
of Culture**

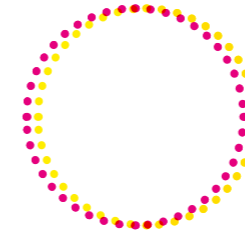


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 Future metro lines
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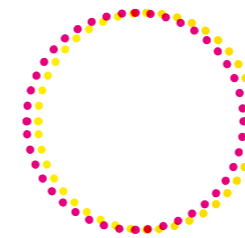
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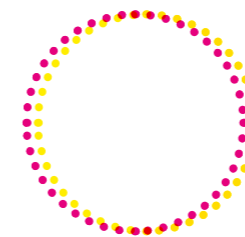
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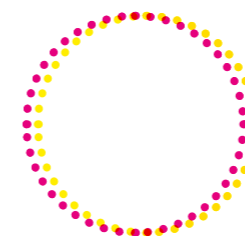
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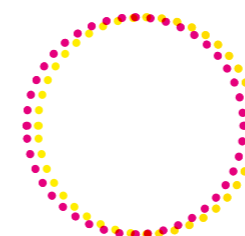
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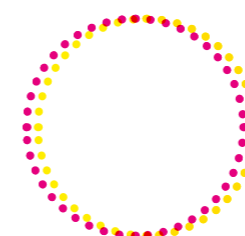
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Why is your city competing for the ECOC title?

We are a European periphery, one of those suburbs where one in four Europeans resides. *We are the speakers of over 150 different languages; one-third of our inhabitants come from past and present migratory movements. Our territory is young, the youngest in all of metropolitan France; our territory is undergoing a profound transformation and concentrates the country's highest levels of economic and social inequality and its biggest prejudices.*

We share these working-class neighborhood stereotypes with inhabitants from suburbs across Europe. *Nevertheless, the singular identities of the margins resonate loudly.* We want to give these stories and narratives a place of their own, recognizing their importance for Europe's long-term sustainability.

In the current context, *becoming a European Capital of Culture is an opportunity, a boost for our territories and a strong signal sent by the European Union*, one that promotes the visibility of the peripheries in Europe and the growing presence of the European Union in these neighborhoods. We are also an integral part of the history and heritage of France and Europe, with the Basilica Cathedral of Saint-Denis, the necropolis of the queens and kings of France. We are the concrete, the earth, the market gardening and industrial past. We are a factory of images, where France's films and TV shows are concocted.

We are cultural and linguistic diversity, where minority cultures become the majority. We are the place where cultures dialogue to invent novelty, the land of social and artistic innovation.

For many inhabitants, our peripheral territories are a first point of contact with our countries, and, sometimes, inadvertently, with the very notion of Europe. We are the reflection of the double social challenge Europe must embrace: that of welcoming migrants while, at the same time, guaranteeing an international mobility that produces sustainable, enduring responses to crises. Russia's invasion of Ukraine is forcing Europeans to ask themselves some tough questions. If new momentum can revive our desire to coexist, how can we strengthen our capacity and our motivation to work together?

Seizing the opportunity of the European Capital of Culture, of Cultures, is a way to unite the experiences of the peripheries. We are the Stade de France; the territory that will host the Rugby World Cup in 2023 and the Olympic and Paralympic Games in 2024. We are also the construction work, the cranes, the announcement of a progressive process of opening up. We are at the dawn of a renewed diversity: entire neighborhoods will emerge inherited from the Olympic and Paralympic Games. More than ever, we are a densely

populated, highly urbanized area looking for ways to adapt to climate change and the environment of the future. Transformations are taking place throughout the peripheral cities and neighborhoods of Europe: large social housing complexes, their relationship to the metropolis and their concentration of historically working-class populations are all evolving.

Becoming the European Capital of Culture is *a unique opportunity to drive these urban mutations, to ensure art and culture are tools for creating a hospitable, joyful and inclusive city: a city where heritage and innovation mingle, where collective and individual narratives dialogue, where artistic forms and modes of cultural expression abound.*

We are all these transitions all at once: a concentration of the ecological, economic and social challenges that must be addressed right away. We are also creative energy, youth, innovation, cultural influence and entrepreneurship. *We can act as a laboratory for the future:* organizing joint research projects in Europe's suburbs to fuel the imaginations of those who are already creating our futures. By portraying the complexity of the peripheries, by bringing multifaceted cultural and artistic achievements into action, we can collectively contribute to the writing of new mythologies. ■

Involving the city's surrounding area

The scope of the candidacy

The city of Saint-Denis (112,852 inhabitants) has chosen to involve its immediate surrounding area in the project, namely the eight other members of the Plaine Commune' intermunicipal group: the neighboring cities of Aubervilliers, La Courneuve, Epinay-sur-Seine, L'Île Saint-Denis, Pierrefitte-sur-Seine, Saint-Ouen-sur-Seine, Stains, and Villetaneuse, which together represent an area that is home to 441,844 people. This group of cities forms a coherent community from the perspective of their diverse, predominantly young populations, as well as the number of inhabitants living in vulnerable situations. The

Plaine Commune cities share a high urban density, coupled with the pressures that invariably accompany such rapid transformation, as well as a common history, industrial and intangible heritage, and market gardening tradition. *At an institutional level, the portfolios pertaining to urban planning, economic development and services for the public have all been transferred to the intermunicipal level of the Plaine Commune.*

A rhizome of partners

The Department of Seine-Saint-Denis, which is responsible for the portfolios pertaining to culture, employment, social issues and youth, is one of the founding

members of Périphéries 2028 and the leading partner for the candidacy. To this end, Seine-Saint-Denis mobilizes its know-how and human resources, as well as the cultural facilities, institutions and events it finances. The Metropolis of Greater Paris and the Île de France region are also associated with the ECOC candidacy. These territories are all experiencing the same transformations, in particular the arrival of new modes of transport and the implementation of the Grand Paris Express (new rapid transit line network). The cities are closely aligned on their investment trajectory in cultural policies, shared artistic and cultural objects, as well as the designation of 'nugget' sites ^{Q.[11]}. ■

Overall cultural profile of the city

A territory undergoing transformation

Saint-Denis is rich in *cultural diversity*: more than 130 nationalities are present, with foreigners representing 32% of the total population. First to arrive in Saint-Denis were the Bretons, then the Italians, Spaniards and Portuguese, followed by migrations from the Maghreb and sub-Saharan Africa. Cultural organizations representing these various communities are numerous and play an important role in the city's cultural landscape.

The Plaine Commune has undergone a *spectacular economic transformation* since the early 2000s. This territory, formerly one of Europe's largest industrial zones, devastated by outsourcing, is now being transformed into a major business district. On a metropolitan scale, the Plaine Commune is a locomotive for employment growth, however, access to the labor market is very limited for local residents. The unemployment rate is 22%, with young people and women particularly afflicted. Inequality is also rife, with a poverty rate of 37%. *The Grand Paris Express network, the largest urban transport project in Europe, is currently reshaping the Greater Paris Metropolis, and from 2023 onwards, will gradually transform the Plaine Commune area, introducing five new stations, including the Saint-Denis Pleyel station.* The development of the banks of the Saint-Denis canal will be further accelerated, with the installment of new parks, bicycle paths, and public recreational facilities. New footbridges and facilities will further open up several neighborhoods.

A territory of History (ies)

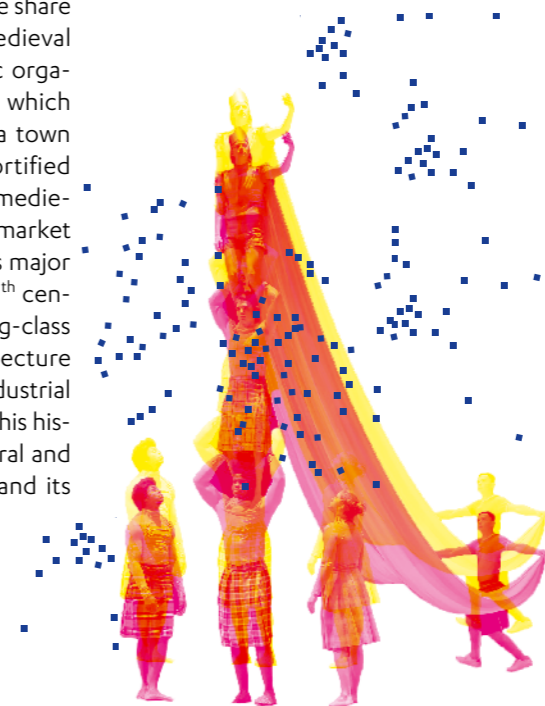
The cities of the Plaine Commune share a long history dating back to medieval times, reflected in their concentric organization around Saint-Denis, a city which was: an Early Christian sanctuary, a town founded in the 9th century, a fortified city on the commercial routes of medieval Europe, a vast agricultural and market gardening territory, one of Europe's major industrial sites at the turn of the 20th century, a land of immigration, a working-class suburb with social housing architecture and the Stade de France built on industrial wasteland. The tangible markers of this history constitute the city's architectural and landscaping heritage: the Basilica and its

royal necropolis, adjoining a former abbey, the Paul Eluard Art and History Museum, the Canal Saint-Denis, buildings bearing the 'Remarkable Contemporary Architecture' label, including one designed by Oscar Niemeyer and those designed by André Lurçat, a unique industrial heritage, the Saint-Ouen flea market and the exceptional Saint-Denis market.

A multifaceted cultural landscape

The territory is home to two National Dramatic Centers, the *Théâtre Gérard Philipe* and the *Théâtre de la Commune*, both directed by women, as well as the *château Raj'ganawak*, a hybrid venue combining performance space and community center, the *Académie Fratellini*, a center for circus art and training, designed by architect Patrick Bouchain and the *Théâtre Équestre Zingaro*. Saint-Denis is both the cradle of hip-hop and a reference in classical music, with the *Saint-Denis Festival*, *La Ligne 13*, a venue dedicated to contemporary music, and the *Africolor, Villes des musiques du monde and Banlieues Bleues festivals*.

The Plaine Commune is also a place for remarkable creation – *the Laboratoires d'Aubervilliers, the Fort d'Aubervilliers and the friche Babcock, the 6b, Mains d'œuvres, the Espace 1789, the Maison des Jonglages, the 60 Adada and La Briche* (creators' and builders' workshops). *The network of Plaine Commune's multimedia libraries, with twenty-one establishments and three bibliobuses' spans the entire territory and plays a major role in its cultural life.* There is also a vast network of *local community centers and associations*, as



rich as the diversity of the population, enabling wide-reaching, active participation. Associations such as *La voix des Roms, La Maison Amazhir, l'amicale des Bretons, and Gidimaxa Jikke, far from promoting community separatism, foster intercultural discovery and exchange.* In spite of this diverse cultural richness, fragmentation continues to pervade, and the objective of the Territory of Culture and Creation' project ^{Q.[5]} is precisely to connect these different spaces, uniting the cultural actors working inside them and mitigating the inequalities of access. Indeed, one of the challenges of the European Capital of Culture is to reach out to the many artists and create a functional logic of cooperation.

The factory of cultures

The Plaine Commune is home to nearly 200 art craftspeople, including *the Ateliers d'art de la Réunion des musées nationaux – Grand Palais*, as well as independent craftspeople. *The 19M* is a unique place, dedicated to the creation and transmission of fashion arts and crafts, and *l'Orfèvrerie* brings together a large number of these local craftspeople. Historically, the Plaine Commune is a place where cinema is made. Located in Épinay-sur-Seine for over 100 years, the Éclair company has had a strong presence throughout the history of French cinema. *The audiovisual hub of northwestern Paris* is located in five cities: Saint-Denis, Saint-Ouen, Epinay, Stains and Aubervilliers. Alongside big names such as *AB Production* and *Dubbings Brothers* in Saint-Denis, there are more than ten studios in the area, as well as a multitude of small producers. The *Cité du Cinéma* implemented by Luc Besson is a flagship project in this sector. The *Studios de la Montjoie* are also emblematic film sets at the entrance to Paris. The Plaine Commune has six independent arthouse cinemas, all of which are classified as Art et Essai', and hosts the *Panorama Festival of Maghreb and Middle Eastern Cinema*. Lastly, the territory has 12 higher education establishments related to art and culture, including the École nationale supérieure Louis Lumière, the Beaux-arts branch in Saint-Ouen and the Institut national du patrimoine (INP) in Aubervilliers, as well as the universities of Paris VIII and Paris XIII – both integral parts of the *Campus Condorcet*, which will open in 2019. ■

The programme concept

Periphery - Fairy - Perifairy

Périféeries, our concept, is the contraction of two French words, the peripheries' and enchantment' — which are connected but have never actually been associated. And for good reason, as in the collective imagination they usually evoke diametrically opposed images. The peripheries, objects of a stigmatizing discourse, territories that were once relegated; and the enchantment of fairyland, a wonderful, poetic world, a magnificent spectacle.

Périféeries invites us to shift our gaze — to discover the European suburbs for what they are today and for what they can be, even more powerfully, tomorrow: lands of invention. By sharing our experiences and creations, by building new European peripheral narratives, we want to demonstrate that artistic and cultural actions can participate in re-enchanting the suburbs, shining a light on the talents of their too often stigmatized inhabitants. The suburbs' realities cannot be summed up by the insecurity to which they are too often confined. Périféeries 2028 intends to make sure European visitors are able to grasp the full measure of our territory's richness.

From the geographical and social exclusion represented by the large housing estates to a rediscovered pride in living there — urban transformations, if they are supported culturally, can be synonymous not only with the opening up of socially diverse territories, but also with new forms of hospitality to welcome this diversity.

An artistic and cultural dialogue with other European urban peripheries also undergoing these transformations could act as a positive catalyst for all concerned.

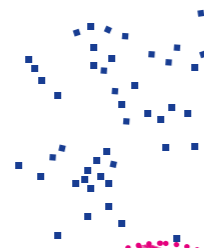
Laboratory of transitions

Périféeries is a way of thinking about the diversity of the European Union. By affirming that the world is already present inside the European Union, we collectively recognize past and future population movements, and fully grasp the richness they represent for our territories. We believe that the European peripheries can play a role in renewing the way we coexist, one that transcends the worries, xenophobic reflexes and racist theories that are gaining ground in Europe. Périféeries aims to intensify intercultural dialogue through artistic creation that is as diverse as the inhabitants of the European peripheries, as strong as their polyethnicity, and as free as the spaces there yet to be seized.

A laboratory of transitions, Périféeries catapults the urban peripheries from the margin to the focus of attention. A laboratory whose experiments can transform norms and invert references, resulting in the recognition of subaltern knowledge(s) and those who are invisible.

Périféeries chooses to develop inclusive, innovative and sustainable models, and to make the equal dignity of cultures and their expressions our framework for action. The active involvement of the territory's local

inhabitants and actors, conceived as a way to broaden the sharing of knowledge, the public space, and power, is a defining element of our concept. Promoting each person's right to be a cultural producer, and empowering them to make artistic choices is an assertive vector of new collective representations.



Often perceived as the expression of the suburbs, though still too rarely considered as legitimate, we have borrowed our program vocabulary from hip-hop and urban cultures, as a first signal of another world to come.

PULSE, is what reveals us — the pulsation that beats in the European peripheries and the pulse of their inhabitants. It is also the impulse that opens our eyes to the multiple spaces these territories harbor, from the most visible and welcoming to the most intimate and secret.

SCRATCH, like movements on vinyl modifying our perception of music, is what shakes us, what provokes us. It scrutinizes and questions power relationships, reverses our certainties. Art as a way of (re) taking or (re)giving the power to act.

FLOW, represents what binds us together, the cadence that carries us and the force that drives us collectively. It is an exploration of past, present and future commonalities, a celebration of cultural diversity. It is a quest for the essence of the European ideal and its relationship to the rest of the world.

If, as the poet Paul Eluard from Saint-Denis wrote, 'There is certainly another world, but it is in this one', then it is inside the European peripheries that we can explore it. ■



The margin is what keeps the pages together.

Jean-Luc Godard, French film director

The cultural strategy and the ECOC's contributing role

A unique cultural cooperation

The public authorities involved in the candidacy have a shared history of developing and implementing cultural policies that further social cohesion and increase proximity between public services and local inhabitants. *While the city of Saint-Denis assumes its role as a metropolis, with cultural facilities and a political project based on guaranteeing cultural rights throughout the territory*, the Department of Seine-Saint-Denis is an exception in France due to its very comprehensive set of cultural policies, which favor solidarity and creation.

As for the Plaine Commune, since 2014, its approach to hybridizing public policies, which has consisted of integrating arts and cultural projects into economic and urban fields of competence, has made it an avant-garde community. The area's recent development has been structured around a proactive territorial attractiveness strategy with culture at its core. The Plaine Commune's policies are also unique in France, forming the basis for the shared cultural cooperation strategy that lies at the heart of the Périphéries 2028 candidacy.

Saint-Denis – Culture as a pillar of the republican promise

In July 2022, the municipal council of the city of Saint-Denis voted unanimously to implement a new cultural strategy, building upon the Cultural Rights Guidelines (2016) the city produced with 250 different stakeholders in accordance with the principles of the Agenda 21 for Culture. This makes Saint-Denis – which already has a long history and strong track record in cultural planning – the first city in France to adopt such a participative methodology.

While Saint-Denis' historical heritage, cultural diversity and history of social and cultural avant-gardism (workers' struggles, the hip-hop movement, etc.) are all major assets, it is still a territory riven with spatial, social and economic discrimination. In a region marked by social and geographical fault lines, where multiple communities of belonging converge, cultural policies constitute a major source of emancipation and co-creation of commons.

Counter to the impoverishment of cultural standardization, and the ravages of different corporatism(s) and fundamentalism(s), we must strive to make our differences into shared commonalities.

By affirming Saint-Denis' global city dimension and multicultural character, culture is the key to developing a new way of *vivre-ensemble*, or harmonious coexistence. Without ignoring the extent of its fractured reality, the city of Saint-Denis' cultural strategy highlights its national importance as a hub of plural identities, youth and resilience, and the potential for it to become a European model.

Saint-Denis' strategy attests to the city's ambition to showcase its cultural assets and specific identity, anchoring them in a broad network of partnerships that extends well beyond its immediate territory. It is designed to awaken citizens' awareness of their collective cultural wealth, inviting them to participate in the artistic and cultural development of their city. It is also an expression of the city's desire to reconnect with its European horizon, allowing the Dionysiens (the inhabitants of Saint-Denis) the chance to cultivate the possibilities Europe has to offer.

This strategy hinges on five different development axes over the next ten years (2022 – 2032)

Axis I - An ambitious cultural policy designed to favor Dionysien children and youth

- I-1. An artistic and cultural education program for every Dionysien young person, stretching from childhood into adulthood
- I-2. Further develop arts learning within the education field as a whole

Axis II - Making cultural policies that promote social connection and shared citizenship

- II-1. Promote the cultural associations – major stakeholders in Saint-Denis' cultural dynamism
- II-2. Make each citizen an active participant of the city's cultural life
- II-3. Put culture at the heart of every neighborhood
- II-4. Encourage encounters via the municipal program of cultural events

Axis III - The city of mixed patrilineal and revealed matrilineal heritage(s)

- III-1. Create and develop the patrilineal and matrilineal heritage cluster
- III-2. Develop an applied arts cluster next to the Cathedral (Swan island)
- III-3. Bring heritage to life for all audiences

Axis IV - A creative city full of talent

- IV-1. Support the creation and promotion of artists
- IV-2. Nurture cultural Third Spaces as incubators for contemporary creation
- IV-3. Strive for the development of municipal cultural venues
- IV-4. Promote and support cultural programming as part of large-scale urban projects
- IV-5. A city of imagery and cinema: work towards developing the film industry at the territorial level
- IV-6. Develop the city's spaces for artistic expression

Axis V - A world-city that celebrates diversity and a cultural melting-pot

- V-1. Develop interculturalism and recognize the value of the territory's diversity
- V-2. Consolidate and further develop European and international partnerships
- V-3. Share and spread the cultures of the world
- V-4. Foster memories

Plaine Commune – Territory of Culture and Creation

In 2014, the Plaine Commune signed a regional development contract with the Prefect, state's representative in the region, which will be in effect until 2030. Entitled the *'Territory of Culture and Creation'*, this agreement touches on urban and social development, with culture and artistic creation as its core themes, in recognition of the Plaine Commune's unique cultural strategy.

Also in 2014, the French Ministry of Culture awarded the Plaine Commune with the *'Towns and Lands of Art and History'*.



label, which embodies cities' desire to get involved in promoting intermunicipal heritage. In September 2022, for the first time ever, the Plaine Commune is creating a vice-presidency for Cultural Strategy, Heritage and Tourism, with a view to giving Périphéries 2028 the necessary political standing in terms of an intercommunal cultural strategy, and in order to amplify the Territory of Culture and Creation approach, as well as developing the territory's tourism and promoting its heritage.

The ECOC allows for the identification of *common challenges that stretch beyond the year itself, and for collective, cooperative responses from institutions, stakeholders and populations to become accentuated and intensified*: environmental and ecological challenges, the challenge of democracy and civic participation, the challenge of immigration – being welcoming, hospitable and inclusive in diversity, the challenge of balanced territorial development and the legacy of large-scale events.

Périphéries 2028 provides *leverage to forge new ways of cooperating between communities and with other European territories*, renewing the modalities of public cultural initiatives.

A new cultural cooperation between the city of Saint-Denis, the Plaine Commune and the Department of Seine-Saint-Denis has been initiated around 3 themes

1. From diversity to commonality

1.a. Make interculturalism a source of pride and a form of leverage for developing the territory for its inhabitants

1.b. European peripheries: Build a community of residents and professionals, and experiment with new ways of networking

2. Culture at the heart of producing urban transitions

2.a. Places, Third Places, non places: build a hybrid/renewed/simple network that spans across the territory

2.b. Artist-friendly: help artists to emerge and grow, welcoming them and involving them in the production and life of the city

2.c. Make citizens into active stakeholders to transform the territory through culture

3. Help emerge, render visible / recognize the value of stories told by the peripheries about the peripheries as assets for territorial development

3.a. Give value to all the stories that make up the collective history in writing and in movement

3.b. Encourage the production, sharing and transmission of stories

3.c. Cultivate individual and shared territorial pride

Periféries in these strategies

*These cultural strategies are broader than the Périphéries 2028 project, which feeds into certain axes. The articulation between them is the guarantee of a long-term vision. Indeed, the ECOC is a laboratory in which to implement these recently-adopted strategies, as well as the occasion to amplify their civic participation and European dimensions. Périphéries 2028 effectively becomes a decisive phase in the perennial transformation of the region's cultural development process to reveal it, jostle it, connect it. In consonance with the city of Saint-Denis' cultural strategy, Périphéries 2028 give prominence to three core issues: **diagram***

10-year city strategy	Local cultural cooperation	Périphéries 2028 contribution
<p>I An ambitious cultural policy designed to favor Dionysien children and youth</p>	<p>1 From diversity to commonality</p>	<p>CAPACITIES</p> <p>Self-directed practices, Eco-cultural professions, Entrepreneurism (arts and crafts)</p>
<p>II Making cultural policies that promote social connections and shared citizenship</p>	<p>2 Culture at the heart of producing urban transitions</p>	<p>ECOLOGY</p> <p>Urban usages, Circular Economy, Land rights</p>
<p>III The city of mixed patrilineal and revealed matrilineal heritage(s)</p>	<p>3 Help emerge, render visible / recognize the value of stories told by the peripheries about the peripheries as assets for local development</p>	<p>DEMOCRACY</p> <p>Memories and Stories, Data management, Futures / involvement of youth</p>
<p>IV A creative city full of talent</p>		
<p>V A global city that celebrates diversity and a cultural melting-pot</p>		



The following three cross-cutting development components, which are necessary for developing the ECOC 2028 program, will be implemented from 2024 to 2030. We propose to invest in a capital of uses, which will inform the solutions of tomorrow. Each of these three components will inform other projects developed along the Périphéries 2028 programming themes and the Capacity / Ecology / Democracy triptych will form the basis for developing new local tools and know-how that will be an ECOC legacy.

Local capacity-building: the intelligence of the peripheries

The capacity-building component **Q.161** is subdivided into three implementation areas:

Self-directed learning: structuring, supporting and recognizing. Self-directed learning practices are a strong cultural characteristic of Seine-Saint-Denis. The objective is to structure paths for amateur practice and professionalization in areas that have received little (or insufficient) attention and resources thus far.

Eco-cultural professions: launchpads for remobilizing, qualifying and reintegrating. Targeted at unemployed people, people receiving social benefits and young NEETS, this program is part of an effort to harness culture as a remobilization tool, capable of facilitating professional transitions, which focus on training participants for locally-based jobs with high employment potential. These professions are closely linked to the imminent urban and ecological transformations that the territory will undergo, furthering the opportunities created by the 2024 Olympic and Paralympic Games.

Cultural entrepreneurship: support programs for incubating and accelerating. Identified projects will prioritize collective and cooperative entrepreneurship projects with limited profitability, while simultaneously concentrating private investment access for the most vulnerable groups and art crafts, very present on the territory.

Urban and cultural ecology

The ECOC candidacy process has raised the profile of urban nature and ecological transitions, particularly in light of the way conditions are shaping up for 2028 and the ways in which culture can harness them. This presents an opportunity to give new scope to these issues and to integrate them into territorial policies in a cross-cutting fashion, and in ways that will be decisive for local inhabitants' future living conditions. This component is subdivided into three main implementation areas:

Urban uses: projects that engage with culture – and its accessibility – or give it an important place in the public space will be programmed, such as belvederes designed by Sciences Po urban planning students, urban green spaces, nomadic places or commissions for artwork in the public space led by local inhabitants, making way for free urban cultural spaces and artistic hospitality initiatives.

The circular economy: repurposing and positive loops must be scaled up all across the cultural sector, and more broadly, projects that engender social, economic and environmental value – at the heart of our Périphéries 2028 candidacy – will be a cross-cutting theme.

Land rights: this area raises the question of the occupation of the city, the artificialization of the land and its exclusion of non-humans, and the control of land concerning the cultural sector, at the local and European levels. Projects will focus on solutions for promoting better access to housing and work spaces, as well as for welcoming international artists.

(Inter)cultural democracy

By supporting local inhabitants and providing them with vocational training opportunities, Périphéries 2028's ambition is to give them roles as artistic and cultural event co-programmers and co-producers. This is a first experimental step towards a form of (inter)cultural democracy aiming to include vulnerable and/or marginalized populations and people **Q.191**. By promoting capacity-building and tool transmission activities, the goal is to give each person a voice, thus proposing a new form of co-production with places and partners capable of fully maximizing project impact. With this in mind, the component is subdivided into three areas:

Memories and stories: focuses on projects that respond to the challenges of diversifying the peripheries' heritage, both in terms of their production and dissemination.

Data: the objective of this axis is to encourage inhabitants' knowledge of data management, and, wherever possible, promote a kind of shared management. This axis must create another way of linking actors, communities, companies and inhabitants.

Futures: projects targeted at and conceived by young people are essential to our ECOC design, in an attempt to fully encourage them to become more mobile throughout Europe at different stages of their careers, and to develop local artistic and cultural projects (programmers, producers, etc.) in connection with other ECOCs. ■

The capacity-building strategy for the cultural and creative sectors through...

The vision: locally-based learning for capacity-building

Capacity building and employment development policies in France bring together a large number of stakeholders (State, local authorities, associations) and rarely include cultural dimensions. In order to make the territory ready to host the European Capital of Culture 2028, the ECOOC team and the Plaine Commune will lead a strategy for the development of skills and cultural employment adapted to the characteristics of the territory in close partnership with all these stakeholders. The territory will capitalize on the successful experience of orientation of employment policies and development of skills implemented for the Olympic and Paralympic Games 2024 but in the direction of cultural jobs and skills.

Transversalism / Autodidacticism / Inclusion

In the Ile-de-France region, where geographical mobility is important, the offer of training in the cultural and creative sector, as well as the skills and professionals available, is abundant. Moreover, the Seine-Saint Denis region offers numerous professional training courses in this field, such as the ENS Louis Lumière (cinema, photography and sound), Kourtrajme and Shaolin Shadow (cinema), Pôle Sup' 93 (music), ENACR, CND (dance), MC93 (theatre), or the Académie Fratellini (circus), Le Samovar (clown), Casa93, 0-93. Lab and Esmod (fashion), CFPTS (technicians) and Campus Fonderie de l'Image (communication and digital creation), but also the new Campus Condorcet, an international hub for human and social sciences, as well as the universities of Paris VIII and Paris XIII (art and heritage, creative industries, management, European cooperation, cultural mediation, art criticism).

Périphéries 2028 has chosen to support a particular policy of training oriented towards a better consideration of self-taught practices, the development of new eco-cultural jobs and the improvement of skills necessary for cultural entrepreneurship and arts and crafts. This economic and social ambition of our project responds to the reality of a territory where the unemployment rate is high and the title of European Capital of Culture an opportunity for integration through economic activity.

Active measures: infrastructure, support systems and European cooperation

We have therefore set up three implementation axes, linked together to give concrete form to this programme over the period 2024-2030. Each scheme will be based on facilities (existing or to be created), support pathways for people and will be strongly linked to economic and social players in the region and in Europe.

Axis 1 - Structure, support and recognize autodidactic practices

→ Saint-Denis has a long tradition as a breeding ground for avant-garde arts and cultural movements, founded on the pedagogical basis of auto-didacticism (or self-learning), imagery and orality. Historically, the popular education movement present in the urban peripheries has largely contributed to evolving the hip-hop and stand-up movements and, more recently, to the practice of Parkour and the development of cultural 'third spaces'. This so-called peripheral or subaltern knowledge is still underrepresented in the established artistic, cultural and economic sectors, and the recognition of its legitimacy is long overdue.

→ The digital revolution has been equally instrumental in enabling people to become content authors, distributors and producers via online platforms and social media channels. Therefore, there's a need to solidifying strategies that train content producers, as opposed to content consumers. The ECOOC will reveal and legitimize our narrative identities and support our capacity to tell our own stories, as well as enabling the territory to transform institutional approaches and mechanisms for the production of knowledge and skillsets. Over the course of the next ten years, the objective is for our territory to become a model of more democratic, horizontal approaches to transmission, so that capacity-building efforts can be increasingly learner-centered.

→ The strategy here consists of observing emerging practices in order to support the structuring of new amateur practices and types of professionalisation adapted to the communities that support them, with particular attention to 12-25 year olds. We will rely on the work carried out by the Seine-Saint-Denis department on amateur practices, in particular the CAPPA-CITE system. Similarly, through cooperation with Paris VIII, we will offer students a rich and diverse environment with a shared pedagogical approach focused on project-based learning, societal challenges and critical thinking. Our approach is inspired by projects that explore new pedagogies in cultural education. Responding to two different needs, the Shakin project (researching new ways of thinking, of working and collaborating in response to crucial contemporary challenges in European cultural fields in order to accompany students into the professional world) and the DETER project (learning pathway for self-taught street culture artists from Bintou Dembélé's school carried out at the Ateliers Médicis in Clichy-sous-Bois and Montfermeil) will nourish the construction of learning pathways adapted to their target audiences and with the ambition of accompanying alternative knowledge on a large scale in the territory.

... the development of long-term links with the economic and social sectors

This strategy will be driven by the ECOOC team and will be based on the principles of transversalism and institutionalization of autodidactic practices. It will be strongly interconnected with the employment and inclusion policies led by the Seine-Saint-Denis department and the French government, and with the inclusion through economic activity policy led by Plaine Commune. It will also be linked to the artistic education policy led by the city of St Denis and the French Ministry of culture and education.

Targeted practices

Participative journalism, documentary filmmaking, hip-hop dance, Parkour, street art, Andalusi classical music, rap, oratory arts and stand-up.

Local partners and venues where the practices will take place

Maison des cultures arabo-andalouses, Centre dramatique national d'Aubervilliers, Académie Fratellini, Pôle Sup 93, Agence d'attractivité de Plaine Commune, La Ligne 13, Street Art avenue, Cité du Cinéma, Université Paris VIII...

Partner equipments

Maison des pratiques artistiques amateurs (Paris), Ateliers Médicis (Clichy-Montfermeil), MC93 (Bobigny), Philharmonie (Paris), Collectif FAIR(E) Centre chorégraphique national de Rennes, Pass Culture.

Axis 2 - Remobilization, qualification, reintegration via eco-cultural employment

→ Organizing the cultural and creative sectors' into sub-sectors optimizes vocational development and cultural job opportunities. However, a more transversal, more resilient capacity-building program is still required to promote a broader notion of cultural employment, particularly given the systemic crises (economic, health, ecological) that these sectors are currently undergoing. We want to invest in cultivating new types of creative employment that are capable of maximizing existing local potentialities and revealing local 'connectors' – such as contributors. The aim is to invest in the new professions of hospitality, arts and crafts, urban agriculture and gastronomy, digital mediation, decarbonation and recycling; professions that allow the transition from an economy based on cultural assets to one based on cultural connections.

→ Targeted primarily at unemployed people and those on social benefits; or youth not in employment, education or training (NEET) our program positions culture – and in particular eco-cultural professions – as tools for remobilization or professional transitions that are capable of maximizing local employment potential. Our strategy adopts a transversal approach to culture, decentralized from arts-focused vocational training to concentrate instead on urgent local needs, such as decarbonization; activities that promote a sense of community spirit and belonging; and connecting to nature.

