



Rouen Seine  
Normande  
2028

Candidature  
capitale  
européenne  
de la culture

Let's embark  
for

Rouen

2028

From Giverny to Le Havre  
and Honfleur, the Seine Normande  
European Capital of Culture

[www.rouen2028.eu](http://www.rouen2028.eu)  
#rouen2028



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Do not litter.

## What is a European Capital of Culture?

Every year, the label European Capital of Culture honours 2 or 3 cities designated by the European Commission. Set up in 1985 by Melina Mercouri, then the Greek Minister of Culture, the objectives of this label are:

- to highlight the wealth and diversity of European cultures,
- to celebrate cultural bonds uniting Europeans,
- to favour the contribution of culture in the development of towns.

During one calendar year, the chosen cities showcase their heritage and cultural dynamism by organising dozens of exhibitions, festivals and other events. Thus, the ambition of a European Capital becomes meaningful in the construction of **structural projects transforming the territory and its image for decades**.

Since the origins of the programme, over 60 towns have received this title, including **4 French cities**: Paris in 1989, Avignon in 2000, Lille in 2004 and Marseille in 2013.

In **2028**, another French city will be a European Capital of Culture alongside a **Czech town** and another from a country applying to enter the European Union.

## Why is Rouen a candidate?

For several years, the label European Capital of Culture has been **awarded to resilient cities**. These towns draw from their weaknesses and the crises they have undergone. They adopt ambitious objectives for the long-term transformation of the territory, by using culture as a lever. Lille and Marseille, which preceded us in 2004 and 2013, were set in this model.

Rouen has experienced great upheavals with the crises of the Seine valley's industrial model and the resulting social and environmental consequences. The authorities of the Seine Normandie valley have come together around this candidature as a commitment to metamorphosing the Territory as a response to past and future upheavals.

# The calendar of the candidature

**2028 will be the year of a European Capital of Culture in France. This may seem to be a distant date, but everything is already at stake!**

**2018** / Announcement of the candidature of the Rouen Normandie Metropolis to be a European Capital of Culture in 2028

**2019** / Foundation of the association Rouen Normandie 2028 to support Rouen's application

**2019-2020** / Diagnosis, elaboration of the application strategy and definition of the project's territory

**2021** / Structuring of the project which became **Rouen Seine Normande 2028**

**2022** / Preparation and drafting of the application dossier (called a Bidbook)

**11 november 2022** / Delivery of the application dossier to the European Union

**2023** / Pre-selection of several cities. These cities will be visited by the European jury

**End of 2023** / Election of the French city chosen to be a European Capital of Culture in 2028 by the European jury

**2024-2028** / Mobilisation and production phase of the project

**2028** / Rouen, European Capital of Culture

**2038** / Planned horizon for the structural projects



# Territory of the candidature



With Rouen as its home port, the territory of the candidature is the valley of the Seine Normande, from Giverny to Le Havre and also Honfleur.

The territory's authorities have expressed a deep desire to work together with the inhabitants, artists, enterprises, associations and all their cultural players to metamorphose the territory thanks to the lever of being a European Capital of Culture. The territories bordering the Seine will become embarkment quays for this European Capital of Culture.

The Rouen Seine Normande 2028 territory has a **wealth of contrasts and complexities**. Abandoned sites can become nuggets, deprived neighbourhoods, treasures, isolated streets, poles for projects, lone quays, artistic embarkment ports. These strengths are as potent as the rich heritage which is already well-

known in this territory. The valley of the Seine Normande has a shared history and geography and a **collective future** marked by industrial and climatic risks.

**The application's territory is also Europe!**

A European Capital of Culture should contribute to making Europe a space for solidarity and sharing. It is with the conviction that culture has a vital place when it comes to creating these profound bonds that Rouen Seine Normande 2028 has chosen to construct long-term partnerships with towns that share similar challenges and values with the Seine Normande.

These partnerships will be developed around the presence of a river at the heart of the friend-towns and cooperation is already being strengthened to place the Seine Normande and Europe at the centre of this dynamic.

# A vision with 3 axes

Since 2018, the candidature of Rouen has been constructed step by step. In 2022, we entered the phase of structuring and drafting the project which will lead to the submission of our application dossier to the European Union. It is up to us to write **a story** that tells of our territory. This candidature is an opportunity for us to draw on new sources for **inspiration** while questioning the challenges which to be faced, such as industrial and climatic risks. It has set up a dialogue of historic, natural and countryside heritages. And it federates around the shared action of imagining where we are dreaming of going.

