

LIVERPOOL '08

European Capital of Culture



The impacts of a year
like no other

experience
englandsnorthwest





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— *Warren Bradley* —

Leader of Liverpool City Council and
Deputy Chairman of Liverpool Culture Company

— *Bryan Gray* —

Chairman of Liverpool Culture Company

— *Phil Redmond* —

Creative Director and
Deputy Chairman of Liverpool Culture Company



LIVERPOOL IS UNDOUBTEDLY SHOWING HOW CULTURE CAN PLAY A MAJOR ROLE IN REJUVENATING POST-INDUSTRIAL CITIES FOR THE CHALLENGES OF THE 21ST CENTURY...

In addition to the nearly £4 billion that has been invested in the physical transformation of the city, early estimates show that Liverpool's position as European Capital of Culture has had an economic impact on the Liverpool City Region in excess of £800 million in 2008 alone.

There has probably been no better example in recent times of the unprecedented collaboration amongst private and public sectors, individuals and organisations, cultural partners and artists all working together towards one common goal.

And it was not just in Liverpool. People and organisations across the boroughs of Merseyside, the Northwest and across the UK have worked tirelessly to help make the UK's nomination as European Capital of Culture, Liverpool '08, a success for us all.

The year has been hailed a tremendous success from nearly every perspective imaginable. The critics have given a thumbs-up to the artistic integrity and artistic ambitions of the '08 Programme. The residents and visitors have voted with their feet helping us break all attendance records with almost 15 million cultural visits and nominating Liverpool the third favourite destination in the UK.

There is a heightened sense of pride in the city and the people of Liverpool have been engaged in record numbers in helping to transform their own communities.

You can almost touch the change of attitude. You can feel the surge in confidence. You can hear it in the voices, you can see it in the faces on the street.

We have tried to capture some of the magic of the '08 Journey here and give a sense of the ambition of the '08 Programme and the impact of this year has already informed the vision for the future.

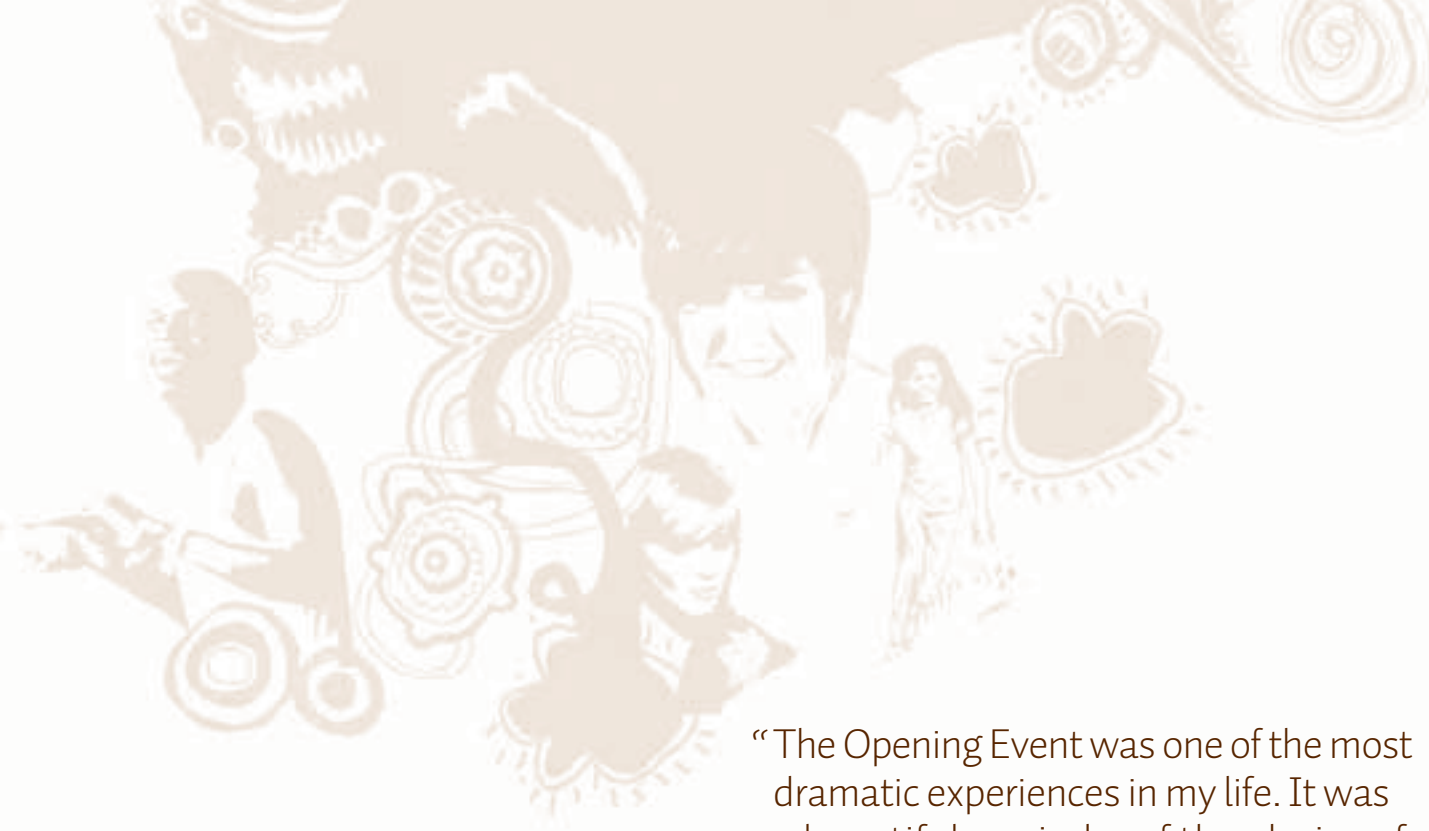
For Liverpool this is only the end of the beginning and there are plans in place to make the most of this amazing year and maintain the momentum of success.

Thank you to every person and every organisation that has been involved in this incredible journey to make Liverpool's year as European Capital of Culture one of the best in the history of the programme.

We hope you will continue to help us all work collaboratively as we strive to maintain the momentum into the future.

“It's turning out to be one of the most successful Capital of Culture programmes that we have ever had. We are now trying to create a network of European Capitals of Culture to build on Liverpool's experience.”

— José Manuel Barroso – President – European Commission —



“The Opening Event was one of the most dramatic experiences in my life. It was a beautiful reminder of the glories of your city; it was challenging; it was reaffirming; it was thought provoking; pro-everything.”

THE JOURNEY

On 3 June 2003 Liverpool became the European Capital of Culture for 2008, with the judges noting that, in addition to Liverpool’s great cultural heritage and excellent plans for ‘08, it was really the passion of the people of Liverpool that had impressed them most.

One of the first tasks of the newly created Culture Company was to focus on harnessing this enthusiasm and the Creative Communities programme was born. The Themed Years - Faith: 2004, Sea: 2005, Performance: 2006, 800th Birthday: 2007 provided some marketing milestones and gave Liverpool an opportunity to test events and build capacity in the city.

The ‘08 Welcome Programme was created to raise the level of customer service in Liverpool and the ‘08 Volunteer Programme was developed to provide invaluable support to events and projects across the themed years.

Commercial and Funding Partners came on board in the early years because they wanted to support this vision for Liverpool. In addition to the significant funding of Liverpool City Council, these resources were critical in allowing the Culture Company to expand its capacity to deliver a broad spectrum of ambitious projects.

Changing perceptions of Liverpool and building tourism wouldn’t happen overnight. The marketing and public relations seeds were planted very early nationally and internationally with the critical support of key tourism agencies. For instance, the highlights of the ‘08 Programme were launched in November 2006 at the World Travel Market Conference to ensure that the world’s travel agents could focus their 2008 itineraries on Liverpool.



The '08 Programme was inspired by the culture of the city, celebrating the past but looking firmly to the future. It was created from the grass roots up by the Liverpool Culture Company working in collaboration with cultural partners from across the city, the region, the UK and internationally. When unveiled in September 2007 the year long programme demonstrated the extraordinary scope of the year and the amazing diversity from high art to big, outdoor free music events; from provocative new theatre to Liverpool's Go Superlambanana Parade. But what came through was a year that would truly be uniquely Liverpool.

Things started to accelerate following a Saturday Times Magazine completely devoted to Liverpool, with the front cover proclaiming 'How Liverpool got its Mojo back!' The UK media started to look at Liverpool differently.

Towards the end of 2007 you could feel the buzz in the air and the mounting anticipation as major events came to Liverpool, including ITV's Royal Variety Performance, BBC's Liverpool Nativity and The Turner Prize on Channel 4.

But the real test was the Opening Weekend on January 11 and 12. This was the Official Launch of the '08 Programme which would set the stage for the rest of '08, both in how the media reported the year and the confidence the people of Liverpool had in the '08 Programme.

The People's Opening on January 11 on St George's Plateau wowed 50,000 people with 800 performers including Ringo Starr on the roof of St George's Hall. It was seen by an estimated 300 million worldwide. On January 12 the new Echo Arena was officially opened with a spectacular event dedicated to Liverpool.