This strategy for the development of eco-cultural jobs will be led by the ECOOC team in partnership with the French government (which could be a National Plan for Investment in Cultural Skills – PICs), the Seine-Saint-Denis department (as part of its plans to tackle school dropout) and Objectif Emploi (an association dedicated to the employment of young NEETs). The first working groups took place in the first quarter of 2022 and will be pursued and intensified from 2024 to 2030. The support schemes will be adapted to the skill needs of creative sectors and will define qualitative and quantitative monitoring indicators with all stakeholders.

Existing local infrastructure

Nuggets of partners cities [0.\[11\]](#), Objectif emploi, Coopérative Pointcarré, Halage, neighborhood associations, the Cité du Cinéma, Agence d'attractivité of the Plaine Commune, académie des cuisines du monde, the Basilica Cathedral of Saint-Denis, the Association Suivez la flèche restoration of the church spire, the Campus des Tiers lieux, Pot Kommon (group of 'third places' based in the Plaine Commune and centered around peer-based learning).



Partner equipments

Réserve des Arts (Pantin), École Simplon (Paris), Cuisine Mode d'emploi Thierry Marx (Paris), Pop School (Lille), Institut de recherche et d'Innovation (Paris)

Axis 3 - Incubation / Acceleration: Cultural Entrepreneurship Support Program

→ The European Capital of Culture 2028 will also enable us to intensify our support for cultural entrepreneurship on the key themes of our bid. Thus, the bid is developing an approach to cultural entrepreneurship in the field of the social and solidarity economy, cooperative entrepreneurship and a circular economy (short circuits, re-use, social impact enterprise). The programme will be based on the development of incubation and acceleration mechanisms in partnership with the economic and social players in the area.

→ It will give priority to collective and cooperative entrepreneurship projects in connection with the 93 Femmes project and the Ateliers Médicis (and the Incubator, La Renverse, Start and Kourtrajmé programmes), while concentrating efforts on access to private investment for the most vulnerable members of the public, by means of solidarity loan guarantee systems and support for the area's Hackerspaces and Fab Lab.

Existing local infrastructure:

Nuggets of the partners cities [Q.111](#), Pot Kommon, Institut du Patrimoine, Chambre des métiers de l'artisanat, le 19M Chanel (knowledge hub in the Porte d'Aubervilliers), Cité du Cinéma, Université Paris VIII (Technical Laboratory of Virtual Images), Plaine Commune Attractiveness Agency, Ambition Saint-Denis Endowment Fund.

Partner equipments:

Slow Fest (Bordeaux), The Green Room (Granville), Centre National de la Musique (Paris), IFIC (Paris), la compagnie des Tiers-lieux (Lille), TranseuropeHalles (SE).

European Cooperation

By reaching above and beyond national boundaries, European cooperation initiatives can inspire us to properly transform our conventional approaches. This candidacy is strengthened by the existing bedrock of several Erasmus+ and Europe Creative projects addressing urban and cultural ecology issues.

Training programs, European programs, and support for cooperation projects (150 cultural enterprises trained) have already given rise to pedagogical innovation projects on digital inclusion ([Digital Survivors](#)), urban agriculture ([Nature](#)), urban data ([Cultour Data](#)), youth mobility (Accréditation Erasmus+), female entrepreneurship (93 femmes and She Raps), co-ownership of cultural spaces ([Cultural Citizenships](#)) and relational tourism ([Affect](#)).

All of these projects were co-produced with the LABA agency which, from the programme design phase, Europeanised the area's capacity development strategy in relation to the bid's central themes (youth, digital inclusion, European citizenship, eco-cultural professions, hospitality) via cooperation and educational innovation projects with a high transformative value and which are intended to be intensified and perpetuated over the period 2024-2030. Drawing inspiration from good European practices and anchoring them in the region on a long-term basis is part of the bid's commitment to making Plaine Commune a learning and innovative region in the development of the cultural and creative sectors.

This will allow citizens and professionals who wish to do so to experience mobility and cooperation in order to share with the territory the contributions of our partners on a European and global scale.

As such, the European dimension constitutes [the keystone of our capacity-building strategy](#) and our push for eco-cultural job creation at the local level, with a view to decompartmentalizing our territory and building sustainable alliances with initiatives led by other European peripheries. ■

The long-term cultural, social and economic impact of the ECOC on the city, including in terms of urban development

The cultural impact of [Périféeries 2028](#) is a project of [pride for a peripheral territory](#) that is no longer turned towards its city-centre but is part of a [network of local, European and global centralities](#). This European Capital of Culture brings cultural and artistic practices closer to the population, disseminates new representations of the peripheries and accompanies the transformation of the territory towards urban hospitality and renewed economic attractiveness. It especially contributes to reducing social inequalities in the area.

A capable territory, a source of shared pride

From a social and cultural point of view, the European Capital of Culture intends to create a combined feeling of pride, legitimization of existing practices and reinforcement of the capacity to act through the acquisition of new know-how [Q.161 Capacities](#). These long-term impacts will be achieved through a chain of cumulative effects over time, affecting the different audiences in the territory. [The population will benefit from the opening up of artistic practices to as many people as possible, thanks to equal opportunities projects, the increase in spaces dedicated to cultural practice and the support of innovative pedagogies around spontaneous and self-taught practices. The inhabitants will also benefit from the development of eco-cultural jobs by 2030.](#)

Professionals in culture and other sectors, young people and adults, will enrich their fields of expertise and their ability to collaborate thanks to greater European mobility. This will be made possible by numerous European cooperation projects, training courses and the acquisition of cooperation skills, and will at the same time create a new sense of European citizenship. The increase in the number and value of cross-sectoral collaborations between the arts and the private sector as well as the support of cultural entrepreneurship will contribute to the economic development of the territory's cultural sector.

→ From an economic and social point of view, the Capital will develop [contributory royalties](#) from 2024 [Q.161](#). This is a major social advance for the territory as [a key tool for social justice](#) in the current transitions.

A living and hospitable urban space for all through culture

Over the past few decades, the Plaine Commune has undergone several — often imposed — urban and socio-economic transformations [Q.131](#).

In the lead-up to 2024, the Paris Olympic and Paralympic Games and the transportation infrastructure for the Grand Paris Express, including the Saint-Denis Pleyel train station, will accelerate the territory's opening up process, transforming the public space and bringing in new inhabitants.

By drawing on ongoing cultural urban planning expertise, the European Capital of Culture 2028 title is a catalyst for the development of hospitable spaces, as part of a balanced, peaceful approach to transforming territories for different populations.

By placing culture at the heart of public policies for regional development and by linking them to the challenges of sustainable development and inclusion, [Périféeries 2028](#) is an agent of public innovation to transform the region. One of the most structuring impacts is the redesign of a decentralised cultural network. A pedestrian and cultural strategy, the ambition is to bring culture within a 10-minute walk of all residents by creating or re-appropriating local facilities that respond in a localised manner to the social and cultural needs of residents. The aim is to provide a new quality of urban life and improve the living environment by programming new public spaces centred on a mix of uses and populations so that women, the elderly, teenagers and people in precarious situations feel welcome in the public space. Sensitive urban diagnoses, artistic and landscape installations, nomadic tools, urban observatories, revelation of the presence of water and activation of the canal, will be the tools for crossing artistic, urban and environmental disciplines.

More broadly, the title of European Capital of Culture is a unique opportunity to structure new ways of doing things around the transversality of public policies between sectors and between territorial authorities.

It is also an opportunity to accelerate the ecological transition of the territory and the cultural sector through the massive development of eco-gestures, the creation of islands of nature in the city, the structuring

of the circular economy and reuse in the cultural sector.

→ There are several ways of producing cultural projects: the one chosen by [Périféeries 2028](#) requires in-depth transformations. The cultural places will have been supported and mobilised by the capital, but more importantly they will have achieved [carbon neutrality by 2030](#) (Programme Régional FEDER-FSE+ 2021-2027 de l'Ile-de-France et du Bassin de la Seine [Q.1301](#)).

The structuring of more democratic ways of proceeding

By investing in training and support programmes to promote (co)programming and (co)production roles among the local population, the expected impact is the diversification of cultural representations and policies. The increase in citizen co-productions will have an impact on the inclusion of vulnerable and/or marginalised populations in cultural projects. With the multiplication of citizen co-productions that allow the inclusion of vulnerable and/or marginalised populations in cultural projects.

On the other hand, in 2028 allows the construction of indicators for a trajectory of cultural investment at 10% of general budgets, thanks to the promotion of the cooperation skills of local authorities.

→ The European Capital of Culture, understood as a democratic process, will involve the establishment of an [assembly for the future](#) [Q.171](#), integrated into decision-making processes and cultural programming for the Plaine Commune (notably regarding the shared management of data and co-programming of public procurement). It embodies two strong values of the bid: [a young and diverse Europe](#).

Re-enchanting European peripheries

The ECOC title will contribute to:

- Positive new narratives for storytelling the suburbs of Europe, focusing on its globalized cultural wealth. These stories will promote the diversification of production sources and the space given to local inhabitants' expressions.

Encourage and reinforce local inhabitants' sense of pride – the cornerstone of a resilient strategy to increase territorial appeal and inspire the emergence

of new meeting places for local inhabitants and new visitors. This 'reconciliation' between interior and exterior will have significant economic

benefits. On the basis of citizen initiatives and immersive cultural programs, the stigmatized perception of suburban dwellers will be transformed.

In line with ECOC objectives, the table below summarizes the key goals of our approach

Impacts	Capacity-building	Urban and cultural ecology	(Inter)cultural democracy
Cultural	<ul style="list-style-type: none"> Increase the number of local young artists supported by capacity-building initiatives Increase the number of local participants in cultural and artistic programs Increase the mobility and number of European cooperation projects for local cultural actors Support the emergence and legitimize spontaneous, autodidactic practices 	<ul style="list-style-type: none"> Open new cultural spaces and mobile tools that grant broader access to local cultural offerings Build indicators for a trajectory of cultural investment at 10% of general budgets 	<ul style="list-style-type: none"> Diversify local stories (about the territory or emerging from within it) in the media and cultural productions Increase and diversify inhabitants' cultural participation Increase and diversify for cultural event audiences Improve intercultural dialogue at the local and European levels
Social	<ul style="list-style-type: none"> Reinforce inhabitants' local commitments and participation in volunteering activities Social integration via eco-cultural employment Reinforce European mobility and a sense of belonging to the European Union for local youth 	<ul style="list-style-type: none"> Systematize art and culture's transversal presence in all public policy areas Establish a system of contributory royalties 	<ul style="list-style-type: none"> Reinforce the cohesion of local areas, mitigating inequalities and encouraging inhabitants' pride in the territory Increase positive visibility for the territory Reinforce young people's role in cultural policy making Diversify the profiles of cultural sector stakeholders and decision makers
Economic	<ul style="list-style-type: none"> Create new eco-cultural employment opportunities Support cultural entrepreneurship and the applied arts 	<ul style="list-style-type: none"> Increase collaboration between the arts and the private sector 	<ul style="list-style-type: none"> Destigmatize perceptions of suburban dwellers and their employability Increase local and international tourism to the Plaine Commune, as well as hotel room occupancy, restaurant and shopping in local commerce
Urban Development	<ul style="list-style-type: none"> To make the inhabitants actors of urban projects through cultural approaches. 	<ul style="list-style-type: none"> Increase the number of art interventions in the public space in order to improve the quality of life and support the transformation of the territory and rehabilitation of social housing neighborhoods Increase the number of local eco-friendly gestures, giving more urban space to nature, promoting environmental awareness and knowledge of the carbon footprint. Strive for carbon neutrality for local cultural spaces and operators. 	<ul style="list-style-type: none"> Systematize mechanisms that tackle inequality in urban planning (gender, race, income, disability...) Create visual identities inspired by local cultural diversity in order to reinforce the specificities of local infrastructure. ■

Monitoring and Evaluation Plan

Evaluation philosophy: a local impact-driven approach

To monitor and evaluate the short and long-term impacts of Périféeries 2028, our candidacy draws on the European Commission's evaluation guide, tested tools, questions and indicators, as published during the 2021-2022 residencies ^{0.1171}. Our M&E process spans the entire implementation period up to 2028, and has been conceived as a collective improvement tool, designed to evolve collaborative work processes based on locally observed results.

Tools for shared stewardship: collectively grasping the ECOC's social, cultural and urban added value

Our approach to the candidacy's value is driven by the conviction that it must be inextricably connected to the local context – the social and cultural ecosystem, and local needs and resources. The challenge is to collectively qualify, share and recognize the value of the ECOC's direct and indirect impact on our region and its inhabitants. Program stakeholders' deliberation processes must include different actors' voices by way of a community supervisory committee (artists, cultural organizations, audiences, financial partners, institutions, local actors...).

This evaluation method, designed especially for Périféeries 2028 following to the Atelier Approche.s¹ study on social impact, has been conceived as a tool for collectively defining and supporting the project stewardship. From year to year, our M&E approach supports decision-making processes, clarifies shared visions and establishes interim targets that are tailored to our specific context and capacity to achieve goals set for 2028/2030. In addition to evaluating activity impacts, Périféeries 2028 will also evaluate the effectiveness of its own organization and management processes, seeking to continually improve intervention benefits and ways of working.

A multidisciplinary, multiscale approach combining quantitative and qualitative data

Périféeries 2028 triggers medium-term structural transformations that revolve around three different development components – individual and professional *capacity-building*; urban and cultural *ecology*; and (inter)cultural *democracy*. These will be evaluated in light of quantitative criteria, but also in organizational and immaterial terms. Our M&E plan is based on tools derived from the human sciences (sociology, urbanism), in conjunction with more traditional evaluation tools, making it capable of qualifying the action plan's social, cultural, economic and urban impacts at several indissociable levels: individual, collective, territorial, from an urban and environmental transformation standpoint, and their European dimension.

In order to further develop local and international precedents on social impact evaluation, we are evolving a collaborative approach to evaluating our candidacy's social, cultural and urban impacts.

In 2022, a program of four test-residencies revolving around participative art projects enabled preliminary testing of our M&E protocol. It included tracing inhabitants' diagnostics of the candidacy's guiding themes and testing M&E tools during two multidisciplinary workshops (with artistic, associative and institutional partners, and members of the public), allowing us to consolidate the set of indicators and analysis tools for measuring participative art projects' social value.

The implementation of our M&E protocol: three concentric circles of actors

*An interdisciplinary committee of experts co-defines the modalities of implementation of the evaluation taking into account a plurality of issues: the social effects of *cultural events and multiculturalism* (Emmanuelle Lallement • Institute of European Studies, University of Paris VIII), *inequalities* (Oriane Filhol • Observatory of Inequalities in Seine-Saint-Denis and Christine Bellavoine • City of Saint-Denis), the *development of cultural and associative organisations* (Yannick Blanc • Fonda), the *urban transformation* of the territory (Cécile Diguët • Institut Paris Région), the effects of *major events* (Marie Delaplace • Olympic Evaluation Committee, Université Gustave Eiffel), the *decarbonisation* of culture (David Irle, Gwendolenn Sharp • The Green Room). The year 2023 will be a stage of validation of the indicators, optimisation of the process and development of existing tools, including the carbon footprint calculators developed in several cultural sectors. The modalities for steering the evaluation process will be defined in 2023 by the Périféeries 2028 project team in conjunction with the interdisciplinary committee of experts.*

A circle of teacher-researchers and their students in European cultural project management is in charge of data collection and analysis within the framework of university partnerships set up with the Institute of European Studies/University of Paris VIII and European Reform University Alliance, Paris XIII, Paris I and Condorcet campus.

A community supervisory committee has been created to support the major phases of our M&E process, involving representatives from the Colleges associated with the candidacy (cultural actors, inhabitants, media representatives, academics, European experts, partner cities), reinforcing the project's shared stewardship.

1. « Pour un urbanisme relationnel - Analyse des impacts sociaux et urbains de l'urbanisme transitoire », Atelier Approche.s, PUCA, 2019. Carnet pour l'évaluation des effets sociaux des lieux hybrides, Atelier Approche.s, PUCA, 2022

Dissemination of results at national, European and international scales

Making M&E data available to the general public is one of our team's key priorities. The success of our approach's collaborative dimension resides in guaranteeing honesty and transparency in relation to our partners and all associated audiences, near and far. Each annual report will be published online, accompanied by a visual, didactic executive summary, making our data accessible to all in Europe. We will pay particular attention to the dissemination of these results to our European partners. An international conference and a full publication will put the results into perspective in 2029.

Implementation calendar

Each year the overall evaluation system is structured around the following three stages.

- ☀️ Co-define (or adjust) M&E phases with a mixed evaluation committee (target audiences and action-based

methods), validation of pre-identified indicators - 1 month

- ☀️ Data collection and analysis during and after all activities (questionnaires for project proponents, artistic teams and audiences, impact chain workshops with audiences, observation and analysis sessions of the use of the city and cultural spaces) - ongoing

- ☀️ Shared definition of value produced (shared assessment workshop) and assessment formalization - 3 months

In 2023, the digital tools dedicated to the evaluation will be ready for use to deploy the evaluation to all the actions carried out by Périphéries. An initial collection of data will be carried out on the basis of the selected indicators. These data will constitute the reference for evaluating changes in the Plaine Commune territory by 2029. In accordance with the European Commission's requests, the final, ex-post evaluation will be delivered before 31 December 2029. A publication presenting the impacts of Périphéries 2028 will be produced and presented at a post-2028 conference. ■

TARGET GROUPS	DATA COLLECTION TOOLS
Population involved in artistic and cultural activities	<ul style="list-style-type: none"> ● <u>'Impact Chain'</u> workshop featuring a representative panel of participants and facilitating the collection of individual stories. ● <u>Sociological analysis</u>
Visitors to cultural spaces and events (locals and tourists)	<ul style="list-style-type: none"> ● <u>Quick interviews</u> with an audience panel during events ● <u>Statistics</u> on number of visitors
Population	<ul style="list-style-type: none"> ● <u>Vox-pops</u> on Plaine Commune city streets ● <u>Observation</u> criteria for uses and users of urban transformation sites, with an associated cultural approach ● <u>Survey</u> of stakeholders (local, national, European)
Artistic teams, cultural institutions and associated event partners	<ul style="list-style-type: none"> ● <u>Workshops</u> with associated actors and targeted interviews ● <u>Questionnaires</u> for all partners and a carbon calculator ● <u>Audience research</u> led by cultural institutions and spaces
Elected representatives and Agents from local institutions	<ul style="list-style-type: none"> ● <u>Targeted interviews</u> with elected representatives from cities, the Plaine Commune and the department of Seine-Saint-Denis ● <u>Workshops</u> and <u>targeted interviews</u> with agents from the cities, the Plaine Commune and the department of Seine-Saint-Denis ● Analyses of <u>strategic documents</u> and the evolution of their implementation
The local business community	<ul style="list-style-type: none"> ● <u>Questionnaires</u> for the local business community, including sponsors ● <u>Targeted interviews</u> with eco-cultural entrepreneurs ● <u>Macroeconomic analysis</u> on local employment and economic activity
Media representatives	<ul style="list-style-type: none"> ● <u>Press review</u> (print and online) ● <u>Social media analysis</u>
Périphéries 2028	<ul style="list-style-type: none"> ● <u>Interviews</u> with the Board of Directors and the project team ● <u>Questionnaire</u> for all teams ● <u>'Impact Chain' workshops</u> with all volunteers
Tourism - European Visitors	<ul style="list-style-type: none"> ● <u>Visitor statistics analysis</u> - tourism offices and hospitality operators ● <u>Questionnaire and targeted interviews</u> with visitors to the region

Saint-Denis,
city beyond
compare

Saint-Denis,
my capital

Saint-Denis
city far
from banal.

Artistic vision and strategy for the ECOC cultural programme

Performing an inversion

The artistic vision for Périféeries 2028 mirrors the intention – indeed, the necessity – to leave room for new constructions and new narratives of the European suburbs to emerge.

Fair is foul, and foul is fair

(Macbeth, Act I, Scene 1)

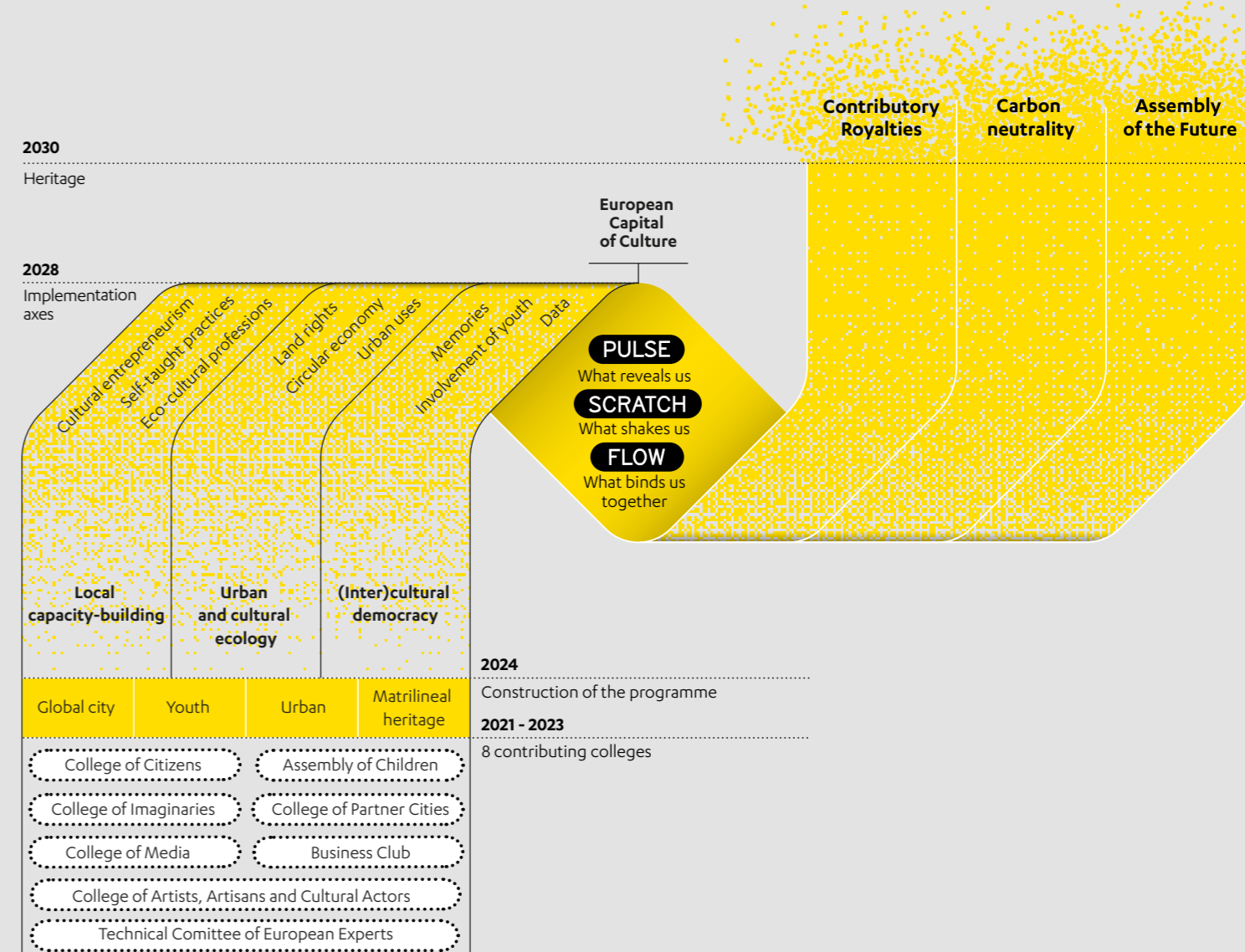
Like Shakespeare's witches' declaration, we want to overturn the stigmatizing vision of the peripheries. We want to affirm the equal dignity of cultures and their expressions, and abolish certain inherited hierarchies. Our eight colleges – a set of working groups – conducting diverse experiments – have greatly contributed to the development of our candidacy in this sense. From the collective work carried out since 2021, 3 cross-cutting development components have emerged, helping us to structure our action plan and providing tools for our artistic and cultural program [Q.161 | 71](#).

These components constitute an open framework for new ways of doing things: Capacity – sharing knowledge, Urban ecology – sharing the public space, Democracy – sharing power. They are an essential part of the sensory overhaul that the *artistic and cultural program* will conduct – the soil in which plural, European experiments can germinate and then flourish in the long term.

Transforming artistic and cultural frames of reference

Developing a program that proposes to invert norms and transform cultural frames of reference puts the focus on the knowledge and people, artists and inhabitants, that are considered invisible or subaltern. We have thus been inspired by the work of English post-colonial theorist Robert J. C. Young, and what he refers to as 'subaltern knowledge(s)', which aim to institutionalize citizens' knowledge(s) by identifying the expertise in their marginality(ies). This notion considerably broadens the boundaries of knowledge, moving towards narrative, bodily, experiential, sensory, popular, community, and traditional forms of knowledge, but above all those that were previously non-legitimized.

The program has been developed to make this affirmation a shared reality for the territory's cultural actors, artists, inhabitants and contributors. It is all the more powerful because it is being presented by and for the periphery, a place with a different point of view. Périféeries 2028 is the project of the European peripheries, in that it recognizes their inhabitants' capacities and promotes their equal access to cultural rights. More than traditional artistic excellence, we wish to develop and deploy a range of cultural intelligence(s), structured around the backbone of intercultural dialogue throughout Europe and beyond.



A multi-faceted artistic program

The challenge is to curate a program based on a broad, contemporary approach to what constitutes artistic production and artistic forms: a transdisciplinary, trans-sectoral convergence encompassing the diversity(ies) of expression, the contribution of amateur practices, the plurality of forms and media, and the importance of digital dimensions.

To achieve this, we have adopted a collective artistic curatorship that derives from a diversity of perspectives, and we together we are designing a program that is abundant, demanding, and has a solid European scope. Our aim is to cooperatively produce work that is anchored in the territory and within its institutions, in conjunction with existing cultural facilities and local actors of all different sizes, and in collaboration with local citizens and European partners. The objective of the European Capital of Culture is to 'create culture' together and to produce it sustainably, respecting the principles of solidarity and the social economy. Therefore, our cultural and artistic programming will be defined via two different channels: *the programming committee and the eight colleges*, with an artistic program coordinator who will ensure the program's overall coherence. Without ignoring the expertise of cultural sector professionals, and without opposing professionals and amateurs, we intend to identify and optimize their complementarity, encouraging local inhabitants' capacity to program and make artistic and cultural choices, and to articulate all these strains into a single, harmonious whole.

The Programming Committee

A group of 27 members are in the process of being appointed, by co-option and invitation, and on a voluntary basis, whose background is in artistic programming and who have specific expertise at the European level. These women share an interest in the new, experimental, demanding, large-scale programming warranted by the European Capital of Culture label. The composition of this committee responds to two opposing realities in the cultural milieu: on the one hand, the low proportion of directors and programmers of cultural structures that are women and, on the other hand, the strong representation of women in the avant-garde territory of Seine Saint-Denis.

Thus far, the committee includes *Julie Deliquet* • Théâtre Gérard Philipe, *Marie-José Malis* • Théâtre de la Commune, *Frédérique Latu* • Rencontres Chorégraphiques Internationales, *Christelle Glazaj* • La Villette, *Émilie Renouvin* • Institut Français, *Milica Ilic* • ONDA (Office national de diffusion artistique), *Céline Gallet* • HipHop • Centre Chorégraphique National de Rennes, *Sandrina Martins* • Art and Sport • Carreau du Temple, *Elisabeth Martin* • Cuisines • Alimentation Générale, *Lauranne Germond* • Écologie • COAL, *Klio Krajewska* • Arts numériques • Watermans UK + WRO Media Art Biennale PL, *Valia Kardj* • Espace public • Mains d'Œuvres, *Laëtitia Ngoto* • Modes • ArtPressYourself, *Emma Raguin* • Jeune Public • Panorama des cinémas du Maghreb et

du Moyen-Orient, *Aurélie Cardin* • Cinébanlieue, *Valérie Suner* • Théâtre de la poudrerie, *Pauline Gacon* • Maison Populaire de Montreuil, *Margot Videcoq* • Les Laboratoires d'Aubervilliers; *Laëtitia Chauvin* • Sémiose Éditions; *Nathalie Rappaport* • Festival de Saint-Denis.

Other luminaries such as *Hortense Archambault* • MC93 and *Dominique Hervieu* • Paris 2024 are also being considered for inclusion.

The Eight Colleges

From the outset of the Périphéries 2028 candidacy launch, the colleges were constituted as groups for contributing, reflecting, and experimenting with artistic and cultural projects, each with their own budget. Conceived to maximize civic participation, each college is relatively autonomous, can develop its own way of functioning, and build its own implementation schedule for scaling up and disseminating experiments throughout the territory. This approach, based on the Agile methods, makes it possible to maintain the collective nature of the candidacy at each stage of the process, and to permit the continual arrival of new members. Thus, for the second phase of the candidacy, the Citizens' College, the Media College, the Imaginaries' College (Universities and Students), the Cultural Actors', Artists' and Craftspeople's College and the Children's Assembly, will develop proposals for artistic and cultural actions and accompanying implementation methods. The Companies' College, the Partner Cities' College and the Committee of European Experts will focus on producing resources for these different actions. Indeed, each of the colleges will either produce actions or resources, with a participatory budget at its disposal, and always in connection with the Programming Committee.

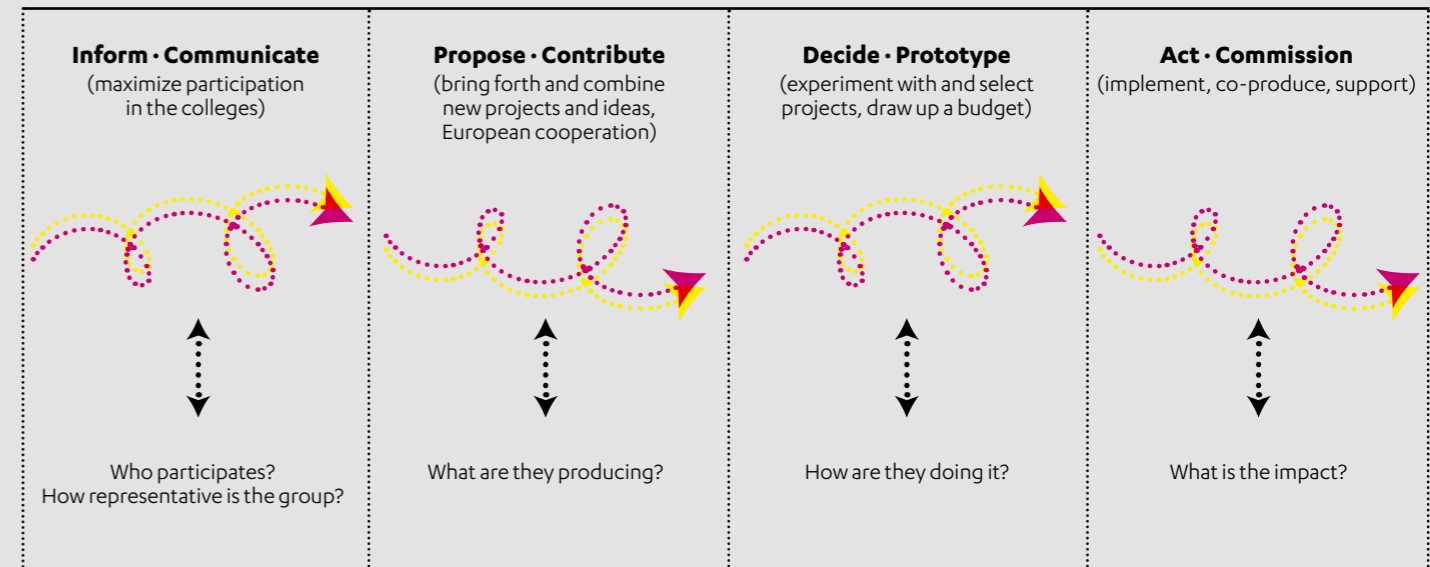
A commitment to develop the tools for an innovative new protocol

Périphéries 2028's strategy is fueled by our intention to establish a new civic participation model for European cultural policies. We propose to develop an innovative new protocol, which can be a territorial legacy, as we believe ours is the ideal geographical laboratory to invent and experiment with such an approach.

This protocol will have to meet strict criteria, and be regularly evaluated and updated, in order to secure, consolidate and guarantee its durability. It will be based on the various studies, experiments and research related to civic participation, and will specifically ensure:

A broad representativeness, an equitable configuration for decision-making and power attributions, artistic excellence, a support system for project delivery, and a large-scale educational and capacity-building program on cultural policy management for all participants.

Participation protocol for colleges



A rhizomatic program based on the Nugget sites

The Programming Committee and the Colleges are devising a rhizomatic program that occupies several venues and cultural spaces across the ECOC. The idea is to get venues to cooperate by programming joint projects, or projects that resonate with each other, and to design mobile, nomadic artistic objects that can irrigate the territory, in as close proximity as possible to local inhabitants, and which offer new artistic circulation experiences

for European visitors. In order to guarantee this rhizomatic programming, together with partner cities, Périphéries 2028 has endeavored to define a series of 'Nuggets', which will be the driving force behind the ECOC and the designated hosts of various types of cultural projects. These are places, often already undergoing transformation, that embody our vision of cultural urbanism, and establish new kinds of relationships with local inhabitants, as well as providing responses to environmental and ecological issues. ■

Q11

Cultural programme structure, range and diversity of activities and main events

The Périphéries 2028 program, scheduled to commence in 2024, features three different phases: **PULSE, SCRATCH, FLOW**, which complement each other to create a multifaceted, innovative narrative, highlighting the realities of the territory and its permanent dialogue with Europe.