This adventure has three structural axes: an application of the Seine Normande, for future generations around **shared knowledge!**

# 1. An application with science and shared knowhow

The application aims to help everyone to take an interest in all forms of **knowledge and knowhow**, with their demands and their transmission, to place them at the service of a shared European project.

Around culture, Rouen Seine Normande 2028 will associate the sciences and science-fiction, pedagogy and journalism, the applied arts and university research, exchanges of lessons and the sharing of skills, good practices and big ideas, controversies and utopias, etc.

Let's join together and open up around a project in which everyone will learn from everyone else.

Based on **different forms of knowledge**, that of experts but also amateurs, universities or else our neighbours, the European Capital of Culture will bring us all together around labour practices, such as industrial memories, as well as technical, manual and intellectual skills.

With art and culture at the heart of this process, conceiving and producing together **an ideal city** with and for the future generation will help us to think beyond the event, with 2038 as the horizon, which will incite multiple partnerships around the transmission of knowledge.

# 2. An application for future generations

Let's take a coming generation and construct an application with and for future generations. The application of Rouen Seine Normande 2028 is an opportunity for us to place ourselves at the service of **children and youth**, with the help of their young parents, grandparents, as well as all the specialists and lovers of the territory.

Rather than thinking for them, let's ask our children and teenagers to place themselves at the heart of the transformation process of the territory,

to design futures that will reinvent it and prepare it for the challenges of the century.

This will require us to heighten our inventiveness, **creativity** and utopias to view our streets, countryside and the Seine with fresh eyes, and awaken imaginaries aimed towards childhood and youth, by inspiring ourselves from them. We have everything to gain. Let the future generations have the power to change their lives, with us at their service.



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### 3. A candidature of the Seine

The river lies at the heart of the Rouen Seine Normande 2028 project and stands as far more than a decor or an object to be exploited, but as a subject in itself. It is a **territory of imaginaries**, partnerships and activities, with a life in motion.

Pass through its meanders, wander along its banks, appreciate its twists and turns, recover its past, help it to define its future, recognise it as an **entity in its own right**: to sum up, try to understand what we can give, and how culture can be regenerated at its contact – such are the territorial challenges of this candidature.

It is a space which is not just the “Seine axis”. Its political and economic dimensions have been enriched by its sensitive elements: landscapes and movements, **tales** in small and great stories.

A space in which the sciences contribute to its understanding and protection, where cycle paths and green lanes allow for its discovery over time. It is a shared space to be handed down as a heritage to **future generations**.

So, what if it was in fact the Seine Normande that was the candidate?



# Rouen 2028 Community



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The founder members:



# The embarkment quays

Around Rouen, the candidature's **"home port"**, the communities bordering the Seine enter into the application process via the "embarkment quays" that symbolise and represent the Capital right along the Seine.

Many public intercommunal cooperation bodies in the Seine valley have answered favourably to this initiative, among them can already be mentioned: the Seine-Normandie Agglomeration, Caux-Seine Agglo, and the groupings of municipalities of Lyons-Andelle, Le Roumois-Seine and Caux-Austreberthe.

They have joined the project's historic, founding partnerships since 2019: the Metropolis of Rouen Normandie, the City of Rouen, the Normandie Region, the Departments of the Eure and Seine-Maritime and the Seine-Eure Agglomeration.

This mutual work means being able to identify: each territory's **singularities** (be they geographic, historic or patrimonial) and its expectations, to define the project's **"embarkment quays"**, as vital entry points into the Capital, in a rationale of intermodality and the development of soft-mobility infrastructures.

It also means identifying and involving key stakeholders: institutional and economic actors, the associative sector of culture or the social field, and in particular the inhabitants, so as to reference the structural projects that will **nourish this candidature and contribute to the collective construction of the project.**

# The sponsors

The sponsors of Rouen Seine Normande 2028 are local personalities who defend the values supported by the candidature.

They are committed to backing up the project and to defending it along with all the territory's actors who are involved in this process, on the banks of the Seine in Rouen and from Giverny to Le Havre.