It was an inspirational start to the European Capital of Culture 2008.

15
MILLION

people attended a cultural event or attraction





Even before 2008; Liverpool's reputation as a hit maker and factory of talent from pop to classical was already established on the world's stage. In any given year, Liverpool always has much to offer which is why in 2008 other great events were attracted to the city including the world premiere of Sir John Tavener's Requiem at the Metropolitan Cathedral, Sir Paul McCartney returning to perform at Anfield, Jah Wobble's Chinese Dub and the MTV Europe Music Awards and Sir Simon Rattle at the Phil - the world's music industry descended on the city.

What else would you expect in the UK's Most Musical City?

MUSIC



— **Liverpool Sound Concert** —

Anfield Stadium. June 1

Anfield football ground witnessed one of the greatest nights in its history when Sir Paul McCartney came back to where he once belonged to perform this long awaited gig. The line-up included The Kaiser Chiefs and The Zutons, but the former Beatle, who last played in Liverpool exactly five years to the day, stole the show with an array of hits that had the sold-out stadium on its feet.





— *Emilia di Liverpool* —

St George's Concert Room. December 31 '07 – January 5 '08
The recently restored splendour of the Concert Room played host to Donizetti's rarely performed 1824 Opera, Emilia di Liverpool, performed by the European Opera Centre. Supported by the Liverpool Culture Company as part of its Cities on the Edge programme and critically acclaimed in both local and national press, with accolades such as 'the highlight of Capital of Culture has already happened!'

— *Into the Little Hill, a lyric tale in two parts* —

Pacific Road Arts Centre. April 17 – 18
The UK premiere of a lyric tale in two parts by George Benjamin and Martin Crimp, co-commissioned by the Liverpool Culture Company, and produced by the Festival d'Automne and the Ensemble Moderne. 'Martin Crimp's enigmatic and contemporary reimagining of the Pied Piper fable has been ravishingly illuminated by George Benjamin's music' Lynne Walker, The Independent.

— *Into the Little Hill – a lyric tale in two parts*



— *Wayne Shorter with the RLPO* —

Liverpool Philharmonic Hall. January 5
The flagship event of the new Fresh Festival, combining cutting edge jazz, world and contemporary music with international artists alongside home grown talent, saw multi-Grammy Award winner Wayne Shorter perform with the RLPO.

— *Taverner Requiem* —

Liverpool Metropolitan Cathedral. February 28
Commissioned specially for the European Capital of Culture Programme by the Liverpool Culture Company, and performed in the Metropolitan Cathedral by the RLPO with Vasily Petrenko conducting, this world premiere was universally acclaimed as one of the musical high points of the year.

— *Viennese Balls* —

St George's Hall. April 12 – 13
One of the jewels in the '08 crown must be the Viennese Balls at St George's Hall, when the city once again danced the waltz as it did in the 1830s. A hugely successful community event with over 250 people taking advantage of the free dance classes given by a team of professionals. Over 700 dancers took to the floor with Strictly Come Dancing stars Erin Boag and Anton Du Beke, as Vasily Petrenko conducted the RLPO in a night to remember.



— Wayne Shorter with the RLPO



— Tavener Requiem



— Music —

— MTV Europe Music Awards



— Sir Simon Rattle and the Berliner Philharmoniker





— Eighth Blackbird



— *Jah Wobble – Chinese Dub* —

Liverpool Carling Academy. July 5

A unique Anglo-Chinese audio visual spectacular, *Jah Wobble – Chinese Dub* received its world premiere in Liverpool before setting off on a ten date tour.

— *Sir Simon Rattle and the Berliner Philharmoniker* —

Liverpool Philharmonic Hall. September 2

The Liverpool-born überconductor returned to his home city for a one night only performance with one of the world's greatest orchestras. Sir Simon returned a month later to conduct the RLPO, the orchestra which inspired him to be a classical musician.

— *MTV Europe Music Awards* —

ECHO Arena Liverpool. November 6

Superstars such as Kanye West, Pink, Take That, Beyoncé and The Killers took the city by storm with a stunning live show which climaxed when U2 front man Bono bestowed the MTV Ultimate Legend award on Sir Paul McCartney. Around 10,000 music fans attended and an estimated 30 million viewers tuned in.

— *Eighth Blackbird* —

St George's Concert Room. November 21

The stunning St George's Concert Room was the backdrop for this European premiere. The *Only Moving Thing* featured work by Steve Reich and Bang on a Can founders David Lang, Michael Gordon and Julia Wolfe.

— *Rightful Owners of the Song*



— *Rightful Owners of the Song* —


Liverpool Philharmonic Hall. November 29

One of the most original ideas for the series of Liverpool Commissions for 2008, Jonathan Raisen's *The Rightful Owners of the Song* brought together the best of Liverpool's pub singers to perform a one-off concert of pub classics with the RLPO providing the backing music.



£800
MILLION

Economic benefit to the Liverpool City Region



Liverpool has always had a strong theatre culture with some of the country's finest actors starting their careers on the stages of the city, before going on to conquer the West End and beyond. One such actor made a triumphant return to the city in '08 – Pete Postlethwaite's emotional portrayal of King Lear was acclaimed by critics and sold out months in advance. With record ticket sales and audiences clamouring for diverse and challenging performances the curtain has risen on a bright future for Liverpool's theatres.

STAGE

— *One Step Forward, One Step Back* —

Liverpool Cathedral. April 7 – May 10

Hailed as one of the most imaginative pieces of work commissioned for '08, Brighton based arts company, dreamthinkspeak, enthralled everyone who saw this performance installation piece at the city's Anglican Cathedral. Drawing in actors, artists and technicians from across the city, the piece took audience members in small groups to many parts of the cathedral which are normally closed to the public - ending with an amazing view of the city from the roof. Intriguing and spiritual, dreamthinkspeak was a sell-out, resulting in extra performances being scheduled.



— *Three Sisters on Hope Street*



— *British Dance Edition*



— *Once Upon a Time at the Adelphi*



— *Contacting the World*



— *Three Sisters on Hope Street* —

Liverpool Everyman. January 25 – February 16
A vibrant new take on Chekhov's classic by Diane Samuels and Tracy-Ann Oberman, this was the first of seven world premieres staged by the Everyman and Playhouse in 2008. The play relocated Chekhov's masterpiece to Liverpool's Jewish community of the 1940s.

— *British Dance Edition* —

Liverpool Empire and other venues. January 30 – February 2
Liverpool was delighted to host the UK's largest and most prestigious showcase of the best of British dance. Presented by Merseyside Dance Initiative this event attracted hundreds of national and international dance promoters to the city in search of the latest talent.

— *Akram Khan – Bahok (with the National Ballet of China)*



— *Akram Khan – Bahok (with the National Ballet of China)* —

Liverpool Playhouse. March 7 – 8
A UK premiere of Akram Khan's new work, co-produced by the Liverpool Culture Company for '08 with Merseyside Dance Initiative and featured as part of the city's annual dance festival LEAP.

— *The Shankly Show* —

Liverpool Olympia and Royal Court. April and October
A Liverpool Commission for 2008, this play by the newly formed Footballing Legends Ltd played to 1,300 at its opening gala night at the Olympia, where Sir Tom Finney and a host of ex-Liverpool players were special guests. It toured to Shankly's birthplace in Scotland, and attracted an audience of 8,500 for its re-run at the Royal Court in Liverpool.