Structured around the principle of multiples of three ($9 \times 3 = 9.3$) – a nod to Seine-Saint-Denis' departmental number 93 — each of the programming lines detailed below leads to the implementation of several different artistic cooperation projects in 2028. All projects have been conceived and constructed on different scales, and in connection with local, national and European partners, who will lead their definition and implementation from 2024 to 2028. Each of the three phases culminates in a main event, designed to unite a large audience.

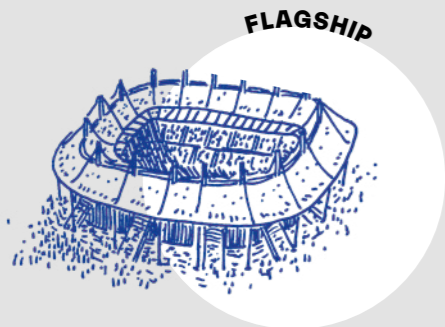
The three intertwined and dynamic phases converge throughout the program, relying wholly on the territory's human, artistic, cultural, economic and sensitive resources. **The Nugget sites, which are pivotal places for the territory, will be instrumental in guaranteeing the program's distribution throughout the entire ECOC area.**

AN ARTISTIC AND CULTURAL MATRIX



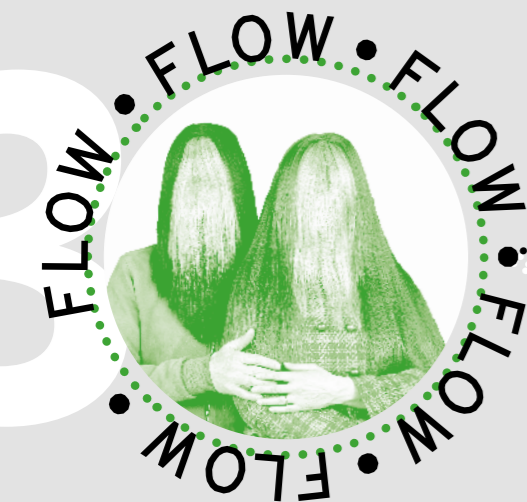
WHAT REVEALS US

Raising awareness of the myriad of local richnesses



FAIR-E TOUCH

✳ The margin in the center



WHAT BINDS US

Building desirable futures

HIDDEN TREASURES
Revealing our common roots

IN MY SECRET BACKYARD
Revealing urban interstices

MYSTERIOUS GARDEN
Revealing a resilient territory

STREET ART AVENUE
Maintaining the dynamic between art and sport post Olympics and Paralympics games 2024

SAV IT LOUD
Promoting the oratory arts and debates

QUEER EUROPA
Providing a platform for visibility and building a diverse European identity

SLOW FEST
Devising events that downshift

CREATIVE TOURISM
Creating culture and tourism adventures that are experiential (and digital)

A MORE BEAUTIFUL JOURNEY
Promoting cultural itineraries in multiple dimensions

TOKTOK ACADEMY
Supporting quality content creation

RISE AND SHINE
Crossing borders and developing critical thinking

FAIRY BRIGADES
Cultivating participatory creation

NEW QUEENS AND KINGS
Binding our histories together by creating new narratives and mythologies

HYPHENS
Binding traditions and contemporary practices together

HOME-MADE
Binding effervescence, social justice and cooperation together as artistic practices

FOR COLLECTIVELY CREATING THE FUTURE

SOCIAL HOUSING
Entering inhabitants' private lives

UNDERGROUND
Creating light underground

URBAN REFUGES
Being hospitable, welcoming migrations

BETWEEN NIGHT AND LIGHT
Creating new urban lighting designs and uses up on high

CROSSING THE SUBURB
Roaming, walking, moving, adventuring to reinvent urban uses

MOVE YOUR ART
Creating mechanisms to reappropriate the public space

BEYOND MATTER
Producing by repurposing, enchanting to awaken.

THE ODYSSEY
Gathering a people of the water (canals and the Seine River)

TULIPS AND BAD SEEDS
Artistically inhabiting urban green spaces (parks and gardens)

TALENT PUTSCH
Shaking up visibility and pride in artistic practices in the beauty of diversity

THINKING ABOUT DIFFERENCE
Shaking things up via events on a human scale that involve artists and inhabitants

LOVE FOR THE MARGINS
Shaking things up with civic participation, promoting cooperation and European mobility

GET YOUR TONGUE ROUND
Promoting encounters between cuisines and mother tongues

I'M ALL EARS
Mixing European music

OPEN YOUR EYES
Reconstructing images, reinventing a new ways of making films

ART MINES
Working with European heritage and know-how (arts and crafts)

PERIPHERY ART FAIR
Cementing European peripheral cultural by generating emotional diversity

DIGITAL SURVIVORS
Embodying inclusiveness by creating infinite possible universes

ALPHAS
Co-creating with young people and re-enchanting educational spaces

AZIMUT
Mapping data, archives and projects sensitively and dynamically

MEMORY ADDICT
Co-producing memories and making the invisible reappear



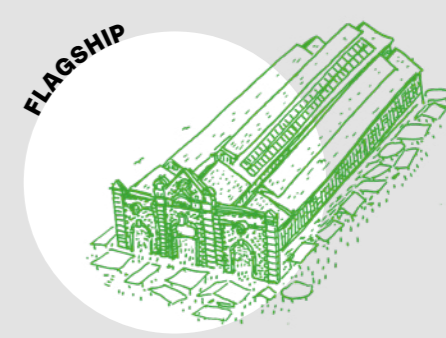
SKY FEST

✳ Look up



WHAT SHAKES US

Seeing things differently and changing the balance of power



FAIRY TAILORS

✳ An other fashion week

1.1 HIDDEN TREASURES

Under the concrete, there are treasures: revealing and displaying hidden local treasures, both underground and in people's apartments and living spaces, in order to showcase the individual and collective stories that are specific to Seine-Saint-Denis and to all European peripheries.

Here the public are no longer spectators but explorers. Local inhabitants and professionals will serve as guides throughout unique local cultural experiences.

SOCIAL HOUSING

A strong territorial marker, HLM, the acronym for the French term for low-income housing, has welcomed several generations of workers, who have created a series of individual, family and collective narratives. Périféeries 2028 wishes to recount and recognize the value of these intimate spaces via locally created art forms. Private places become cultural spaces in their own right, where — for the duration of a performance or a meal — each citizen is the conveyor of the stories they wish to share. It is also an opportunity to offer other cultural experiences to local inhabitants and visitors, such as by creating site-specific shows in people's apartments, in artists' ateliers or residences.

Proposed local partners: AMULOP • Association pour un Musée du Logement Populaire, Studio-théâtre de Stains, Mémoire Vivante de la Plaine, SSD Habitat, Plaine Commune Habitat, Théâtre de la Poudrière • Sevran, Collectif GK • Montreuil.

Proposed European partners: Intimate theatre (FI), Oh! Pezoume (GR), Eutopian KÉK (HR).

UNDERGROUND

Archaeology has long been a field reserved for specialists. Similarly, industrial deposits, be they above or below ground, are rarely made available to the public. The city of Saint-Denis hides incredible treasures underground, carriers of powerful imaginaries, as it is the final resting place for the kings and queens of France, and more recently, the invisible guardian of the deposits and spaces of the construction of Paris, the Grand Paris Express and the metro.

By replicating and upscaling a program of citizen archaeology and underground artistic creation, the challenge is to make spaces

Gare Pleyel – Hub of the peripheries: La Gare Pleyel - Hub des Périphéries, the Grand Paris Express' first and largest station will enable Saint-Denis' inhabitants to be quickly connected to all other surrounding suburbs. A cultural center of more than 5,000 m² and a veritable immersive museum, which aims to serve as a social and cultural connector for the suburbs of the world.

that are usually reserved for professionals' eyes only more visible and accessible for the general public, thereby promoting the deployment of new forms of transmitting archaeological knowledge and the recognition of common spaces.

Proposed local partners: SGP, Art Explora, RMN Grand Palais, INRAP, l'Unité d'archéologie, Suivez la Flèche, RATP, STIF, SGP, Paris Face Caché, Centquatre.

Proposed European partners: Vlak Fest (CZ), partners du projet NEARCH: Institut des sciences du patrimoine • INCIPIIT (ES); Institut des biens artistiques, culturels et naturels de la région Émilie-Romagne (IT); Université Adam Mickiewicz de Poznan (PL). ACE partners: University of York (GB); Université Aristote, Thessalonique (GR); Agence du patrimoine flamand (BE); RGK, Francfort (GE); Université de Leiden (NL), Culture Lab (BE); Kineon (BE), Office national hongrois du patrimoine (HR).

URBAN REFUGES

Inventing new spaces capable of making up for the major shortcomings of collective life is a way of rising to the challenge of paving paths for those left behind to rebuild their own lives. Fundamentally, these spaces posit that it is not the student that is sick but rather the school, not the worker but the work, not the inhabitant of a country, but the country itself, and above all, that institutions can in fact be healed by those they have backed into a corner.

Proposed local partners: Théâtre de la Commune • École des Actes, le 6b • École THOT, Bruit du Frigo, Quatorze • Montreuil, Fondation Abbé Pierre, Sentiers Métropolitains, Cité de l'Architecture (Zones Architecturales dynamiques), Le LABA.

Proposed European partners: Partners RIME • Synkoino Coop (GR), Istituto Comprensivo (IT), EDRA (GR), Lai-Momo (IT), VismedNet (MT), Université Jonköping (Suède), Hal Far Outreach.

1.2 IN MY SECRET BACKYARD

From large companies to the incredibly diverse network of local associations, interstitial spaces abound in Seine-Saint-Denis, and they play an important part of daily life, helping us think about our territory as shared heritage that must be revealed and recounted to visitors.

This poses the challenge of attracting new gazes to places without much thoroughfare, making them into attractive tourist and cultural experiences, which are sensitive to the needs of urban transformation, accessibility and cultural nomadism'.

BETWEEN NIGHT AND LIGHT

Promoting nocturnal cultural activities and envisaging a city that is inclusive are key candidacy challenges that will make the territory a pleasant place to stroll in. By creating lighting designs that are visible from afar and accessible to all, in particular in connection with the Sky Fest 2028, an open invitation is extended to occupy rooftops, building residences in the sky and developing a European project on the Night and the Light to connect urban uses and culture.

Proposed local partners: Vinci, Bouygues, ENS Louis Lumière, Radio Nova.

Proposed European partners: partners ERCNN Rooftop Network: DAKKA Festival • Antwerp (BE), Roef Amsterdam (NL), Coincidencies Barcelona (ES), City of Belfast (IR), ECOC Chemnitz 2025 (GE), City of Faro (PT), Folkstaden Gothenburg (SW), Urban Gorillas (ES), Rotterdam Dakendagen (NL).

CROSSING THE SUBURB

This object is intended to create site-specific artwork in neglected or peripheral urban spaces. These creations will take the form of trails, walking tours, and citizen circuits, invoking the gazes of European inhabitants, urbanists and architects. Selected artistic projects will survey the interstices of the 2023-2028 ECOCs and rehabilitate the landscapes of the European suburbs.

Proposed local partners: PPCM Bagneux, la Preuve par 7, Hyperlieu • Hyperloop Bagnolet (Ya+K), Atelier Urbain de Saint-Denis, Sentiers Métropolitains, Enlarge your Paris, UNA EUROPA • Patrimoine de Banlieue, Saint-Denis rides, Flâneurs, Faouzi Derbouz, Institut Français • département architecture et urbanisme, le LABA, Cie Kallisti.

Proposed European partners: ECOC Timisoara 2023 (RO), ECOC Eleusis 2023 (GR), ECOC Vesprem 2023 (HU). Partners Future Planners: VismedNet Association, Scuola

Maison Coignet: founded by the industrialist François Coignet (1814-1888), this was the first house built in concrete, in 1853. The Ile-de-France Regional Cultural Affairs Directorate (DRAC) has just launched a procedure to ensure the preservation of this unique building, a witness to the history of concrete and the birth of our society (and of collective housing). The work of François' wife Clarisse Coignet on secularism contributed notably to the development of Jules Ferry's school laws.

Nazionale Servizi (IT), Associazione Vallda, Associazione di Promozione Sociale Warrols, Heimdal videregående skole, University NTNU (NO).

MOVE YOUR ART

Making the territory into a vast playground is a real challenge, particularly when the facilities available are not always entirely adequate or accessible. Thus, by developing itinerant and territorial programs with inhabitants, artists, cultural actors and artisans, we will create and recognize the value of nomadic objects called Things' and Non-Identified Cultural Objects', designed to compensate for any lacunae or constraints, and eradicate borders, in each neighborhood.

Proposed local partners: MAAD93 (Scènes nomades), Cité de l'Architecture (Mini-Maousse), Services Vie des quartiers des Villes, le théâtre équestre Zingaro (Aubervilliers), orchestre à vélo, les Forces Majeures. EPPGHV la Villette (Micro-Folies), Le LABA.

Proposed European partners: OnTheMove (BE), Julie's Bycycle (UK), University NTNU (NO), scuola nazionale servizi (IT), Norway Heimdal (NO), Médea Electronique (GR) + partners PlaceforPlay: projetVisMedNet (MT), Associazione Vallda, Associazione di Promozione Sociale Warrols (IT), Akdeniz University (TR), Luleå Tekniska Universitet (SE), Urban Foxes (BE).

1.3 MYSTERIOUS GARDEN

In the territory where concrete was invented, new horizons appear, revealing nature that is endemic to this dense urban area. Our program is anchored in sustainability, and our challenge is to position culture as central to envisaging a resilient territory protagonized by human beings.

BEYOND MATTER

In an effort to ensure that recovering, repairing and transforming waste become cultural markers capable of promoting collective action, creativity, ingenuity and manual know-how, on the occasion of the European Week for Waste Reduction (EWWWR), a collective workshop will be organized, converging waste transformation by artists, and through artwork commissions, collection actions and debates.

Proposed local partners: Déchets d'Art, COAL, Maison des Sciences de l'Homme, SYCTOM, Réserve des arts, Zero Waste, Métabolisme urbain, ADEME • ALEC, Halage, les Puces de Saint-Ouen. Niveau 0 la Courneuve KDI, Les Valoristes, les Bâtitseuses.

Proposed European partners: partners erasmus « Nature »: Stiftelsen Hogskolan i Jonköping (SU), Lai-Momo Societa' Cooperativa Sociale (IT), Bia Innovator Campus CLG (IR), European E-learning Institute (DK), circular center, österangens konsthall (SE).

THE ODYSSEY

If the waters of the rivers and canals crisscrossing the region were clean, the territory would be all the more autonomous and pleasant. In this vein, the Odyssey event is designed as a fantastic collective adventure atop the Seine River and its canals. A river project dedicated to (re)discovering the popular cultures linked to the waterways, which will also invite participants to collaborate on prospective scenarios for future uses.

Proposed local partners: Petit Bain, VNF, Canaux de Paris, Arslonga, Bleu paillette, ArtExplorer • musée flottant en Méditerranée, Urban boat, Parlement de Loire.

Proposed European partners: City of Kaunas (LT), ECOC Kaunas 2022, Rouen 2028, Punta Delgada 2027, City of Amsterdam (NL), STAR CITIES, Festival Bregenz (AT) + partners projet Harbor, Drugo more (HR).

La flèche, the Basilica Cathedral of Saint-Denis: the reconstruction of 'la flèche', or the spire, will be partially open to the public, with some of the building site accessible to visitors. Cathedral builders' unique construction know-how and the cutting-edge digital technology used will make experiencing the reconstruction process a unique opportunity. La flèche is also part of the territory's changing landscape — an invitation to look up at the sky and see what the city has in store for us.

TULIPS AND BAD SEEDS

A significant amount of local cultural and popular heritage is linked to nature's place in the city, celebrated through festivals and special events. In dialogue with other cities, venues and festivals that have privileged this issue at the heart of their programming, we will coordinate projects and encourage cooperation to meet the challenges of our territorial desirability and habitability. A strong artistic presence in the public space will enable this project to implement participative, qualitative and sustainable protocols for local activity.

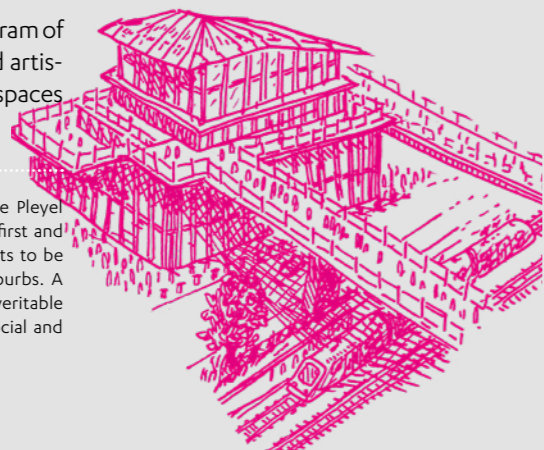
Proposed local partners: MC93 (Pôle européen de production), Zone sensible, Fête des tulipes, Terre à terre Île Saint-Denis, les Laboratoires d'Aubervilliers, Fresque du Climat • Académie du Climat, Parcs départementaux, Galerie HCE, Terre-Terre • La Sauge Aubervilliers, l'il'Ô, la Prairie du canal • Bobigny, Murs à pêche et terrain d'aventure • Montreuil, Arviva, Piano en fleurs (Cie Nine Spirits).

Proposed European partners: Bunker (SI), Krater (SI), IMPALA - carbon calculator (BE), ECO.REVERB (IT), CITIZEN BRAVO (UK), CREATIVE CARBON (UK)

FLAGSHIP

SKV FEST * Look up

To celebrate the beginning of the 2028 ECOC, a light festival will illuminate the underground and the sky. This collective creation will be the end result of a long process of exploring light and night: flying objects, drones, cranes, rooftops, and belvederes will be both tools and performance spaces for this poetic festival, integrating the concept of energy sobriety throughout the entire design chain.



2.1 TALENT PUTSCH

Culture is transformed by new intermediaries and prescribers, paving the way for new trends and manners of perceiving and understanding culture to emerge. Visibility of and pride in alternative and autodidactic practices mean that new – artistic, cultural, political – discourses can finally be recognized and seize power.

STREET ART AVENUE

Hip hop cultures are a strong, festive and federative marker of our territory, giving a voice to those who did not have one. Combined with a deeper reflection on the territory's ongoing transformations, they are the foundation for emancipation and entrepreneurship and a strong vector for resilience. The language the hip hop cultures share informs European dialogue, reinforcing the legacy of the 2024 Olympic and Paralympic Games, and particularly the interplay between art and sport developed by local actors.

Street Art Avenue embodies the ideal of collectively developing a European hip hop itinerary proposal for the Council of Europe, which would also take into consideration the territory's proximity to the Saint-Denis canal and its ecological challenges.

Proposed local partners: Office du Tourisme Plaine Commune, CDT93, la ligne 13, Camion Scratch, Madame RAP, Rappesuses en Liberté, HF, le Stade de France, GardeRobe, Maison des Jonglages, Le LABA.

Proposed European partners: Urban Spree (DE), partners project She Rap NewSkoolRules (NL), My World (HR), + projet Creative Invisibles: Kontrapunkt (DE), Backslash (ES), European E-learning Institute (DK), Momentum (IR), Materahub (IT), WESkg (Thessaloniki, GR) + projet Street culture for regions: East Belfast, European E-learning Institute, Akademia Humanistyczna-Ekonomiczna w Lodzi, Instituto Politecnico do Porto, Momentum, EDRA (Social Cooperative Activities for minority groups), Materahub (IT), Les Murs d'Audubon.

SAV IT LOUD

From rap to slam, eloquence and humor contests, the training of young journalists and the creation of numerous local radio stations, movements around the art of speaking have been developing in the peripheral territories for several years now. Professionals and amateurs alike have laid the foundations for new narratives to emerge. By creating an International

Agoras: interactive walls for free expression will be set up throughout the territory to nourish this shared language. In each neighborhood, in schools and unexpected places, these spaces for expression will bring new points of view to the peripheries' horizons and landscapes, both inside and outside.

Festival of Oratory Art, the current challenge is to amplify them, making debate a tool for emancipation and the strengthening of democratic issues.

Proposed local partners: Eloquentia93, où atterrir (controversé, medialab ScPo), Chichas de la pensée, RadioDeclic, Making Waves (Rosny s/Bois), Café la Pêche (Montreuil), Cie Mots et Regards, graine d'orateurs Stains, 360degrés sud Clichy-sous-Bois (radio Transonore), Le LABA.

Proposed European partners: partners Youth for Democracy OIRD (BE), Associazione Valda Uniamoci (IT), Journalists for Human Rights (MK), Democracy and Law Youth Community (TR), Youth fully Yours (SL), Associazione Uniamoci Onlus (IT).

QUEER EUROPA

Both European identities and those of the younger local generations are plural by nature, from queer communities to feminists, marginalized and intersectional peoples. Issues surrounding the place of the Other are common to societies across Europe, and are heating up political debate more than ever. They constitute a particular field of instrumentalization and opportunistic radicalization that draws the very values of Europe itself into question. We must therefore imagine cultural spaces that allow these communities to express themselves in a serene and shared manner.

Proposed local partners: Pride des banlieues, Ateliers Médicis, Festival des sorcières Paris8, Empowher, Soa de muse, Carreau du Temple (Paris), 6b (93 Femmes), Front de Mères, Cie des Lutins de la Rue Orange (les matriarches), Le LABA.

Proposed European partners: partners MEWEM Europa: VUT • Verband Unabhängiger Musikunternehmen e.V. (DE), WBI • Wallonie-Bruxelles International, MIM (BE) • Mujeres de la Industria de la Música (ES), RAW Music, MICA • Music Austria (AT), partenaires Transeuropehalles European Cultural Transformation Mouvement. City of Women (SI), Queer Zagreb (HR), Femart festival Pristina (Kosovo).

2.2 THINKING ABOUT DIFFERENCE

In the context of climate change and the realization that we live on a finite planet with limited resources, it is important to change our modes of production and consumption definitively. These imperatives also apply to the cultural sector, for it is now necessary to devise sustainable events, on a human scale, which directly involve both artists and residents in order to transform the artistic experience and rethink the links between artist and spectator.

SLOW FESTIVAL

The current challenge is to offer sensible and sustainable events to the public. Périféeries 2028 operates in this sense and is committed to privileging short supply circuits. In terms of artistic programming, the objective is to create slow festivals that promote downshifting and generate a coordinated effervescence of actions with all partner cities. Programming will be fully (or at least partially) targeted at engaging local children, and driven by the notion that younger generations can embrace the task of building a cultural world on a human scale.

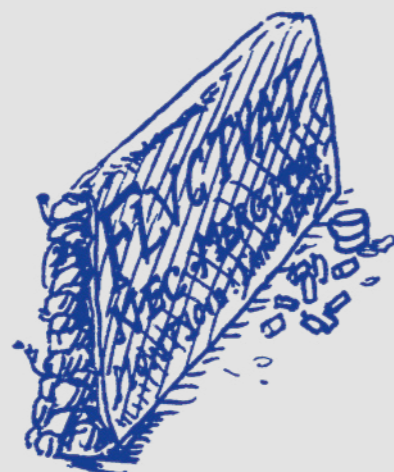
Proposed local partners: Académie Fratellini, le chapiteau Rajganawak, Briche Forrairie, Orfèverie, Banlieues bleues, Cie Terraque (Festival Math en Ville), les Petits débrouillards, Point Fort Aubervilliers, Chapiteau de la fontaine aux Images (Clichy-sous-Bois), Green Room), Villeurbanne 2022, Slow Fest (Bordeaux), Le LABA.

Proposed European partners: partners Futur Festival Tools: GO Group – Green Operations Europe (Delta1 GUG), European E-learning Institute, Momentum Marketing Services LTD, Green Events International B.V. Julies Bicycle, partenaires Better Live: Green Events International (NL) Bimhuis (NL), OsloJazz Festival (NO), Druga Godba (SL), Austria Music (AU), International Jazz Platform (PL), European Music Export Exchange (BE), Jazzahead (DE), Jazz Platform (ES), Zavod Splosh (SL), Institute for political ecology (HR), Institute for radical imagination (IT).

CREATIVE TOURISM

These days, people no longer only travel to see monuments, but also to have local experiences and engage directly with new places and territories in unique ways. Brainstorming tourism for a territory that is right next to one of the most visited cities in the world means considering both ecological criteria and the nature of the experience itself. In order to link participatory

Saint-Ouen Flea Market: the Saint-Ouen Flea Market is the most important concentration of antique and second-hand dealers in the world, receiving more than 5 million visitors annually. It is the fifth largest tourist site in France and is held every Saturday, Sunday and Monday. The 7-hectare site currently comprises twelve covered markets.



2.3 LOVE FOR THE MARGINS

tourism and hospitality, proposals that have been jointly devised by inhabitants and local cultural actors will make it possible to extend unique invitations, encouraging the development of an inclusive tourism that welcomes visitors to discover the territory's cultural diversity.

Proposed local partners: Office du Tourisme Plaine Commune, CDT93, Cap Digital, Le LABA.

Proposed European partners: Broumov 2028 (inter-reg), partners AFFECT: Urban Foxes (BE), Momentum (IR), Università Sapienza (IT), materahub (IT), Universtat Plovdiv (BG), UNATC (RO), CIKE (Creative Industry Kosice (SK), Backscatter (DK), Galway County Council (IR), I ambasadador (NL), in media (ES), Faculty of Economics and Business University of Rijeka (HR).

A MORE BEAUTIFUL JOURNEY

The development of several new public transport stations as part of the Grand Paris Express network, and to cater for the Paris 2024 Olympic and Paralympic Games, has also resulted in numerous artworks being commissioned, which will be included in the visitor experience. The challenge is to consider the ecological and social footprint of existing and commissioned artworks, rather than creating new ones, so the former can fully contribute to the territory's cultural heritage. With this in mind, special itineraries involving one (or more) mode(s) of transport will be conceived and promoted. Through the use of digital tools, these itineraries will be able to be enriched with an augmented reality' component, notably through the participation of sonorous and radiophonic creations.

Proposed local partners: Soundways (collectif MU), SGP, Phonetics (FR), Radio Declic, Making Waves, La Cassette • Collectif Transmission, Kameira Productions.

Proposed European partners: Black Terminus (US), Toronto (US), radio Guerilla (RO), Medea Electronics (GR) + partners Projets REC THAT: Filho Unico (PT), Ko-Hum di Maria Orciuoli (IT)

TOKTOK ACADEMY

We are a powerful and important territory that is home to many informal and non-professional content creators, whose social media impact is strong. The challenge is to support them – from idealization to professionalization – by encouraging the creation of quality content and facilitating the rise of organic, spontaneous soft power. In order to achieve this, the content creators must be supported and their work duly promoted, beyond its mere potential to communicate, recognized instead for its innate intelligence and capacity to serve as a territorial trademark.

Proposed local partners: Pocket Film Festival, Lauréats à vos plumes, Kabo Productions, Bellota Films, Radio Declic, Le LABA.

Proposed European partners: Moroccan partners Bellota: One minute film festival Gdańsk (PL), Youth film access festival Scotland (UK), Youth cinema network (BE), Partners Youth4change: Outside Media & Knowledge UG (haftungsbechränkt) (DE), Momentum marketing services limited, European E-learning Institute, Vilniaus gedimino technikos universitetas, i-strategies (LT).

RISE AND SHINE

Critical thinking is at the heart of creation and contributes to individuals' daily development, engaging the emancipation of each and every person and affirming our capacity to fully realize ourselves as citizens in the European democratic space. This project is an invitation to confront otherness and to criticize via political artworks that are performative and demanding, and that invite us to cross borders, favoring emerging viewpoints and art that inspires collective action.

Stade de France: it is the largest French stadium, with 80,698 seats in its football/rugby configuration and 98,000 in its concert format. It was inaugurated in 1998 by Jacques Chirac and will host the Rugby World Cup in 2023.

Partners envisagés: 60ADADA, Atelier Essenza, Artec (Paris VIII), Cité internationale des arts, Mac Val (Vitry), Villa Dyonisos (projet La république est à nous), Le LABA.

Partners européens envisagés: Domus (Galatina IT), Mammalian diving reflex, project Youth 4 Change: HelpCode (IT), Roma Education Fund, OIRD, Mammalian diving reflex (CA)

FAIRV BRIGADES

The cultural and creative sectors have always promoted close links with other development sectors (the private sector, social services, education, health care). The ECOC is an opportunity to further strengthen these links by providing artists and cultural institutions with a long-term presence in unexpected establishments (companies, social care institutions, emergency shelters, schools), integrating art into everyday spaces and allowing artists access to doors other citizens have yet to open. In the form of artistic brigades, these "residencies" will renew the ways we imagine cultural projects, co-creating them in site-specific ways with audiences, facilitating the multiplication of artistic spaces throughout the territory.

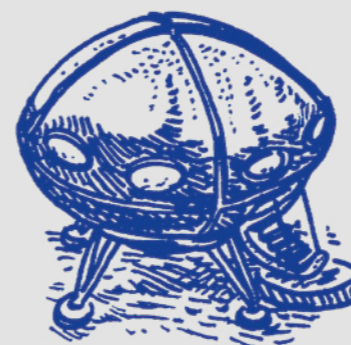
Proposed local partners: Théâtre de la Poudrerie (Sevran), scène conventionnée Art participatif.

Proposed local partners: Partners de CAKE ENCC network

FLAGSHIP

FAIR-E TOUCH * The margin in the center

A transdisciplinary, emblematic and unprecedented event, dedicated to the cultures on the margins, to autodidactic, bastard and bifurcated gestures. Counterbalancing the margin and the center helps to share new artistic languages, give form to other objects and create new meanings. By focusing on the artistic avant-garde of our territory, so-called 'minority' practices will be revealed as being the prerogative of the world's peripheries, making subcultures a structuring vector for all the generations that are artistically, culturally, economically and politically present on a given territory.



3.1 NEW QUEENS AND KINGS

What binds us together is creating a common culture. What binds us together are individual histories being enthroned as part of History with a capital H'. What binds us together is instituting the avant-garde and making new collective mythologies emerge. To achieve this, we must work on creating new contemporary icons that can help us accept changes to cultural practices and consider them differently. The queens and kings of today will thus become models and references in our collective imaginary, giving a bit more strength to younger generations, so they may take full possession of their stories and feel pride in seeing themselves represented.

GET YOUR TONGUE ROUND

Tongues allow us both to speak and taste. Recognizing the value of these spaces for translation, where the capacity to speak and taste several languages makes us a bit more European and a bit more worldly. Just as local and European democracies only ever have a future if we continuously speak, taste and translate each other, it is also possible to create several projects that promote mother tongues and world cuisines by according them a central place in the public space.

Proposed local partners: Le LABA, Zone Sensible • Parti Poétique (Académie des cuisines du monde • Championnat du monde des cuisines du monde), Taf et Maffé • Appui-Resto Passerelles, Cie Perdu dans la Baignoire (la Plus grande Table du Monde), Théâtre Gérard Philipe (J'ai Perdu ma langue), Médiathèque de Plaine Commune, Paris VIII (traduction FALC), Maison des langues et des cultures d'Auber-villiers, Musée d'Art et d'Histoire.

Proposed European partners: Partners du projet KUSKUS: Associação para o desenvolvimento do concelho de moura, Kiezkuechen GmbH, Momentum Marketing Services Limited; Partners du projet Day1: Momentum Marketing Services Ltd, VisMedNet Association, Ecole fondamentale de l'Athénée Royal Bruxelles 2, Synkoïno Coop (GR), Istituto Comprensivo (IT); Partenaire La Plus grande table du monde: Über den Tellerrand kochen e.V., Krokodil (RS), Booksa (HR) + partenaires projet Translation in Motion

Europe Multimedia Library: A veritable hub of cultural exchange, this multimedia library will be created during the lead-up to the ECOC, providing an opportunity to try out new uses for this type of facility. Indeed, the members of the Assembly of Children will be involved from the outset in order to ensure a library that is worthy of them, and which provides solid, relevant information on Europe.

I'M ALL EARS

Music goes where musicians go, and their meeting place is in Seine-Saint-Denis. This group of projects aims to decompartmentalize and transmit music in order to better share and recognize the value of existing and prospective know-how, emphasizing and highlighting mixed artistic expressions and common needs. Music is a universal vector for creating unity in diversity.

Proposed local partners: El Mawsili (Maison arabo-andalouse), Cultplace (Grand bassin), Africolor, Ville des Musique du monde (Cité des Marmots), Banlieue Bleue, Conservatoires, Philharmonie de Paris (Demos Europa, Demos Monde), le Festival de Saint-Denis, Nicolas Frize, Sequenza 93 (Cantate 2028), Zone Franche, Le LABA.

Proposed European partners: partners Migratory Music Manifesto: Musiekpublique (BE), Alba kultur (DE); Abussuan cultural center (IT), EDRA, ENCC

OPEN YOUR EYES

Cinemas are iconic places that continue to remain relevant in contemporary cultural life. The moving image is no longer restricted to these spaces, however, now that its consumption is exponential. An audiovisual territory, the challenge for the Plaine Commune is now to collectively invent new ways of making films, projecting itself into the future, both technologically and environmentally, in order to reinvent the codes of production and distribution, creating synergies and inventing a hybrid social cinema lab that is more inclusive and a force for creative proposals.

