Open Call 2022
Welcome!
Oulu
European Capital of Culture 2026
What is European Capital of Culture exactly?

Since 1985 (Finland: Helsinki 2000, Turku 2011)

• One of the most visible actions of the European Union
• Highlights the importance of cities as centres of cultural life
• International cooperation opens doors for art and culture professionals – and brings new cultural life to Finland
In addition to the City of Oulu the Oulu2026 region covers 32 municipalities, cities and towns from the North.

• Oulu was the applicant city, but the ECoC title belongs to the entire region.

• Region will have an active role in the culture programme.

• The Open Call projects will take place within the Oulu2026 region.
Our main theme is Cultural Climate Change

Cultural Climate Change combines culture, art and technology in surprising ways creating new encounters between people from different backgrounds.

Oulu will be at the cultural center stage in Finland and Europe in 2026.

We want to create long-term impact and truly transform the cultural climate in the North and turn our challenges into strengths.

In the future, Oulu wants to be

- **Vibrant, gripping city**
  - Culture softens our hard tech city

- **Balanced Community**
  - Culture becomes part of everyday life

- **Creative Region**
  - Show Europe what makes our northern culture unique
Brave Hinterland

Cool Contrasts

Wild City
Far away from everything, on the periphery of Europe we face an uncompromising nature, extreme climate (change), enormous distances and wild vastness, excessive light and excessive darkness. Only a few in Europe are willing to live with extreme hardship and extreme beauty.

Actual Climate Change impacts us more visibly here than almost anywhere else in Europe with biodiversity already significantly diminished. The global response to climate change has so far been too timid. We explore this topic in our theme Brave Hinterland.
Programme lines

**BETWEEN EAST AND WEST**

Oulu exploring its roots and the routes linking it to Europe. These routes shaped the identity, cultural and societal development of the city and deserve exploring.

**NATURALLY ART**

Pulsing forces of the North – Nature and Art. With the growing focus on climate change, we cannot ignore or deny nature’s forces – whether you live in Oulu region or on the southernmost shores of Europe. We wish to showcase our region’s traditional engagement with nature reminding us how it enriches our lives, sharing its vibrant inspiration with a broader Europe.

**NORTHERN VIBES**

We do things differently here. We sit in hot saunas and then dive into frozen waters. We cycle on our bikes in minus 25-degrees Celsius. It’s an everyday experience for us, but a surprise to most of the rest of the world. Having fun in the snow hides a deeper message about the sensitivity and disappearance of our traditional habitat. Join us on a journey through our unique way of living and learn to appreciate winter’s natural wonders!
Cool Contrasts

Oulu is the kingdom of great contrasts – positive, but also challenging. Contrasts such as the nightless nights of the midnight sun and sunless days in the heart of winter. Contrasts have the power both to connect and disconnect, but also to create something new.

Cool Contrasts is about rebalancing our communities. There is already a recognised European need to use culture as a means to help reduce health inequalities. Oulu2026 will work with our citizens and with European partners to develop cultural practices that promote positive engagement to re-balance these inequalities.
Programme Lines

**DARK MATTERS**
No one has such an intimate relationship with light as us northerners. Acknowledging the dark and harvesting the light for health and wellbeing.

**ART <3 TECH**
Every day, nearly three billion people use mobile technology developed in Oulu. The city has long been a pioneer in technology research, product development and start-ups – and now it wants to take over Art&Tech. The models used to produce the culture of the future will increasingly utilise a hybrid strategy, a combination of virtual and physical experiences.

**OULU CALLING!**
Celebrating the city’s resilience and power of reinvention as an inspiration for the future. We want to explore our local identities through outsiders’ eyes, and be surprised by what we discover about ourselves.
Wild City

Oulu is on the cusp. We could settle for being a tame municipal city on the fringe. Or we could go Wild. We choose Wild.

With Wild City we bring wildness into the city by celebrating the wilderness around it. Creating a new cultural approach with our unique northern vibe. Oulu as a cultural laboratory, going wild for Europe.

What exactly is a creative city in the middle of the wild nature? What is a lively, creative village? How do art, subcultures and creative spaces fill emptiness, silence and darkness?
Programme Lines

URBAN BOOST
The Urban Boost programme line gives young people the opportunity to build the future on their own terms and to challenge out-dated practices.

STREAM TO THE FUTURE
True and sustainable cultural climate change begins with children and young people. Our schools and cultural services will collaborate to seek solutions to future challenges at the crossroads of art, science and technology.

CREATIVE VILLAGES
The Creative Villages programme line reshapes the city and its cultural climate by adding places for creativity in the urban space.

