



OULU EUROPEAN CAPITAL OF CULTURE 2026



Oulu

**European Capital of
Culture 2026**



OULU

CITY OF OULU, FINLAND

INTELLIGENT, COMPASSIONATE, CREATIVE



209 000 INHABITANTS



AVERAGE AGE 39

EASILY ACCESSIBLE, LIGHT OF THE NORTH



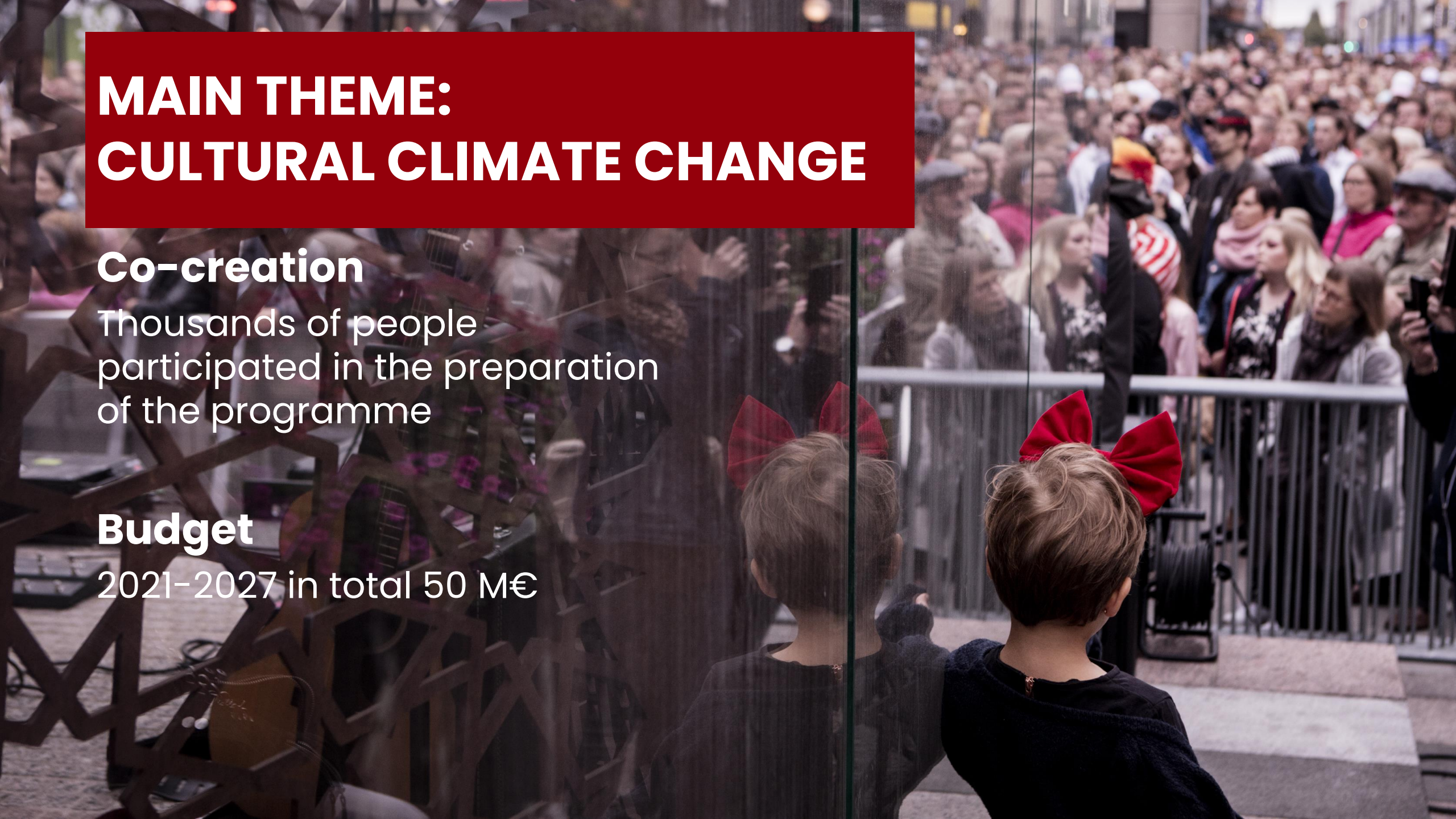
MAIN THEME: CULTURAL CLIMATE CHANGE

Co-creation

Thousands of people participated in the preparation of the programme

Budget

2021-2027 in total 50 M€



OULU2026 – THE MOST NORTHERN ECOC REPRESENTING THE EU MEMBER STATES

**Oulu and 32 municipalities will
implement the programme.**

Regional programme:

Art & Nature Trails

Arctic Food Lab

In Europe's Spotlight



The Oulu2026 area has:

| | |
|---|---|
|  | 76 Libraries |
|  | 19 Mobile Libraries |
|  | 15 Cinemas |
|  | 4 Film Festivals |
|  | 3 Regional Art Centres (Cinema, Dance & Photography) |
|  | 153 Nationally Significant Built Cultural Environments |
|  | 4 Museums (funded by state subsidy system) |
|  | 82 Local museums |
|  | 8 Professional theatres |
|  | 36 Amateur theatres |
|  | 1 Symphony Orchestra |
|  | 6122 Concerts |
|  | 9 Cultural Education Plans |



THE GOALS OF OULU2026

FROM A COLD TECH CITY TO A **VIBRANT, GRIPPING CITY**

- Oulu's reputation as a city of culture strengthens in Finland by 25% and Oulu's international visibility grows by 25% by 2027
- 50% of the events of the cultural programme's projects take place outside of established cultural facilities
- Net migration is positive among young adults (25–34 years) in 2027



THE GOALS OF OULU2026

FROM AN UNBALANCED COMMUNITY TOWARDS **EQUAL CULTURAL RIGHTS**

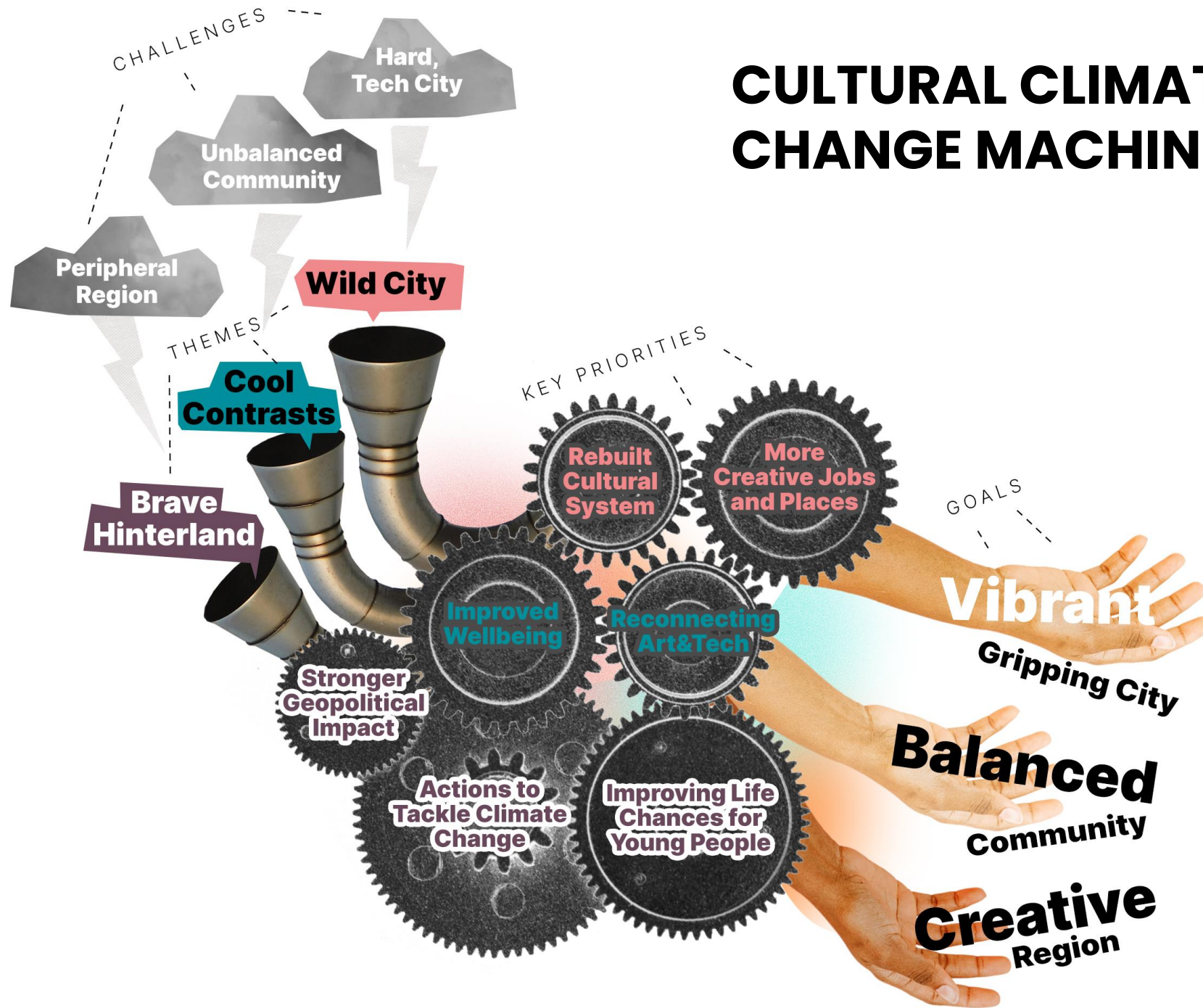
- 40% of Oulu2026 projects are implemented outside of Oulu city centre
- 10% of residents participate as volunteers and 80% as an audience in Oulu2026 activities in the project area
- 80% of Oulu's residents feel that, by 2026, it is good for everyone to be in Oulu