Proposed local partners: l'Abominable • Navire argo (labos Éclairs), Studios de la Montjoie (Plaine Saint-Denis), Cité du Cinéma, le Panorama des cinémas du Maghreb et du Moyen Orient, l'Écran, Asso. Périphérie (documentaire), Forum des Images (école TUMO), Nouvelles écritures (Fabrique de la Série), Kabo Productions, Sequoya Eco Tournages.

Proposed European partners: Partners Contis Cinema for tomorrow: Lichter Filmkultur e.V. (DE) Abussuan cultural center (IT) Universitatea nationala de arta teatrala si cinematografica, IO Quai 10 (BE), Europa Cinema.

3.2 HYPHENS

Creating culture is aligning traditions and contemporary practices. By shining a spotlight on artisans and traditional know-how, as well as on those who work with digital technologies, know-how will be valued for its ability to connect people and cultures, and integrate new artistic and cultural professions in contemporary spaces.

ART MINES

A tourist itinerary for arts and crafts, and the artisans working with clay, iron, stone, glass and fire, promoting little hands that make big artworks and add value to the industries of European excellence. Events and walking tours provide proper gateways from the industries into a cultural and creative craftsmanship, with projects that support capacity-building so the trades of yesterday can become the trades of tomorrow. We intend to conduct a collective, experimental reflection to (re)build the 'Made in Europe' label and consolidate a basis for new related creative economies.

Proposed local partners: Le label « Villes et Pays d'art et d'histoire », Franciade, PointCarré, Suivez la flèche, 19 M, Orfèvrerie, Compagnon Bâisseurs, section Bijoux de l'Académie des métiers d'art à Pantin, le Mobilier National.

Proposed European partners: l'Associação de Artesãos Serra da Estrela (PT), AiCC (Italian Association of CeramicCities) (IT), Artex Centre for Artistic and Traditional Handicrafts in Tuscany (IT), BeCraft (BE), Handicraft Chamber of Ukraine (UA).

PERIPHERY ART FAIR

Contemporary art is the cement of European cultures. Nowadays, it must be visible in newly accessible, decentralized spaces capable of generating relationships that properly consider the peripheries. Inspired by the territory's strong history of fairs, the ECOC will invent offbeat contemporary versions that recognize the value of this savoir-faire, inviting artists from a range of different horizons to dialogue and integrate the territory's alternative and affirmative art scene into the traditional circuits of cultural institutions and art collectors.

Proposed local partners: Écoles d'Art de Plaine Commune et des Villes associées, Musée d'art et d'histoire Paul Eluard, Palais de Tokyo, Mac Val, galerie HCE, Fondation Fimino, Marché aux Puces.

Proposed European partners: Watermans UK + WRO Media Art Biennale PL).

Cathédrales du rail: Old railway buildings that are part of the La Plaine depot, these former workshops for the SNCF [France's national state-owned railway company] were used for locomotive maintenance. They occupy a 5.5-hectare site, representing the last large-scale property in this extremely strategic area above the Porte de la Chapelle.

DIGITAL SURVIVORS

Digital uses are an important cultural issue, in connection with the democratizing power of new media and digital tools, especially when this process is embodied by a new space with infinite access to knowledge (much like the printing press provided way back when). As such, if the digital transition initiated at a European level is truly intended as a tool for emancipating citizens, it must also be inclusive, so as not to alienate part of the population from the process. Three types of projects are promoted here, with a view to the territory's citizens connecting to the world by mastering digital tools, enabling them to better tell their stories and build local democracies both In Real Life (IRL) and online. These projects include proposals for digital inclusion (Surviving Digital), digital writing – especially for young people (mastering social media, production, distribution and monetization of digital content, digital creation) and joint urban data management (Cultour DATA).

Proposed local partners: Services Santé des Villes, Le LABA.

Proposed European partners: Ko-Hum di Maria Orciuoli (IT) Filho Unico (PT); Partners projet Survivre au digital, European E-learning Institute (DK), Momentum (IR), materalab (IT), IASIS, Institut de Recherche et d'innovation.

3.3 HOME-MADE

How do cultural devices become permanent? How can we make cooperation a strong artistic practice across the territory? What are the images of the culture of tomorrow? How can we create a protocol that lets us see what cooperation looks like? This programming line will investigate the six-year collective and plural know-how we can create on a large scale across the territory, with new spaces of construction and possibilities, of pride and dignity.

ALPHAS

As the youngest territory in all of France, we strongly believe our cultural future will be built by our youth. Child spectators (European projects for young audiences), child producers (the Assembly of Children), child programmers (of venues, festivals, urban spaces): all these proposals will multiply and institutionalize the spaces made available for local youth to express themselves, connecting them to their European counterparts via mobility projects (school accreditation and youth issues). The proposals will become events that are managed from A to Z by young people aged under 18. In addition, a European citizenship course centered around arts and culture will be offered to these youth, encouraging them to take a central role in democratic decision-making.

Proposed local partners: Le LABA, Universités Paris VIII et Paris 13, l'Espace 1789, FNEIJMA, Conseils Municipaux des Jeunes, IRI Pompidou (projet jeu-vidéo).

Proposed European partners: Braga 2027 (PT), project G1000: OIRD (BE), HelpCode (IT), Roma Education Fund (TR), Arts and Theatre Institute Celetná (FI), Teatteri ILM (SL), Lutkovno gledališ (LT), Junges Theater Österreich (AU), Assitej network (BE).

AZIMUT

By setting up a collective tool that promotes dynamic mapping and data sharing, the aim is to fully integrate a process for better decompartmentalizing each person's practices and encouraging collective dynamics. Due to the territory's uncommonly dense set of archives of different sizes, and the fact that it is replete with actors, artists and artisans, this project will facilitate linking

Saint-Denis Market

Already a regional attraction in the Middle Ages with its Lendit Fair, Saint-Denis has perpetuated a strong commercial tradition ever since. Nearly 300 stands transform the heart of the city for three days every week. It is a perfect cultural experience to get the feel of the atmosphere of Saint-Denis and its surroundings.

ideas, projects and themes that amplify territorial impact, as much for cultural spaces as for educational and social places.

Proposed local partners: Archives Nationales de Pierrefitte, CD93, Maison des Pratiques Amateurs de Paris, Institut Paris Région, APUR.

Proposed European partners: pime Machine Organisation (AT), Michael culture association (BE), Implisense (DE); Chemnitz Kulturhauptstadt, Faro 2027, Commune de Leeuwarden (NL), Matera 2019 Kunsill (DE), Lokali Birgu, «Azores 2027 - Ponta Delgada (PT), Creative industry Kosice (IT), Timisoara 2023 (CZ), Veb 2023 (RO), Trencin 2026 (SI), Ayuntamiento Caceres (ES).

MEMORY ADDICT

When the history of humanity that was produced and told by men obscures women, when the history of colonization comes from the colonizers, to the detriment of the knowledge of the colonized, and when the history of slavery is transcribed by the slavers, the issue of memory challenges our democracies to include more stories of the oppressed in the History taught in European schools. Just as Paris was only able to become a city of light at the expense of its peripheries, we propose a history from the margins, via the memory of the marginalized, as a legacy to future generations.

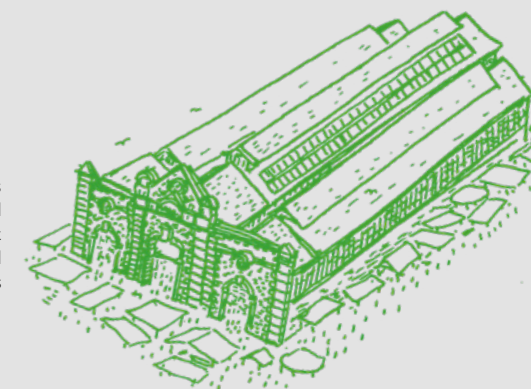
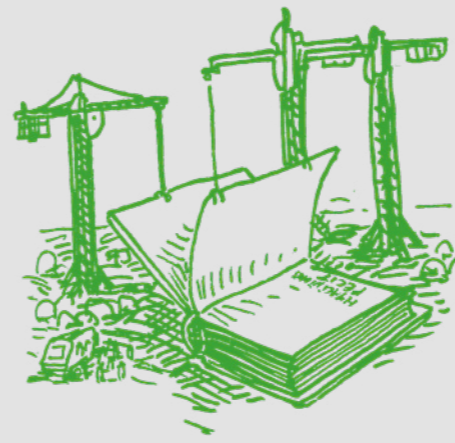
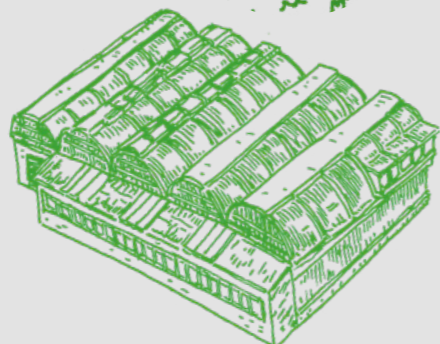
Proposed Partners Cinémathèque idéale • Alice Diop, Des banlieues du monde, Campus Condorcet, Maison des Sciences de l'Homme, Archives Nationales de Pierrefitte.

Proposed European Partners: ECOC Nova Gorica 2025.

FLAGSHIP

FAIRY TAILORS * Another model for Fashion Week

A founding event for another way of thinking about fashion and all its associated professions. By promoting slow fashion, clothing from around the world and streetwear, we are committed to dreaming up new event models that honor best practices and broadly focus on societal responsibilities. The event will integrate a know-how Art Fair and serve as a continuation of the Intercultural Biennale, proposing that the territory's actors and inhabitants be the protagonists of their own cultural stories (fashion show, concert...)



These nuggets embody the territory's transformation, as well as a strong commitment to the ecological transition and an ability to do things differently (and collectively).

They allow the candidacy to construct a polycentricity – like a kind of headquarters, materializing the rhizomatic network of cities associated with Périféeries 2028, and distributing the artistic and cultural program. The following places, which are currently in development, under construction, being transformed, or in the making, often already work in strong synergy with other facilities in the surrounding area. These nuggets can host Périféeries 2028's working groups, colleges, councils of influence, and meetings of all kinds, welcoming the public at large to participate in the co-creating the ECOC, together with a diverse network of local actors and inhabitants.

In the 9 nugget sites of the Plaine Commune

1 Saint-Denis

The Confluence Zone is a cultural and creative district that encompasses *the 6b, the Briche and the Chapiteau Rajganawak*. Together they create synergies that promote a new polarity and a shared capacity to irrigate all of the city's neighborhoods, which will be linked to other strong centralities, such as the Plaine and Pleyl.

2 Épinay-sur-Seine

Laboratoires Éclair is a site stretching over more than 4 hectares (including 1 hectare of forest) – the former premises of the leading laboratories for developing, processing and printing film in Europe. The space now has the potential to link past and future, and is set to become an open, atypical cultural place.

3 Villetaneuse

Château Laurent is a large bourgeois residence in the Anglo-Norman style, dating back to the end of the 19th century. Since 1984, it has hosted the city's center for cultural and artistic initiation (CICA). Currently, the space is being renovated in order to invent new uses for it.

4 Pierrefitte-sur-Seine

Fortes Terres is dedicated to developing urban green space management through eco-pasture, in connection with different craftspeople's workshops. This project is part of a broader local community service project. La Cité des Fauvettes features an exemplary process of circular urbanism that supports one of the local female-led NPNRU projects.

5 Stains

With over 7,000 inhabitants, the 26-hectare *Clos Saint-Lazare* is home to nearly a quarter of the city's population. Originally, it was made up of towers and bars built between 1966 and 1970 on former market gardening land. The ESS Thorez cluster will bring together the neighborhood association, sfm-ad (Solidarité Formation Mobilisation Accueil et Développement) and solidarity initiatives designed to build an open innovation house.

6 La Courneuve

The Cultures Factory in the *Usines Babcock* is a unique 4-hectare living space that evokes the site's industrial history. It combines a large cultural and leisure facility with housing designed to cater to new lifestyles. Punctuated by thoroughfares and public squares, and animated by numerous shops, restaurants and markets. It will be associated with the CRR 93 and the Centre Culturel Jean Houdremont.

7 Aubervilliers

Le Point Fort, a convivial, community space installed on a 36-hectare site, is open to a range of different practices and restaurants, to family events on weekends, and to local associations' proposals. It is a hub dedicated to the creation and transmission of world and traditional music and dance in Seine-Saint-Denis. La rue des Cités culturelles brings together different collective hybrid facilities: *la Villa Mais d'ici, les Poussières* and *les Laboratoires d'Aubervilliers*, which all share a desire and concern for public spaces.

8 Saint-Ouen-sur-Seine

Mains d'Œuvres is a 4,000 square meter space for artistic and civic imagination. Founded in 1998 and located in the former social and sports center of the Valeo factories, it sits right in the heart of the flea market. An emblematic and hybrid cultural space, it is open 7 days a week from 9am to midnight. The Wangari Greenhouse in the new Docks district aims to encourage all citizens to participate in the transition to a sustainable and ecological city. The venue is part of the Saint-Ouen 2030 agenda and supports the implementation of the 2024 Olympic and Paralympic Games.

9 Île Saint-Denis

Halage - Lil'Ô is a 3.6-hectare ecological hub located in the middle of the Natura 2000 zone. For many years, it was a site for storing backfill from major construction sites throughout Paris and along the Seine. A model space for socially inclusive, vocationally focused biodiversity and eco-activity, the Lil'Ô regularly hosts workshops, conferences, concerts and shows. The Cité des Arts, scheduled to open in 2025 in the heart of the river eco-neighborhood, is an artistic production venue. The Jean Vilar Theater cultural café is a convivial space that hosts shows and serves food in the heart of the city.

In the context of strong real estate pressure affecting the Plaine Commune, the commitment to promote land dedicated to cultural activities in each city is strong leverage for greater urban harmony and resilience in the context of Périféeries 2028.



In the 9 Nugget sites of Seine-Saint-Denis (3 in each EPT)

Like the Plaine Commune, Seine Saint-Denis is divided into 4 EPTs (Établissement Public Territorial, or public inter-municipal entity) that effectively group several cities' policy portfolios together. Périféeries 2028's partner city configuration has made it possible to involve each EPT in the program design:

EPT Grand Paris Grand Est

Clichy-sous-Bois – Montfermeil: the Ateliers Médicis are committed to upholding the emergence of new and diverse artistic voices and to supporting singular and contemporary artistic languages. They provide residences for artists from all different disciplines, and support the creation of works devised in connection with local territories. A large-scale facility with national ambitions will be built by 2025, reaffirming artistic creation's importance in the suburbs.

Gagny: Old west quarries with its Promenade de la Dhuis, recognized as a Natura 2000 zone, will be a new space combining art, sport and nature, in resonance with the Château de Maison Blanche.

Le Raincy: Le CAKE is a European cluster that aims to address the challenges of climate change and digital transformation. It explores new fields of cultural innovation which combine art, education and citizenship through a more interdisciplinary, participative approach.

EPT Est Ensemble

Pantin: the Canal de l'Ourcq is a 130-km long unique cultural site, joining Mareuil-sur-Ourcq with the Bassin de la Villette in Paris. During the Été du Canal Festival, there are cruises all along this waterway, linking the cities of Pantin, Romainville, Bobigny, Noisy-le-Sec, Bondy, and the KM of Danse event, organized by the CND in (National Dance Center).

Les Lilas: the Fort de Romainville is a 7-hectare Vauban military construction, currently being converted into a CNAP [national center for the fine arts] and a museum for female resistance during WWII.

Montreuil: la Parole Errante is a hybrid place for artistic production, converging writing, theater, music, painting, video and cinema. Thanks to the support of the DRAC Ile de France, it will soon host the first House of the Illustrious in Seine-Saint-Denis, dedicated to the work of Armand Gatti. It is also the venue for the Children's Book and Press Fair.

EPT Paris Terre d'Envol

Le Bourget: the Air and Space Museum was designed to explore the entire field of French and foreign aeronautics, civil and military, making it an ideal partner for the Sky Festival, in conjunction with the CECB (Centre éducatif et culturel du Bourget).

Sevran: The first Micro-Folie to be set up in Seine-Saint-Denis (2017) in the Beaudottes neighborhood. A digital museum, FabLab (creative laboratory), convivial space, performance and exhibition venue — a real source of cultural effervescence.

Aulnay-sous-Bois: The former Laiterie Garcelon [dairy] is a remarkable agricultural wasteland dating from the late 19th century, and a testimony to Aulnay-sous-Bois' past. The City Council acquired it in 2017 and intends to turn it into a place for urban agriculture, linking the history and the future of our cities — a call for intergenerational dialogue and a space for shared cultural citizenship.

In the 9 Nugget sites of the Metropolis (3 in each bordering department)

In the 75 (Paris)

Paris 17: On the periphery of Seine Saint-Denis, this arrondissement will build an original itinerary linking the *Cinéma des Cinéastes* (independent and arthouse cinema), *the Hoba* (a new venue dedicated to sustainable food) and *the Cité du Théâtre* (uniting the Comédie Française, the CNSAD (Conservatoire National Supérieur d'Art Dramatique) and the Odéon, théâtre de l'Europe)

Paris 18: Just like Saint-Denis, who descended from the Butte Montmartre to the site of the Basilica with his head in his hands, the intention is to develop an *atypical itinerary* linking the Sacré Cœur, the Square du 21 avril 1944, the Church of Saint-Denis de la Chapelle, the Church of Saint-Bernard (goutte d'or), Tati (a new transitional cultural place for African youth) and the Gare des Mines Station on the ring road.

Paris 19: his arrondissement, located in the heart of the Bassin de la Villette, is an ideal entrance to Seine Saint-Denis, and naturally unites locally involved partners, such as the Philharmonie de Paris (with the Demos project), the 104 (with a project centered around the train stations) and the EPPGHV La Villette (with the Micros-(follies)-nomads project)

In the 92 (Hauts-de-Seine)

Bagneux: le Plus Petit Cirque du Monde, now a cultural center dedicated to the heritage of the suburbs (Centre Culture de Rencontres dédié au Patrimoine de Banlieues), in conjunction with the Preuve par 7 (Patrick Bouchain), is an ideal partner for developing Greater Cultural Paris. The Lucie Aubrac square, which will be directly accessible via the new metro lines, will open up new horizons for cooperation, with cultural facilities scheduled to be built and projects planned for the public space.

Sceaux: The Château de l'Amiral will house the culinary arts school, right near the Rungis International Market, which will train high-level professionals, as well as providing a space that is open to all the neighborhood's residents.

Clichy La Garenne • Villeneuve la Garenne: These two cities have been chosen as the partners for working on *La Seine* as a cultural monument and the development of its riverbanks, the Odyssey festival of the people of the water, or the opportunity to connect the territory to the sea via Le Havre (in line with the work conducted for the Rouen 2028 ECOC candidacy).

In the 94 (Val-de-Marne)

Arcueil: Anis Gras, le lieu de l'Autre is housed in a former 19th century distillery that was rehabilitated into an artistic and cultural space, and is now an art and disability center for the Val-de-Marne region, a member of the Actes-If and Imago networks in the Ile de France region, and a proponent of numerous European cooperation projects.

Alfortville: the Street Art itinerary (and the Street Art festival in Val-de-Marne) already encompass 20 monumental works – a perfect shared subject with Seine Saint-Denis, on which to base residencies and joint artwork commissions centered around transforming the public space.

Bry-sur-Marne / Villiers-sur-Marne: the INA (National Audiovisual Institute) is developing the Grand Est Parisien Image and Sound Hub, which will be located on a +20,000m2-site alongside the famous film studios, designed as a cradle for tomorrow's audiovisual productions. The INA is also deploying an 'alpha' class in Marseille, in partnership with FTV, the Fémis and local stakeholders, to enable 40 young people (without any diploma requirements) to access a top vocational qualification in audiovisual and digital technologies.

Together, these Nuggets produce a heterogeneous set of cultural projects that bring the transformation of the territory to life throughout the duration of Périféeries 2028, maximizing our capacity to cooperate differently in order to build a Greater Cultural Paris.

Combining local cultural heritage and traditional art forms with innovative and experimental cultural expressions

The entire Périféeries 2028 program is based on the *principle of artistic cooperation*, an invitation to transcend traditional forms. By creating original formats at the crossroads of artistic disciplines and giving artistic innovation free reign, our intention is to *harness the creative power of the European peripheries*. Our objective is twofold: creating artistic forms that come in as close proximity to local inhabitants as possible; and reaching larger and more diverse audiences. In this respect, the decisive elements are the heterogeneity of the modes of expression, and the participative nature of the programming – the way of ensuring diversity.

New technologies are key facilitators for multiplying artistic forms and real encounters with the public. The luminous artistic objects created for the *Sky Fest* will combine technology and poetry, and the wearable tech bracelets already in use at the Stade de France will lend a participatory dimension to the large-scale *Fair-e Touch* event. In a general sense, the relationship between science, art and technology will be further developed in conjunction with local universities, who are all leading references in the field.

The Périféeries 2028 program is designed to *reveal the richness of the territory's heritage*, and make it a basis for reflection on our future shared imaginaries, rendering our architectural, archaeological, industrial, aeronautical, vernacular, market gardening and intangible heritage (languages, social practices, culinary specialties, rituals, traditional art forms) accessible to all. The expressions enabled by new technologies, and especially by digital tools, allow us to harness this heritage in new and innovative ways. As such, in each of the Programming Phases described below, several projects integrate a digital dimension, such as virtual or augmented reality, 3D development, the use of databases, streaming and/or interactive systems.

PULSE

The emblematic reconstruction site of La flèche [the church spire of the Basilica Cathedral of Saint-Denis] will feature an interpretation center that highlights visitors' digital experiences over the course of time: virtual realities of the past and the future, archaeological excavations, a stonemasonry video game, and artworks available in NFT (non-fungible crypto-currency token).

The Hidden Treasures programming line features podcasts that bring the stories of several generations of local workers to life, as well as underground mappings and 3D models of utopian urban shelters will offer an immersive digital tour of the territory, as well as artistic productions and reproductions of artworks.

In my secret backyard features a digital platform on suburban heritage (in partnership with the European university alliance, Una Europa) and an itinerant digital museum via nomadic cultural objects (*Move your Art*) with multiple possibilities.

In Mysterious Garden, nature and water, which connect us all, the cultural management of waste, deliberately ephemeral floating objects, and the sharing of best decarbonation practices are conducted together, from the history of concrete to alternative eco-construction modes that embody past-future dialogues.

SCRATCH

The Talent Putsch will promote the development of a virtual visit of the *Street Art Avenue*, a proposals platform connecting empty walls and artists' ideas, a cartography recognizing women in rap, a database on arts and sports know-how as a legacy of the Olympic and Paralympic Games, the deployment of new citizen media (*Say it Loud*), and geolocalized interactive walls for free expression.

In Thinking about difference, promoting the principle of downshifting via small, multifaceted events will require a flexible, dynamic mapping of local initiatives. Also planned are a geolocalized sound application (soundways) and a partnership with Cap Digital for creative and experiential tourism.

In Love for the margins, video content prepared by young people, the Cinéféeries (itinerant film screenings) will innovate in its provision of online content, and the *Fairy Brigades* will lead dialogues with audiences that have become alienated from traditional theaters.

FLOW

In the *New Queens and Kings*, new mythologies are created by inhabitants and actors exploring the integration of multilingualism (audio guides, signage) in artistic projects. Filmmaking also plays an important role, deriving from the territory's long cinematic history, preserving the historical silver screen know-how of the Laboratories Eclair, thanks to Navire Argo, in dialogue with audiovisual studios at the cutting edge of technology.

Hyphens is an encounter that crosses ancestral know-how with young creators, centering around the elements of earth, iron, stone and glass. The Foire du Lendit, a fair dating back to the Middle Ages that attracted thousands of European merchants, will be reborn into a Periphery Art Fair, proud of its multiple heritage(s). The Surviving Digital project aims to improve digital inclusion for all and Cultour DATA addresses the issue of joint urban data management.

In Home-made, best practices of youth involvement become digital content to be shared (Alphas) and sensitive cartography links themes and actors together (Azimut). The archiving of past and current stories and their diversity (Memory Addict) promotes new ways of understanding and interpreting historical facts. ■

Involving local artists and cultural organizations in the conception and implementation of the cultural program

Périféeries 2028 chose to directly involve its partner stakeholders in the ECOC candidacy process, with local artists and regional cultural actors in top billing.

Indeed, the very name Périféeries 2028 is the fruit of a collective deliberation process involving 93 ambassadors, conducted during an inaugural Influence Council, held on April 14th, 2021.

The Influence Councils are major moments of mobilisation and reflection on a theme addressed by the bid. They provide an opportunity to work on these issues with the members of the colleges, all the partners and any inhabitants who wish to participate, through workshops, panel discussions and artistic expression of the issues raised. These moments are both milestones in the application process and, if the ECOC label is awarded, an opportunity to collectively deepen our understanding of the local and European dimension of the chosen subjects. In particular, they provide input for the members of the Conseil d'administration who will be called upon to validate the frameworks of the Capital.

Since the creation of the association supporting the bid, six Influence Councils have been held, one per quarter. The first two Councils (14 April and 2 July 2021) aimed to lay the foundations for the collaborative method of building the bid, and the next four were each dedicated to one of the founding themes of Périféeries, representative of the characteristics and challenges of the territory in different cities of Plaine Commune: youth (30 November 2021), urban (10 March 2022), heritage and legacy (1 June 2022), and world city (30 September 2022). In order to continue to build the bid collectively, three new Councils of Influence will be held in 2023 to provide input for the second bidbook. Each of these Councils will be dedicated to one of the development areas of the 2028 bid programme [Q.10](#).

By directly involving local artists and regional cultural actors at different stages throughout the candidacy process, and as protagonists in proposed ECOC activities, we propose to blur the traditional representations of 'in' and 'off'. In parallel with the official ('in') CEC programme [Q.11](#), diverse artistic propositions will all find their place and our full support within the ECOC – thus catering to their requests to be considered on an equal footing with more classical representations – without the imposition of an 'in' framework that constrains these expressions in any way.

A method that directly involves local stakeholders in the candidacy process

As decided in the first Influence Council, Périféeries 2028 chose to create eight working groups – referred to as 'Colleges' – in order to conduct a shared diagnostic of the territory's strengths and weaknesses, and to explore how the ECOC could provide solutions. One of these working groups, created with the intention of invol-

ving as many people and partners as possible, is the Artists, Cultural Actors and Craftspeople College. Each of the eight working groups was allocated a budget in 2021 to implement experiments that could be amplified and replicated during the ECOC [Q.10](#).

Since October 2021, **the Artists College** has convened on average every six weeks to conduct a shared diagnostic of the territory and to co-create a strategy, with a view to developing joint projects for the future. *Open to all interested artists, cultural actors and craftspeople, the College has successfully gathered hundreds of cultural operators from across a range of disciplines*. One of the first things members observed was the lack of knowledge they had about each other and their respective projects, and the desire they all shared to better serve the inhabitants of working-class districts. This led to a first version of a collaborative cartography of the region's cultural operators, and potential representatives designated to engage with the public, which was published on the Périféeries 2028 website as a reference tool for the local cultural sector and the public at large.

The *'Unidentified cultural objects'* [program Q.11](#), are nomadic tools provided to encourage artists to work in close proximity to inhabitants and their habits. These tools can take the form of containers, flight cases, or other mobile objects that are easily adaptable to the specific content created by cultural actors from the periphery (in cooperation with the nomadic micro-folies' project developed by La Villette, a cultural center in Paris' 19e arrondissement).

With the 'Fairy Brigade' [*brigades des fées* - a wordplay stemming from the Périféeries candidacy title], artists from the territory are invited to present their work in spaces and to audiences outside the traditional cultural circuit. *In 2022, this produced a range of different initiatives, such as an operatic singing class in a Berbere football club; a beginners' graffiti class in a retirement community; and a beginners' juggling class in a communal garden*. These initiatives will be expanded upon in 2023 and further explored in 2024 with a view to consolidating long-term relationships, first between citizens and local artists, and then with Europeans.

The Périféeries Studio, a former commercial site in the heart of the city pedestrian centre that was supposed to be demolished in the urban reform of Saint-Denis – has been made temporarily available to the candidacy team, who are using it as a visibility tool to draw attention to the candidacy, and to test projects with local artists and associations, such as: a photo exhibition by Rom female immigrant artists; a carte blanche for a number of different street artists; and the inaugural edition of a sculpture biennale throughout the city, among other initiatives. The objective is to start revealing the

territory's energies and connecting them in a collaborative dynamic around the candidacy, as well as prefiguring future projects.

The Satellites are intended to identify specific concerns for street artists from the Plaine Commune neighborhoods, and to question the role of the artist in public spaces, as well as defining functional coordination and communication modes between street artists and local public roads authorities. In 2022, for the first time ever, professional encounters dedicated to urban arts (music, dance, graffiti, sport, in dialogue with contemporary forms) were held, facilitating a participative assessment of the current state of affairs, and a projection for ways to address these issues towards the 2030 horizon.

During this first phase, local cultural operators have also participated in different training programs and European delegation visits with the Périphéries 2028 team, leading to the submission of European projects as part of our program, such as the Phonetics Festival of Sound Creation, developed with a Portuguese partner, or the Camion Scratch, the European Hip Hop Exchange, etc.

Evolving participative methods that guarantee local artists' and cultural stakeholders' active engagement throughout the ECOC program

The Programming Committee, comprised essentially of representatives from cultural institutions and

local thematic experts, is equally committed to promoting a collective, contributive, cooperative dynamic for the ECOC and has already met four times in 2022.

By virtue of its members, the Programming Committee itself already mobilises a strong network of actors of the territory.

From 2023 onwards, new working groups will be formed to specifically address the following themes: *culture and employment (Campus); culture and ecology (Hubs); and cultural democracy (Labs)*. These groups, open to interested artists, cultural actors, and professionals from related sectors, will promote further exploration of reflections and principles identified in 2022, and the implementation of experiments that may potentially be associated with the second phase of the ECOC candidacy.

Experiments conducted by the Artists College in 2022 and 2023 will become prototypes for projects the college will go on to produce and promote in 2024 throughout the Plaine Commune. A participative programming protocol will serve as a methodological support tool for this process.

Thus, in 2023, and throughout the lead-up to 2028, some colleges will launch a call for proposals for projects on specific themes, for which they will each have budgetary autonomy. Furthermore, the Périphéries 2028 team will launch complementary calls for proposals to round out certain program elements ■



I feel like
I live in
a global city,
We don't see it
on a screen,
we live it and
experience it
for ourselves.

Kubra, 24 years old, Plaine Commune inhabitant

Activities designed to promote cultural diversity in Europe, intercultural dialogue and greater mutual understanding between European citizens

A few minutes strolling around the streets of Plaine Commune cities is enough to appreciate how the city's cultural diversity and multiplicity of backgrounds are its territorial – a tour of the world right at your feet.

A multi-faceted dialogue

Périféeries 2028 presents an opportunity to lay the foundations for a *renewed dialogue between the European Union and the world* in line with our program themes **Q.111**: *Pulse, Scratch, Flow* promote the process of becoming aware of the richness of the territory, changing the balance of power between the majority and minorities and building a sustainable future. These ambitions are embodied by numerous examples, such as the *International Fairy Taylors* and the Intercultural Biennial (a parade, concerts, walking tours), the *Get Your Tongue Round* (maternal cuisines and languages) and diverse multilingual public art interventions. European citizens come from all over the world, and their *fates are linked to those of the rest of the world* (as is attested by the invasion of Ukraine and the energy crisis). Europe is made in its own peripheries, just as the Capital is made in Saint-Denis, in its margins.

The program aims to make Saint-Denis – Plaine Commune, a European Capital of Cultures, and reaffirm Europe's connections with all the cultures of the world.

This double movement will reinforce the European Union's cosmopolitical underpinnings and founding peace process, which is constantly under threat.

A welcoming Europe

Plaine Commune is home to people from over 135 different nationalities and more than 20% of its population is of foreign nationality. Successive immigration waves have been arriving since 1850 meaning the city's population has been coexisting for nearly two centuries. Its cultures have creolized and merged, permanently innovating the way languages, religions and artistic forms are practiced, and making the city a melting-pot of invention and a privileged hub for artists from all over Greater Paris. Plaine Commune is thus a living, breathing example of diversity and intercultural dialogue, which it wishes to share with the rest of Europe, particularly in light of recent migration crises. Nonetheless, the intercultural dialogue remains fragile, as social vulnerabilities tend to engender isolationism.

Périféeries 2028 will contribute to conciliating the region by connecting it with Europe and the rest of the world. *Hospitality* is key, as a welcoming approach is a prerequisite for dialogue, as well as one of the strong points of our territory, bolstered by such projects as *Urban Refuges* (microarchitecture and welcoming artists/refugees) or *Thinking about difference* (Creative and participative tourism).

There is also a local paradox – *rich cultural diversity* and limited *population mobility*, especially for young people, and only a small number of European cooperation projects for cultural operators. Périféeries 2028 aims to act as an accelerator, combatting individuals' isolation by opening new horizons and proposing European mobility opportunities to as many people as possible. We will offer such opportunities to cultural operators, but also to local inhabitants, with the ambition that every student in the Plaine Commune has the chance to discover another European culture.