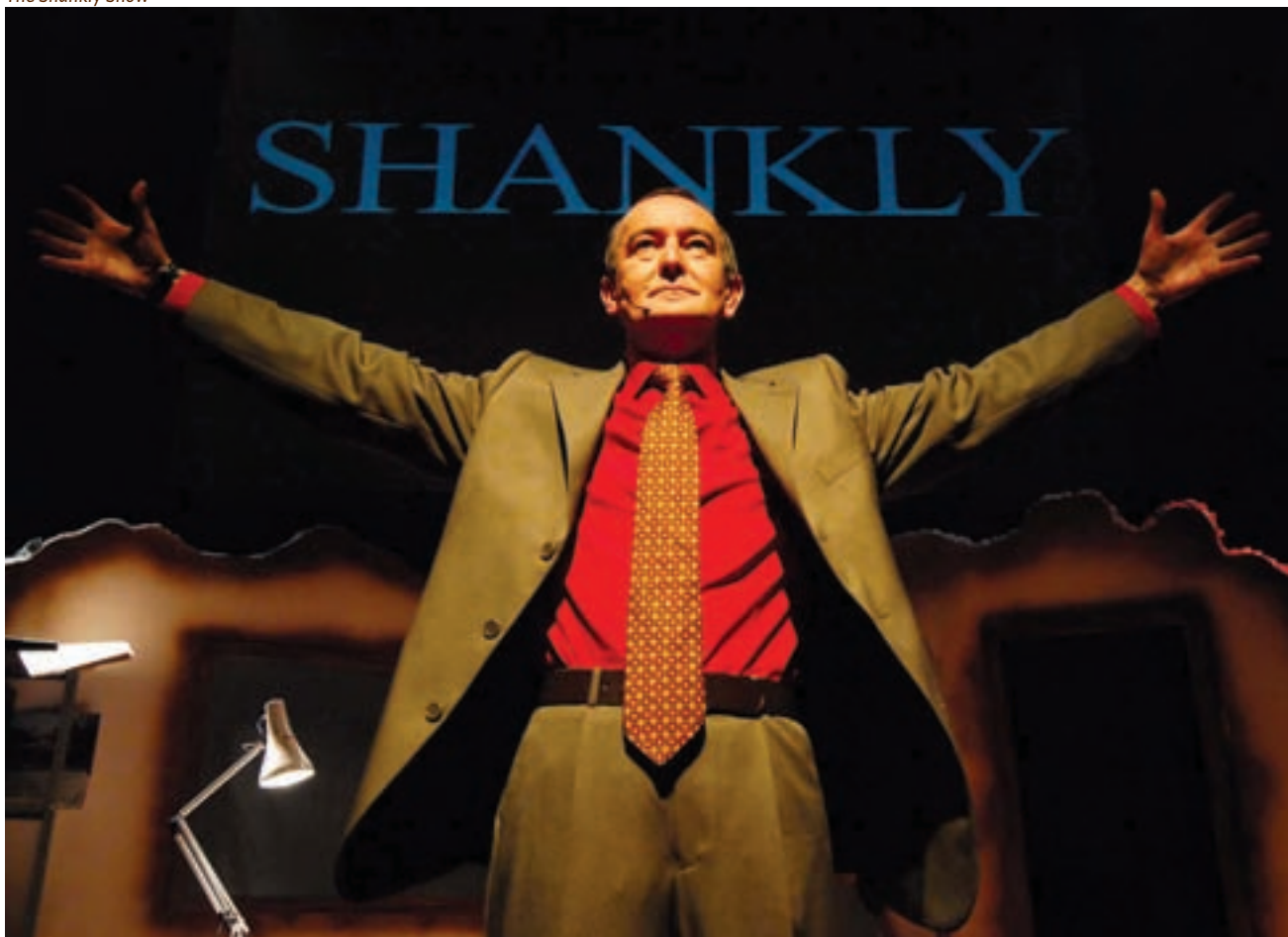
— *Once Upon a Time at the Adelphi* —

Liverpool Playhouse. June 28 – July 19
One of two new musicals commissioned by the Everyman and Playhouse for 2008, it transported the audience to the 1930s heyday of the hotel and the glamour of the UK's then capital of the cruise liner industry. A cast of West End names joined forces with students from Liverpool's very own performing arts college LIPA, for a production praised for its high-energy and fusion of history and humour.

— *Contacting the World* —

LIPA. July 27 – August 2
Produced by Contact Theatre, this extraordinary process of creative exchange brought hundreds of young theatre makers from across the world to Liverpool to premiere twelve new plays during one week when LIPA opened the doors of its theatre to play host to these visitors to the city.

— *The Shankly Show*



70%

*of people in Liverpool have visited a museum or gallery
(UK average is 59%)*



— Stage —

— *When We Dead Awaken* —



— *DaDaFest* —

Various venues. September 4 – 7

The annual festival for deaf and disabled artists, musicians and dancers went truly international this year with artists and companies from around the world all contributing to this well established showcase.

— *When We Dead Awaken* —

Unity Theatre. October 23 – November 1

Unity with Riksteatern and Vasterbottensteatern from Sweden presented this international co-production of Henrik Ibsen's dramatic work in a unique collaboration for 2008. A cast and production team from the UK and Sweden worked together under the direction of Unity patron and acclaimed director Josette Bushell-Mingo.

— *King Lear* —

Liverpool Everyman. October 30 – November 29

Often described as the greatest play in the English language, Shakespeare's haunting portrayal of power play at family and state level was one of the most hotly anticipated productions of '08 and sold out months before its run. The play was also an emotional homecoming for Pete Postlethwaite who began his acting career on this very stage.

— *DaDaFest* —







67,000

Every child from every Liverpool school has been involved

The strength of Liverpool's visual arts prompted the Capital of Culture judges to declare in 2003 that this sector alone could form the basis of a year long festival. This world-class visual arts offering was crucial in the city's ability to attract major artistic events and commissions from The Turner Prize and Gustav Klimt at Tate Liverpool, the Liverpool Cityscape and Art in the Age of Steam at The Walker to Le Corbusier at the Metropolitan Cathedral. Liverpool itself provided the greatest canvas in '08 as its neighbourhoods, parks, roads and transport systems all lent themselves to a specially commissioned year long public art programme.

ART



— **Liverpool Biennial** —

City wide. September 20 – November 20

The 5th Liverpool Biennial officially launched with a plethora of groundbreaking visual, public art from Tracey Enim's neon love message at the Anglican Cathedral and Yoko Ono's sky-ladders installation, to a 100ft wide spider's web across Exchange Flags by Ai Weiwei – consultant artist on the Bird's Nest Olympic stadium. This year's incarnation of the UK's largest festival of visual contemporary arts boasted its first visitors centre and also further enhanced its community lights installations. The Biennial also commissioned the creation of three community Pavillions (as performance spaces) in Garston, Vauxhall and Edge Hill on behalf of the Liverpool Culture Company for 2008.



25%

of all visitors this year were new to the city



etcher ALEX
Los Toros Skiffle Group
Richard Jazz Band LIAM
Hobert Har
Gang
Hispanos
bama CIL
Lemon Wood
The King Bees
Fallons
Jill Maria
ny Blush
The Royal Bros
Dekkas
Heated Blood
The y
The
The Mersey Blue Beats
nyana

John E Paul
NEW
Nav

9pm -4am!
'She's found a place, where you can boogie'
9pm -4am!
'She's found a place, where you can boogie'

Bo Diddley
rn-liverp
THE
SUB
ERPOC

— Gustav Klimt – *Painting, Design and Modern Life in Vienna, 1900*



— Liverpool Cityscape



— Homotopia



— Jyll Bradley – *Fragrant*



— *Art in the Age of Steam* —

— *Art in the Age of Steam* —

The Walker. 17 April – 10 August
Launched by actor and train enthusiast Michael Palin, this exhibition featured work by masters such as Monet, Van Gogh and Hopper and attracted over 100,000 visitors.

— *Liverpool Cityscape* —

The Walker. May 24 – November 2
Ben Johnson completed this gargantuan depiction of Liverpool with a high profile residency at the gallery at the start of the year. More than 160,000 people saw the exhibition. The Liverpool Cityscape went on permanent display at the Walker in November. It will move to the new waterfront Museum of Liverpool when it opens in 2010.

— *Gustav Klimt*

Painting, Design and Modern Life in Vienna, 1900 —

Tate Liverpool. May 30 – August 31
One of the success stories of the year, the UK's first exhibition of this celebrated artist in more than 30 years attracted a record breaking 200,000 people to Tate Liverpool. In November the gallery announced it had attracted its millionth visitor for the first time in a calendar year since it opened in 1988.

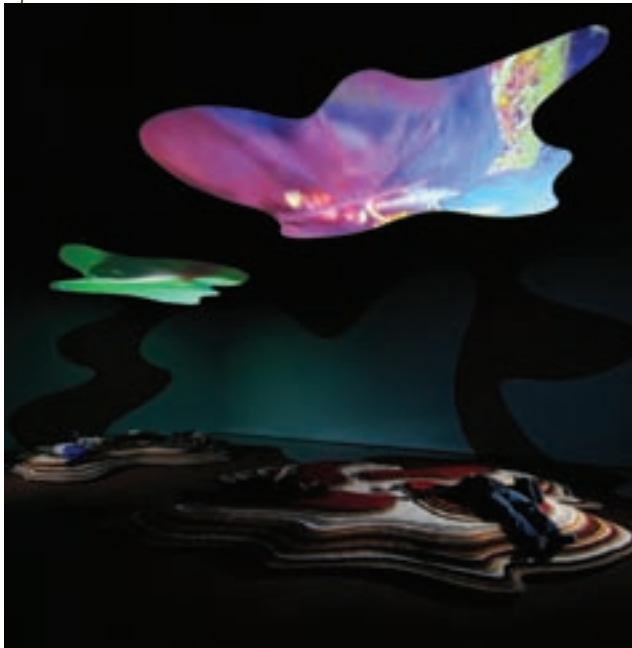
— *Pipilotti Rist* —

FACT. June 27 – August 31
Swiss video artist Pipilotti Rist's ground-breaking show was the highest attended exhibition in FACT'S five year history. The exhibition featured two UK premieres of the artist's work and generated extensive media coverage nationally.

— *Homotopia* —

Various venues. November 1 – 30
Liverpool's annual gay cultural festival celebrated '08 with its biggest and best ever programme. Now in its 5th year, Homotopia delivered over 50 events including several new commissions, a new strand of international art, a dedicated TV station and the region's first Grand Vogue Ball.

