



## PRESS RELEASE

### Street Art Open Call by the House of Arts - Veszprém (Hungary) Street Art Artists from Around Europe Can Apply to Participate in the International Street Art Festival

Europe's best street art artists are invited to make the city walls colourful and spectacular. The open call of the Veszprém-Balaton 2023 European Capital of Culture programme allows artists to rethink several designated areas of Veszprém. The House of Arts Veszprém invites projects that showcase the rich cultural history of the town and the surrounding region.

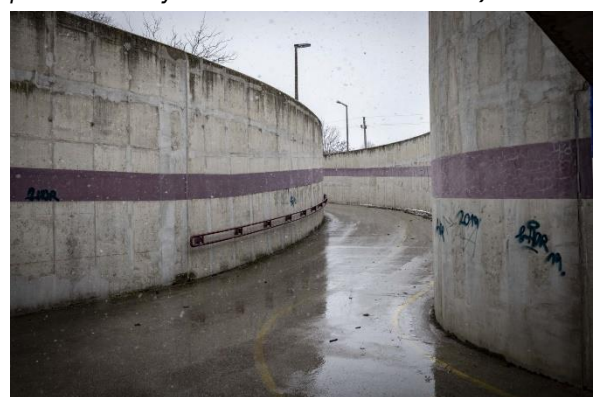
22 February 2023 - The street art open call is closely linked to the visual arts concept of the [Veszprém-Balaton 2023 European Capital of Culture](http://www.veszprembalaton2023.hu) (VEB2023 ECoC) programme; a programme which aims to bring artworks to non-traditional art spaces such as streets, public spaces, walls of buildings and other unconventional locations. Street



art also helps to bring the arts closer to young people in a way that is more accessible to them. **Artists will be asked to reimagine municipal spaces in prominent locations in the city** that are well known by the local community and easily spotted by visitors to the city. The House of Arts Veszprém is looking for a visual response to the questions 'What does Veszprém mean to you?', 'What does the Bakony mean to you?' and 'What does Lake Balaton mean to you?' The answers, expressed in art, may be about the natural and built environment, historical monuments, culture, music, sport or even related to the European Capital of Culture.

*'Our call is based on a well-known idea by Italo Calvino, who stated "the city is a place and a carrier of desires and memories". Our goal is to create works of art that explore the hidden aspects of Veszprém and the historical heritage of the Bakony and Balaton regions. The natural and cultural richness that characterises Veszprém and the region will be strengthened in the ECoC year and the diversity created will be preserved beyond.* – **Bernadett Grászli, Director of the House of Arts Veszprém**

Ten locations throughout the city will be made available to the winning entries. For example, Street art artists will have the opportunity to redesign the 61 m x 7.5 m surface of the underpass of the Veszprém Arena; the drivers' rest area of the city's most visible bus turnaround; retaining walls of the recently renovated pedestrian and bicycle underpass under the Southern Ring Road; the firewall of the Veszprém House of Arts office building; and even a city bus will carry a street art sticker for years to come.



Applications will be judged by a professional board of seven trustees. After studying the entries, the jury will invite the most promising designers to a closed online consultation, where they may be asked to make changes or submit additional material. The jury will take its decision by 23 April 2023. The works will be created/installed on site between 1 May and 30 September 2023.

**Deadline for entries: 9 April 2023.**

For more information:

- Full call for applications is available [here](#).
- [Photo Gallery](#)
- [Video about the House of Arts](#)



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#### House of Arts Veszprém

Established in 1993, the contemporary art centre welcomes visitors of all ages in the eight historic buildings of Veszprém Castle. The House of Arts operates as an artistic and intellectual centre with art history, fine art exhibitions and literary workshops, as well as community-building, education and mental health programmes. Some of the current exhibitions include: 'Glass Focus: International Glass Art Exhibition'; 'Structural Harmonies: Selection of Works by Female Artists in the Vass Collection'; 'KULTUR. KONTAKT. KONKRET: Selection from the Collection of Carl-Jürgen Schroth'; 'BALATON + RETRO EXHIBITION' and 'CENTURY. idee bauhaus'.



#### Veszprém-Balaton 2023 European Capital of Culture

Veszprém holds the title of European Capital of Culture (ECOC) in 2023. Quite unusually, however, it will not be a single city's year. In fact, the honour is shared with 116 towns and villages across the Bakony-Balaton region. The European Capital of Culture (ECOC) initiative is the most important programme facet of the European Union's cultural policy. The ECOC aims to **bring the peoples of Europe closer together by through culture**. It is important to stress that the ECOC title is not just about the many programmes that take place throughout the year, but rather about launching and strengthening long-term sustainable processes. This year offers a unique opportunity to promote the Bakony-Balaton region as a European creative and cultural centre; with Veszprém as its centre. The 3,000 cultural programmes are grouped by both **cultural field** such as music, theatre, art, dance, wine and gastronomy...; and **clusters**, which frame the main ambitions of the new cultural region. Organised by VEB 2023 and its partners, the programmes will use art and culture as means to respond to today's serious challenges; such as bringing life and community back to our towns and cities. Other aims include support for traditional and future-shaping activities in settlements that may be on the 'road less travelled'; to raise awareness of the ecological challenges facing Lake Balaton and its catchment area; engage young people and stimulate their interest in culture through remarkable performances and presentations; and to strengthen people's connection to each other, their environment, and the culture of coexistence.

#### For more information on Veszprém-Balaton 2023 programmes and events:

- please download our **App** available on [Android](#) and [iOS](#), or see:
- [Online Programme](#)
- [Downloadable Programme Booklet](#)
- [Web](#)
- [Facebook](#)
- [Instagram](#)
- [YouTube](#)

[Photos](#) and videos and other material may be used freely, provided the source is acknowledged (Photo/video: VEB2023 ECOC).

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*VEB2023 ECOC - where an unusual density of good things awaits.*