Another view

Périféeries 2028 has developed a program where diversity and intercultural dialogue are explored at local, European and global levels. We are willing to bet this is the sine qua non of a *new European strategy of influence*, which if it is to be successful, must properly *welcome the diversity of extra-European expressions*. Indeed, Saint-Denis could *welcome the world three times in the space of five years*, with the Rugby World Cup, the Olympic and Paralympic Games 2024, and the European Capital of Culture. The next five years are therefore decisive for this territory in transition, and for evolving the way visitors look at the diversity of the local population. ■



Activities for highlighting the common aspects of European cultures, heritage and history, as well as European integration and current European themes

To renew dialogue between the European Union and the rest of the world, a reflection on Europe's imaginations, common histories and shared realities is also needed. Beyond the systematic requirement for Périféeries 2028 to account for a European dimension when defining projects and partners, several activities have this objective at their very core. Connecting the territory to Europe is a multidimensional task:

European histories

The Basilica Cathedral of Saint-Denis is the final resting place for the kings and queens of France. The history of monarchies and the celebration of the deceased through majestic architecture are just some of the common points shared with other European countries, and particularly the cities where such necropolises are located. Together with the Basilica Cathedral of Saint-Denis, *the Kostanjevica Monastery, which sits atop Nova Gorica in Slovenia — 2025 European Capital of Culture — and the Roskilde Cathedral in Denmark are the driving forces behind a European Royal Necropolises Symposium, which will result in a European arts project and exhibition.* Roskilde University is also part of the European Reform University Alliance (ERUA), led by the University of Paris VIII (Saint-Denis), (*Memory addict*).

The Saint-Denis municipal archeology department's 'Archeology, territory and citizenship' project, designed to connect local citizens with their European heritage, is part of a European network with 15 partners, representing ten member states of the EU, under the *NEARCH* (New ways of Engaging audiences, Activating Societal Relations and Renewing practices in Cultural Heritage) program. *Saint-Denis' archaeology unit was awarded the 2016 European Archeological Heritage Prize by the EAA (European Association of Archaeologists), and the department is further developing this project for the year 2028 as part of the Underground project.*

Périféeries 2028 intends to explore European heritage through the eyes of those who are invisible and absent from the history books. Europe's suburbanites are the producers of a European narrative that is enriched by its working-class, migratory history, as well as by its subaltern knowledges, which are steeped in orality and the peer-based sharing of artistic and cultural practices, and are part of the history of popular art and alternative cultural movements. *The Ideal European Suburbs Film Library (a collection of European films on the subject of suburbs), the European Street Art Itinerary and the I'm All Ears (lullabies collected from European suburbanites) are all projects that stem from this desire.*

Transitions Laboratory

Adapting to the crises, conflicts and transformations we are all undergoing is a key goal. In light of the Plaine Commune population's expertise in resilience, Périféeries 2028 will provide a *laboratory for these transitions*. With so many nationalities present in the Plaine Commune, our ECOC is an opportunity to connect peripheries across Europe and across the world, as we perceive this as a chance to deepen the European Union's external relations via projects with partner cities on each continent. The cornerstone of this connection system works as a trinomial: a city on the outskirts of each continent will develop a link, intended to be long-lasting, with a territory of the European Union with similar sociological characteristics to Plaine Commune, which will build together a project with Périféeries 2028. Europe has undergone *a series of migration crises in recent years*, stemming notably from the wars in Syria and Ukraine. These migration movements are a direct challenge to Europe's policies for welcoming others, but also those related to socioeconomic and minority inclusion. *A residency program for artists in exile will be established through the Urban Refuges project.* The common goals of a social Europe will also be embodied and promoted, especially via the open restoration project for the Basilica Cathedral of Saint-Denis' spire (applied arts and crafts), the support for female cultural entrepreneurship (93 femmes) and the new ESF eco-cultural job creation projects cross-cutting to the ECOC programme.

Mobility will be another priority objective: in order to connect with others, we must first identify what in our representations is myth and what is reality. *European mobility* will take multiple forms (Erasmus accreditation for social workers, high-schools, etc.), addressing the goal of experiencing, zoning in on what 'makes' Europe. By making urban and cultural ecology one of our key candidacy components, *we are undertaking to guarantee encounters and projects that bring challenges presented by the New European Bauhaus and the GreenPact to the forefront.* Culture can serve as a determining element in evolving towards net-zero greenhouse gas emissions for our city and for Europe, to greater inclusiveness, and to new economic models. This is what Périféeries 2028 intends to demonstrate by developing urban green spaces, energy renovation for nuggets, the transformation of the *Maison Coignet* into an innovative eco-construction hub, and an art and repurposing festival showcasing best European practices (*Beyond The Matter*).

Digital technology will also be a way to respond to the transformations that Europeans are experiencing, and the future Pleyel Station one of its symbols: a multidisciplinary dissemination space created thanks to immersive technology, with equipment designed for spontaneous practices and a cultural incubator – the Station will be a hub for Europe's peripheries. ■

Activities featuring European artists, cooperation with operators and cities in different countries, and transnational partnerships

If today we are assured of having several partners in each country of the European Union, we pursue the objective of intensifying them.

Over the past two years, we have participated in several bilateral and European network meetings and conferences. We have also conducted a dozen educational visits with local partners, which has helped to establish a number of solid partnerships. In 2022, we have already begun prefiguring projects and residencies to optimise the testing and development phases of our 2028 program. *In addition, we have mobilized existing partnerships between local operators, our Colleges and our programming committee. In 2023, the number of partnerships involving European partners will be further increased. This is in keeping with the main thrust of our candidacy, which is to cooperate with other peripheries in Europe and across the world.*

Programming committee, Colleges and European cooperation

Our programming committee comprises twenty-seven female artistic directors, who are either active locally or in the European realm, and who come from different disciplines and cultural backgrounds. The programming committee plans for every single artistic production and programming component **Q.111** to involve some degree of cooperation with international artists and European cooperations. The programming committee is a highly conducive vehicle to support this ambition. Any artistic and cultural projects wishing to receive ECOC accreditation must necessarily include European participants.

In addition, the colleges that will continue their experiments which are contingent upon them including a European scope and European artists in all projects and calls for proposals. This is a mandatory criterion for any calls for projects they may launch.

Preexisting European partnerships

The choice was made to systematically start from European partnerships built around existing projects in order to enhance the links already experienced and to build together new perspectives for the territory.

During the *Pulse phase*, *Move your Art* projects and itinerant programs, will involve partners such as OnTheMove (BE), Julie's Bicycle (UK), University NTNU (NO), Scuola nazionale servizi (IT) and Norway Heimdal (NO). For the the *Beyond The Matter* biennial, issues surrounding the concept and role of the arts in repurposing will be discussed with Jönköping University (SE), Lai-Momo Societa' Cooperativa Sociale (IT), Bia Innovator Campus CLG (IR) and European E-learning Institute (DK).

During the *Scratch phase*, the *Slowfests* will devise reasoned and reasonable festivals, with partners such as Green Events International (NL), the OsloJazz Festival (NO), and Austria Music (AU). Urban cultures are a key focus, which is why we want to create a European cultural itinerary with our *Street Art Avenue*, in partnership with structures from across Europe, such as Urban Spree (DE), Pilsen 2015 (CZ), Studio des Variétés Wallonie-Bruxelles (BE), NewSkoolRules (Rotterdam), and My World (Zagreb), and why we plan to implement the She Rap project with Kontrapunkt (DE), Backlash (ES), the European E-learning Institute (DK) and Momentum (IR) (*Talent Putsch*).

During the *Flow phase*, projects revolving around arts and crafts aspire to this same European dimension, with partners including the Associação de Artesãos Serra da Estrela (PT), AiCC – Italian Association of Ceramic Cities (IT), Artex – Centre for Artistic and Traditional Handicrafts in Tuscany (IT), BeCraft (BE), and Handicraft Chamber of Ukraine (UA). To achieve the *Open your eyes!* project goal, which is inventing new ways of making cinema, we are working with Lichter Filmkultur e.V., QUAI10 (BE), Panorama malmö (SE), Kino Urania (HR), and Movimento & City Kino (AT).

Welcoming European networks

Several local cultural structures involved in the Périféeries 2028 candidacy are already part of European networks, helping put our core candidacy themes and territory directly in dialogue with Europe. Stéphane Simonin, the director of the Académie Fratellini in Saint-Denis, one of France's leading circus training centers, is the president of the European Federation

of Professional Circus Schools (FEDEC), set to be actively involved in the lead-up to 2028 devising creations and exchanges with Circostrada, a European network for street arts and contemporary circus. The headquarters of the European Jazz Network (EJN) are in Seine-Saint-Denis on the premises of Banlieues Bleues, a leading cultural operator in France and Europe. In September 2028, EJN will host the European Jazz Conference, a major event bringing together several hundred European music professionals, programmers, producers, artists, educators, representatives from cultural networks and organizations, who will meet for four days to exchange and develop experiences and projects.

In the same vein, the Mains d'Oeuvre in Saint-Ouen will host the Trans Europe Halles network in 2028, and will propose to host the Culture Next Network in Saint-Denis. Périféeries 2028 is already a network member, having participated in encounters in Faro (November 2021) and Aveiro (October 2022). Work is already underway for the *Get Your Tongue Round* project to mobilize Plaine Commune and Seine-Saint-Denis (BiB93) multimedia libraries to participate in the European Multimedia Library Network, on the strength of the European dynamic generated by the Montreuil Children's Book Fair.

European Research / creation and Arts Residencies

The city of Saint-Denis has offered Périféeries 2028 the use of *Villa Dionysos*, a building which will house a European artist residency program, starting 2023, devised in partnership with the Cité internationale des arts, and supported by Ambition Saint-Denis endowment fund. *Villa Dionysos will provide work spaces for a dozen European artists, as well as spaces for exhibitions, performances and conferences.* Dedicated to research/creation in arts, digital and other technologies, mediations and creation', this center will facilitate collaborations with the ArTec European Research School (Paris VIII), regularly involving European researchers.

As regards research/creation in particular, a European residency and performance festival project was launched in 2022 with Domus Residency in Galatina (IT) and the Mac Val (contemporary art museum in Val-

de-Marne, Vitry-sur-Seine). The inaugural edition of this European residency program brought together French and Italian artists and researchers for the Perform(her) program. The second edition of this residency/festival will take place in Saint-Denis in 2023, and the plan is to expand the project to include several European partners, universities and artists by 2028 (*Rise and Shine*).

Positioning European suburbs and urban peripheries at the center of European exchange

Ongoing cooperation projects, such as G1000, 93 femmes or *Digital Survivors*, and the work carried out with our European partners, are all part of our strategy to highlight the issues we share with other European peripheries.

During the candidacy process, these projects envisage an initial cooperation period, which will be further developed during a second phase – the intent being to extend all existing, locally-based cooperation projects to peripheral cities or neighborhoods in every European country:

Sofia • Fakulteta, Naples • Q. Spagnoli Séville • Los Pajaritos, Lisbonne • Amadora, Bruxelles • Molenbeek, Rotterdam • Feijenoord, Stockholm • Rinkeby, Hamburg • Mitte, Bratislava • Petržalka, Bucharest • Tineretului, Kraków • Nowa Huta, Berlin • Marzahn.

Indeed, it was within a European framework that the city of Saint-Denis adopted its Cultural Rights Orientation Scheme in 2017, in cooperation with the ILEDH - the Interdisciplinary Institute of Ethics and Human Rights of the University of Fribourg (CH) and the Agenda 21 for Culture. Saint-Denis was the first city in France to commit to this strategy. Moreover, Saint-Denis joined the influential Eurocities network, with the intention of creating its own network of peripheral European cities. It is in conjunction with these different partners that we want to develop an M&E protocol for our Colleges' participation in the candidacy process.

Through twin town schemes, the cities of the Plaine Commune maintain strong ties with European cities whose strengths and weaknesses echo their own ^{map}. In the year of the fall of the Berlin Wall, Saint-Denis

and Gera (DE) began a long-term twin town arrangement for exchange and transmission purposes. This long-term partnership was put in the spotlight in 2022 via the Polyphone exhibition at the Museum of Saint-Denis, featuring a mix of visual and sound polyphonies, and prefiguring a new exhibition planned for 2028. Thanks to preexisting European cooperation projects, a cultural cooperation dynamic at the regional level facilitated the identification of other territories with similar sociologies.

For each one, we have managed to find shared issues that inform our 2024-2030 program, while also reactivating historic connections.

Global City – connecting peripheries around the globe

Périphéries 2028 is designed to connect peripheries all over Europe and the world, targeting at least one peripheral city per continent, in line with European Union international cooperation ambitions. This challenge could also be shared with the World Cities Culture Forum in which the City of Paris participates.

Saint-Denis has long-term ties with Oakland (USA), a suburb of San Francisco. The two cities share similar concerns: a job market that is out of step with local skillsets; real estate pressure; and a strong desire to give a more central role to both civic participation and culture. In 2022, these exchanges resulted in a co-devised exhibition/performance, presented simultaneously in the two countries, and a plan to promote ongoing exchange and invitations for artists and cultural actors to travel between the two cities in coming years.



This is the type of cultural cooperation that the ECOC title will be able to help promote and replicate in other peripheries across the world. Given the importance of the Algerian diaspora in Saint-Denis, preexisting, active cooperation will serve as a strong basis for projects with North Africa, such as those conducted with the city of Larbaâ Nath Irathen and the People's Assembly of the Province of Béjaïa (Algeria), in cooperation with the Maison Amazigh in Saint-Denis.

Regarding the connection with Sub-Saharan Africa, one ongoing long-term cooperation is with the Kayes region (Mali), in partnership with the Gidimaxa Jikke Association (Saint-Denis), and Africolor (Seine-Saint-Denis), a festival on African musical creation. In addition, contacts have been established to develop a project with the Medina district in Dakar (Senegal) that shares certain characteristics with Saint-Denis, potentially involving the Maison de la Culture Doutra Seck and the Association Yataal Art.

In South America, two cities have already been identified as having relevant characteristics for our project, namely Villa 31 in Buenos Aires (Argentina) and the city of Canoas, a suburb of Porto Alegre (Brazil), both of whom we wish to exchange best practices and develop initiatives with on account of their participative cultural initiatives and strong popular resistance.

In Asia, the Kirkee Extension neighborhood in Delhi (India) is a former rural township that has been urbanized and is now home to migrants, artists and youth. We are planning to collaborate with the famous Khoj artists' collective, and work extensively with local inhabitants.

In Oceania, Susannah Place in The Rocks in Sydney (Australia) is one of the partners of the AMULOP (The Association for a Popular Housing Museum) project, which explores the habitat and heritage of migrants and peripheral neighborhoods. ■

Attracting the interest of a broad European and international public

The challenge for Périphéries 2028 is to successfully showcase Saint-Denis' true colors.

The Grand Paris Express transport network will bring a new metropolitan centrality and interconnectedness to the territory ^{Q.[38]}. Nowadays, the Plaine Commune receives 255,000 visitors annually, of which 73% are French, 15% are European and 12% are from other countries. The Basilica Cathedral's visible construction site and spire reconstruction project alone could bring in an extra 300,000 visitors per year and the Gare Pleyel 250,000 visitors per day.

Several Plaine Commune cities are located just outside Paris – one of the most visited cities in the world, welcoming approximately 20 million tourists annually. Saint-Denis, which is only 10 minutes from the center of Paris and 20 minutes by metro from the largest airport in the European Union, welcomes nearly 2 million visitors each year to the Stade de France who pass through without discovering anything. *Accessibility and interest are not the same thing – the challenge is to make Saint-Denis a real destination and not a place of transit.*

The general public and international tourists: strengthened cooperation with Parisian sites

With this analytical approach, the strategy is twofold:

- attract Paris' international visitors (tourists, professionals, artists) by establishing partnerships with Parisian cultural institutions and proposing itineraries that both complement the Paris experience and highlight strong territorial markers for Saint-Denis (capacities, ecology, democracy);

- initiate audience exchanges between peripheral metropolitan, European and international territories. Young people are a priority target in this strategy in light of their ability to keep up with innovation. Key messaging for the strategy include *accessibility* (pricing and transport), *conviviality*, *promoting traditional and contemporary know-how and popular, alternative experiences* (parks, soft mobility, green roofs, industrial wastelands, etc.). *A partnership with the Île-de-France Regional Tourism Office and the Paris Region Adventure application involves developing tourist itineraries and thematic packs based on territorial strong points, in association with this internationally renowned Parisian institution.*

In dialogue with the programme, the envisaged thematic routes at this stage are:

A street art circuit,

It will include a visit to Street Art Avenue along the canal (or as part of a cruise), Babcock, the industrial graffiti cathedral in La Courneuve, and a beginners' street art workshop with the concert venue Ligne 13 in Saint-Denis, in cooperation with LaPlace in Paris, le Flow in Lille and the MauMa in Marseille. A partnership with the Berlin operators of the Kreuzberg neighborhood street art circuit (Next Now), alongside other European references in street art, is currently being developed.

A Nugget Tour

In partnership with the Centre Georges Pompidou and the Palais de Tokyo in Paris, for a discounted rate, visitors will be offered the opportunity to visit a cultural center with remarkable architecture, and the tour will include a walking or cycling tour of artwork in public spaces ^{Q.[11]} Thinking about difference, including those commissioned from internationally renowned artists for the 2024 Olympic and Paralympic Games and the Grand Paris Express stations ^{Q.[11]} A more beautiful Journey.

An arts and crafts tour:

A visit to the world's largest flea market in Saint-Ouen, the 19M fashion factory in Aubervilliers, the artistic factory in La Briche, the glass factory in 6b and the arts and crafts factory in l'Orfèvrerie, Saint-Denis as well as the exceptional



open-air construction site of the Basilica Cathedral Spire (stonemasonry, carpentry and blacksmithing — Eiffel Tower) or the Oscar Niemeyer building, featuring European events (exhibitions, artistic installations, residencies and workshops) that we plan to organize there in 2028 ^{Q.[11]} Mysterious Garden, Art Mines and Hyphens

An audiovisual circuit

In collaboration with the Cité des sciences et de l'industrie in Paris, visitors will be able to access the Cité du cinéma in Saint-Denis and the Pôle audiovisuel de Plaine Commune (the series factory), which includes some fifty television studios and film sets, including the Studios in Entrepôts and Magasins Généraux, Commune Image (virtual reality) in Saint-Ouen and the Laboratoires Éclairs — currently being refurbished in Épinay-sur-Seine — and the Navire Argo project with the Labominable Association, which revives analog equipment from throughout the history of cinema. ^{Q.[11]} New Queens and Kings, Open your Eyes et Home-Made.

Participatory and sustainable tourism (Creative Tourism)

Our ambition is to ensure that mass tourism is fair tourism, with a view to securing Périphéries 2028's place in the participatory, sustainable tourism movement. This entails involving local inhabitants in developing hospitality strategies and encouraging them to present their culture and local cultural heritage to visitors of Périphéries 2028. The Plaine Commune Tourism Office has joined seven other ECOCs and ten countries to develop the Erasmus+ Alliance Innovation AFFECT (Alliances for Future European Creative Tourism) project, in order to better anticipate future needs and vocational training requirements for the sector.

In cooperation with the eatwith.com platform, we are planning to offer home-cooked meals in local people's houses as an opportunity for visitors to discover the world's cuisines. We will also offer thematic walking tours, which will include lunch at the Street Food in Saint-Denis and visits/tastings at the Zone Sensible • Centre d'art et de nourriture (market gardening/urban farming), or at the fresh produce market in

Saint-Denis, as well as the possibility to participate to the World Cuisine Championship (Family Recipes and Cuisine & Creation categories). The Saint-Denis market is the largest in the Ile-de-France, with a capacity of up to 25,000 people, and a wide selection of products and flavors from different culinary traditions in the world. Themed visits are to be organized in 2028, exploring the market's social organization, cuisines, material recovery practices and artistic interventions, based on the model established by the Kaimera Productions (Simon Hanukaï) prefiguration project 'Spaces', developed in cooperation with Oakland in 2021.

FairBnB

Community Powered Tourism

is a cooperative platform for reserving homestay accommodation, whereby profits are reinvested in project development, and particularly in local community cultural projects. This accommodation option will incorporate a cultural offering, such as heritage walks and cultural events. With the sustainable tourism association Bastina, *cultural guides (local inhabitants) will be trained to develop heritage walks in their territory, and the European Migrantour project will develop intercultural urban walks designed and led by citizens of migrant origin. A Sentier Métropolitain du Grand Paris (walking trail) will be created by 2028, encouraging visitors to discover the suburbs by crossing them on foot. The trail will be marked out after workshops with walking artists, and urban refuges will be created all along the route.*

Large-scale artistic proposals

The three programming phases: *Pulse*, *Scratch* and *Flow*, will each kick off with important events, designed to attract large European audiences.

The Sky Fest will feature flying objects, light installations and projects up on high and atop the roofs of the city, visible from far away.

Fair-e Touch emerged from the desire to develop an international hip-hop event at the Stade de France, bringing together iconic Seine-Saint-Denis personalities, renowned European artists and choreographers.

The Fairy Tailors is an homage to the Lendit Fair, which was one of Europe's largest during the Middle Ages, and used to be located on the present-day Saint-Denis Market site. Targeted at fashion and arts and crafts enthusiasts, and organized in partnership with the *Intercultural Biennale of Seine-Saint-Denis*, the initiative aims to invite visitors to explore the manufacturing processes and to present the art of fashion and craft from across Europe. An *alternative fashion show* at the Saint-Ouen Flea Market will kick off this showcase of European know-how.

Collaborations with local companies who are renowned throughout Europe and the world, such as DCA Philippe Découflé, Décor Sonore, les Grandes Personnes or les Souffleurs • poetic commandos, just to name a few, will also attract large audiences. In 2028, the Académie Fratellini circus school and the Zingaro equestrian theater will also be devising specific work on candidacy themes with a European scope.

Heritage sites to discover

Heritage sites contribute to the territory's European and international tourism strategies.

The Basilica Cathedral of Saint-Denis, and in particular the renovation of its spire, should conclude in time for 2028. Other local heritage highlights for Périphéries 2028 include the Oscar Niemeyer building (the former l'Humanité newspaper headquarters), and industrial heritage sites, such as the Babcock factories, the Cathedrals of the railroad, and *each associated city's Nuggets. The Saint-Ouen-sur-Seine Flea Market's UNESCO World Heritage listing is an important part of this appeal.*

Visitors will also be able to discover the local agricultural and market gardening history, industrial heritage, 20th century housing and contemporary architecture. *The Center for the Interpretation of Architecture and Heritage (CIAP)*, built within the context of the Art and History label of Plaine Commune will be a hybrid place for mediation, promoting know-how and informing and guiding the public about local history. ■

Developing links with the cultural programmes of other ECOCs

Since the launch of the Périphéries 2028 candidacy, the team has coordinated monthly hybrid educational visits (with elected officials, administrative staff, cultural players) in order to discover the wider ECOC universe and strengthen cooperative ties with the cities holding this title.

A sensitive and co-constructed network

First off, experience exchanges based on the legacy of Marseille 2013 and Lille 2004 brought valuable input for Périphéries 2028. Both these cities support our candidacy through their presence on our Board of Directors, encouraging a solid cooperative dynamic between systems, stakeholders and infrastructure.

In December 2021, the meeting in Greece with the team and municipality of Eleusis 2023 (GR) was a key turning point for the candidacy, spurring the establishment of twin town schemes with these two peripheral cities that are both committed to culture. Similar connections were forged with the *Vesprem 2023 (HU)* team and reinforced with *Timisoara 2023 (RO)* during joint actions on urban dynamics revolving around the Escaladant project *Q.[11] Crossing the Suburb*. Surveyors' workshops were hosted with the École Urbaine de Sciences Po from April-June 2022, together with actors from Seine-Saint-Denis, facilitating the development of shared heritage – young people will build a skatepark in an urban interstice of Eleusis, and an arts and crafts garden will be created in Timisoara. This process will include *Vesprem 2023*, and will subsequently be extended to include next ECOC in the year preceding their title year. *Two interns from the universities of Saint-Denis have also been integrated into the 2023 teams.*

Discovering the mobilizing power of the ECOC opening ceremonies in *Kaunas 2022 (LT)*, in January 2022, and *Esch-sur-Alzette 2022 (LU)*, in February 2022, was also fundamental for developing our modern event concept in a way that respects our collective process. Similarly, regular exchanges with other ECOC cities via the Culture Next network and beyond have allowed us to devise joint proposals that revolve around

the 27 project-objects of our cultural program *Q.[11]*, mirroring the 27 member states of the European Union, in which all cities are represented.

In May 2021, attending the Trans-europeal network meetings in Prague with the Plaine Commune 'Third Places' actors assisted us in setting meetings with the 2028 Czech city ECOC candidates on their home turf – an invaluable experience at this point of the candidacy and preselection process, which enabled us to better identify relevant actors and understand their local challenges. In 2022, we also welcomed several delegations to Saint-Denis, in particular during the Saint-Denis Festival in September, as well as participating in the exchange event between French ECOC candidates at the Czech Cultural Center in Paris.

A candidacy designed to establish a new European cultural cooperation dynamic for our territory

Each visit, each exchange has allowed us to identify elements that can be integrated into our Périphéries 2028 candidacy in conjunction with our partners: a local female personality in each city, a shared theme, a locally based actor or artist working on similar eco-cultural issues, as well as different street art and hip-hop activities. The European Hip-Hop Exchange project, initially financed by the Franco-German Youth Office (OFAJ), made it possible to link *Chemnitz 2025 (DE)*, *Timisoara 2023 (RO)* and *Novi Sad 2022 (CS)* via a 'Scratch Truck', with local inhabitants questioned about their feelings towards the ECOCs — this project will continue to evolve thanks to the support of the French Institute in Romania and the Goethe Institute.

The strength of European cooperation is at the heart of our open, flexible working methodology, with which we aim to build shared histories and joint projects.

Exchange and project development is ongoing, with further expansion planned throughout 2023, and the program's projects will all be guided by the following themes:

Youth and civic participation

Guimarães 2021 (PT), Leeuwarden 2018 (NL), Génération 2027 in Braga, Evora (PT), Novi Sad 2022 (CZ) – visits in July and September 2022, and Villeurbanne, the 2022 French Capital of Culture: the idea of a strategic Erasmus partnership on children's assemblies and youth involvement in cultural policies has emerged and will be submitted by February 2023.

Women in the culture sector

Broumov 2028 and České Budějovice 2028 - CZ: while we have exchanged on a number of different fronts with these two Czech ECOCs finalists, our unifying theme is female culture professionals, which we intend to promote throughout our different joint projects:

- with Broumov: the Saint-Denis Festival (classical music) and the Treasures of the Broumov Region' festival; religious heritage (feminine treasures are revealed by the Broumov Monastery and the Basilica Cathedral of Saint-Denis); Slow Tourism (as part of Broumov's Interreg project), and issues surrounding multiculturalism.
- with České Budějovice: the 'We want more friends' project, designed to welcome more Czech inhabitants and propose travel for Seine-Saint-Denis' local inhabitants to visit the other ECOC; the Kulturista project, with the children of the assembly; and the Budejovicky Majales festival, organized by young people; and the Stakeholders project, which aims to develop an Erasmus Art and Sport program.

Urban and cultural ecology and regeneration

Rijeka 2020 (HR), the Urban School of Sciences Po visit in May 2022 on remarkable industrial heritage; the 1000 Garages and Garage Campus projects – *Chemnitz 2025 (DE)*, and especially the European Creative Rooftop Network (ERCN) – *Fajo 2027 (PT)*, which



was a great source of inspiration for the *Sky Fest. Mobilité douces* • Trains (Salzkammergut (AT), le Wagon in Saint-Denis and the Black Fest in the trains of the Czech Republic, Upsala 2029 (energy loops)

The water that binds us

Odyssey: Kaunas 2022 (LT), thanks to the STAR Cities network's Sustainable Tourism for the Appeal of Riverside Cities initiative, in which Seine-Saint-Denis is already involved. Bodo 2024 (NO); Liepāja 2027 (LV), Ponta Delgada 2027 (PT), and Oulu 2026 (FI).

Cuisines and languages as cultural practices

Get your tongue round: Trencin 2026 (SK), Évora 2027 (PT), as part of the World's Biggest Table or the World Cuisine Championship: one cook from each European country has already been invited to be on the jury.

Shared memories

Nova Gorica 2025 (SI) and Eleusis 2023 (GR): sanctuaries and mythologies. Just as the legend of Saint-Denis pervades the eponymous city and Montmartre, the Eleusinian Mysteries recount the myth of Zeus and Persephone, celebrated annually with various different festivities. Also much like Saint-Denis, Eleusis is a city with an industrial past and its historical strata are often relegated. *These cities join together for the Memory Addict project on necropolises.*

Capacity-building

It involves the School of Videomapping in *Aveiro 2027 (PT)* and the TECH festival, in connection with the ArtLab93 project (art, low-tech and inclusion), as well as the cultural, creative and audiovisual industries in a more general sense (with *Matera 2019 (IT)* and *Kosice 2013 (SL)* for the CultourDATA project), (*Digital Survivors*). *Tartu 2024 (EE)* for the volunteer platform based on the Paris 2024 Olympic and Paralympic Games experience. *The Périphéries 2028 Media College will also make contributions to — and consider hosting from 2027 — the Peace Machine proposed by Oulu 2026 (FI).*

A wide range of partners

Exploring the notion of European peripheries also means that the European Union cooperates with its peripheries, hence we are undertaking projects with cultural actors in Skopje (North Macedonia • MK), through the Lokomotiva Centre for New Initiatives in Arts and Culture, which works towards progressive social-cultural change through contemporary arts and cultural development, and the Jadro Cultural Center, which brings together the independent arts scene. We will be organizing a visit there in the first quarter of 2023, together with the ONDA (National Office of Artistic Diffusion).

For the ECOCs 2023 launch, we plan to broadcast the ceremony live throughout Saint-Denis (cafés, multimedia libraries...) in order to mobilize local inhabitants to engage with the Périphéries 2028 candidacy.

Memory Addict: Nova Gorica (SI) and Gorica (IT) were chosen as the 2025 ECOCs. These two cities were once unified and subsequently separated in 1947. The most predominant feature of Nova Gorica is the Kostanjevica Monastery, which houses the tombs of King Charles X, his son, his wife and certain French aristocrats from their entourage. Exiled after the July Revolution of 1830 and stricken with cholera, Charles X was buried in this monastery.

An official delegation from Gorica will be welcomed in Saint-Denis during the city's annual classical music festival in 2023, paving the way for a European symposium on cathedrals and basilicas.

Similarly, the city of Roskilde (DK), which has a royal basilica and is part of the European Reform University Alliance led by Paris VIII, could also become involved in the process. Louis Alphonse de Bourbon, the living descendant of the Bourbons, ruled that the remains of Charles X should remain in Nova Gorica. ■

The Escaladant project

In collaboration with the Institut Français in Timisoara, Bucharest, Greece and Paris, began as a 'mirror' project between the capital cities, together with the Plus Petit Cirque du Monde in Bagnaux (Périphéries 2028 partner city to the south of Paris). Located at opposite ends of the Balkan Peninsula, Timisoara and Eleusis share this multiethnic region's tormented history, as well as an industrial past and present. The cities' 2023 ECO status comes at a time when European societies are shaken by accelerated crises, when the role that creation and the CCI can play in transitioning Europe towards an ecological, resilient and citizen-based future has been brought into question. A new model requires a renewed imaginary, and for this, inhabitants and visitors must re-examine the narratives and images of these cities' landscapes. Indeed, the ECO title presents a unique opportunity for local inhabitants, visitors, artists, scientists and organizations to revisit their city landscapes from new angles.

The project, which we will implement with the ECOCs from 2024, 2025, 2026 and 2027, allows us to:

- **Establish new cooperations between bottom-up initiatives**, (performing arts, architects, urban planners and citizens), public sector decision-makers (municipalities, local and national governments), and private sector actors and decision-makers;
- **Experiment with new relationships between urbanism, architecture and the performing arts**, and position creators and artists at the heart of these transformation processes for peripheral neighborhoods, by linking French suburban cities – Bagnaux and Gennevilliers – to the 'La Preuve par 7' (a national project led by architect Patrick Bouchain and supported by the Ministry of Culture and the Ministry of Territorial Cohesion) to an international level.
- **Prefigure the European cooperation with Timisoara 2023 (RO) and Eleusis 2023 (GR)**, exploring the potential for a 2024-2027 joint project on architecture, urban restructuring and anchoring the cultural and creative industries in peripheral neighborhoods and geographic zones.

9.3 is
love,
pain
9.3 is
hate,
peace.

Sur le drapeau, **Suprême NTM X Sofiane**, rappers from Saint-Denis

Involving the local population and civil society in the preparation and implementation of the ECOC

A shared diagnostic and a program of colleges

The inhabitants of the Plaine Commune are very involved in the life of their city, which is evident in the strong presence and vitality of the region's local associations. The Périphéries 2028 candidacy was keen to harness this richness, making civic participation one of its main focuses, and deploying several tools to this effect that will continue to develop in the lead-up to 2028. So far, over 2,000 people have contributed, embodying our key vision to represent the voices of European peripheries and minorities. Among them, leaders of associations or local structures and services for citizen mobilisation, residents particularly involved in their city or neighbourhood, but also and above all those whose voices are rarely heard: the elderly, foreigners, women and gender minorities, children...