— *Pipilotti Rist*



— *Digital Departures*



— *Digital Departures* —

Cinemas around the city. November
A ground-breaking filmmaking scheme launched by Northwest Vision and Media together with its partners, the Liverpool Culture Company, the BBC and the UK Film Council. Resulting in three world premiere feature films each created and filmed in Liverpool. 'Of Time and the City' Terence Davies' new film, his first for eight years, is a heartfelt and even ecstatic study of his boyhood Liverpool. 'Salvage' a horror film set in West Derby and 'Kicks' a controversial tale of two teenage wannabe WAGs obsessed with a Premiership footballer.


— *Jyll Bradley – Fragrant* —

The Walker. All year
International visual artist Jyll Bradley was commissioned by the Liverpool Culture Company to explore Liverpool's Botanical Collection and its extraordinary history. Working with Liverpool City Council's Parks Team, Bradley constructed a show garden which won silver medals at RHS Chelsea and Tatton and gold at Southport Flower Show. Her work concluded with an art exhibition 'The Botanic Garden' at The Walker Art Gallery and a book, Mr Roscoe's Garden, published by Liverpool University Press.



“Liverpool’s year as European Capital of Culture has surpassed all expectations. I’m very much thinking about the legacy of 2008, including the international aspect, and I’ve said to all Europe’s Culture Ministers – ‘come and see us before the year is over!’”

— Andy Burnham MP – Secretary of State for Culture Media and Sport —



Liverpool's streets, parks and public spaces came alive in 2008. Always an arena for world-class events and festivals, in 2008 Liverpool truly realised its potential for outdoor visual art and performance. Artists from home and across the globe, created a potent mix of outdoor cultural activity, ranging from the joyously celebratory Carnival Weekend, to Go Superlambananas and from the magic of Liverpool's Streets Ahead weekend through to the majesty of La Princesse.


STREETS



— *La Machine* —

City centre and waterfront. September 4 – 7

La Princesse – a 50ft mechanical spider created by French company La Machine and produced by Artichoke was specially commissioned by the Liverpool Culture Company as one of the highlights of its 2008 outdoor programme. Up to 500,000 people poured into the city to watch the creature spring to life and explore the streets.





£4

BILLION

Investment in 300 major developments since 2000



— Streets —

— Go Superlambananas



— Go Superlambananas —

City wide and beyond. June 16 – August 25

The biggest multi-sponsorship arts project in the UK – ever. Go Superlambananas involved 125 commissioned pieces of work involving professional artists and designers, 26 community groups and five schools creating art from one design – the city’s own iconic Superlambananas by Taro Cheizo. Together they produced an outstanding arts showcase incorporating many different mediums – from graffiti to fine art, mosaic and textile – on display right across the city-region and even on the top of a Welsh mountain.

— The People’s Opening —

St George’s Plateau. January 11

Nearly 40,000 people witnessed the official start to the ‘08 celebrations in the heart of Liverpool’s Cultural Quarter. More than 800 performers from musicians, acrobats, schoolchildren to stars of the city’s cultural scene including Ringo Starr, gathered for a one hour audio-visual spectacular that was beamed to an estimated 300 million people across the world.

— Power Plant —

Calderstones Park. October 8 – 12

One of the run-away successes of ‘08, Power Plant saw the Victorian leisure gardens of Calderstones Park transformed into a bewitching nocturnal world with one of the largest audio-visual installations ever to come to Liverpool.

— Power Plant – credit Mark McNulty



— Streets Ahead —

Liverpool City Centre. May 24 – 26

One of the main strands of the year’s hugely high profile and successful street animation programme, over one Bank Holiday weekend Liverpool Streets Ahead transformed the city’s streets as never before. Hundreds of performers from the UK, Europe and beyond came to town and music and performance filled seven of the streets and squares of the city centre and even the shop windows, where the mannequins literally came to life.

— The People’s Opening







81%

Hotel occupancy levels were well above national average, with levels at a record 81% in October



Liverpool is world-renowned for its sporting prowess and it's not just about reds and blues. Away from the football field the city is also a centre of excellence in boxing, gymnastics, swimming and tennis and has developed Sportslinx – Europe's leading youth fitness and talent identification programme. The city is also set to end the year on a sporting high, playing host to the BBC Sports Personality of the Year Awards on December 14, at the Echo Arena Liverpool.

SPORT



— *The Tall Ships' Races 2008 – Race Start* —
Waterfront. July 18 – 21

After four years of planning involving 43 different agencies and 1,000 event personnel, Liverpool staged the UK's biggest maritime event of the year. Over a million people flocked to the city's docks to see one of the largest fleets of Tall Ships ever assembled on British waters.



1000 VOLUNTEERS

on the '08 Welcome Programme



— The World Firefighter Games



— Only a Game?



— Clipper '07-'08 Round the World Yacht Race —

Waterfront. July 4

Up to 20,000 lined the banks of the River Mersey to welcome home the 11 yachts competing in this 35,000 mile, 10 month race involving 400 competitors. Coverage of the Clipper '07 – '08 Race has been seen by more than 200 million people in 202 countries.

— Tour of Britain Finale



— The 137th Open Golf Championships —

Royal Birkdale Golf Club. July 17 – 20

For the second time in three years, golf's greatest event returned to Merseyside. More than 220,000 people descended on Royal Birkdale to witness four days of world-class sport, culminating in Ireland's Pádraig Harrington becoming the first European to win the Claret jug in successive years.

— The World Firefighter Games —

Various locations. August 24 – September 2

More than 3,500 firefighters from 43 nations competed in more than 72 events in 42 venues. The events attracted more than 20,000 people over the 10-day spectacle – the world's biggest international amateur sporting event.

— Tour of Britain Finale —

City Centre. September 14

Liverpool was the finishing line for the UK's most exciting cycle race this year – the first English city outside of London to stage the finale. More than 15,000 people lined the streets to cheer the cyclist's home, with Wirral rider Steve Cummings coming a valiant second in the country's biggest professional cycling event and Britain's biggest live sporting event.

— Only a Game? —

World Museum Liverpool. October 11 '08 – March 1 '09
UEFA's thought-provoking exhibition *Only a Game?* came to World Museum Liverpool in October and where better to examine Europe's love affair with the beautiful game than in a city with such a rich footballing history. From the classic era of the 1950s to the modern age of global football superstar and everything in between.

— The 137th Open Golf Championships



— Clipper '07-'08 Round the World Yacht Race





£200
MILLION

Global media value

For centuries, Liverpool's dramatic character and social make-up has been a source of inspiration for writers, philosophers, poets, artists and musicians. A free-thinking city with a natural affinity to the outsider and underdog, Liverpool has been staging a cultural conversation examining the role of culture throughout 2008. These events have included new literature festivals, talent showcases, talks and performances from the Reverend Ian Paisley, Jesse Jackson, Philip Pullman, Germaine Greer, Tony Benn and Lord Heseltine.



CONVERSATIONS AND LITERATURE

— *Chapter and Verse Literature Festival* —

The Bluecoat. October 9 – 19

Merseyside's new annual literature festival, Chapter and Verse began on National Poetry Day and ended with a weekend of exciting events to celebrate the Liverpool Irish Festival. The 11 day festival, featured readings, book signings, talks, discussions, performances and workshops. Highlights included Jim Crace, Tariq Ali, Linda Grant, Sadie Jones, Lemn Sissay and Liverpool's own Mercy and Heart Beats.





150%

increase in visits to Liverpool's Tourist Information Centres



Caven designer shopping

AUDIO CLUB

AUDIO CLUB

Flora's

EXTREM BAR

EXTREM BAR

— Writing on the Wall



— Roscoe Lecture Series



— Roscoe Lecture Series —

St George's Hall – various dates throughout '08
The Roscoe Lecture Series enjoyed its annual airing in Liverpool's magnificent St George's Hall, reinvigorating the debate on what it means to be a citizen in 21st Century Liverpool. With speakers including Lord Heseltine, Peter Sissons and Loyd Grossman the series inspired thought-provoking, entertaining and insightful discussions with members of the public.