FROM A PERIPHERIC AREA TO **CREATIVE AREA WITH NEW JOBS**

- 80% of Oulu2026 projects are implemented via international cooperation
- 70% of Oulu2026 projects combine art and technology
- The creative economy in the Oulu region has grown by 20% and the number of jobs in the creative sector has grown by 30% by 2027



CULTURAL CLIMATE CHANGE MACHINE



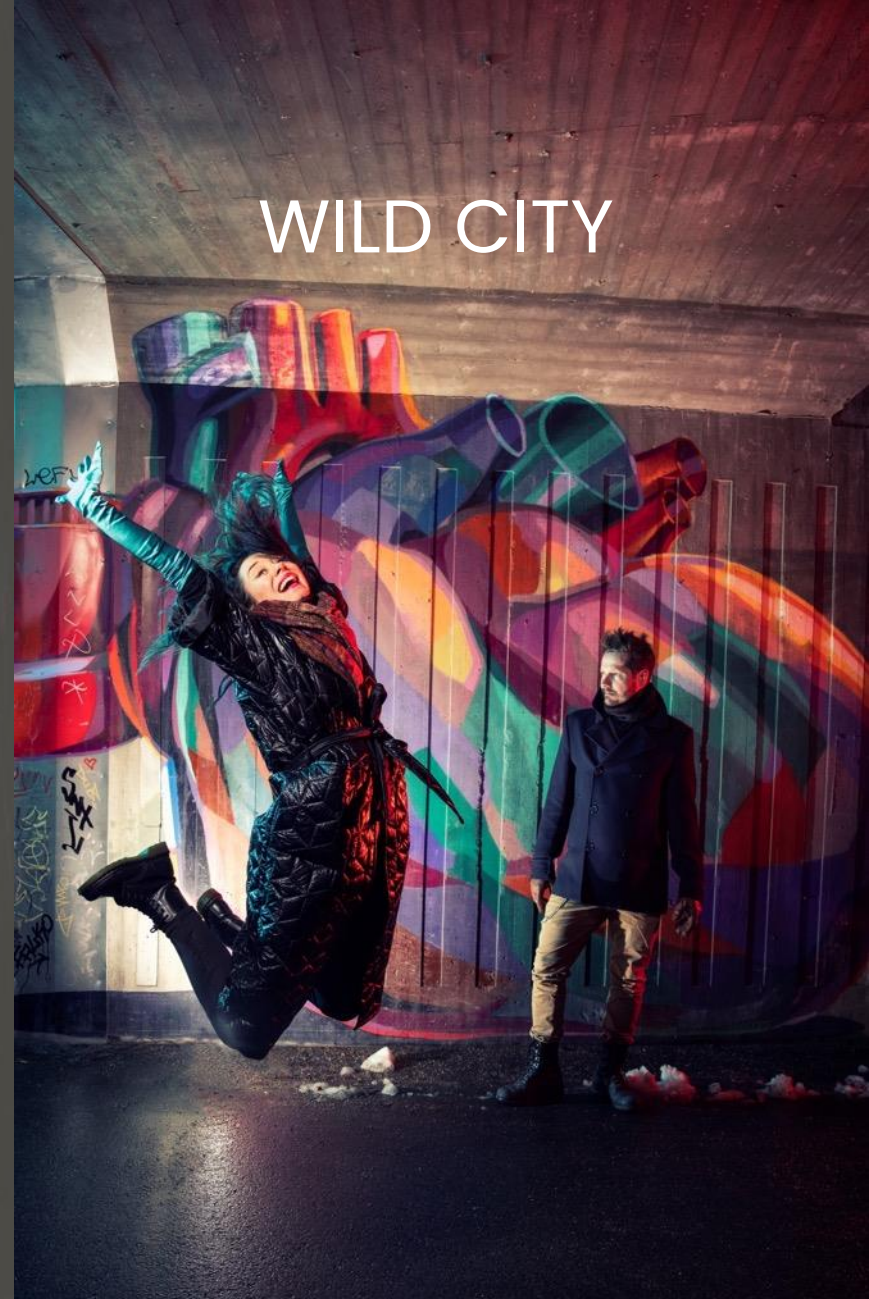
BRAVE HINTERLAND



COOL CONTRASTS



WILD CITY



CULTURAL CLIMATE CHANGE

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?

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.

BRAVE HINTERLAND

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THE CULTURAL PROGRAM IS STARTING TO SHOW!

Peace Machine – a flagship project that unites people in Europe

Arctic Food Lab celebrates arctic gastronomy in everyday life

The Cultural Program is expanding with Open Calls



Thank you, Let's meet in social media!



www oulu2026.eu



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