Prior to the official candidacy launch, the team embarked on a diagnostic phase in 2020, consulting local associations and interested inhabitants in every neighborhood, not only cultural sector representatives. The results of this consultation process helped to begin structuring the candidacy around four local themes that were identified: *youth, patrilineal and matrilineal heritage, urban transformation and the diversity of the local population (global city)*. These four themes then informed the entire second diagnostic phase, as well as inspiring ECOC project ideas and objectives.

The colleges - the backbone of local stakeholder participation

These eight Colleges, presentends [Q.101](#), began by participating in the territorial diagnostic phases, as well as serving as ECOC resource hubs and a source of inspiration for shared projects.

The Citizens College is dedicated entirely to involving local inhabitants. Made up of people with a wide range of backgrounds, this college is intended to be as representative as possible of the diversity of the bid area: volunteers from local associations, parents of schoolchildren, local employees, environmental or LGBTQI+ activists. Thus the first experiment of the college, under the impulse of its referent Fiona Meadows, co-president of the association Périphéries 2028, the College's first action was commissioning local artists, the Chevalme sisters, to develop an artistic game capable of appealing to local children and adults, which resulted in *The Flag Game*: a series of cut-out forms designed to be made into cultural flags for each neighborhood, school, etc. — an opportunity for everyone to bear flags representing a new 'culture for all' movement. These flags are gradually being printed and exhibited in public spaces. The *Fairy Brigade* [Q.131](#) was also conceived by this College, forging links between culture and the everyday lives of local inhabitants from all ages and walks of life.

The Media College, composed of professionals from the audiovisual, print media, social networks and podcasting sectors, all of whom are involved on the territory with their personal projects, *quickly developed a participative programming method that involved pre-existing local projects*, initiatives and structures, and gave rise to new, alternative stories to those published in traditional media channels: stories that depict Plaine Commune and its local population via accessible, participative, innovative media channels.

This College, which produced its own contribution platform, has already developed the following two projects: (1) the creation and dissemination of a special Seine-Saint-Denis edition of the 'One season in France' radio show, as part of Radio NOVA's morning program produced by Rosny-sous-Bois studio Making Waves, which makes podcasts and is an integration project; and (2) a series of videos created by youth about youth and their surrounding environments, produced by Lueurs d'info, a local including media education association.

All the Colleges, together with people involved in the bid process, have been convening every trimester as part of the Influence Councils. In a series of half-day sessions, participants have been conducting group and plenary discussions in order to explore the four aforementioned local themes. These entities have informed key candidacy moments, such as choosing the name, devising a youth outreach protocol [Q.121](#), and reinforcing the desire for public spaces to be activated artistically.

In addition, the Périphéries 2028 Studio has provided a space for information and dialogue with local inhabitants via collective workshops and conferences, as well as serving as a studio for local associations to test their proposals (exhibitions, thematic workshops...).

A co-constructed evaluation strategy

Four test-residencies of participative arts projects were conducted in 2022 in order to involve local inhabitants in the ECOC candidacy. The idea was to test the initial diagnostic of the core candidacy themes: *World city*: 'Being a woman in Seine-Saint-Denis', *Youth*: 'Children making cultural policies', *Heritages*: 'Revealing the memory of a heritage site in transition', *Urban planning and culture*: 'What if the night were soft?'. *Artistic productions sparked useful content (a play co-written with children on the city as a place for cultural adventures; a podcast on local cultural professions; interviews with artists about the city and its residents).*

The test-residencies also consolidated audience mobilization methods for those currently most alienated from cultural offerings (children, young girls, people with difficulties communicating in French, families, retirees...) and the modalities for collaborating with different mobilization stakeholders.

Festivities at citywide and/or neighborhood levels have also served to garner inhabitants' observations, and to quiz them on culture's presence in their everyday urban lives. Participating together in convivial, artistic moments has facilitated exchanges between inhabitants, and generated a type of collective enthusiasm. The giant *Dancing Europe* flashmob mobilized around 100 participants in the Legion d'Honneur park. *The World's Biggest Table*, devised by artist Yvan Loiseau, gathered thousands of participants for a meal in the public space between Saint-Denis and Saint-Ouen, and federated several hundred local culture and gastronomy operators.

We are Capital

We defend widespread, accessible participation and cultural expression for all, including both locals and visitors: we seek to promote amateur and autodidactic practices [Q.16](#) [\[19\]](#) and involve participants in all project phases, volunteering and co-programming for cultural events and artwork in the public space. 'AGILES' methods have inspired our Colleges to write the candidacy matrix phase by phase. The implementation of test actions and collective mechanisms, which engage civil society, local inhabitants, professionals and institutions, have greatly enriched these different writing phases of the bidbook. Starting in 2021 (and concluding in 2023), the Colleges have been prototyping projects in order to develop the Périphéries 2028 programming model. In a third phase, the results of the Colleges' labour will be multiplied and disseminated throughout the region, achieving maximum replicability in 2028.

In 2023, the Colleges will further develop the experiments that have been conceived and tested thus far. Certain Colleges will launch calls for proposals, continuing to select projects based on ECOC candidacy programme themes. Other Colleges will continue searching collectively to produce projects, mechanisms and tools, which will in turn serve as models to be replicated throughout the territory. *For all the Colleges, the objective is to be innovative and inclusive, mirroring the image of the peripheries we aim to promote, facilitating the process for the greatest number of locals to find their voice and place as part of the ECOC.*

By allocating Colleges a shared programming space and accompanying participatory budget, we seek to guarantee a diversity of artistic and cultural forms, whereby method and result are practically equal in terms of importance. The ECOC will serve to develop a cooperation tool between local inhabitants and stakeholders, leaving a legacy of collective modes of operation. Each College presents its own selection of projects for the official program, in an attempt to make the ECOC a cultural democracy by virtue of its institutional structure.

Supporting existing initiatives

As such a large number of ECOC projects will integrate inhabitants' participation, embodying the recognition of the local population's talents and skills.

For example, a first Cultures Fashion Show was organized by the Citizens College in 2022, involving several associations and members of Plaine Commune. This fashion show will be amplified by partner cities, and feature in an *Intercultural Biennale* in the lead-up to and during the ECOC. *The World Cuisines Championship*, with its Family Cuisine category took place in September 2022, with Zone Sensible (Culture - Nature - Food) and the artist Olivier Darné, bringing together several hundred participants.

The idea is to replicate and upscale this model throughout the ECOC, with a view to establishing a *World Cuisines Academy*, encouraging inhabitants to value and hone their culinary skills.

The Odyssey or the Festival of the Water People, emerged from the need to reappropriate water, The Seine and its tributaries. The project brings together actors of this river, of culture, sport, who are spread across the city's four corners to create floating objects on urban naval building sites.

Say it loud: In the continuity of the projects carried out by the media college, an international festival of Oratory Art will be organised in Plaine Commune to highlight a major marker of the territory: urban cultures and particularly oral cultures such as rap or slam.

Biennale of Participative Arts: In the continuity of the fairy brigade, a project resulting from the citizens' college, and within the framework of cooperation projects with the Théâtre de la Poudrerie in Sevran, a Biennial of Participatory Arts will be held in 2028 throughout the territory of Plaine Commune, to allow all inhabitants who wish to do so to be initiated into an artistic or craft practice.

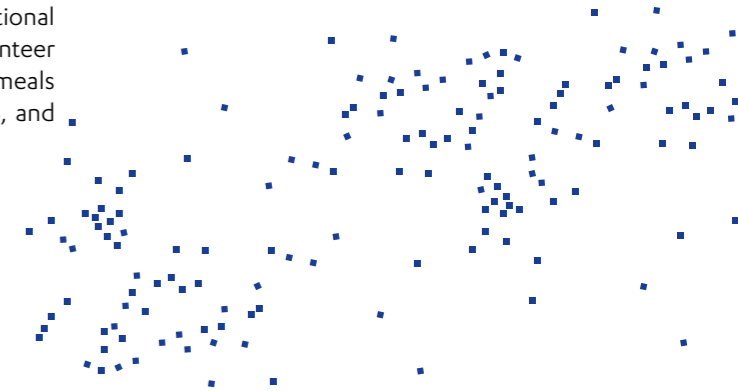
Citizen Archeology: The 'Archaeology, Territory and Citizenship' programme developed by the Archaeology Unit of the city of Saint-Denis aims to transform 'archaeological material' into tools for knowledge of the territory and, on the other hand, into products derived from this same territory. For 2028, this programme will extend to the whole of Plaine Commune, will invest in the construction sites planned between 2024 and 2028 and will involve European partners in similar approaches, to end up with exhibitions telling a European and globalized history of the territory [Underground Q. \[11\] \[15\]](#)

Volunteering Platform:

From 2025 onwards, a volunteering platform will be launched, supported by the expertise of the Paris 2024 Olympic and Paralympic Games Committee and their 'Faites Vos Jeux' platform, which already has 45,000 registered volunteers. Périphéries 2028 volunteers will assist in welcoming and guiding guests and the public; provide technical assistance during events; and other general ECOC communication and promotion tasks. Different ages and profiles will be recruited from across the ECOC territory, and follow an initiation process before being allocated to specific events. Cultural capacity-building will be provided and for those who want it, a vocational training program. An online platform will match volunteer supply to demand. Volunteers' associated costs, meals and insurance will be covered by Périphéries 2028, and uniforms will be provided by sponsors.

Assembly for the future(s): shared data management and co-programming

The ECOC, understood as a democratic process, will feature the creation of an Assembly For The Future(s), which will play a role in decision-making and cultural programming for the Plaine Commune (especially regarding shared data management issues and public procurement). This Assembly will unite local inhabitants that do not have the right to vote (youth aged under 18 and inhabitants from other nationalities). It is one of the post-2028 ECOC deliverables for the youth and (inter)cultural democracy components. ■



Q 18

Creating opportunities for marginalized and disadvantaged groups to participate

The margins, the peripheries, the invisible – in the social sense and anchored throughout the territory; in diverse situations, needs and cultures – this is the very cornerstone of our candidacy: forging an alliance between culture and social issues. To achieve this, we must broadly integrate citizens' participation within a new and inclusive dynamic – institutionalizing the expertise of the margins in order to implement cultural rights.

Equal dignity for all

The challenge for Périphéries 2028 is therefore to transcend the labeling of so-called 'marginalized' or 'disadvantaged' peoples, and instead re-qualify their legitimacy and 'subaltern knowledges', encouraging greater inclusion. Inspired by post-colonialist English theorist Robert J. C. Young, we believe that by recognizing the expertise in marginality, we can work towards institutionalizing citizens' knowledge. This notion, later further developed by Indo-American researcher, Gayatri Spivak, significantly expands the frontiers of knowledge towards a diversity of forms, which are more narrative-based, corporal, experiential, felt, popular, community-based, traditional – but above all, non-legitimized. They represent another perspective on implementing Cultural Rights.

The first step to recognizing marginality as expertise is visibility. This is why Périphéries 2028 has already co-organized, with ACINA association Rom-led associations, the *'What Binds Us'* photography exhibition featuring works and portraits of women from the Rom community;

and why we intend to continue positioning the representation of cultural diversity as a driving force of all our artistic action. *In 2019, the Suburban Pride March was born in Saint-Denis, leading the working-class neighborhoods' LGBTQI+ rights movement. Périphéries 2028 intends to expand this into a European event with Queer Europa* [Q. \[10\]](#)

In another vein, we will focus on implementing intergenerational, multidisciplinary projects, such as the Fairy Brigades, which will alight on retirement homes for workshops and collaborative creations, with a view to ensuring that elderly people are not relegated, guaranteeing them proper inclusiveness through connection. *Additionally, a series of debates will be organized – in partnership with the University of Paris VIII and revolving around its Festival 'Sorcière' (witch), which took place in the spring of 2022 – on this core theme of marginality.*

If the objective of Périphéries 2028 is to facilitate the expression and recognition of the margins in the broadest sense of the word, then we have identified several categories of so-called marginalized, disadvantaged groups of people that the ECOC will pay particular attention to:

- ✱ People in economically precarious situations or those alienated from job opportunities
- ✱ People who have difficulties communicating in French
- ✱ People who are geographically alienated from cultural spaces

* People in economically precarious situations or those alienated from job opportunities

In a concrete approach to grasping the connection between culture and social issues, we intend to create a job creation process that privileges culture, building 'assistance for marginalized peoples' by developing more in-depth public intervention methods capable of generating new opportunities. *A dedicated 'culture and employment' working group has been in place since April 2022, uniting cultural actors and those working towards local job creation* (such as Objectif Emploi, les Régies de quartier and Profession Banlieue). *Currently, this working group is examining two possible fronts: creating an 'eco-cultural' employment process, enabling non-employed people with skillsets that aren't recognized (multilingualism, informal commerce), as well as artists on social benefits, to discover alternative professions within cultural structures; devising a systematized culture model in job creation processes.* This will give rise to an ESF project, establishing the premises of the contributive royalties [Q.161](#) which could be an ECOC legacy to promote European mobility.

In addition, and more traditionally, ECOC shows and activities would be free or accessibly priced, with preferential rates, so financial precariousness is no longer an obstacle to public participation.

* People who have difficulties in communicating in French

With local residents hailing from over 130 different nationalities, the Plaine Commune is a veritable linguistic crossroads. Slam poet from Saint-Denis, Grand Corps Malade, says 'I come from a place where language is in permanent evolution, 'verlan' [French back slang], 're-beu' [Arabic], argot – a huge creation process'. Indeed, it is the responsibility of cultural spaces, and more generally of institutions, to adapt to the fact that many inhabitants have difficulties communicating in French. The ECOC and its partners will work towards making the program and visitor experience as multilingual and accessible as possible.

For example, using a multilingual audioguide model developed by inhabitants and installed at the Paul Eluard Museum of Art and History, several audio guides will be developed for ECOC territories and sites that have multilingual and sign language options. These projects, in conjunction with the Maison des Langues et des Cultures d'Aubervilliers, have a double function: raising the general level of a region which fancies itself as a reflection of Europe and its dialogue with the rest of the world; changing the way inhabitants see themselves: speaking another language is a skill.

Indeed, Périphéries 2028 intends to implement the *Urban Refuges* residency program, targeted at artists in exile, in conjunction with the Artistes in Exil workshop, and the École des Actes du Théâtre de la Commune (TGP) in Aubervilliers. The project revolves around the idea that it is not the student that is ill, but the school; not the

worker, but the work itself; not the inhabitant, but the country. It is the former, maligned party of each binary that can cure these institutions. At TGP, the creation of 'J'ai perdu ma langue' by Leïla Anis follows the story of five families, questioning the role of the shared languages in our society that have been involuntarily or deliberately quashed inside people's homes. Private memories and cultural heritage will feature heavily in this intergenerational theatrical investigation – the jumping off point for *Get your tongue round*, designed to connect different cuisines and languages. The challenge is to bring together what is most easily shared – a meal – with what is most complex – a language. Cooperating with those who want to see their cultures emerge in all their manifestations.

* People who are geographically alienated from cultural spaces

A fracture line exists between the centre-cities, where the majority of cultural spaces are concentrated, and the Plaine Commune neighborhoods. This fracture goes partway to explaining why cultural information seldom arrives, with inhabitants required to make complex logistical arrangements to attend any kind of cultural event. Local cultural actors are aware of this, and regularly propose outreach programs or live broadcasts of performances. Satellite street art projects [Q.131](#) implemented by Périphéries also imbue the territory with the ECOC dynamic, making it as accessible as possible to all. *The 2028 program will thus strive to be present in all neighborhoods across the territory. This same logic will be extended to TGP and Saint-Denis Festival programming currently under development. The College of Media [Q.117](#) proposes to offer 'Cinéféeries' – travelling screenings, using mini portable projectors to project films and videos directly onto the walls of buildings.* These 'cinema-strolls' will facilitate encounters and interactions between local residents, as well as proposing a city tour for visitors to the territory.

Accessibility of cultural spaces and content

Périphéries 2028 intends to be accessible to people with mobility disabilities, but also to those with visual or hearing impairments. Many stakeholders from this territory have already put strategies in place to guarantee broad access to their cultural offerings. Périphéries 2028's role is to consolidate what exists and create a common mobilization charter based on best practices. This same approach should be taken for addressing people with mental health disabilities, for whom tailor-made activities will also be developed. Tailor-made activities for welcoming these audiences will also be developed for the ECOC title year, such as: ensuring the accessibility of cultural facilities and spaces, reserving areas for accompanying persons, translation into sign language, information documents in Braille and an accessible website. *The University of Paris VIII and a group of people with disabilities have already begun work of an Easy-to-Read version of the ECOC bidbook.* This first project will continue in the coming months for replication and upscaling. ■

Strategy for audience development, links with learning environments and school groups

30% of Plaine Commune inhabitants are aged under 20. Our development strategy therefore targets mainly children and young people. In order to properly address and open horizons for all local audiences, artistic combinations will be created, content will be diversified, and culture will be brought outside into public spaces. Without neglecting other media channels, special attention will be given to digital communication in an attempt to respond to the region's digital divide.

The Children's Assembly – a bedrock for another possible world

The Children's Assembly is one of our eight colleges [Q.171](#), reflecting the strong desire to involve local children and young people more deeply in the candidacy process, but also in cultural policymaking processes as a whole. Over the course of the 2021–2022 school year, the Assembly's young members met a total of eight times, and participated in a study trip to Villeurbanne, 2022 French Capital of Culture, with over a hundred other children from the Plaine Commune, aged between 10 and 12 who will be young adults in 2028. The Children's Assembly also conceived and realized the inaugural edition of the Festival of Cultures, which featured mixed musical genres, gastronomy, interactive workshops and environmental awareness-building activities.

As of the second edition of the Children's Assembly, to be held in the 2022–2023 school year, it is intended that the Children's Assembly gradually expand, both in terms of participants' age range and the type of actions they carry out. A group of children co-programmers has been constituted [Q.111 Alpha](#) on the basis of a widely distributed call for ambassadors; in connection with different schools, several groups of children will become arts project co-creators. Partner cities' college will play a key role in making Children's Assembly co-programmers' propositions real, as the latter will require programming opportunities and an accompanying budget.

Cooperation with schools

Reinforcing an artistic and cultural education is the core objective of Saint-Denis' cultural strategy. In the territory's secondary schools, the Departmental Council of Seine-Saint-Denis has implemented 40-hour programs to this effect (Artistic and cultural education programme, Micaco), as well as 100-hour In Situ artist residencies for artists to be able to work with secondary school students. Périphéries 2028 becomes part of this dynamic, enabling European artists to join in the cooperation. In 2023, projects will be targeted at elementary school and junior high-school students, and from 2024, will also involve high-school students [Q.111](#).

One example is the participative book *l'Aventure Culturelle*, created in 2022 involving two Casarès elementary school classes (Saint-Denis and Aubervilliers), which will feature in 2028 as part of the European Book Festival in Saint-Denis. The aim is also to reenchant schoolyards, in particular through the creation of spaces for free artistic expression (Agora) for children.

The TokTok Academy project, aims at working with 4 to 9 group of secondary school students will be launched in 2023 and revolves around the co-creation of TikTok videos about local art, exploring students' visions of art and promoting knowledge and cultural exchanges with other young people.

Youth – the heart of (inter)cultural democracy

On 30 November 2021, the Influence Council collectively devised an ECOC youth involvement protocol, in order to develop a dissemination strategy to engage young people in the project and, by association, their families:

- Identify and map out key local stakeholders' youth projects
- Transform contributing children's ideas for action into concrete projects
- Support professional integration and employability, especially for young people outside the school system and for young artists



- In conjunction with local communities, commit to ambitious objectives regarding amateur art practices for children and young people outside the school system
- Starting from the theme of belonging, progressively explore the notion of local and European citizenship with the young people



This protocol is key to guaranteeing a program that will appeal to young people, a condition for achieving cultural democracy. The ECOC presents an opportunity to systematize this approach, particularly through the commitment of the territory's cultural institutions to respect this protocol. As part of a third-party use' approach (new uses with new actors), the scenography for the future Médiathèque Europe, which will occupy the Place du 8 mai 1945 in Saint-Denis, will be co-devised with local youth as a makerspace.

The G1000 project promotes a best practices exchange between professionals who work with youth, and encounters between 1,000 young disengaged students (NEETS) from European urban peripheries (Molenbeeck in Belgium; priority neighborhoods in Genova, Italy; and Rom neighborhoods in Romania).

The concept is to take on projects chosen and led by young people, providing tools and means for production and governance that will enable them to liberate themselves from institutional frameworks so they can work directly on their own projects. Projects will also be chosen by young people outside the school system, and supported by local associations.

Developing pratiques to develop audiences

Developing amateur arts practices is considered to be the cornerstone for audience development and for promoting citizenship more generally. As such, the ECOC is partnering with the MPAA (Amateur Arts Practices Center) and the department of Seine-Saint-Denis to implement a dynamic and sensitive *Azimuth* map, which charts amateur practices all across the territory.

We are also working with the Cité de la Musique - Paris Philharmonic Concert Hall to implement a DEMOS European project (musical and orchestral outreach education program), which will result in a multi-year European orchestra for children from disadvantaged neighborhoods, with a series of collective rehearsals and concerts.

Observe and educate: real-life conditions for audience development

Audience practices are rapidly changing, particularly in the post-COVID context, which has significantly impacted cultural habits. Across the board, cultural sector professionals have been affected, and have had to evolve from a programming logic to a community-based logic. *Périphéries 2028* is an opportunity for these professionals to meet and exchange best practices, to respond collectively to these challenges.

We are also proposing to create an observatory for digital cultural practices as part of our monitoring and evaluation strategy, which would facilitate the provision of reliable information to the cultural sector professionals, and in particular those involved with arts and cultural education and audience development, via an analysis mechanism and best practices exchange, as well as focusing on new action standards in conjunction with local institutions. This observation will be considered at local, national, European and global levels with a goal to putting an end to the invisibility that afflicts these practices in the cultural sphere. ■

And everything
is possible
and everything
is feasible.
It's a place that's
unpredictable
and
unclassifiable.

Culture budget of partner communities

Since 2020, the percentage of the municipal budget allocated to culture has been steadily increasing, which is particularly noteworthy given the city of Saint-Denis' very limited budget overall. The city's Department of Cultural Affairs (DAC) comprises 110 agents, which essentially includes the staff for local facilities (conservatory, art school, museum, archaeology unit, Line 13 concert hall). The DAC actively supports local initiatives, and 70% of this budget goes to the city's major partners: the Festival de Saint-Denis, the Théâtre Gérard Philippe and the Cinéma l'Ecran. The DAC has its own programming, with various events and decentralized proposals, such as the Fête des Tulipes, the Bel Été, the Fête de la Ville, the Nuit Blanche and the Bel Hiver. Finally, the DAC offers numerous artistic and cultural education programs

(in schools, day care centers and mother and child welfare centers - PMI, social service centers) in collaboration with other municipal services: Buildings and Architecture (1% artistic and cultural component for each new public facility), Health, Community Life, Solidarity and Social Development, Early Childhood, Childhood and Leisure, School Life, Adolescence and Wellbeing, Young Adults, and the Handicap Mission. The multimedia libraries are now under the stewardship of the Plaine Commune, which has a Department for Cultural Strategy, Heritage and Tourism, including the 'Towns and Lands of Art and History' label. *The Plaine Commune also has its own annual cultural budget of nearly €19 million, and in addition, the cities of Plaine Commune collectively spend more than €30 million per year on culture.*

Year	Consolidated culture budget (other departments and management costs)	Global city budget	As a percentage of the overall municipal budget
2017	€9 883 496,63	€216 453 420,00	4,57%
2018	€9 984 245,67	€219 054 794,00	4,56%
2019	€10 226 662,22	€219 116 228,00	4,67%
2020	€9 862 761,67	€220 932 136,00	4,46%
2021	€10 418 516,90	€222 275 479,00	4,69%
2022	€10 609 334,56	€221 097 424,00	4,80%

Amount of the overall annual budget the city will spend on the ECOC

While the city of Saint-Denis and the Plaine Commune do not plan to use any of their annual cultural budget to finance this project, the Departmental Council of Seine-Saint-Denis, the Metropolis of Greater Paris and the Regional Council of Ile-de-France intend to direct a portion of their existing funds to the Périphéries 2028 program.

For example, 50% of the funds intended for the In Situ and Micaco residencies could be used for Périphéries 2028 projects in partner cities' high schools throughout the Department. On the whole, all partners are committed to mobilizing cross-cutting cultural components in all their public policies, and consider the 2028 ECOC to be an additional transversal subject that will not cut into existing cultural budgets. ■

Operating budget ECOC 2028

The current international and national contexts have had a significant impact on municipal budgets (energy prices, increase in the index point for civil servants, etc.), making medium-term projections more challenging. Our intention is to guarantee at least the stability of the percentage of the city's overall budget that is allocated to culture – in spite of pressure from other sectors – and our objective is to stay ambitious. The budget calculations required to prepare and present the candidacy made it possible to highlight the differences in the way cultural budgets are handled in the different cities and communities involved. *The first objective during the ECOC years will therefore be to work on new common cultural investment indicators, which will take into account the different overlapping layers of local public authorities in France, and the cross-cutting nature of cultural policies (urban planning, ecology, education, vocational training, social issues, etc.). The key is to know how much is invested per citizen (including all levels of funding) and to work towards doubling this amount.* The cultural trajectory evoked by all cultural investments must be able to reach 10% of the general budgets.

This increase should allow long-term projects, such as the Assembly for the Future and the Contributory Royalties, to continue. Systems and facilities created

during the candidacy period must also be integrated into the general budget.

Distribution of operating costs

After consultation with public and private partners, we estimate that Périféeries 2028 could be 82% financed by the public sector and 18% by the private sector. We base this estimation (and believe it to be realistic) on current dynamics between the candidacy, the Ambition Saint-Denis Endowment Fund and several actors involved in the College of Companies, such as Emerige and the Société du Grand Paris (a private fund that is committing €27 million to the 'Œuvres Tandems' artist/architect collaborations for the 42 Grand Paris Express stations). The ECOC operating budget has been devised frugally, with a significant part of funds dedicated to the program execution and to building a solid core team ^{Q.132}. The budget has been cross-referenced with various past experiences and exchanges with European experts and other ECOC teams.

The M&E (Monitoring and evaluation) and research costs associated with democratically driven candidacy innovations (such as the Colleges) and linked to the execution of the program are included in the budget line 'Other'. ■

Total revenue needed to cover operating costs	Revenue from the public sector	Revenue from the public sector	Revenue from the private sector	Revenue from the private sector
€60 000 000	€49 200 000	82%	€10 800 000	18%

Program-related expenses		Promotion and marketing		Total operating costs €60 000 000
€38 000 000	62%	€9 000 000	15%	
Salaries, general and administrative costs		Other (M&E, research)		
€12 000 000	20%	€2 000 000	3%	

Evolving construction

The intention to cultivate a solid legacy centered around these cross-cutting development components: Capacities, Ecology and Democracy (Assembly of the Future, carbon

neutrality, contributory royalties) has inspired the allocation of a certain part of the funding towards a 2028 ECOC title year follow-up budget. ■

ECOC Preparation	Title year	Follow-up
€27 750 000,00	€23 500 000,00	€8 750 000,00
46,25%	39,17%	14,58%

Public sector funds

The City of Saint-Denis, the Plaine Commune and the Departmental Council of Seine-Saint-Denis are the founding members of the Périféeries 2028 project, each contributing €7,200,000, which represents 36% of the overall revenue.

Considering contributions made to ECOCs in previous years, a €15 million contribution will be proposed, which would equal 25% of the total budget.

Operational support from other local authorities (Greater Paris Metropolis, Regional Council of Ile-de-France) is currently under discussion, and should also reach

12%, i.e. €7,200,000. Their contribution will be particularly significant for investments, and will go towards rehabilitating Nugget sites and renovating cultural venues' electrical systems with a view to achieving carbon neutrality. Finally, partner cities and the local Condorcet Campus universities will jointly contribute up to €2.4 million (3%) over a period of 6 years (2024-2030) including the legacy component.

Financial commitments

The Capital's budget is worked on closely with all of its public partners to ensure realistic levels of contribution in each year of the programme. ■

Public Subsidies for Operational Costs

French State	€15 000 000	25%
City of Saint-Denis	€7 200 000	12%
Plaine Commune	€7 200 000	12%
Departmental Council of Seine-Saint-Denis	€7 200 000	12%
Other public partners (Ile-de-France Region, The Metropolis of Greater Paris...)	€7 200 000	12%
EU (except the Melina Mercouri Prize) ^{Q.130} Action plan	€3 000 000	5%
Other Partner Cities and Universities, Other Public sector partners (Ecology, Transport, Housing...)	€2 400 000	4%
Total	€49 200 000	82% (Total budget €60 M – 100%)



Private sector funds: fundraising strategy and sponsor involvement in event organization

The creation of an ad hoc fundraising structure — The Ambition Saint-Denis Endowment Fund

In 2021, prior to the candidacy phase, a group of local businesses established an Endowment Fund, supported by the city of Saint-Denis, targeted at the private sector and individual donors, with a view to establishing a lasting dialogue with all potential sources of funding, local and non-local, to promote the city's visibility platform and the Périphéries 2028 candidacy.

The Ambition Saint-Denis Endowment Fund has an autonomous structure, complete with a Board of Directors and a dedicated team, and entirely private funding. It was activated in the spring of 2022 to accelerate fundraising efforts during the candidacy phase, encouraging cross-fertilization between local partner companies, associations and project leaders. In six short months, the Endowment Fund mobilized a network of over 30 companies, from SMEs to national companies. These partners have already proven an asset to the candidacy, and a tool for mobilizing sponsorship and philanthropy efforts that support local actions and initiatives.

During the candidacy development phase, Ambition Saint-Denis led one of the Périphéries 2028 colleges ^{Q.10} — the Business Club, which was in charge of the interactions between art and culture and the business community. In 2022, this group conducted a reflection and innovation process on the concepts of light and public lighting, involving several local businesses and artistic and poetic interventions. It contributes to the part of the programme held in the public space.

Also during 2022, Ambition Saint-Denis participated in financing Périphéries 2028 activities, supporting several different artistic initiatives, mobilization and communication events related to the candidacy.

The growing importance of the fund and its support for the ECOC candidacy

The Ambition Saint-Denis Endowment Fund benefits from the solid network of interconnected local companies that have already established cooperative links, such as the Plaine Commune Promotion business network, which is a driving force

of conviviality and shared knowledge between the Saint-Denis and the Plaine Commune territories. In order to stimulate fundraising efforts in a co-creation logic, Ambition Saint-Denis has increased the convergence points with local actors, with a view to building awareness about the ECOC candidacy process and strengthening local business' impact logic.

Two dynamics in particular illustrate this partnership approach between local financial stakeholders, Ambition Saint-Denis and Périphéries 2028: firstly, Saint-Denis and the Plaine Commune are undergoing unprecedented urban transformation, and it falls to the local private sector — those in the development, promotion, construction and service provision sectors — to take the lead on designing initiatives and social impact strategies, as well as actively participating in the Endowment Fund and renewing the logic of philanthropy. *The upcoming global sporting events in Saint-Denis (the Rugby World Cup in 2023, the 2024 Olympic and Paralympic Games) will allow Ambition Saint-Denis to optimize preexisting partnerships with these events' corporate sponsors, particularly in the context of the legacy and continuity of the Cultural Olympiad.*

To this effect, Ambition Saint-Denis could support a series of in-company artist residencies (bringing art closer to employees, and allowing local companies to take an active part in artistic creation and production processes)

Secondly, by increasing the number of actions designed to support local associations and project leaders, Ambition Saint-Denis intends to facilitate capacity-building for the cultural and associative sector: development of tailor-made fundraising and *philanthropy programs* in close connection with top players in Paris and France, such as the Philanthro-lab; and *mentoring programs* (business mentors supporting the development of local cultural associations) could also be widely implemented during the ECOC.

Finally, in order to encourage exchange between individual donors and Ambition Saint-Denis in the lead-up to the ECOC, the Endowment Fund will experiment with mobilization and micro-donation promotion schemes, designed to build public awareness of the power of participative projects that appeal to people's generosity.

From corporate social responsibility (CSR) to corporate cultural and environmental responsibility (CCER)

As part of the candidacy, the Business Club is committed to strengthening links between local contemporary creation and sustainable regional development, with a view to evolving corporate social responsibility into corporate cultural and environmental responsibility.

This commitment could be replicated by other private sector players as part of the Périphéries 2028 ECOC legacy, promoting the creation of a specific label, in collaboration with partner companies, that encourages support for actions combining art and biodiversity, art and equal opportunity, and/or art and sport.

This pilot experiment is designed to raise local, national and European awareness on the importance and potential of transforming CSR into CCER, thus renewing the private sector and individual donors' connections to philanthropy. This approach will make it possible — if the Périphéries 2028 candidacy is successful — to guarantee multi-year resource development agreements in support of our ECOC. The development of financial and skills-based support systems, particularly involving large companies based in Saint-Denis, will be key drivers for this approach. ■

Budget for infrastructure costs

Périphéries 2028 intends to transform and hybridize existing facilities, rather than build brand new constructions, meaning that infrastructure expenses are primarily focused on financing renovations. Moreover, in the context of the current energy crisis, we aim to encourage new uses for the public space, and the development of new urban cultural landscapes.