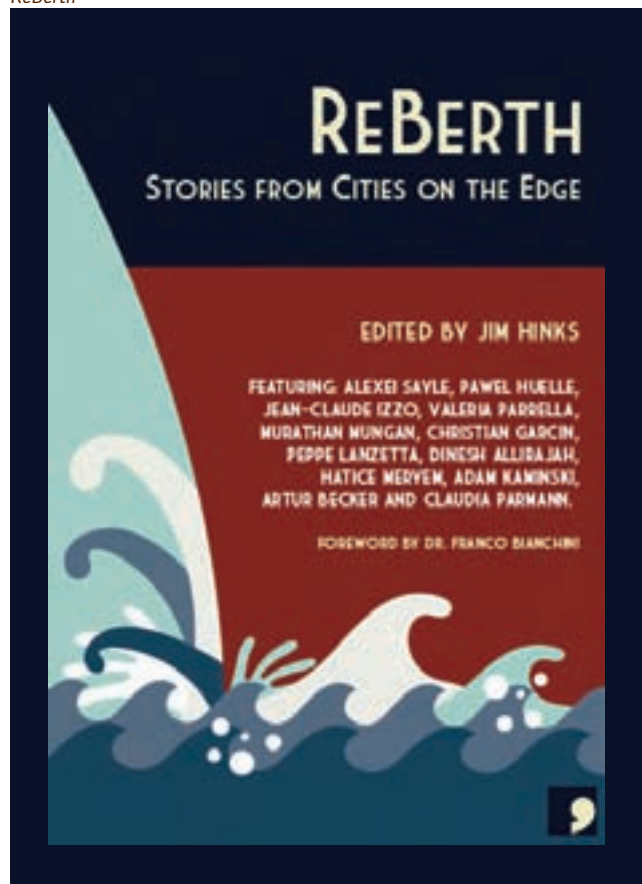
— Writing on the Wall —

Various venues. May 1 – 31
This award-winning festival featured almost 40 events each with its own unique slant on the processes of reading and writing and was attended by over 4,000 people. Its varied programmes attracted a wide range of writers and artists: from local aspirants to the internationally renowned. Highlights included a production of the Ragged Trousered Philanthropist and evenings with Yasmin Alibhai-Brown, Howard Marks and Stephen Poliakoff.

— BBC Free Thinking Festival —

Various venues. October 31 – November 2
A weekend of debates, talks, films, performance, music and conversations as BBC Radio Merseyside's Free Thinking Festival returned for its third year. Highlights included the opening lecture by Will Self and contributions from Tony Benn, Mark Haddon and the Reverend Ian Paisley.

— ReBertH





— The Shipping Lines Literary Festival

— *The Shipping Lines Literary Festival* —

The University of Liverpool. November 3 – 9
Seven days, 50 events, over 30 writers and 2000 literature lovers. During this festival specially created to celebrate '08, 500 people attended workshops and discussions, with special guests including Nobel Prize winner Seamus Heaney.

— *ReBerth* —

Launched December 5
The Cities on the Edge programme has linked together six European port cities with a shared history of immigration, cultural diversity, political dissent and economic reinvention for a variety of exciting projects and events. *ReBerth* is a new anthology of short stories from these 'cities on the edge' – Liverpool, Gdansk, Bremen, Istanbul, Marseilles and Naples – with contributions from writers including Alexei Sayle, Pawel Huelle, Murathan Mungan and Valeria Parrella.





DIVERSE AUDIENCE

'08 Events have successfully reached all sections of the community



EXPLORING

*During '08, the city's heritage revealed itself in many ways, internationally via *Cities on the Edge* and locally in *Around the City in 80 Pubs*. The city's modern day resurgence also emerged in new contemporary architecture from John Moores University's Art and Design Academy, the landmark waterfront and Echo Arena Liverpool and Liverpool One – providing a new landscape for everyone to explore, discover and debate.*

— *Le Corbusier – the Art of Architecture* —

The Crypt, Liverpool Metropolitan Cathedral.

October 2 '08 – January 18 '09

The first major exhibition of Le Corbusier's life and work seen in Britain for more than 20 years premiered in the dramatic crypt of the Metropolitan Cathedral, organised by the Royal Institute of British Architects (RIBA) Trust in collaboration with Vitra Design Museum, Basel and the Netherlands Architecture Institute and supported by the Liverpool Culture Company.



79%

*of people think Liverpool is a city on the rise – the highest
% of any UK city*





— *Around the City in 80 Pubs* —

Various venues. April – September
Liverpool raised a glass to pub culture with a month long toast to comedy, music, magic, talks, walks and food and drink festivals to promote the city’s unique pub heritage. More than 40 – mostly free – events were held in all types of pubs and bars. Highlights included the CAMRA Real Ale Pub Festival.

— *The Beat Goes On* —

World Museum Liverpool. July 12 ‘08 – November 1 ‘09
Liverpool’s musical heritage is put under the spotlight in this toe-tapping exhibition at the World Museum. Bursting with funky tunes, even funkier costumes, memorabilia and fascinating films, *The Beat Goes On* captures the vibrancy and creativity of more than 60 years of the Liverpool music scene.

— *Heritage Open Days* —

Throughout the region. September 11 – 21
Liverpool marked its Capital of Culture Year with a specially extended Heritage Open Days season. Over 11 days thousands of people explored 48 historic buildings and venues in the city exploring classical greats such as St George’s Hall and Liverpool Philharmonic Hall to the Adelphi Hotel. One of the highlights of this year’s programme was a tour of George’s Dock Building Ventilation Station.

— **Stirling Prize** —

BT Convention Centre. October 11
Cable rail stations and football stadiums, high-density housing, a court house, a school and the refurbishment of an iconic concert venue made up the projects on this year's prestigious Stirling Prize. Named after the great British architect Sir James Stirling (1926-1992), a graduate of the Liverpool School of Architecture, the £20,000 prize was presented outside of London for the first time and was broadcast live on Channel 4.

— **Portrait of a Nation** —

National finale St George's Hall. December 1 – 2
Portrait of a Nation was an inspiring two-year long journey which resulted in a national conversation about what it's like to be a teenager in modern day Britain. Hundreds of youngsters from 17 cities across the UK converged on St George's Hall in December in order to learn more about where they come from, what makes their hometown so special, what culture, heritage and identity means to them and what their hopes are for the future.

— **Football: On the Edge of Passion** —

FACT. December 8
Over the past 12 months French Film maker Lilian Thuram has explored the nature of being a football fan in Liverpool, Marseilles and Istanbul as part of the Cities on the Edge programme. The film 'Football: On the Edge of Passion' was premiered in Liverpool.

— **Liverpool Culture Company 'Be Heard' Youth Advisory Group (YAG)** —

The YAG was established in July 2006. There are over 30 members in the group aged between 10 and 20 years and they act as a medium that draws upon the experiences and opinions of young people across the city. They are a recognised auxiliary body to the Capital of Culture and advised and were consulted on the 2008 Programme.

— **Around the City in 80 Pubs** —



— **The Beat Goes On** —



— **Football: On the Edge of Passion – credit Tabitha Jussa** —



— **Liverpool Culture Company 'Be Heard' Youth Advisory Group (YAG)** —





3rd

FAVOURITE
UK CITY

*As voted by Condé Nast Traveller readers
(just behind Edinburgh and London)*

PARTICIPATE

Participation in all its forms has been central to the city's Capital of Culture year, be it creating a Superlambanana, learning to waltz for the Viennese Ball or being an '08 Volunteer. The city has tried to shape a programme which can be adopted by other countries and cities to ensure that they too can tap into the talents of their people. In addition to the Creative Communities Programme, Open Culture was launched to further develop creative projects in the city's neighbourhoods for '08.

— The Orrery —

The Orrery is inspired by traditional instruments which show how planets orbit the sun in the solar system. The Orrery was created to reflect Liverpool's position as 'The Centre of the Creative Universe', a reference to Beat poet Allen Ginsberg's comments following a visit to the city in the 1960s. In 2008 the Orrery visited 40 Liverpool primary schools and engaged over 10,000 young people. The Orrery attended 10 events across the artistic '08 programme, reaching audiences of over 67,000.





— Participate —

— Four Corners —

Various venues. All year
A neighbourhoods' Capital of Culture project, this city wide creative community regeneration programme worked with residents, cultural organisations and neighbourhood services to examine the life of Liverpool's communities.

— Streetwaves —

Various venues. Summer
In 2008, 30 bands performed at the five heats in Liverpool's neighbourhoods, involving a total of 121 musicians. The five chosen bands have toured to Bremen, Istanbul, Gdansk, Naples and Marseilles (Cities on the Edge) and bands from each of these cities visited Liverpool in August to perform at Mathew Street Music Festival and Creamfields, as well as spending a day in Elevator Studios to learn how to record and cut a disc.

— Generation 21 —

All year
This was one of the Culture Company's key creative education programmes and encouraged young people to consider important environmental issues in an interesting and imaginative way. A flagship project of 2008, involving 160 schools, 21 creative collaborators and 10,000 participants, it saw children and young people from across the city take on the role of city planners – designing a 21st Century Liverpool which advocates health and wellbeing.

— Four Corners



— Now That's What We Call Culture —

Echo Arena Liverpool. August 6 – 8
Now That's What We Call Culture was open to the people of Merseyside and aimed to find the country's next big stars. Taking place at the new Arena and Convention Centre over 1160 performers (450 acts) attended a full day of auditions at which celebrity judges selected finalists. The final attracted an audience of over 5000.

— Tales Finale —

St George's Hall. September 30 – October 2
Tales was a specialist arts education project involving over 20 different education partners across the six Merseyside boroughs. Young people from each of the boroughs chose a European myth or tale to explore, which led to a spectacular multi-arts show in St George's Hall in Autumn '08, every performance was a sell out.

