

culture: VISIBLE, VIRTUAL, VISCERAL

Imagine Valletta in 2018

If you thought the year 2018 was a long way off, think again. Preparations are already underway for Valletta to win the title of European Capital of Culture 2018. To win the title, the Valletta 2018 Foundation is preparing a Cultural Programme filled with some of Malta's best ideas. The V.18 bid includes all of Malta and Gozo, supporting the development and promotion of every form of cultural activity.

V.18's vision is to set in motion a process of culture-led regeneration. Maltese citizens will engage through a creative forward-looking evolution set within a broad European and Mediterranean context. Through this, V.18 aims to create an Environment of Exchange, which allows for ideas, dialogue, and creativity to flow freely within Valletta and the Maltese islands. V.18's mission is to develop the conditions for a Visible, a Vir-

tual, and a Visceral Culture to develop in Valletta and Malta; a Visible Culture by sustaining a cultural infrastructure to support a long-term legacy; a Virtual Culture through nurturing technological structures that enhance communication; and a Visceral Culture that enables a debating society.

V.18 recently held the second edition of Imagine 18, a two-day public conference and forum, where artists and cultural operators came together to develop the Cultural Programme for 2018. The foundation has already received hundreds of proposals from artists, creative professionals, and the public at large. From these projects the foundation will create a Cultural Programme that will be finalised over the next few weeks for an August submission.

In October, Valletta will hear if it has won the title of European Capital of Culture



2018. The title will give a huge boost to arts and culture in Malta. V.18 hopes it will also create a positive ripple effect felt throughout all sectors of Maltese society, in the run up to 2018 and far beyond. ●