The first sponsors: **Philippe Torreton**, actor and director, **Marie Dupuis Courtes**, CEO, President of the Maison Dupuis, **Rilès**, rapper, composer, singer and producer, **Michel Bussi**, writer and geographer, **Alain Van der Malière**, President of the Festival des

Francophonies in Limoges and of the association Le Pavillon, a centre devoted to Caen's architecture, urbanism and landscape, **Juline Anquetin Rault**, teacher, one of the 10 finalists of the worldwide Teacher Prize in 2021, **Julie Tocqueville**, visual artist, **Joël Alexandre**, President of the University of Rouen Normandie, **Émilie Daudin**, influencer, Wax Tailor, musician, author, composer and producer, **Gaël Musquet**, hacker and meteorologist, **Benoît Laignel**, President of the Normandie IPCC, and member of the international IPCC ...

They will be joined by many others as the candidature project progresses.

## Benoît Laignel

*Member of the international IPCC (intergovernmental panel on climate change) and president of the local IPCC, Benoît Laignel is a professor of the geosciences and the environment at the University of Rouen Normandie, where he is also the Vice-President of Sustainable Development and Social Responsibility.*

*"I agreed to become a sponsor of Rouen Seine Normande 2028, because this candidature conveys the extremely original idea of culture in its broadest sense, a culture that in particular includes the culture of risk and multi-risks. By taking into account these dimensions, the candidature features a genuine strength that could make a difference."*



## Michel Bussi

A trained geographer, and for a long time a professor at the University of Rouen, Michel Bussi acquired a taste for words and intrigues at a young age. Within a few years, he became one of France's most widely read authors. His novels distil suspense, virtuosity and emotions, but also decipher our society under a gaze that is both just and modern, and always tinged with humanity. These elements mean that today the author of *Family Blood*, *Black Water Lilies*, *The Other Mother*, or *Time is a Killer ...* has been successfully adapted into graphic novels and television series, translated in 37 countries and forged a strong bond with his readers.



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## Emilie Daudin

*Better known by the name Émilie Brunette, Émilie Daudin launched her blog in 2007 to share fashion advice.*

*Suffering from triple negative breast cancer, the most difficult form to treat, she has shared her experience to raise awareness among women about screening. Émilie appeared in the ranking of Vanity Fair France of the 50 most influential French people in 2021 alongside artists, CEOs and researchers. It was quite natural for this influencer to agree to be a sponsor of the candidature of Rouen European Capital of Culture 2028.*

*"I have lived in Rouen for several years. I discovered a highly dynamic territory in cultural terms, which has a rich heritage and which deserves to be better known."*



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# Becoming involved in the project

## Embark for Rouen 2028

Are you a member of a cultural structure and want to be part of the dynamic of Rouen Seine Normande 2028? This is possible **by labelling right now your events** which are already in the spirit of the candidature.

This is a way to convey your will to advance together towards

2028, and beyond. And a means to display the candidate territory's dynamism.

The adoption of the "Embark for" strategy is free, so long as everyone respects its spirit. You will find below a few principles which can inspire one and all.

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# Criteria

To check if your event corresponds to the spirit of “Embark for”, it should meet several criteria, as defined below. The event must take place in the territory of the candidature and respect at least two of the following criteria:

- It has a supra-regional, or even national aura,
- It is addressed at a public distanced from culture,
- It is the fruit of a cooperation between several public or cultural actors on the territory,
- It allows the public to participate in the creation,
- It has an intrinsic European dimension.

It is recommended to favour events which are in one way or another relevant to at least one of these items:

- Male / female equality
- Ecological transition
- Soft mobility
- Towns at the scale of children
- The sharing of knowledge
- The Seine
- Future generations

For further information or to acquire communication material to label your event write to us via email: [contact@rouen-normandie-2028.fr](mailto:contact@rouen-normandie-2028.fr)



## Become a supporter

If you can be a supporter of the candidature:

- Do you love your town, your territory, do you live there or just like to spend time there?
- Do you want to see it develop according to your desires for future generations?
- Are you ready to suggest ideas, to propose leads or give us your remarks?

• Do you support the candidature, whatever your age, or your favourite activities, wherever you live, alone or with a family, are you in an association, a school or an enterprise?

**Discover the supporter kit at [www.rouen2028.eu](http://www.rouen2028.eu) or write to us to become a supporter of the candidature: [contactrouennormandie-2028.fr](mailto:contactrouennormandie-2028.fr)**

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