— Waiting —

A partnership between the Liverpool Culture Company, Liverpool Primary Care NHS Trust, Mersey Care NHS Trust and three arts/cultural organisations, Waiting explored the value and potential of artistic and creative practice in enhancing health care environments and delivery. Together they injected creativity into traditional care solutions and settings, to expand our ideas about what keeps us healthy, whilst creating new opportunities for improving the patient experience. Diverse creative activities included inspirational soundscape, dance and laughter sessions, together with a 'Waiting' brochure, distributed to waiting rooms across the city. One concept was the use of bird song to soothe people waiting in GP surgeries – positively affecting more than 50,000 people over 12 months at Everton Road, Vauxhall, Lifehouse and Marybone GP centres.

— Open Culture —

Created with the purpose of getting people and organisations involved in 2008 on their own terms, Open Culture provided a platform to a range of opportunities that would otherwise have been out of reach. From broadcasting time on OC167 and an interactive website to a host of participatory projects and events, Open Culture aimed to inspire people to create their own unique piece of culture and make a valued contribution to the year. The programme has also worked closely with local media including the Liverpool Daily Post and Echo and BBC Radio Merseyside in a unique alliance to champion the media's own mass engagement projects.

— Tales Finale





— Waiting



— Generation 21



— Now That's What We Call Culture





ENGAGING THE PEOPLE

“If one had to say one thing that swung it for Liverpool, it would have to be that there was a greater sense there that the whole city is involved in the bid and behind the bid.”

— Sir Jeremy Isaacs, Chair, Independent Advisory Panel for the UK nomination for European Capital of Culture 2008, June 4 2003 —

Engagement was the cornerstone of Liverpool's bid to become European Capital of Culture, and participation has been placed firmly at the heart of the programme for 2008. The city's strength is its people and what makes it unique. The Liverpool '08 efforts have produced the most successful public engagement programme in the history of European Capitals of Culture and these include Creative Communities, Open Culture, the '08 Welcome Programme and Volunteer Programmes.

Creative Communities is the largest public and community arts scheme ever created in the UK. Through partnerships with a number of public and private sector bodies, the four year scheme has delivered an £11 million grassroots programme, ensuring that the 2008 celebrations resonate in every corner of the city.

In nurseries, schools, community centres and cultural venues across Liverpool, Creative Communities is supporting partnership agendas, developing artist sustainability and improving access to the arts.

At the core of Creative Communities is a simple aim – to harness the creativity of Liverpool's people by making creativity an integral component of everyday life. It's been about creating the space for imagination and conversation, whether that's about a superlambanana, a spider disappearing into the Mersey Tunnel or creating a blueprint for a new city in every school this year, it has enabled everyone to dream.

There is no one voice in 2008, but many thousands believing in a new confident city.


Confidence cannot be measured by statistics and numbers, but these are also impressive. In 2008 alone we estimate that there were over 3500 Creative Community events working with 6500 artists with 40,000 participants and a collective audience of over 800,000. These have involved the best artists and cultural organisations to make sure the work is truly exceptional and a fitting partner to the rest of the programme.

These programmes have been recognised across the globe as breaking new ground for public engagement. The violence prevention programme, 'It's Not OK!', has received cultural pathfinder status and Streetwaves and Four Corners are being rolled out nationally and internationally. Given the unprecedented positive reaction they received for their '08 projects focused on health and well-being, the Primary Care Trust Service and Mersecare have both committed to driving the arts and health agenda forward over the next three years. Merseyside Police, Children's Services and Merseyside Fire and Rescue Service have also had tremendous feedback about their '08 projects and they have all taken future ownership of different community based programmes using culture as a catalyst. There is true sense of sustainability with these key partners committed to the future.

Open Culture is a programme that inspires people to create culture rather than just consume it, providing a free platform for over 6300 individuals and organisations alike to get involved in 2008 on their own terms, from street pavement art to jewellery design. Open Culture has numerous open access points which range from 6 hours daily on Sky 167 with many films submitted by the people of Merseyside, an interactive and information sharing website plus mass and small scale participation projects.

A robust element of Open Culture has been the local media alliance, with the Liverpool Daily Post and Echo, Radio City and BBC Radio Merseyside each championing their own mass engagement projects. It also has a real entrepreneurial side with ideas from artists matched with support from business, or by businesses simply discovering their own creativity.

Due to the major role that local people can play in the visitor experience and perception of the city, the '08 Welcome Programme was developed to help front line staff put the special Liverpool touch to their customer service and over 5000 staff participated in '08 Welcome workshops. The '08 Volunteer Programme was also established to provide the Culture Company and its cultural partners invaluable support for events and projects across the four years and approximately 1000 volunteers have taken part in '08 events alone.



“Liverpool city centre has been totally transformed... I sometimes get a bit lost myself because all the old landmarks have changed!... I think the whole Capital of Culture thing has been brilliant for regenerating Liverpool and it’s even having some impact on this side of the Mersey too.”

TRANSFORMATION OF THE CITY

Liverpool is experiencing one of the greatest physical transformations in its history which is being fuelled by unprecedented investment of an estimated £4 billion across nearly 300 major developments in the city centre.

The impact on the local economy is immense, with wealth generation increasing at levels over and above the national and North West averages, with some experts saying that this has cushioned the Liverpool City Region’s economy during this difficult economic time.

£1 billion Liverpool One Development, the largest city centre regeneration project in Europe, physically knits the Albert Dock and the city centre together and has catapulted Liverpool from 15th to 5th major retail destination in the UK, attracting a 33% rise in shoppers and a projected spend of £2 billion in the city by the end of ‘08.

The Echo Arena and BT Convention Centre has provided the city with an international standard arena, conference and exhibition facilities which have already hosted a number of high-profile events as part of the Capital of Culture celebrations, along with international and national conferences, exhibitions and conventions. With bookings already taken up to 2014, the venue is estimated to generate £200 million for the city’s economy in its first year.

At the Pier Head the new Cruise Liner Terminal, the extension of the Leeds and Liverpool Canal and the new Museum of Liverpool are breathing new life into one of the city’s most recognisable vistas. Together with the Albert Dock and the new International Slavery Museum, the Liverpool Waterfront will become one of the best waterfront tourist destinations in Europe.

The cultural icons of St George’s Hall, the Bluecoat and the World Museum Liverpool have also undergone extensive renovations which helped drive the substantial increase in cultural visits in Liverpool during 2008.

The Universities have also played their role in cultural renaissance with the University of Liverpool’s restoration of the Victoria Gallery Museum and the redevelopment of the Sydney Jones Library as well as the new Design Academy at Liverpool John Moore’s University.

With new hotels integral to several major developments, Liverpool’s capacity for extra visitors is growing in line with its popularity as a tourist destination.



MAINTAINING THE MOMENTUM



This is only the end of the beginning.

Liverpool has changed forever and this success on a world stage has given it the confidence and the desire to maintain the momentum.

It would not have happened without everyone playing their role and the unprecedented collaboration in building a programme for '08 that reflects the artistic heart of Liverpool and which has caught the imagination of the world.

Part of the '08 legacy are the networks that have been developed across the cultural partners, large and small, to support each other and continue to work collaboratively for the benefit of the cultural future of the city.

Not only did the people of Liverpool help win the bid, but they have helped build programmes in their communities that are unparalleled nationally or internationally using culture to help regenerate. The continued engagement of the people of the city is fundamental and programmes are being put in place to continue this success and develop pilots for potential future UK wide programmes.

The transformation of Liverpool's built environment has been extraordinary and has not finished. The new Museum of Liverpool combined with the re-launch of the World Heritage Waterfront and the new Liverpool to Leeds canal link will just be the next stage of the ongoing renaissance of the city.

To support their efforts and help orchestrate opportunities across Merseyside, the Culture Company Board has endorsed the creation of the Cultural Collective which will be a small independent, sub-regional organisation that will help foster creative inspiration.

And importantly, there is a commitment from the public and private sectors to find resources to help take advantage of this moment in time for Liverpool and capitalise on its success on the world stage.

'08 has been about being inspired by the uniqueness of Liverpool and the uniqueness of the year to raise ambitions and go beyond the expected. This has let the genie out of the bottle and there's no turning back.

Liverpool will forever be a European Cultural Capital. Although '08 was an exceptional year, Liverpool's cultural offering every year rivals many European cities. Going forward, Liverpool will continue to position and present itself as one of Europe's best and most unique cultural destinations.





ANOTHER EXCITING YEAR IN ENGLAND'S NORTHWEST



As Liverpool celebrated its year in the cultural spotlight, the rest of England's Northwest were working in partnership with the Northwest Regional Development Agency (NWDA) and the Liverpool Culture Company to ensure that the whole of the region would benefit from this once-in-a-lifetime opportunity.

A unique programme of over 50 events across the Northwest celebrated the region's strengths and aimed to boost the visitor economy and raise the profile of the region. Over £5.4 million of press coverage has been generated outside of the Capital of Culture to date and early indications show that visitor numbers and spend have both increased, with over 570,000 visitors attending '08 branded events outside of Liverpool across the region. Full evaluations from each of the four 'Years of' campaigns will be available in the first quarter of 2009.





