



the cultural epicentre

- From Local Food Production to International Artistic Fame -

3

PHASES OF DEVELOPMENT AND IMPLEMENTATION OF DIFFERENT INITIATIVES/ACTIVITIES

1.



Farmers portraits (source: Atelier NL)

PHASE 1: The Food-Community Center

Meetings will be organized and publicized in the Limburg region, to invite local inhabitants to start co-operating in the realization of such Community; highlights will be put on the considerable level of economical return, which will derive from the participation, with a good emphasis on personal satisfaction and food-awareness.

A part of the former brewery will host a permanent market, which will guarantee the constant presence of regional products, to be sold all year long.

Workshops will be organized to introduce future co-producers to the skills and the techniques for processing different kind of raw products, in order to produce an extended range of small batches of high-quality outcomes, both food and drinks.



2.



Seasonal Food Festivals

PHASE 2: Seasonal Festivals

The creation of the food-community, together with lay-out, landscape and cultural attractions, makes Valkenburg extremely suitable for happenings and special events; international tasting fairs will be organized seasonally, 4 times a year (spring, summer, autumn and christmas). These events will gather, each time, between 5.000 and 8.000 people, who will stay in Valkenburg for a long week-end, organized around the slow food-theme, local production and consumption, local identity and resources.

The festivals, having as a starting point the Food-community Center, will take place along the Plenkertstraat, facilitating the access to the other elements involved in the area, like for example, the Open-Air theatre, which will organize parallel events.

The festivals will, in time, favour the development of the market area (former brewery), which will slowly become a meeting point for people to come yearly there, around specific periods, and gather together. The seasonal festivals will attract, in total between 20.000 and 30.000 people/year, creating the circumstances for a ritual happening in the coming years.

This will certainly work as a ***spin-off*** for Valkenburg.



3.



"Artist in Residence" program

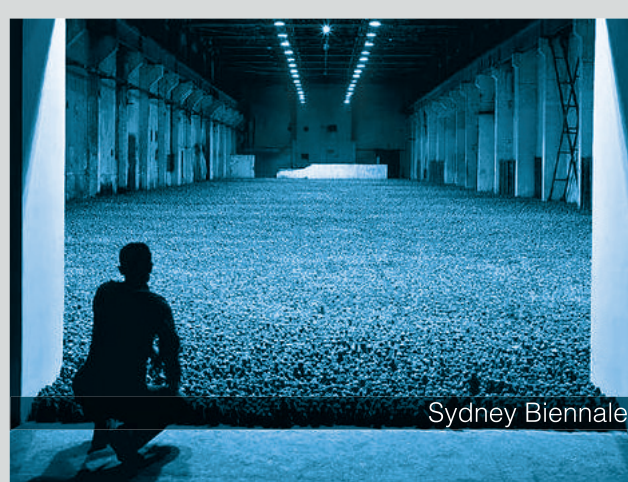
PHASE 3: Workshops - from food to local culture and crafts

The premises of the former Leuw Brewery will be transformed in a Cultural Center, where several ateliers will be located and workshops will take place, introducing the participants to local culture and crafts.

Thanks to the novel facilities it will be possible to start an "Artist in Residence" program, which would allow international artists to produce artworks and permanent installations, which will be displaced in the Plenkertstraat area (particularly the Polferbosch and the caves) and will serve as a main attraction for the whole area.



4.



Sydney Biennale



Dutch Pavilion, Venice, 2011

PHASE 4: The Biennale of Maastricht-Valkenburg

The artistic activities performed in the new Cultural Center will be the impulse for the start of an important event: a Biennale. The event will offer to the public the results of the activities of the last few years, which will be on show together with the work of invited "guest artists", involving and attracting a big international audience.

The opportunity of realizing this event, will create a strong theme to join the "European Culture Capital" program, therefore favouring the possible achievement of the title/award "**Maastricht Culture Capital 2018**", which will be the result of joint initiatives of the axis Maastricht-Valkenburg.

For this reason, the first Biennale will take place in Valkenburg in 2018 and will only be the first of a long series, which will surely last.



WORKSHOP EXAMPLE: Beer Brewing call

Nothing is more rewarding than drinking a great beer you've handcrafted yourself. Homebrewers have the advantage of knowing what goes into their beer and the pleasure of enjoying a beverage they've crafted with their personal tastes in mind. And while starting homebrewing can seem daunting, we will demystify the process and get you started down the road to self-sufficient suds.

This class will be a hands-on guide through every step of your first batch of beer—from conception to consumption. Participants will leave with real experience, with the equipment and process.

In addition to process, we will look more closely at the ingredients used for brewing. We will explore hops varieties, taste different grains, and even look at the importance of water. Participants will walk away with the tools they need to start building basic all-grain recipes at home.



A magical adventure in lanscape and local culture on the hills of Valkenburg

In concomitance with the summer food-festival will be organized an yearly international festival of *Creative Gardens*, to be intersected with the natural landscape of the Polferbosch; a journey into a forest of gardens, consisting of plant-like artistic installations in the woods.

This could facilitate creating fictitious stories for the woods, which would start transforming into a magical place.



All these different initiatives will inevitably favour a growth for all the realities that can be found in Plenkertstraat (roman catacombs, gemeentegrot, open-air theatre...), having as a central point of departure the new Cultural Center, located in the premises of the former brewery. The visitor, attracted by authenticity and by the possibility of both exploring and participate, will eventually have the opportunity to benefit the relaxing atmosphere of the area, through spas, quality food and the inspiring silence of the countryside. As a direct, important consequence, all different parties of the city and enterpreneus involved, will have benefits, profiting from this "Cultural Enthusiasm".

creating Economic Value by Cultural Means

Maurizio Montalti - 2011