ART TAKEOVER
Meet the buzz. Dancers, circus, poetry and artwork taking over the city. Art might surprise you as a spectacular event or when you walk into a grocery store. It tunes you into creativity at your workplace, makes you smile on a busy day.
Cultural Climate Change

Peace Machine
Reconnecting Flagship

Programme Line
Northern Vibes
- Let It Snow!
- Arctic Food Lab
- Aurora Revelers
- Hope in the Hinterland
- In Europe’s Spotlight

Programme Line
Between East & West
- Tar Wharf to the Seven Seas
- 2nd Generation Cultural Embassy
- E75 Highway
- Looking East
- Village Anthems

Programme Line
Naturally Art
- Natural Stages
- Art and Nature Trails
- Borders
- Sami Culture
- Climate Arena

Programme Line
Dark Matters
- Light Matters
- Voice the Taboo
- Mindboggin
- Borderlines of the Mind
- Parts of a City

Programme Line
Art <3 Tech
- ArtTech City
- Oulu Dance Hack
- Tomorrow’s Wardrobe
- Beyond the Sky
- Earth, Time, and Adaptation

Programme Line
Creative Villages
- Pikisaari Creative Island
- Hiekansuora
- Creative Boot Camp
- SmART Hospital
- Rethinking Libraries
- Creative Campus
- #CultureMonopoly
- AALTO SILO
- The Nook

Programme Line
STREAM to the Future
- Go with the STREAM
- Art Seeds
- Children’s Biennale
- Frozen Nights

Programme Line
Urban Boost
- Untamed Office
- Agent 026
- MC Oulu
- Generation Xulu

Wild City
- Theme
- OPERA GOES WILD
- The Rise of the Tar Kingdom
- Flagship

Cool Contrasts
- Theme
- Underground Clash
- Flagship

Brave Hinterland
- Theme
- Climate Clock
- Flagship
Open Call 2022

Become part of the Capital of Culture Programme.
Open Call 2022 | 3rd Oct – 9th Dec
Become part of the Cultural Climate Change!

• In the next Open Call we are looking for specifically **large-scale projects** that take several years to prepare or carry out.

• *We are the culture* – call for individual, communal projects will be announced closer to 2026.

**Criteria & Guide for Applicants will be published 1st Sep 2022 at oulu2026.eu/opencall**
What kind of projects are we looking for?

• The goal: to achieve a permanent cultural climate change and a positive development fuelled by culture in Northern Finland.

• The projects are expected to deliver a European dimension through e.g. involving international cooperation partners.

• The focus of the projects should be on the year 2026 but they may start earlier as well if necessary

• Culture understood as a wider concept
What are the application criteria?

• The projects must for example:
  • ...be linked to one or several of the three main themes and programme lines.
  • ...be ready to be delivered independently
  • ...take place mainly within the Oulu2026 region
  • ...have a wide-reaching impact and deliver a European dimension

• The purpose of the Open Call is to support unique artistic and cultural initiatives - envision programme that complements and furthers daily operations!

Exact criteria and guidelines will be published on 1st of September 2022
Who can apply?

- The Open Call for applications in October is open for **both Finnish and international actors**.
- Applicants can be private individuals, groups, associations, networks, businesses, organisations or public institutions. The application must indicate the lead organisation or person in charge of the project.
- Applicants must be able to carry out the proposed projects independently.
- Autumn 2022 Open Call is aimed at larger-scale projects. The “We are the Culture” call individual, communal projects will be announced closer to the capital of culture year, in 2024 at the earliest.
What type of costs can be covered?

• Generally the funding awarded can cover up to approx. 50% of the total budget of the project.

• The application must include a budget plan.

• The self-financing may be obtained through e.g. sales or fees, grants and sponsorship, and salaries and voluntary work can be included as part of self-financing.

• Infrastructure and property costs (e.g., rent, building service charges, repairs and building work and equipment) may be funded only if they form an essential part of a larger project and account for a reasonable part of the overall budget.
Open Call process

May
31.5. Preliminary information published oulu2026.eu/en/opencall

Jun
• 13th Info-webinar 13:00 (UTC+3)
• Book a timeslot from our Helpdesk

Sep
• 1st Sep – Guide for Applicants and criteria published
• 6th Sep – 14:00 (UTC+3) Open Call webinar
• 13-14th Sep – Helpdesk open

Oct – Dec
Open Call 2022
Applications 3rd Oct – 9th Dec oulu2026.eu/en/opencall
• 18th Oct Helpdesk open
• 19th Oct 14:00 (UTC+3) Open Call–webinar
• 22nd Nov 14:00 (UTC+2) Open Call–webinar

May 2023
Co-financing decisions by 31st May 2023
Next steps?

• Get to know our main themes and start planning!
• Join our next webinar after the summer, 6th Sep 2022.
• Follow our website [www.oulu2026.eu/en/opencall](http://www.oulu2026.eu/en/opencall)
  • FAQ coming up
  • Registration to webinars & live events concerning the open call
  • Guide for Applicants published 1st Sep
Thanks for joining!

Further questions?
www.oulu2026.eu/en/opencall

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Good luck!

The recording will be available at Oulu2026.eu/en/opencall

Youtube - Oulu 2026