— *Year of Adventure '08, Cumbria* —

With England's five tallest mountains and the deepest and longest lake, Cumbria is the country's biggest adventure playground. Exploring this landscape is an adventure in itself, but add to that an adrenaline fuelled calendar of events, new activities and exciting challenges, and you have the perfect components for a Year of Adventure.

The action-packed programme included the first ever national open water swimming event, the Great North Swim, which saw 2,000 competitors take to the waters of Windermere, alongside established cult classics such as the Kendal Mountain Festival, which never fails to attract the big names of mountaineering. New products were launched to strengthen the county's adventure credentials; a new Via Ferrata route at Honister, a new GoApe course at Whinlatter Forest and a new black run cycle trail also at Whinlatter. The year has laid the foundations for Cumbria's quest to become the Adventure Capital of the UK.

— *Cheshire's Year of Gardens '08* —

Led by Visit Chester and Cheshire, this initiative successfully tapped into the '08-effect to launch Cheshire as an international horticultural destination. Engaging with over 70 businesses across the county, including nearly 30 garden attractions, Cheshire's Year of Gardens brought a series of top-class events to some of the country's most stunning gardens; from pumpkins to pop concerts, the celebrations have encouraged year-round visits to Cheshire's gardens.

As well as boosting visitor figures by 5 per cent in the first 9 months, events such as the inaugural Tatton Park Biennial attracted new audiences to Cheshire's glorious gardens, many of whom were from outside the region. Press coverage for the campaign topped £2.3 million and with 88 community groups awarded over £44,000 to green public spaces, Cheshire is cultivating a great reputation for top quality visitor experiences.

— *Manchester World of Sport '08* —

2008 has been the single biggest year of world sport in Manchester since the XVII Commonwealth Games in 2002. Manchester buzzed with passion and adrenaline, as the world's greatest athletes arrived in numbers, ready to test themselves against the best of the best, in pursuit of some of the most prestigious prizes in their sports. From the FINA World Swimming Championships to the Paralympic World Cup, the city hosted a unique series of unmissable events in '08.

The UCI Track Cycling World Championships were a sell-out. The 9th FINA World Swimming Championships achieved the largest ever paid attendance for a swimming event in the UK (19,865). And the BUPA Great Manchester Run saw its largest ever number of competitors – 31,000. These three events coupled with the Paralympic World Cup brought over £11 million* into the regional economy and proved Manchester's credentials for hosting world class major events.

— *Taste Lancashire '08* —

Kick started with the world's biggest Lancashire hotpot (check the Guinness Book of World Records 2009 for verification!), Taste Lancashire '08 was a year long celebration of the county's fantastic food, celebrated chefs and top-notch eateries. Orchestrated by the Lancashire and Blackpool Tourist Board with Masterchef himself Loyd Grossman at the helm, the year of food and drink included a picnic month in August and a producers month in October, as well as a host of tasty one off culinary events that complemented established foodie festivals.

There are now over 120 Taste Lancashire accredited restaurants across the county, where diners can be assured that quality local produce and service will be at the heart of the experience. And as well as encouraging over 300 visitors to pack a Lancashire picnic and over 10,000 people to log on to www.tastelancashire08.com, the year long campaign generated over £2.5 million of media coverage and has firmly established Lancashire's position as one of the UK's leading foodie destinations.

*Source: Ipsos MORI North and Experian

WHAT THE CRITICS HAD TO SAY...

“ Liverpool’s brilliantly successful year as European Capital of Culture - Beatles, spiders and all - prompts a roll call of the talents of its native sons and daughters: not only John, Paul, George and Frankie Goes to Hollywood but also Dame Beryl, Sir Simon Rattle, Rooney and the anarchic comic genius of Ken Dodd. Its citizens duck, dive, shimmy or swagger beneath St George’s Hall, the finest example of neoclassical architecture in Europe. ”

— Carol Ann Duffy, *The Observer*,
on *Liverpool European Capital of Culture* —

A big-hearted homage to the city’s legendary hotel during its Thirties heyday, the show at times feels like a giant banner unfurled across this fast-regenerating city declaring it ‘back in business’. ‘The stars are calling out our name/It’s Liverpool’s time again’, runs one of the lines in the evening’s most rousing anthem *Once in a Lifetime*. The lyrics may relate to optimism past, but the upbeat message for locals today is unmistakable.

— Dominic Cavendish, *Daily Telegraph*,
on *Once Upon a Time at the Adelphi* —

Welcome to Britain 2008 – Truly a Home of Culture
The sweet scent of success surrounds our cultural life...The Liverpool European Capital of Culture programme continues to confound the critics... There is a renewed pride across Britain in the purpose and role of our cultural institutions.

— *The Observer* editorial,
on *Liverpool European Capital of Culture* —

A production that combines energy, invention and, on occasion, showiness... It’s Postlethwaite’s night. His incredulous stare seems also to reach into places he never knew existed.

— Benedict Nightingale, *The Times*, on *King Lear* —

... Sir Paul McCartney gave Liverpool back its days in the golden Sixties sun. No one who was there will ever forget it.

— *Daily Telegraph*, on *Liverpool Sound* —

Without the city, the Beatles wouldn’t have mattered much either. If others were the fifth Beatle; Liverpool was the Mother Beatle, shaping the working-class wit and daring that distinguished the band...The years flowed back as a choir of 36,000 Scousers became Macca’s backing singers. And in the end it was a triumph... When Paul stood and told the crowd: ‘Oh Liverpool, I love you – it’s really good to be back,’ he said it all.

— Geoff Baker, *Daily Mirror*, on *Liverpool Sound* —

On the whole, Capital of Culture programmes have had a very positive effect on mental health; negativity towards events and initiatives only arises when communities feel they have not been considered in the development of a scheme. Culture in Liverpool would not be what it is without its people and so it is important to include them at every level.

— Helen West, *Mental Well-Being Impact Assessment Group at the University of Liverpool* —

...You bring yourself to it, your tarnished soul is gently massaged, and you emerge feeling shiny and brand new...There is an extraordinary point when you emerge mole-like out of the dark into the great cavernous body of the cathedral, with its massive stained-glass windows. Below in the gloaming a Madonna-like angel walks, her dress trailing behind her like a puddle of spilled milk. The journey takes about an hour; it will sustain you for a lifetime.

— **Lyn Gardner, *The Guardian*, on *One Step Forward, One Step Back*** —

This thoughtful and beautifully realised show doesn't feel as if it was intended to be a blockbuster, but that's exactly what it is. I suspect the staff at Tate Liverpool don't have the slightest idea of the human tsunami that is about to engulf them. If this isn't the most popular exhibition ever held in Liverpool, I'm Boris Johnson.

— **Richard Dormet, *Daily Telegraph* on *Gustav Klimt: Painting Design and Modern Life in Vienna, 1900*** —

She came, she crawled and she conquered. A 50ft high mechanical spider...There were times when it seemed to be leading the entire population of the city on a merry dance, like some kind of arachnid pied piper...what is impossible to measure is the contribution to the national index of happiness created by this giddy piece of free street theatre.

— **Lyn Gardner, *The Guardian*, on *La Machine*** —

From the surreal, Pythonesque cartoons of the 19th-century segment (a monstrous Queen Victoria swallowing cargo ships whole) and the rope-dancers twisting 30ft in the air, to the spectacular deployment of the excellent Royal Liverpool Philharmonic in dozens of little boxes stacked six storeys high (the conductor, Vasily Petrenko, keeping time from a crow's nest high above the stage), the visual element was brazen and breathtaking...But it was the music that gave the show heart and soul.

— **Richard Morrison, *The Times*, on *Liverpool the Musical*** —

The Bluecoat Art Centre, Britain's oldest, so they say, reopened in March after a major multimillion-pound refit. It is a charming, large, long-popular early-18th-century building in the heart of Liverpool and essential to visit even if Yoko Ono's current video of a fly tickling a woman's nipple is not to everyone's taste. An easy walk from the Bluecoat is FACT, an imaginative modern building which specialises in film and video. I wish such a place existed in London.

— **Mark Glazebrook, *The Spectator*, on *the Bluecoat*** —

Art in the Age of Steam, at the Walker Art Gallery in Liverpool, is a marvelous exhibition. It's full of masterpieces and surprises. Painting takes the train, and the journey is spectacular, with works by Manet, Monet, Daumier, Pissarro, de Chirico and Hopper... As a rule, I'm against anthologising art by subject matter. The theme tends to dominate the art and the art tends to be of variable quality (bad work as well as good will fit the bill). So it's lucky that there are so many superb train pictures.

— **Tom Lubbock, *The Independent*, on *Art in the Age of Steam*** —

"You know, you have a fantastic orchestra," declared Sir Simon Rattle to the Liverpool audience at the end of his concert with the Royal Liverpool Philharmonic Orchestra. "So cherish it." It's most unusual for Rattle, whose accent still bears a distinctive Liverpoolian twang, to speak in a concert...he is a local hero and artist laureate of the RLPO during the city's year as European Capital of Culture.