The City of Saint-Denis

The City of Saint-Denis voted on its Pluriannual Investment Plan (PPI) in March 2022, with a significant cultural component of €20,570,960 (2022-2026) allocated to the facilities it owns. The 2027-2032 programming is currently being prepared, with an accompanying budget of €30,000,000: the Conservatory, Maison de la Jeunesse / Line 13 (concert hall), Musée de Saint-Denis • Villa Dionysos, Archaeology Unit, Fabrique de la Ville, Micro-Follies Nomads; École d'Arts Plastique (visual arts), Théâtre Gérard Philipe, Théâtre de la Belle Etoile, Cinéma L'Écran, Salle de la légion d'honneur and the provision of two properties: Grand Bassin (future private concert hall) and la Chaufferie (Découflé Co.). These places are all driving forces for the implementation of the Périphéries 2028 program.

Plaine Commune

The Plaine Commune is planning the construction of two new multimedia libraries for the Place du 8 Mai 1945 in Saint-Denis and in Aubervilliers (partially financed by the DRAC Ile de France, the DGD Bibliothèques and the Regional Council), as well as the creation of a Center for the Interpretation of Architecture and Heritage (CIAP), which will be part of the Art and History label. The Plaine Commune also supports and co-finances associative structures with an inter-communal dimension (such as the Académie Fratellini).

New National Program for Urban Renewal (NPNRU)

The New National Program for Urban Renewal (NPNRU) includes 14 priority neighborhoods of the Plaine Commune. Supported by ANRU (the National Agency for Urban Renewal), this program encourages residents' active participation in neighborhood transformation projects, aiming to recognize the value of their experience and work towards meeting their

expectations. In this context, artistic interventions are often integrated into building sites (by leveraging the PIA - Investments for the Future Program) coordinated by the Plaine Commune as part of the Territory of Culture and Creation approach, promoting the entity's specific expertise in 'Art and Urban Development'. *The 2028 ECOC title would allow this methodology to be more widely used throughout the territory and to better coordinate the different approaches.*

Department of Seine-Saint-Denis

The Department of Seine Saint-Denis will also be a key partner in relaunching investments for the 2023-2027 period, structured around three innovative axes that echo the Périphéries 2028 objectives: **Axis 1:** Cultural and heritage facilities for the 21st century, **Axis 2:** Development of new uses (digital, outreach...) and **Axis 3:** Artistic and heritage collections that are alive and site-specific (artwork commissions in the public space).

Périphéries 2028 coincides with massive investments in sports facilities (Paris 2024 Olympic and Paralympic Games), involving a total budget of 1.7 billion euros, including 1 billion (75%) from the national government, of which 900 million euros will be invested locally in the Plaine Commune. *The artistic approach of the Olympic Village alone includes around fifteen artworks in the public space around the theme of Fertile Currents', and an additional eleven artworks that will be installed in private spaces and financed by the relevant operator-builders.* Also worth noting is the recent construction of the Campus Condorcet's Grand Equipement Documentaire (GED), which opened in 2022.

With nearly a third of the Grand Paris Express construction sites on Périphéries 2028 soil, the candidacy also finds itself at the heart of the local transport network's ongoing transformation. Indeed, a specific cultural strategy has been conceived for the construction sites, driven by a 1/1000 budget principle – i.e. €35 million. For each of these new stations, Œuvres Tandems (architect/artist collaborations) are being devised, and artists' illustrations will adorn the platforms. Of particular note are the following collaborations: *the Saint-Denis Pleyel station – the network's main station, which will feature a 4000m2 cultural center, designed in conjunction with the*

artist Stromae; the La Courneuve Six Routes station, with artist Duy Anh Nhan Duc; and the stations of Bourget Aéroport (with Mona Hatoum) and RER (with Jeppe Hein), and the Seine-Saint-Denis partner cities: Blanc-Mesnil station with Noémie Goudal and Sevran-Livry station with Daniel Buren.

The reconstruction of the spire of the Basilica Cathedral (€32 million) was mostly financed by the FS2i (Inter-Departmental Solidarity Fund) and the Ile-de-France Regional Council. Other public sector-funded projects are already envisaged (as part of the 2021-2027 CPER agreement between the national and regional governments, consisting of €253 million, of which €47 million is invested in Seine Saint-Denis), such as: the Académie Fratellini (€15,6 millions) in Saint-Denis (reconstruction of the main hall), the Ateliers Médicis in Clichy-Montfermeil (€32 million) — a venue dedicated to the emergence of new contemporary voices that will open in 2025, the Dynamo de Banlieues Bleues in Pantin (jazz concert venue) and the Conservatoire à rayonnement départemental de Pantin.

In the lead-up to 2028, other associative structures in Saint-Denis that are part of the Périphéries 2028 program will also solicit public/private financing: the Académie des Cuisines / Zone Sensible (€2 million), the Musée du logement Populaire (AMULOP) (€2 million), the Maison des cultures arabo-andalouse (€1,2 millions) and the Maison Coignet.

Périphéries 2028 already actively plays a positive role in all this cross-disciplinary dialogue on two key fronts: by building a strategy for legacy and new uses; and by moving forward on cooperative projects not yet supported by these investment plans, or which cannot be supported by a single community, or without private funding; such as:

the 27 Nugget sites ^{Q.11}

Working with the different EPTs and the Ile-de-France region on the development of joint projects driven by specific objectives in line with the ERDF framework ^{Q.131}, the digital transition, energy rehabilitation, the circular economy and biodiversity.

Move your Art

Promoting the creation of nomadic objects in the public space, capable of occupying venue-spaces that are not

dedicated to culture (cultural things, unidentified cultural objects, street cubes, belvederes – defined with local cultural actors and the inhabitants), or the Urban Refuges intended to promote new urban landscapes and the territory’s ‘walkability’.

Colored urban paths

Multilingual signage near the Street Art Avenue, bicycle paths, an artistic presence in each peripheral neighborhood, Agoras: ‘interactive walls for free

expression’, and schoolyards — all of which Périféeries 2028 can contribute to amplifying.

Financial engagements

The Pluriannual Investment Plans (PPI) of the City of Saint-Denis (2022-2026), the Plaine Commune (2022-2026) and the Department of Seine-Saint-Denis (2023-2027) have already been consolidated and decided upon. The upcoming 2026-2030 period will be further developed during

the second candidacy phase. The key current challenge is to successfully establish the cultural cooperation axes between the various local authorities and define the future investment expenditures. Integrated Territorial Investments (ITI) will be locally deployed as part of the new 2021-2027 national and regional operational program (from autumn 2022 to summer 2023), facilitating the stabilization of multidisciplinary joint projects. ■

Public sector revenue for covering infrastructure costs

<p><i>City of Saint-Denis</i> Pluriannual Investment Plan (PPI) → Conservatory, Maison de la Jeunesse · Ligne 13, Musée de Saint-Denis · Villa Dionysos, Unité d’Archéologie, Fabrique de la Ville, Micro-Folie Nomade, École d’arts Plastique, Théâtre Gérard Philipe, Théâtre de la Belle Etoile, Cinéma L’Ecran, Salle de la légion d’honneur, Grand Bassin, Chaufferie. 2022 – 2026 (€20 570 960) 2027 – 2032 (€35 000 000)</p>	€55 570 960	21,49 %
<p><i>Plaine Commune</i> Mobilizing the Integrated Territorial Investments (ITIs) and the ESIF PPI → Media libraries, Académie Fratellini, Master plan for lighting design, Development of the Seine banks and canals, Social and solidarity economy, Circular economy, Climate plan, Alimentation plan</p>	€57 640 204	22,29 %
<p><i>Seine Saint-Denis Department (93)</i> PPI (2022-2026) → Axis 1: Cultural and heritage facilities, Axis 2: Development of new uses, Axis 3: Artistic collections & artwork commissions in the public space. Mobilizing the ESIF FS2I → Rebuilding the spire of the Basilica (2028)</p>	€30 000 000 €25 000 000	21,27 %
<p><i>Île de France Region</i> Next Generation EU Mobilizing the ESIF Fond Friches (reviving cultural brownfields) → 27 Nugget sites</p>	€20 000 000	7,74 %
<p><i>French state</i> CPER National-Regional agreement for SSD 93 (2021-2027) → Académie Fratellini, Zone Sensible, Saint-Denis Basilica, Musée des Arts Urbains (Saint-Ouen-sur-Seine), CDN Aubervilliers, Ateliers Médicis (Clichy-Montfermeil), CRD Pantin, Banlieue Bleue, FRAC Romainville</p>	€47 831 000	18,50 %
<p><i>Greater Paris Metropolis</i> Quartiers Vivants (lively neighborhoods), Soft Mobility, Circular Economy</p>	€20 000 000	7,74 %
<p><i>EU (except the Melina Mercouri Prize) - (ESFI - see Q31)</i></p>	€2 500 000	0,97%
<p>Other proposed partners: Société du Grand Paris (SGP) (tandems, illustrators) Plaine Commune Développement Plaine Commune Habitat · Seine Saint-Denis Habitat SOLIDEO / COJO 2024 (Cultural Olympiads)</p>		
Total	€258 542 164	100 %

Fundraising strategy to seek financial support from Union programmes

Périféeries 2028 will mobilize European Structural and Investment Funds (ESIF) via project leaders’ responses to calls for proposals and/or applications issued by the Ile-de-France Region, the Managing Authority for the ERDF, as well as via part of the ESF+ in Ile-de-France, within the 2021-2027 ERDF-ESF+ Regional Program (RP) for the Ile-de-France region and the Seine River Basin.

The Specific Objectives proposed by the Regional Program (RP) are in line with focus areas of the Périféeries 2028 candidacy, such as the Specific Objective: To improve access to employment and activation measures for all jobseekers, especially young people, in particular via the implementation of the Youth Guarantee, for the long-term unemployed and disadvantaged groups in the labor market, as well as for inactive people, and through promoting self-employment and the social economy (ESF+); as well as another relevant RP Specific Objective: To foster the transition to a circular and resource-efficient economy’. The Plaine Commune plans to respond to the Integrated Territorial Investment (ITI)’ call for applications, for example, as this mechanism would allow local stakeholders in the Plaine Commune to benefit from subsidies designed to support projects related to: digital technologies, the circular economy, the thermal renovation of social housing, or biodiversity. To this effect, the Plaine Commune will present a territorial strategy highlighting different focus areas, with a view to implementing their strategy alongside local stakeholders.

In addition to the 2021-2027 ERDF-ESF+ Regional Program (RP) for the Ile-de-France region and the Seine River Basin, Périféeries 2028 will be responding to calls for proposals under the 2021-2027 ESF+ National Program, and in particular those issued by the Department of Seine-Saint-Denis or the Regional Directorates for the

Economy, Employment, Labour and Solidarity (DRIEETS).

Périféeries 2028 will also be responding to calls for proposals from transnational cooperation programs, such as Interreg Europe and Interreg North West Europe (NWE). Our fundraising strategy started in 2021 via two main types of collaborators:

- local authorities with internal resources allocated to fundraising and management of European funds;
- local public and private project leaders.

This strategy is the subject of training programs and collective work sessions, with drafting, submission and management support provided by a specialized partner (le LABA), designated by the association. Thanks to these different funding sources, Périféeries will be able to implement an integrated approach revolving around three different pillars:

• **Integrated urban development:** the implementation of a certain number of urban development program and Agenda of the municipalities initiatives, with a view to renovating and bringing investments to industrial wastelands (Nuggets), which can be co-financed by the 2021-2027 ERDF-ESF+ Regional Program (RP) for the Ile-de-France region and the Seine River Basin.

• **Territorial appeal:** a certain number of initiatives developed by the municipalities, which could be funded by the 2021-2027 ERDF-ESF+ Regional Program (RP) for the Ile-de-France region and the Seine River Basin, the 2021-2027 ESF+ National Program and transnational cooperation programs.

• **Development of employment opportunities:** which are funded by the 2021-2027 ERDF-ESF+ Regional Program (RP) for the Ile-de-France region and the Seine River Basin, the 2021-2027 ESF+ National Program. **Q.61 [20]** and transnational cooperation programs.

Périféeries projects cofinanced by ESIF

Key priorities	Périféeries Infrastructures
<p>Support research, innovation, digital transformation and the competitive position of SMEs in Île-de-France</p>	<p>Digital equipment for ‘Third Places’ and Nuggets: The fight against the digital divide and for digital inclusion, Other ongoing projects: Maison Coignet, AMULOP, Ressources Culturelles, Ressources du Spectacle</p>
<p>Support ecological and circular economy transitions in Île-de-France</p>	<p>Net-zero greenhouse gas emissions for Plaine Commune cultural spaces Urban refuges: construction of a shared cultural and tourist habitat circuit in the Plaine Commune (Bruit du Frigo Q.111) The circular economy: Halage, 6B / Cultural sector economy via the circular economy transformation of cultural waste, creation of energy loops, cultural eco-gestures Prefiguration of the public space in the Confluence Sud zone in Saint-Denis and the Île-Saint-Denis (6b)</p>
<p>Support the creation of activities, vocational training and the fight against school dropout rates in Île-de-France</p>	<p>Les Micro-Nomades: ‘cultural things’, streetcube, panoramic viewpoints, Place du 8 mai 1945 the ‘Europe’ Multimedia Library and the ‘Artisanat de demain’ multimedia network: Arts & Crafts and vocational integration program circuit (Basilica spire, Villa Dionysos, École des Actes...)</p>

Objective 2028 / Amount of European funds allocated to Périféeries 2028 investments:

→ Total amount allocated to projects: €15 million

→ Amount allocated to Périféeries 2028: €2.5 million

Périphéries, a european candidacy in action

Périphéries 2028 is mobilizing European funds to consolidate its artistic programming component. The artistic programming committee aims for all programming elements to involve European and extra-European cooperation initiatives including the following:

- *European peripheries (and other ECOCs) and notably Skopje (Macedonia), the only third country 2028 ECOC candidate;*
- *African Capitals of Culture / Asian Capitals of Culture. In 2022, Périphéries mobilized more than €1 million in*

European funding, with a view to mobilizing an additional €12 million from Creative Europe, Erasmus + and ESF funds between now and 2028 to fund projects (see Programme), and in order to co-fund the association to the tune of €2.5 million. In addition, since the candidacy phase, Périphéries 2028 (operations) has been designed to leverage all EU funds, beyond infrastructure costs, making the infrastructure/programme interconnection particularly crucial. The matrix designed for the Programme ^{Q.111}, already allows us to envisage and plan numerous partnerships around the three Phases and nine Programming Lines. ■

PULSE — What reveals uts

Program	Programming line	Project	Amount
Creative Europe 2023	Hidden Treasures	Demos Mundus - Music and democratization	€2 M
Erasmus + Youth and Sport 2022	In my secret backyard	Street Art / Periphery	€60 K
Erasmus + Youth and Sport 2023	Mysterious Garden	Free female rappers, women in rap music	€150 K
ESF: (capacity-building, vocational training, certifications) 23/28	Mysterious Garden	New eco-cultural professions	€1,5 M
ESF: (capacity-building, vocational training, certifications)	In my secret backyard	93 Femmes, female mentor program	€1,2 M
Erasmus + Alliance for Innovation 2022	Hidden Treasures	AFFECT (Alliance for the future of European Cultural tourism)	€1,5 M
FSE+ 2023 / 28	Hidden Treasures	Craft trades, luxury goods and services abroad (the building site of the Saint-Denis Basilica Cathedral spire)	€1,5 M
Erasmus + Adult Education	In my secret backyard	Urban dance training program, self-taught dancers	€300 K
Erasmus + Adult Education 2021	Mysterious Garden	NATURE: New Active Trades for an Urban Resilient Europe	€300 K
Total			€8,5 Millions

SCRATCH — What shakes us up

Program	Programming line	Project	Amount
European Youth Together, Erasmus, 2022	Putsh Talent	G1000: 1000 invisible people address the European Parliament	€150 K
Erasmus + Adult Education 2022	Thinking about difference	Surviving digital technology, the fight against digital illiteracy	€300 K
ERDF-ESF+ 2023/28	Thinking about difference	The fight against digital illiteracy: digitalization of 'third places'	€1,8 M
Creative Europe 2023	Love for the margins	The Basilica Cathedral of Saint-Denis, the iconoclasm of our cultural heritage	€1M
Total			€3,25 Millions

FLOW — What bind us together

Program	Programming line	Project	Amount
Erasmus + 2023, Adult Education	New Queens and Kings	Promoting maternal languages: new cultural mediation formats	€400 K
Erasmus + 2022, 2023, Adult Education	Hyphen	Inhabitants: landowners of cultural establishments	€400 K
Erasmus Mobility + Youth and Sport 2022	Home-Made	130 high-schools, 30 countries	€250 K
Erasmus + Adult Education 2023	New Queens and Kings	World Cuisines Championship	€60 K
Total			€1,1 Million

Governance and implementation

The Périphéries 2028 association was co-founded in 2021 by the City of Saint-Denis, the Plaine Commune and the Seine-Saint-Denis Departmental Council in order to develop and present the ECOC candidacy, with a view to the association implementing the program if the label is obtained. Officially, Périphéries 2028 is a non-profit association under the French law of 1901, designed to efficiently coordinate the cooperation between several different stakeholders, such as local authorities, universities, and various individuals and legal entities.

Shared governance

Périphéries 2028 meets the governance requirements of a classic association under the 1901 law. It is composed of a General Assembly, which meets at least once a year with all the members of the association, and a Board of Directors, its governing body.

Three different types of individuals and legal entities constitute the members of the association:

- *Founding members*, i.e. the individuals who have been appointed as reference people within the Colleges;
- *Associate founding members*, namely the City of Saint-Denis, the Plaine Commune and the Department of Seine Saint-Denis, as well as any other local authorities wishing to become partners in the process; locally involved financial groups; and locally based public institutions and universities;

• *Other members*, i.e. the legal entities or individuals chosen by the founding members or associate founding members because of their interest in and contributions to Périphéries 2028.

The General Assembly has two different types of missions: it bears witness to proceedings, and therefore has a supervisory role; and it also rules, decides and approves on relevant matters. The General Assembly evaluates activity reports and management reports, and the association's financial and legal situation, as well as auditor reports.

The General Assembly mainly decides on:

- the accounts from the previous financial year, the allocation of profits and the budget for the upcoming financial year; it also grants discharge to the members of the Board of Directors;

- appointments, renewals or replacements of the members of the Board of Directors by a simple majority and, if necessary, appointments made on a temporary basis;
- the annual fee amount and any other question that may have been placed on the agenda.

The Board of Directors is the association's governing body. It is composed of four founding members, who are elected by the General Assembly; and associate founding members and other members, who are also chosen by the General Assembly

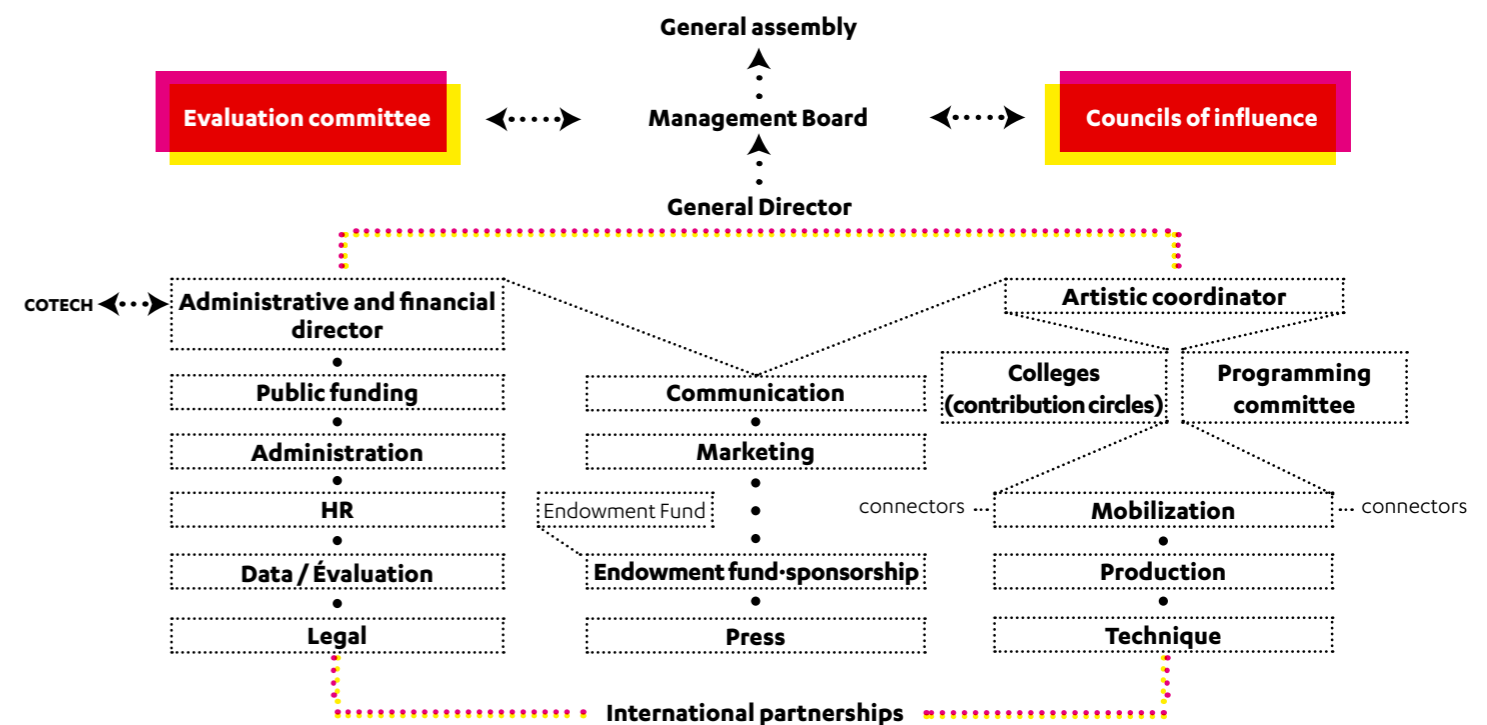
for their expertise. The Board makes strategic decisions and defines objectives and orientations for Périphéries 2028's activities, as well as the corresponding budgetary frameworks. The Board ensures that the Artistic Coordinator, the Colleges and the Programming Committee have artistic freedom within these budgetary frameworks. The Board also recruits and oversees the work of the Director General and all other paid staff of the association.

General Director

The General Director has a global vision of the ECOC's activities. He or she supervises the work of the Artistic Coordinator and the Administrative and Financial Director and guarantees the unity of the different teams. He or she also answers to the General Assembly and the Board of Directors and is their privileged interlocutor. He or she represents Périphéries 2028, particularly in relation to other ECOCs and European partners. *He or she will head up a team of 27 FTEs (2024) that will gradually expand to 50 FTEs in the lead-up to 2028, before stabilizing at 9 FTEs after the title year.*

Artistic Coordinator

The Artistic Coordinator oversees the choices and implementation of the artistic and cultural programming of Périphéries 2028. He or she ensures the coherence of the programming of the Colleges and of the Programming Committee, and the dialogue between them, acting as a moderator for



these groups. The functioning of Périphéries 2028's artistic programming is based on the principle of conjoining collectives from different backgrounds, with professionals from the cultural sector, and others from civil society, or other sectors [Q.101](#). *The Artistic Coordinator is assisted by a mobilization cluster, whose function it is to lead these programming collectives and closely accompany them throughout the ECOC process.* He or she also has production and technical clusters that assist in the implementation of artistic and cultural programming.

Administrative and Financial Director

The Administrative and Financial Director is responsible for Périphéries 2028's budgetary and regulatory matters. Under the supervision of the Director General, he or she implements the objectives and decisions voted on by the Board of Directors and prepares the agendas. *He or she is in charge of monitoring public funding, the administration and legal aspects of the projects, as well as the association's human*

resources, and heads up the teams needed to implement the aforementioned duties. The Administrative and Financial Director leads exchanges with the 'Cotech' – a technical committee composed of representatives from the partner local authorities' administrations, which allows for the operational monitoring of projects. Finally, he or she ensures data collection relating to project evaluation, which can be used by the Board of Directors and the Evaluation Committee. The Evaluation Committee is an independent body composed of actors from different structures, which is why it is not integrated into the organizational chart, that dialogues with the Board of Directors [Q.191](#).

Cross-cutting clusters

Communications, press relations and marketing will be cross-cutting clusters, placed under the dual responsibility of the Administrative and Financial Director and the Artistic Coordinator. The sponsorship department, whose main point of contact will be the Ambition Saint-Denis Endowment Fund [Q.1281](#), will function as a fourth

cross-cutting cluster, in order to best meet the needs of all involved companies and the Endowment Fund, as well as guarantee that all support matches project needs, artistically, administratively and financially. International partnerships require a specific expertise that must permeate all areas and work in close contact with the Director General. All employees will be recruited after publication of a job description.

The Council of Influence

The Councils of Influence were established during the Périphéries 2028 candidacy phase, and represent major mobilization and reflection opportunities for the issues addressed by the candidacy. The Councils help us to work on these issues together with the members of the Colleges, the partners, and any residents wishing to participate, through workshops, round tables and artistic expression. *These opportunities represent milestones in the candidacy and the chance to collectively advance local and European approaches to tackling the chosen issues.* ■

Strengths and weaknesses

The desire to address Saint-Denis' apparent weaknesses head-on and overcome them lies at the heart of the candidacy: these weaknesses are closely linked to the evolution of territory, and to Saint-Denis' role in extensively overhauling the dimension and nature of the periphery/metropolis relationship.

Saint-Denis' primary strength is the movement of its own history. The world's largest cities, where humanity intersects, all have peripheries, which is where metropolises will pursue transformations inherent to the movement of life – a phenomenon that will only continue intensifying. Metropolises, as prestigious and influential as they may be, like Paris, are becoming increasingly heritage-focused and rigidified; as their urban structures move away from contemporary uses, they are museumifying, their uses becoming ritualized. Thanks to significant cultural offerings, these metropolises still manage to attract ever-growing numbers of visitors, but the beating heart of their social and cultural life, with its fleeting convergences, moves gradually out towards where there are lasting frictions, mixtures, hybridizations; to essential ethnic, linguistic and cultural diversities...

For a long time now, the suburbs have been hoping to resemble" their respective metropolises. The struggle to establish cultural institutions that are as prestigious and dynamic, and founded on the same model, as those present in the centers began in the 1960s – successfully in the case of Aubervilliers, for example – and continues to this day.

Our project stems from the desire to associate all the suburbs' powerful markers: an intense demographic, economic and urban dynamism; the shape-shifting brilliance of urban cultures; art in public spaces; expressions from every diaspora; the development of organizations that are alternative to institutions. The coexistence of an instituted offer with inventive forms of auto-organization that combine cultural, societal and environmental objectives – this means that inexorably, these attractive peripheries become spaces of centrality by virtue of their vitality and

power, including the capacity to resist explosive gentrification. For too long, the Plaine Commune has been considered by the public imaginary as a territory that suffers its fate as an annexe to the capital, a place of transit and not of choice, nor a territory to live in or love. *Our history resembles that of many other European metropolises – the ECOC label, and its spotlight on the culture of the peripheries, would enable our territory to become the laboratory for a new periphery/metropolis relationship. Therein lies our primary strength, the power of the movement.*

Our secondary strength is the desire to unite the diversity of Saint-Denis' inhabitants, thanks to a modern cultural policy that is necessarily concerned with sustainability, and with articulating beauty and cohesion in the spirit of the New European Bauhaus. This diversity is mobilized by Périphéries 2028 thanks to our wide-reaching involvement of younger, more diverse inhabitants, who are often little concerned by the dominant forms of the cultural offering.

Périphéries 2028 aims to bring together the artwork of both renowned and emerging composers, choreographers, playwrights, theatre directors, visual artists, filmmakers and writers, art classes in schools and conservatories – that are precious to Saint-Denis, like anywhere

The third key strength of our candidacy, which may similarly appear in the guise of a weakness, is the aim to transform the trial of hosting the 2024 Olympic and Paralympic Games into renewed citizenship, integrating sports and real estate investments, facilities and infrastructure. The urban transformation this territory will undergo and its demographic dynamism must go hand in hand with a coherent cultural policy designed for local inhabitants. *For a city with frugal means, obtaining the ECOC 2028 label would be a pledge for the success of this strategy, which aims to combine intangible and tangible investments.*

**The old is dying and
the new cannot be born;
in this interregnum
a great variety of morbid
symptoms appear.**

(Gramsci, Selections
from the Prison Notebooks, 1971)

else – and the professionals whose job it is to promote the rich heritage of the region and its surroundings. *Saint-Denis' main ECOC candidacy challenge is to associate all the stakeholders present in the territory, giving equal importance to the reconstruction of gothic art creator Father Suger's Basilica Cathedral spire and the indispensable democratized access to artistic and intellectual works', giving more space to amateur practices, urban cultural disciplines, street art and digital art.*

The method we have devised to achieve this is a plural artistic curatorship, placed under the stewardship of a General Director, with association and consultation mechanisms. We also aim to produce commonalities that reflect a popular education combining discovery, acculturation and the qualification of people's diverse practices. While such a complex approach could be a fragility, it is also our strength, as it imbues our candidacy with meaning and precision. This is the bet we are willing to make.

A single expert might go faster, but a project submitted to the test of vast contradictions will go further.

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A city that intends to harness the radiance of the ECOC label to increase its national and international appeal; an oft-stigmatized city that seeks to make this a multifaceted project, reflecting its many realities: a territory in transition, urban transformation, societal mutation, a territory that is creative by necessity, that is both poor and incredibly rich, ugly and sublime – a truly unique proposition for the ECOC2028. ■



Marketing and communication strategy

The communication of Périféeries 2028 must serve the objectives of the ECOC and promote the cultural program. Saint-Denis and its partner cities are located a mere stone's throw – one block, one hundred meters or a few kilometers – from Paris. While the ring road may remain a physical frontier in people's minds, our intent is to break down this barrier with our multifaceted, global artistic approach.

Challenging how we look at peripheries will allow us to requalify our territories and write a new page of a shared narrative together. This is one of Périféeries 2028's primary objectives: to proudly showcase the heritage-based, cultural and historical resources from here and abroad, bringing to life the magic of our intertwined links.

We aspire to be a mouthpiece for Europe's inhabitants, including those who live in its relegated' or next door' territories. The communication of the ECOC will be a driver for transmitting the stories and accounts of peripheral' inhabitants so they are no longer excluded from or rendered invisible inside a modernity that could not be built without them.

Our strategy will be inclusive rather than exclusionary, shared rather than identity-based, and mobilized in the service of a single conviction: culture is a melting pot for universality and a catalyst for dialogue.

The means of action for communicating Périféeries 2028 will be based around the pooling of resources, in a spirit of partnership between the administrations of the founding local authorities of the candidacy and the association. In order to successfully roll out a coherent and coordinated strategy between the various original stakeholders, *governance will be ensured by a communication steering committee, under the responsibility of the association*, which will set the main guidelines and draw up the provisional multi-year budget to be co-financed by the partner local authorities.

Local inhabitants will be closely involved in defining this communication strategy, and will be invited to become ambassadors for their territory.

Target audiences

- Local inhabitants of Saint-Denis, the Plaine Commune and Seine-Saint-Denis
- Users of the territory (employees, students)

- Inhabitants of Paris and the Île-de-France region
- Europeans of all ages, social backgrounds and origins
- European Erasmus students in France
- Partners and cultural institutions in France and Europe
- The general public, and all those who appreciate culture and leisure
- Tourists to the city of Saint-Denis, especially those who are loyal to particular cultural institutions (Festival de Saint-Denis, Théâtre Gerard Philipe)
- Tourists to the city of Paris and the Île-de-France region
- Tourists who appreciate art and culture, visitors to major international fairs and exhibitions (Venice Biennale, the FIAC - Paris International Contemporary Art Fair, Art Basel, World Expo)
- Tourists interested in exceptional food tours; unusual culinary experiences
- Committed festival-goers (Solidays, We Love Green, Fête de l'Humanité)
- Particular attention will be paid to people who are normally alienated from cultural offerings: non-French speaking people, people with disabilities, people in financial or administrative difficulty, people from migrant backgrounds, elderly people.

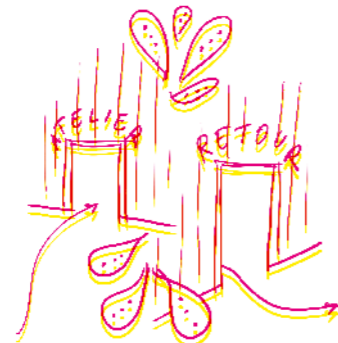
Strategy

The communication strategy will focus on our three key ECOC phases: *what reveals us (Pulse) • what shakes us (Scratch) • what binds us (Flow)*.

The program concepts thus become the Périféeries 2028 communication strategy's driving missions: to reveal, to shake up and to bind together.

These three missions will be deployed from 2024 onwards in order to promote the ECOC and unite our audiences.

- To reveal:** to reveal and showcase the richnesses of the Périféeries 2028 territory, highlighting the initiatives undertaken by associations, collectives and citizens, while communicating the ECOC program. To show a different side of the territory, which has always existed but has been stifled for too long by the traditional media's stereotypes of working-class neighborhoods. *To reinforce the attractive image of the territory and accentuate its influence on a national and international scale.*



- To shake:** to propose innovative and unexpected communication methods that fully involve local inhabitants, using digital tools but also traditional means of communication, such as word of mouth, leaflet distribution, posters in building entrances, open access information meetings. Inverting the process: *our communication strategy is bottom-up: starting from the local level and extending all the way through to the regional, national and international levels.*

- To bind:** to promote – thanks to communication methods that will have been tried and tested prior to the ECOC and deployed during the title year – new ways of talking about the territory involving local inhabitants and reinforcing local artists' presence in all aspects of the city and its projects. *Creation of communication bridges with the 2028 Czech ECOC, and with cities on the periphery in Europe and around the world.*

Examples

- The territory emblazoned with the colors of Périféeries 2028.**

The communication strategy will employ traditional dissemination mechanisms: poster campaigns at the local (Saint-Denis, Plaine Commune, Seine-Saint-Denis) and national (train station networks, metro, urban fixtures) levels, urban branding and street marketing. *Restaurant placemats and shopkeepers' packaging bags, particularly in markets, will be decorated in the ECOC colors*, and (useful) customized objects with the colors and logo will be produced.

