

# A Comprehensive Analysis of the Valletta 2018 Cultural Programme

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The aims of this study are (i) to analyse how the cultural programme is developed, devised and implemented; (ii) to explore the factors that influence the creation of the cultural programme events and projects; and (iii) to track the long-term development of the cultural programme and the projects' effectiveness in terms of cultural participation and European collaboration.

**Methodology:** A mixed method approach is being used to reflect the multidimensional dynamics of the European Capital of Culture (ECOC) cultural programme. This qualitative research study takes a 3-pronged approach: (i) an institutional and industry level analysis; (ii) a mapping and surveying of projects to be fully produced by the Valletta 2018 Foundation; and (iii) expert focus group studies. In-depth semi-structured interviews were carried out to gain insights from key informants involved in culture programming.

**Results to date:** The analysis of written documentation and Valletta 2018 publications reveal consistency in prioritising quality and innovation, with the programme being mostly based on contemporary projects. The Foundation looks at developing projects which will allow for legacy, through artistic collaboration at both national and European level. An initial analysis of 33 projects took place in 2015. Results show that 44% of projects are based in Valletta, 29% of projects are based throughout the Maltese Islands and 15% of projects are based in a specific locality in the Maltese Islands. The main focus of projects is 'community', with music and film/audio-visual projects being the most frequent genres. Literature and theatre are the less frequent genres for projects analysed during 2015. There was a strong emphasis on educational projects, projects involving the migrant communities and capacity building. Further results show a focus on flexibility and continuous refinement, to further allow for audience development, European collaboration and legacy.

**Way forward:** This research will look at a more detailed analysis of projects being developed and planned in 2018. Further interviews and communication both with inside key informants and external experts and respondents will take place. A focus group is planned for the first quarter of 2016 and the surveying of individual projects is also being planned.