— **Lynne Walker, *The Independent*, on *Sir Simon Rattle and the Berliner Philharmoniker*** —

Sometimes, reviewing is a tough task and giving an opinion on *The Liverpool Everyman's* latest offering, *Tartuffe*, is particularly difficult. Why? Because there simply aren't enough superlatives to express just how glorious this production is. Fast, funny, farcical and phenomenally well acted, Roger McGough and Gemma Bodinetz have taken a text reflecting 17th century courtly manners – a premise that might make some cringe – and turned it into nothing other than pure theatrical gold... Is there a quibble? Yes. The time in your seat passes too quickly and if anybody is looking to see how theatre should be done, this is it. A quite perfect night out.

— **Chris High, *The Stage*, on *Tartuffe*** —

The gloom merchants, such as myself, have been proved wrong about Liverpool as European Capital of Culture.

— **Richard Brooks, *Sunday Times*, on *Liverpool European Capital of Culture*** —

Not so long ago, Liverpool was a punchline, where a woman in a white shellsuit was known as "the bride" and the Mersey only ran through the city to avoid being mugged. Today the place down the M62 is the European Capital of Culture, a shining symbol of renaissance, boasting modern architecture, an abundance of art, and a people proud of both its past and present.

— **Kate Whiting, *Manchester Evening News*, on *Liverpool European Capital of Culture*** —

Power Plant trashed the general view that abstract art and weird music are elitist pursuits designed to baffle the uninitiated. It will be a small tragedy if this show isn't recommissioned elsewhere.

— **Robert Sandall, *Times online*, on *Power Plant*** —

LIVERPOOL NEXT BA

Only in Liverpool

Scenes of jubilation that greeted the arrival of 50ft spider in the Capital of Culture perfectly illustrate the city's quirky spirit

— The Independent —

How Scouse became the culture of Europe

— Buenos Aires Herald —

Scouse is the new black

— The Independent —

Pool Taler

— Financial Times —

Who's the retail daddy?

Liverpool, 2008's capital of culture, looks set to be this year's capital of north-west retail

— Property Week —

OL, THE RCELONA

— Wall Street Journal —

Liverpool —
a place where
business can
thrive

— Investment Now —

Back to where it
once belonged

— The Washington Post —

£2BN SPREE PREDICTED
AS CITY SURGES UPWARD

— Liverpool Daily Post —

Families caught up
in spider web of
Crowds simply blown away

— The Guardian —

Liverpool
tough a

This year is
Liverpool's
time to shine

— New Zealand Herald —

Liverpool
I love you

— Daily Mirror —

A GREAT PLACE
TO
INVEST, LIVE,
AND VISIT

— Investment Now —

Liverpool hotels benefit from
Capital of Culture honour

— Bar, Hotel and Restaurant —

of will be a
city to follow

— New Statesman —

The Pool
gets posh

— Irish Independent —

CE TO
WORK

THE
RIPPLE
EFFECT

As Liverpool's year as European Capital of Culture vitalises the city, the outlying boroughs of Merseyside have plenty to keep them busy

— Insider —

THE CULTURAL
REVOLUTION BEGINS

— Manchester Evening News —

THE YEAR IN NUMBERS

- 1 Spider.
- 2 Beatles.
- 13 Royal visits.
- 17 Cities involved in Portrait of a Nation.
- 20 Miles of event barriers.
- 35 Commercial partners.
- 38 Cruise liners.
- 59 MPs in the All Parliamentary Party Group.
- 60 World and European premieres.
- 62 Tall Ships.
- 100 International delegations.
- 119 Superlambananas.
- 216 Films, TV programmes and ads filmed in Liverpool.
- 366 Days.
- 1000 Volunteers.
- 3500 World firefighters.
- 7000 Events.
- 10,000 Artists.
- 10,000 Front line staff (Liverpool Welcome Customer Service programme).
- 40,000 Cruise passengers.
- 67,000 School children.
- 160,000 Creative Community participants.
- 1m Hotel beds sold.
- 15m Cultural visits.
- £200m Global media value.
- £800m Economic benefit to the Liverpool City Region.

At the time of going to print all figures were best estimates. Thanks to the following organisations for all their help in compiling them: Cision UK, Condé Nast, GfK NOP, Impacts '08 – The Liverpool Model, European Capital of Culture Research Programme, Northwest Regional Development Agency, The Mersey Partnership, and VisitBritain.

15 MILLION

One of the aims of Liverpool's bid to be European Capital of Culture 2008 was to provide an audience boost for the city's cultural sector. Liverpool has long boasted a cultural infrastructure of world class organisations and events and during '08 many of Liverpool's cultural venues broke box-office records, with Tate Liverpool passing the one million visitor mark. The '08 programme has also attracted millions of visitors to its outdoor free events such as Go Superlambananas throughout the Summer, The Tall Ships' Races in July and the spectacular La Machine in September. Below is a snapshot of selected venues in the city.

Visitor figures January to December*2008

% Increase

— National Museums Liverpool	2,668,000	↑ 33
— Tate Liverpool	1,088,000	↑ 68
— Mersey Ferries	700,000	↑ 33
— Central Library	568,000	↑ 6
— Liverpool Cathedral	519,000	↑ 22
— Echo Arena and BT Convention Centre	600,000	Opened Jan '08
— FACT	468,000	↑ 11
— Liverpool Empire	457,000	↑ 4
— The Bluecoat	395,000	Reopened Mar '08
— '08 Place	365,000	↑ 60
— Metropolitan Cathedral	356,000	↑ 32
— Liverpool Philharmonic	271,000	↑ 24
— The Beatles Story	201,000	↑ 30
— St George's Hall	167,000	Opened Apr '07
— Liverpool Everyman and Playhouse	163,000	↑ 22
— LFC Museum	162,000	↑ 7 <small>(21 days trade affected by Liverpool Sound)</small>
— Royal Court	148,000	↑ 3
— Spaceport	110,000	↑ 67
— Victoria Building and Gallery	37,000	Opened July '08
— Magical Mystery Tour	31,000	↑ 46
— Open Eye	18,000	↑ 96

* Figures rounded to the nearest thousand, December figures projected

THE YEAR ON ONE PAGE

366 Days.

7000 Events.

10,000 Artists.

1 Million visitors to Tate Liverpool.

1 Million hotel beds sold and hotel occupancy levels well above national average, with levels still at a record 81% in October.

15 Million people attended a cultural event or attraction.

£800m Economic benefit to the Liverpool City Region.

£200m Global media value.

£4bn investment in 300 major developments since 2000.

70% of people in Liverpool have visited a museum or gallery (UK average is 59%).

1000 Volunteers on the '08 Welcome Programme.

67,000 Children – every child from every Liverpool school has been involved.

Diverse audience – '08 events have successfully reached all sections of the community.

3rd favourite UK city as voted by Condé Nast Traveller readers (just behind Edinburgh and London).

25% of all visitors this year were new to the city.

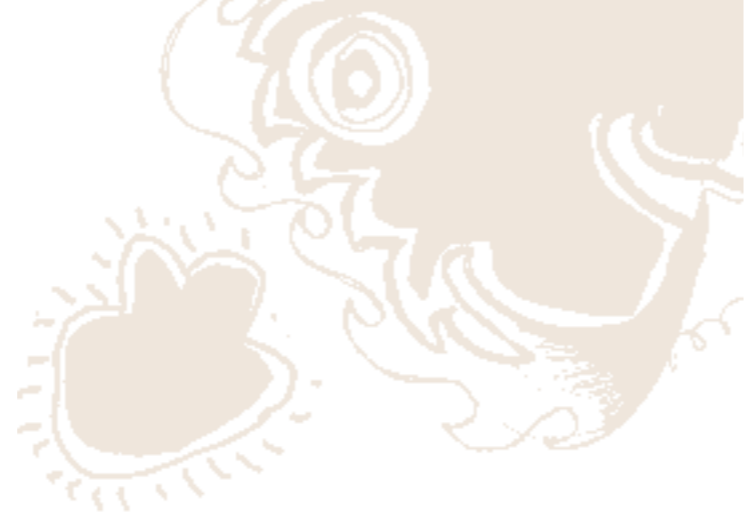
79% of people think Liverpool is a city on the rise – the highest % of any UK city.

150% increase in visits to Liverpool's Tourist Information Centres.



“It’s turning out to be one of the most successful Capital of Culture programmes that we have ever had. We are now trying to create a network of European Capitals of Culture to build on Liverpool’s experience.”

— José Manuel Barroso – President – European Commission —



Liverpool08

EUROPEAN CAPITAL OF CULTURE

OFFICIAL PARTNERS



OFFICIAL SUPPORTERS



OFFICIAL SUPPLIERS



MAJOR FUNDING PARTNERS



FRIENDS

Ethel Austin Properties • John Lewis Plc • Beetham Organization Ltd • Mando Group Ltd
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