- Ambassadors**

Périféeries 2028 ambassadors will be selected from among local sportsmen and women, artists, journalists, as well as local inhabitants; each one will undertake to represent the candidacy in his or her neighborhood, city or school. This mechanism, which is based on the 'In Seine-Saint-Denis' branding principle, is designed to promote local inhabitants' culture and highlight inspiring role models. *A 'European Ambassador' status will be offered to residents with an immigrant background, in order to publicize the Périféeries 2028 program and values in the European countries that are represented throughout the territory.* Inhabitants will also embody the ECOC through the photo series used for Périféeries 2028 communication campaigns, such as Autofictions by Valérie Frossard and Dionysiens, Dionysiennes by Sophie Comtet Kouyaté.

- Mediation everywhere and by everyone**

Cultural mediation students from the University of Paris VIII and volunteers of all ages will be trained to promote the ECOC label, program and values to the general public throughout the territory, and in key places, such as town halls, community centers, tourist offices, cultural institutions, and during events – launches of the various program highlights, city festivals, partner events. *Volunteers will be mobilized, mainly via the 'Everybody Volunteers' platform set up by the Seine-Saint-Denis department for the Paris 2024 Olympic and Paralympic Games, which will be updated as part of the preparation for the ECOC.*

- Média**

An ambitious, tailor-made media plan will be established (local, national, European and international press) that showcases the richness of European cultures through our territorial prism, and highlighted throughout the Périféeries 2028 program. The municipal newspapers of each partner city will be mobilized on a daily basis to make sure each local inhabitant is abreast of the latest Périféeries 2028 news and can take part in activities. *Media partnerships will be set up with publications dedicated to the ECOC themes (Enlarge Your Paris, Bondy Blog), and with media dedicated to European culture (Arte, Euradio).* Arts journalists, as well as major newspapers and magazines, television and radio stations, and influencers from each country of the European Union will be approached via a specialized press relations agency.

- Official website and social media**

The Périféeries 2028 website already exists, and is a collaborative space for sharing relevant data on the territory (venues, structures, artists and companies, associations, local events). This functionality will be made even more accessible thanks to the establishment of digital and paper distribution points inside town halls, tourist offices and community centers, which will allow people to quickly reference a place or event in the territory. *The #Périféeries2028 hashtag is already being used for all social media publications and its usage will be further maximized to encourage visitors and Périféeries 2028 actors to share their photos and videos of ECOC activities and initiatives online.*

- Digital Application**

An application will be proposed to smartphone users featuring a detailed monthly ECOC program,

with functions to reserve seats and participate in contests to win tickets for paid events. An interactive Périphéries 2028 Nuggets map will also be available, with the possibility to bookmark certain places and events. A forum discussion space will assist visitors with carpooling and meeting up for ECOC activities. The online feed will show photos and videos posted with the #Périphéries2028 on all social media. This application will be available in all countries of the European Union and translated into all official languages. *A feature will assist with booking train tickets, in partnership with European train companies.*

Tools & inclusiveness

It is essential for all Périphéries 2028 communication to be as inclusive as possible. Digital spaces and tools will be used, including websites, social media, applications, however, *the digital divide, which concerns a large part of the territory's inhabitants, must be taken into consideration.* Therefore, a large part of the communication strategy will be carried out via traditional means: posters, paper programs, flyers and postcards, which will be distributed in the mailboxes of residents and local businesses, town halls, schools and community centers, in markets, and train stations. The digital and paper versions of all publications will be available in ERV (Easy-To-Read Version), and translated into many of the languages spoken in the territory. *Word of mouth, an ancestral means of communication that is particularly powerful in our territory particularly thanks to efforts made in conjunction with inhabitants and actors to promote locally spoken languages (Maison des Langues et des Cultures d'Aubervilliers, Plaine Commune multimedia library network), will be amplified thanks to Périphéries 2028 ambassadors and mediators.* Videos will also be subtitled, podcasts will be transcribed and a color contrast version of the website will be developed.

Games

The 'flag game', created by Dionysian artists: the Chevalme sisters, was launched at the same time as the candidacy, and has proven to be a great way of promoting intergenerational exchange and communication on Périphéries 2028. Already available for free download from the Périphéries 2028 website, paper kits will also be made available in all town halls, tourist offices and local community centers so people can make their own flags, print them and hang them on the front of their school, from the window of their apartment, or from the utility poles in their neighborhood. Photos of these flags will be shared on social media and inventoried on the Périphéries 2028 website. Above all, they will be visible and accessible for everyone in the public space. An exhibition on the flags will be organized focused on highlighting the territory's creativity and diversity.

Ecology

All communication-related supports and objects will derive from a virtuous, locally based, environmentally sound, social impact-focused chain of production, such as the Pointcarré Cooperative – a Saint-Denis based handicraft workshop that is part of a local employment integration program. *Sustainable transportation means will be emphasized for getting to, from and around the ECOC: trains from European Union countries and metropolitan France, carpooling, cycling.* ■

Highlighting the ECOC label as an EU initiative

In order to highlight the fact that the European Capital of Culture is an initiative of the European Union, we undertake to disseminate the founding values of the EU, as specified in the Treaty of Lisbon, to all ECOC visitors and citizens of our territory:

- respect for human dignity, freedom,
- democracy,
- equality,
- the rule of law,
- respect for human rights, including the rights of persons belonging to minorities (gender, race, class).

The European Union logo will also be displayed on all Périphéries 2028 print and digital communication media, and that of our ECOC partners, from the moment the label is obtained and all the way through the title year. The European Union flag will also be displayed on the territory's key Nugget sites, embodying our transformation as part of our resolutely European approach. ■

Political support

The Périphéries 2028 candidacy is supported by all local authorities with jurisdiction over the geographical area of the ECOC. From the outset, the candidacy was presented conjointly by the City of Saint-Denis, the Plaine Commune and the Department of Seine-Saint-Denis.

The Mayor of Saint-Denis and President of Plaine Commune, Mathieu Hanotin, and the President of the Department of Seine-Saint-Denis, Stéphane Troussel, jointly announced the public candidacy launch during the Saint-Denis Festival on October 1, 2021. The President of the Greater Paris Metropolis, Patrick Ollier, also announced his participation in the candidacy on this occasion.

This support is reflected in the various deliberations made by these local authorities' executive bodies, and their financial contributions to the Périphéries 2028 association – from 2021, in the case of the City of Saint-Denis, the Plaine Commune and the Department of Seine-Saint-Denis, and from 2022 for the Greater Paris Metropolis. On 19 January, the Plaine Commune officially decided to present its candidacy. The City of Saint-Denis 2022–2032's cultural strategy – including the ECOC candidacy – was approved without opposition on July 7, 2022.

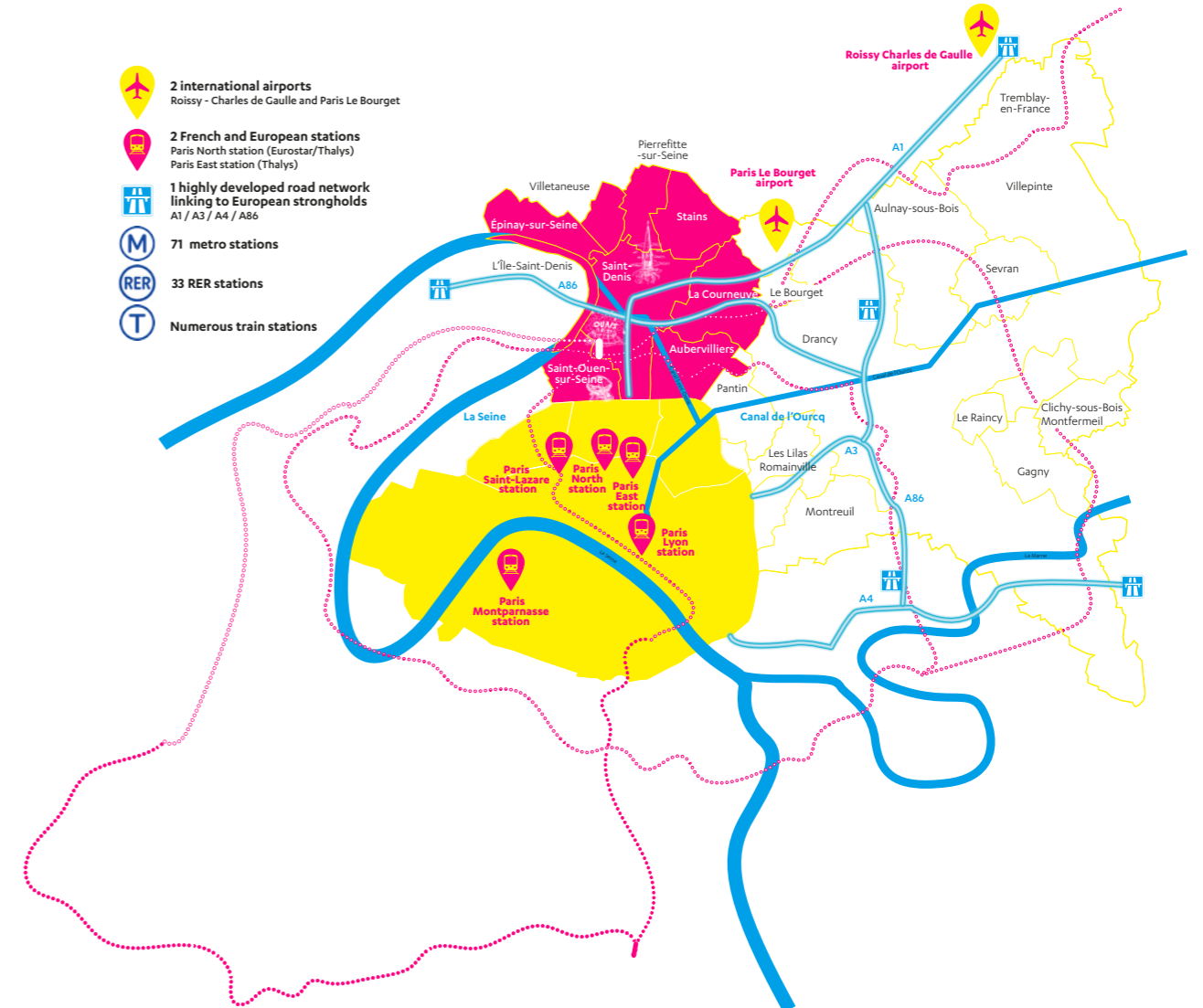
All four local authorities are members of the association's Board of Directors and there is considerable dialogue between them regarding the candidacy, particularly thanks to the Cotech, the Councils of Influence^{Q.1321} and other associated working groups. The Ile-de-France Region is also committed to the bid and will support it financially from 2023.

The Councils of Influence have each taken place in different cities of the Plaine Commune, opened by the mayors or elected officials in charge of culture, constituting a regular affirmation of support. Indeed, the Périphéries 2028 partner cities have also met together several times. Political personalities such as Jack Lang, former French Minister of Culture, support the Périphéries 2028 candidacy.

Finally, the *French Ministry of Culture*, via the Regional Directorate of Cultural Affairs of Île-de-France, has been a resource partner in developing the candidacy.

The French government has indicated that it will of course support the city that obtains the label, without having specified to date the means that will be made available. ■

Cultural infrastructure, accessibility and capacity



From the outset, Périphéries 2028 has been committed to recognizing the value of existing local cultural facilities and including them in a cooperative network with the region's Nugget sites, local actors and inhabitants, all while developing European and international cooperative partnerships between them (in particular through the creation of the Villa Dionysos in the heart of Saint-Denis, in order to promote European residencies, in conjunction with other facilities in partner cities).

Indeed, partner cities' facilities have been involved in the candidacy at various junctures. As well as being associated with various projects from the artistic and cultural program, these facilities will be invited to develop their 2028 seasons in line with Périphéries 2028: each festival, theater, facility, and exhibition will be integrated into the final 2028 ECOC program via an inclusive, contributive methodology. Engineering cooperation between all candidacy stakeholders is part of our DNA, and will evolve at each stage of the 2028 ECOC development process.

Accessibility

The City of Saint-Denis and the Plaine Commune are among the most interconnected areas of northeastern Paris — they are connected to each other, and to entry points into Paris and other neighboring areas.

Irrigated by one of the densest transport networks in the world:

- four metro lines: 7, 12, 13 and 14,
- three tramway lines (T1, T8 and the T11 Express)
- the regional express network (RER lines B and D, Transilien line H);
- In addition, there are lines that connect to other municipalities in Seine-Saint-Denis (metro lines 3, 11, 5, 9; tramway T4; RER line A and RER lines K and E); The transport network has already undergone initial extension and modernization phases, offering high quality service in terms of frequency, comfort, punctuality and access to public information (lines 12, 14 and the T11 Express are already up and running; and extensions to line 11 and T1 will be ready in 2023 and 2024).

At the heart of the Plaine Commune's development strategy is a significant increase in connections to Paris and to a large number of other cities in the Greater Paris region over the next few years. In the long term, the following will be implemented:

- 200 km of additional lines;
- 68 new stations;
- The Grand Paris Express will make travel easier, connecting the Plaine Commune with other major axes such as the center of Paris, the airports of Le Bourget and Charles-de-Gaulle, and the Paris Nord Villepinte convention center;
- The extension of line 14 to the Paris Orly Airport...

By 2027, Saint-Denis Pleyel will be one of the largest transportation hubs in Greater Paris. Local transportation is also greatly facilitated by a bus network that comprehensively connects the communes of Seine-Saint-Denis to Paris. Access to the territory for national and international travelers is particularly easy:

- Roissy Charles-de-Gaulle airport, partially in Seine-Saint-Denis, is directly connected to the city of Saint-Denis and to several other cities in the Plaine Commune;
- Le Bourget Airport, Europe's leading business airport, will be only three stations away from Saint-Denis Pleyel Station by 2028;
- Orly Airport will be connected to Plaine Commune via the metro line 14;
- Gare du Nord – Europe's leading train and metro station in terms of passenger flows, where Eurostar trains from London and Thalys trains from northern Europe arrive – will have a direct connection to the center of Saint-Denis (with travel times of less than 10 min.);
- The Gare d'Austerlitz (line 5), Gare de l'Est (lines 5 and 7), Gare du Nord (lines 5 and 7, RER B, D and E), Gare de Lyon (RER A), and Gare Saint-Lazare (line 14) are all directly connected to Seine-Saint-Denis by metro.
- Density, capacity, frequency and modernity are the key words, making the transport network an incomparable asset for the destination, with new state-of-the-art facilities, with new facilities at the cutting edge of technology.

Northeast Paris has one of the highest concentrations of hotels in Europe. The vast majority are chain hotels managed by international groups, but there are also a number of independent hotels designed to provide guests with common spaces. Seine-Saint-Denis currently has more than 15,000 rooms, including more than 2,000 in the Plaine Commune alone.

Accustomed to hosting prestigious international trade shows and major sporting and cultural events, the region has a remarkable diversity of hotel options, ranging from budget to high-end. The immediate proximity to Paris makes it possible to take advantage of accommodation available in the north or in the center of the capital, which is only a few minutes away.

Tourist welcome

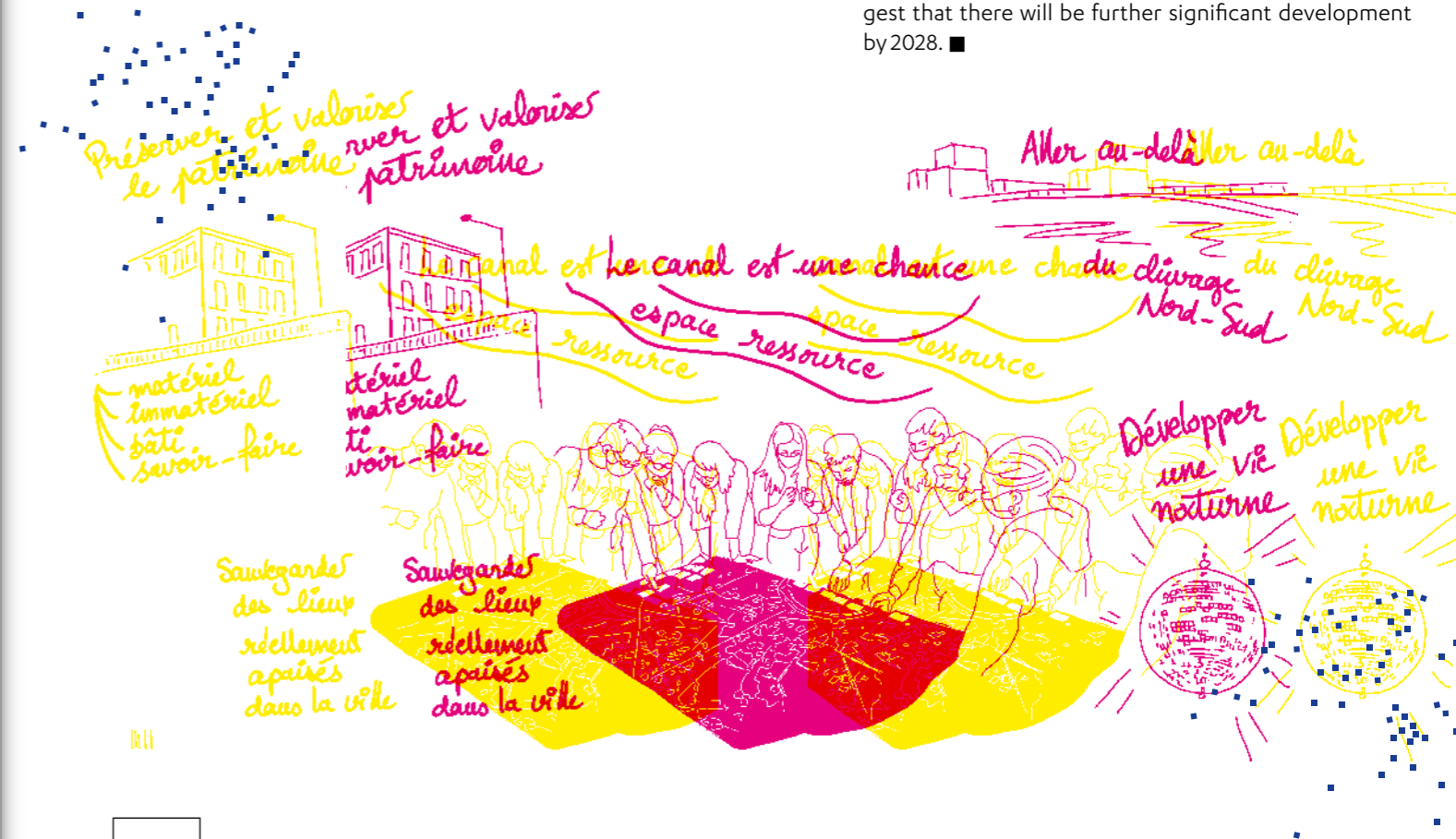
The advent of the Paris 2024 Olympic and Paralympic Games and the unprecedented development of the transportation network in Plaine Commune also continue to accelerate the intensification of the hospitality offering:

- The 129-meter-high Pleyel Tower in Saint-Denis will host a 3* hotel and a 4* hotel with 680 rooms as of 2024;
- A Best Western hotel and a Tribe Hotel in Saint-Ouen-sur-Seine will add several hundred new rooms;

• Several other hospitality projects are already underway, notably along the new metro lines, which will result in one of the most complete hotel offerings in Europe;

• Self-managed refuges for hikers; accommodation with specific services for cyclists; eco-responsible structures based on the circular economy and low-carbon ecosystems are also being developed...

Homestay options offer an alternative for visitors looking for authenticity and real exchange with the local population. The Accueil Banlieue network equips visitors with a room and an opportunity to share their hosts' culture for a modest price. Similarly, an important network of apartments is open for seasonal rental on online platforms, and numerous housing projects currently under construction suggest that there will be further significant development by 2028. ■



Q38

Cultural, urban and tourism infrastructure projects

The cultural infrastructure planned for the territory has already been detailed [Q. \[28\] \[29\]](#).

From a more urban and tourist-driven standpoint, the development of cultural and creative districts (QCC) will also be a part of Périphéries 2028. As new urban polarities, with the development and implementation of an accompanying land and real estate strategy (circular cultural urbanism), these QCC will ultimately strengthen the territory's appeal and local inhabitants' pride in their surroundings, residing at the heart of the common through line shared by all partners.

In addition, Périphéries 2028's registration for the European Creative Rooftop Network (ECRN) project 'Rooftops for Europe', means we can mobilize new expert partners to rethink the inventorying of available roofs — these harbor an immense potential for our dense urban area, where new eco-cultural uses (solar panels, shared

gardens, sports fields, artists' residences...) could be perfectly aligned with the creation of luminous flying objects for the Sky Fest.

The transformation of the Canal Saint-Denis, which will get underway by 2024 (64 million euros), the development of the riverbanks of the Seine a long term project that is notably aligned with the implementation of the Seine Axis (Paris-Rouen-Le Havre), are other parallel projects with amazing opportunities. The possibility of building short-term artistic interventions is an integral part of the Périphéries 2028 program ([The Odyssey](#)).

Programs to promote Green Mobility (React-EU) and urban signage, including the Street Art Avenue circuit along the Saint-Denis Canal, the Urban Lighting Plan, the Climate Plan, and the energy renovation for social housing are also being considered for inclusion into the Périphéries 2028 program. ■

Périméeries 2028 was initiated by:

The City of Saint-Denis,
the Plaine Commune,
the Department of Seine-Saint-Denis.

In partnership with:

Greater Paris Metropolis (MGP), Île-de-France Region, the network of Partner Cities, the Cities of Aubervilliers, Épinay-sur-Seine, La Courneuve, L'Île-Saint-Denis, Pierrefitte-sur-Seine, Saint-Ouen-sur-Seine, Stains, Villetaneuse/

Périméeries Team:

Juliette Bompont • Director, Tiphaine Dupeyrat • Communication and Mobilization Officer, Julie Rosenkranz • administration and production officer. assembly of children : Jeanne Ly, Sophie Illic • Lamyne M • Villa Dionysos, Cécile Caraty, Cecilia Andreoni, Sourour Messaoudi, Tina Meliava • interns and civic service volunteers.

This bidbook is the result of a wide-reaching cultural conversation, numerous exchanges, meetings, working groups, College encounters, Councils of Influence, meetings in cafés and other events.

We wanted it to reflect the territory's inhabitants and their experiences, and we would like to thank them all for the time they devoted to the candidacy process.

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Quotes

#1 • Jean-Luc Godard •
#2 • Grand Corps Malade, Track from the 'Midi 20' album, 2006 •
#3 • Suprême NTM X Sofiane, 'Sur le drapeau' album, extract from the 93 Empire project, 2018 ;
#4 • Casey, 'Tragédie d'une trajectoire' album, 2006;
#5 • Kubra: Video interview conducted by the Lueurs d'Info Association in 2022, as part of 'Les jeunes de Plaine Commune racontent leur ville-monde' project [Youth from the Plaine Commune describe their global city], supported by the Périméeries 2028 College of Media;
#6 • Alice Diop, Quote from an interview with Clément Touron on the 'Raconter le réel' podcast, Episode 'Récits de la périphérie : les films d'Alice Diop' [Stories from the periphery: the films of Alice Diop], 16.09.2022.

My way of crossing
the suburb,
of living it, is not
like anyone else's,
and that's the only
way
to describe it
in all its complexity,
in all its variety,
in all its diversity,
in all its nuance.

Alice Diop, filmmaker from Seine-Saint-Denis

Thank you to all those who have taken part
in the Périméeries 2028 candidacy process



Saint
Denis



seine-saint-denis
LE DÉPARTEMENT

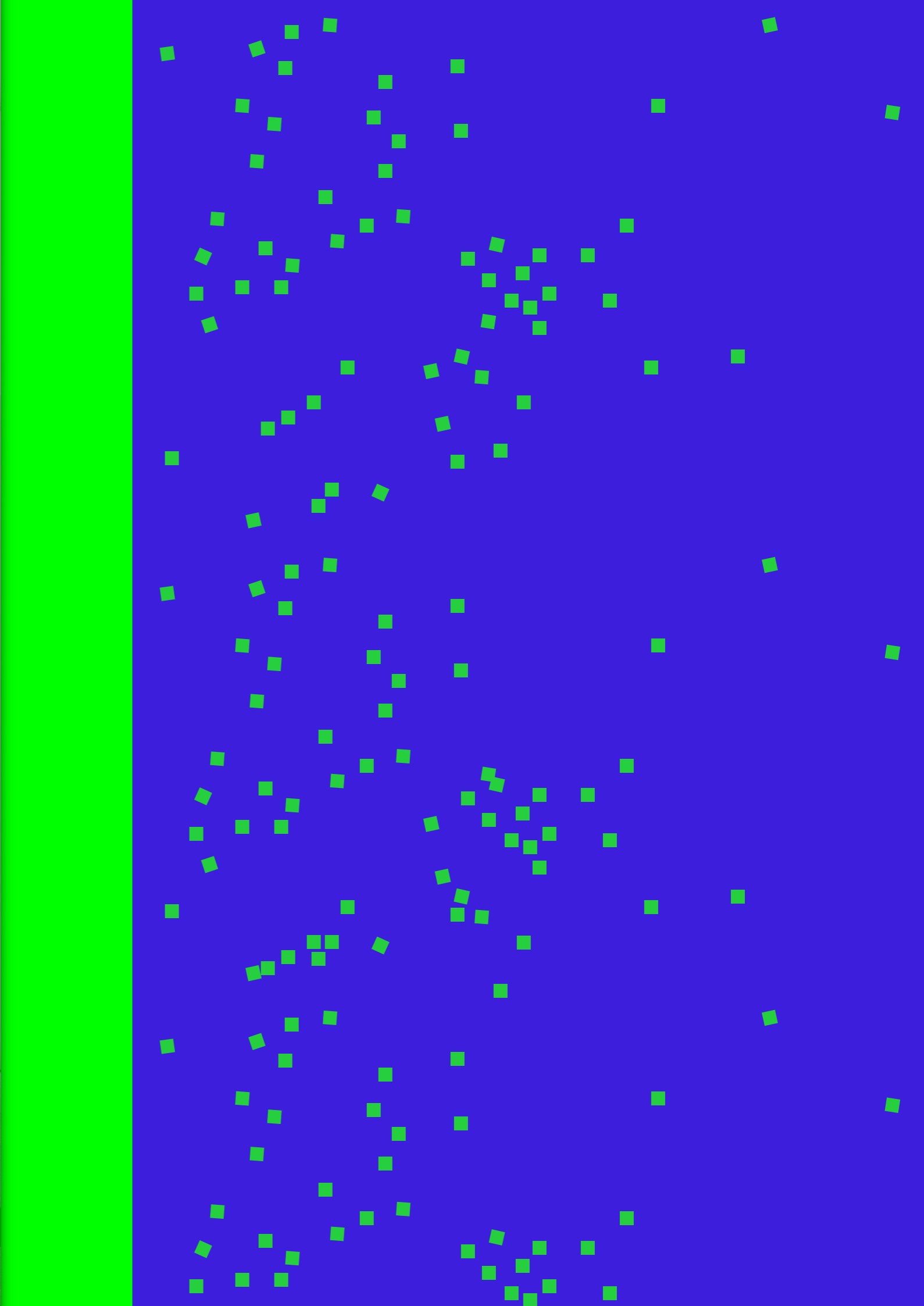


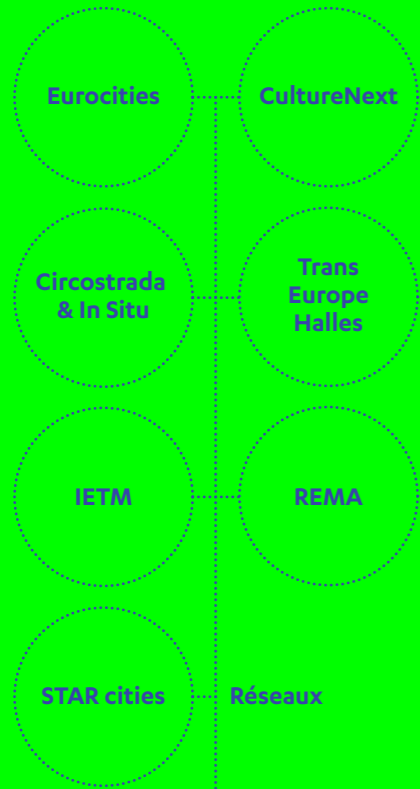
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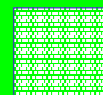
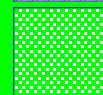
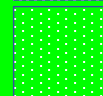
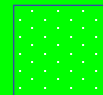


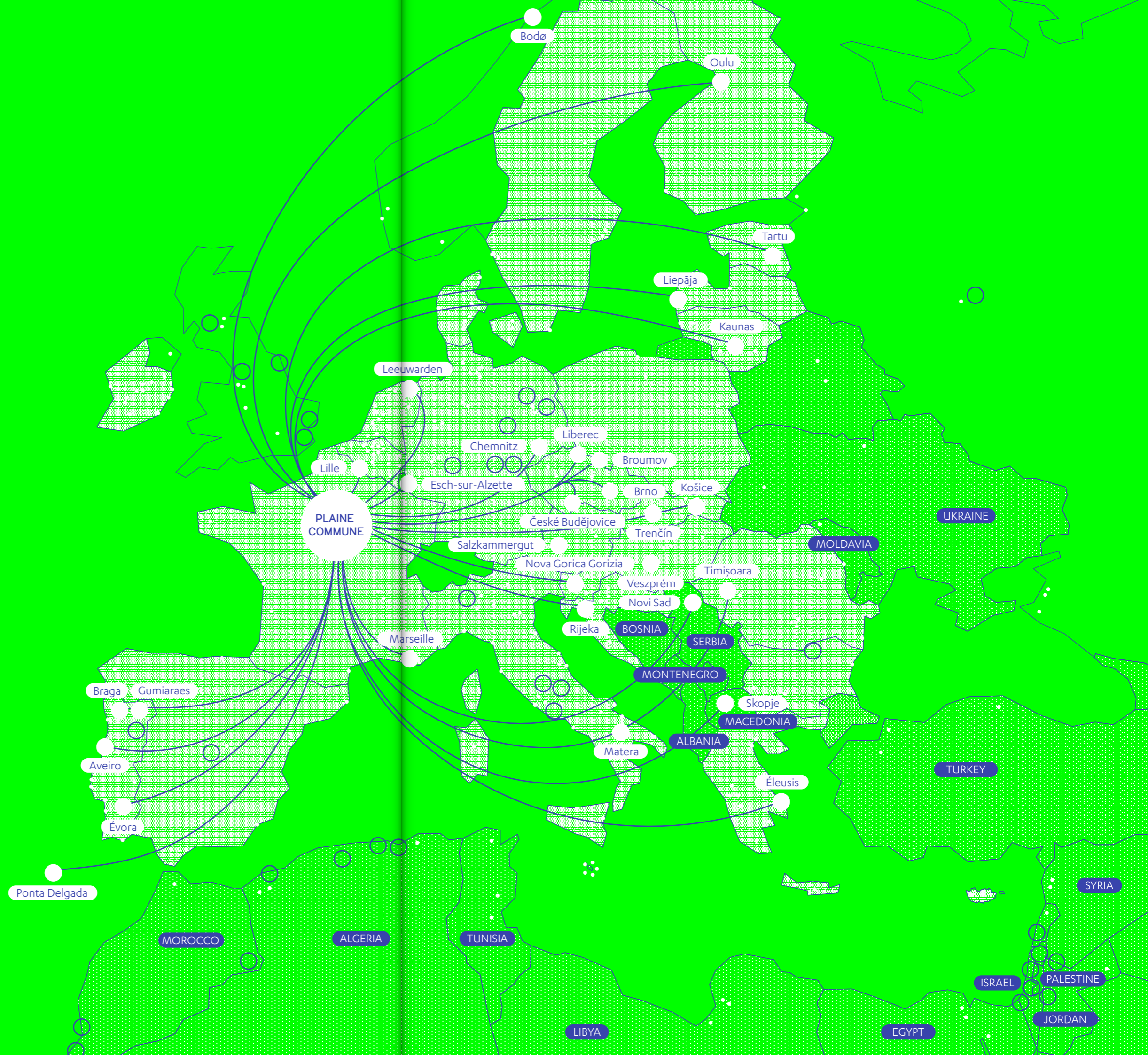


European and International Cultural Cooperation



-  ECOC Family
-  Plaine Commune Twin City
-  Cooperation Projects

-  European Union Member States
-  European Union Candidate Countries
-  European Neighborhood Policy Countries (ENP)
-  ENP and Candidate Countries



There is
certainly
another
world, but
it is
in this one.



Paul Éluard, poet from Saint-Denis