

Cultural and artistic content

I am the Seine.

*My bed has given birth. Birth again and again, generation after generation.
Yet, see how I am drying up. My skin is a land of hollow furrows.
But still fertile! For I remember every word whispered to the grass
on my banks. For I recall the name of every body into my waters fallen.
For I know all the steeples, all the chimneys that pierce the skies of my meanders.
For I retain the flavour of the salts coming from the distant oceans
to stir my estuary: yes, to me, all the waters have come. And from you?*

*I preserve in deep strata the human wanderings of your avaricious centuries.
And now? Your grand collective trembling. Time has come. Late, but not too late.
Listen to me. Stop running. Turn away. Look. Breathe.
I spoke to the cloud, to the insect, to the white stone. Stand still.
Wait for my tide. The spring tide, an invitation. Slow down. That's an order.
My order. See how my landscape mutates.
Listen to my story, turn the first page.
The time has come.*

Rouen Seine
Normande
2028

Bid
European
capital
of culture

Artistic vision

Q5 More than a programme – a tale. That of the Seine, our artistic director, in tune with the upheavals of the century, in dialogue with the rivers of Europe and the world. Before launching her tale in twelve chapters, she recomposes geography, time, places and perceptions. She sets up eight transfigurations, permanent structuring elements that change the reference points and invent a new setting. The story can then begin...

The Seine sets the scene for eight transfigurations throughout the year

Throughout 2028, the river will be unveiling a whole new landscape. From Giverny to Le Havre, from upstream to downstream, from the past to the future, our **Ports of Call** are the landmarks all along the river's path. Great festivals Welcome us, opening the door to others by giving them that which we hold most dear; there, guest rivers will bring **Round the World's Rivers** to life. The Seine transfigured: **Vertical River** in the imposing industrial wastelands, traces of a harsh and powerful past, **Seine Story** to pen the stories of today, echoing all the writings of the past, **(Re)Sources** or **Gastrosophy**, new games and new experiences connecting us with nature's elements and their tangible fragility.

We explore all the **Bends and Meanders**, the thousand-and-one ways to stroll along the river without harming it. On the island in the centre of Rouen, stands our Confluences House, our vibrant heart that will pulse with our **Know with the Flow** and the expertise of residents, scientists and artists.

The tale of the Seine, twelve chapters to the rhythm of the river

Our river is in dialogue with the sea, to the rhythm of the tides, alive in Rouen. The year-long tale unfolds in twelve chapters, month by month. Open to all artistic disciplines, the chapters reveal the lessons of the river. Echoing this, during the monthly Great Tides, known as "vive-eau", local residents imagine and create new festive rituals for the river and its watershed, which flood the whole area.

It all starts with the **Opening**. Two lightships illuminate the river's banks like slow-burning wicks. Once they arrive in Rouen, a hundred transfigured sites make way for the diversity of the world's rivers, celebrating hospitality and imagination. **A Room with a View** will reintroduce us to the extraordinary heritage through the eyes of major photographers, the **Rainfest** questions the scarcity of water, while **Architectural currents**

explores the ways in which humans have managed to cohabit with rivers. **Sequana** and **Flowtopia** are all moments when artists, the general public and scientists explore new ways of dealing with the changes taking place.

South Side / North Side and **Oxbows and Open Sky**, for all the spaces that are relegated to the margins of society and so far from the river, affirm a river as a link rather than a river as a border, before dreaming of the **Imaginary Bestiary**.

Lastly, it will be time to mend fences with our neighbours so close and yet so far away by bringing together the artists of **Ping Pong** and affirming **No Brexit**, to make the case for the River Conference, and to leave it to future generations to invent **2038**, not as a time of closure but rather of passing on the European Capitals of Culture to new generations.

What could be better than a European Capital of Culture bid as a means of supporting the imperative need to give art and culture a new place in our societies, to prototype a radical change in both how a programme is designed and how it is shared with audiences?

Our method (Q7) was built on clear, powerful choices: making the fundamental questions central to the artistic process, not impeding the creation's power and singularity with the long process of involving the residents, not creating competition between artists or entities but, instead, helping them join forces and cooperate, presenting an exceptional story that does not disrupt the intense artistic and cultural life that already exists, anticipating new relationships between the cultural world and the rest of society.

Our programme is born of four years of meetings, input, ideas and suggestions, all acting as flowing tributaries that now converge into today's framework of our programme.



PROGRAMME

1. The Seine sets the scene: eight transfigurations

Q6

The Seine unfolds its new landscape throughout 2028: permanent invitations to experiment with RSN28. Open to all artistic practices, they respond to all our concerns for reconciliation and are all part of the heritage of our Capital. Polyphonic, designed with fairness in mind and connected to nature, these transfigurations bring together a multitude of initiatives and types of event. They feature projects, initiatives and partnerships on a European and local scale.

1.1. Ports of Call
 Confluences House
 10 Ports of Call
 Welcome
 The 11th Port of Call

1.3. Seine Story
 Two Volumes

1.4. (Re)Sources
 Three adventures

1.6. Round the World's Rivers

1.7. Know with the Flow

1.8. Gastrosophy

1.2. Vertical River

1.5. Bends and Meanders

1.1. The Ports of Call

My Ports of Call along my meanders are places I have created just for you, to welcome you. Starting points, ending points. There they are, for you to gather round.

Confluences House

The Confluences House is based in our Home Port, Rouen. It is the place that recharges, nourishes and inspires. Office of RSN28, house of welcome for the people and territories, place for celebration, events

and gatherings, it is the friendly and lively embodiment of the spirit of RSN28. It gives a special place to contemporary art in its artistic programming. Its location is a site of powerful symbolism, in the

former facilities of Voies Navigables de France (VNF) on the Lacroix Island, between Rouen's two banks. This centre is also the hub of cultural ecology, reconciling knowledge, nature and people. It is also a European centre: in addition to the existing, region-specific line-up, it hosts other events and gatherings (Q40). One can also find abundant, helpful and inspiring information on the River Coalition, its members, the partnerships being formed. It is also accessible from the 11th Port of Call and is connected to all the Bridges to Rouen 2028.

The members of the Wisdom Council and the Seine Assembly feel "like a fish in the water" there. Workspaces and meeting rooms are at their disposal.

Everyone will find everything they need to start their Capital experience. Its artistic programme is designed by the RSN28 team in partnership with local entities.

– **PARTNERS:** FRAC Normandie, **Maison de l'Écologie culturelle:** Climate Academy, Patrick Scheyder (artist co-author of the Manifesto for Cultural Ecology), University of Caen – **Maison européenne:** Mouvement européen, CRIJ, Relais Culture Europe, Maisons de l'Europe in Le Havre and Eure

– **PROGRAMMING:** FRAC Normandie, l'Étincelle, Théâtre de l'Ouest, Trianon Transatlantique, Le Rive Gauche, La Traverse, Théâtre Charles Dullin, Chien Méchant, Les Fiertés Locales, Le Fait Social, bateau-résidence Bourouillec...

– **BUDGET:** 850 000 €

Ten Ports of Call along the meanders

From Giverny to Honfleur, ten Ports of Call are actual points of entry into RSN28 experience. They are a portal for going up to the tributaries of the Seine, to discover and explore the more rural lands of Normandy's Seine.

They serve as hubs of information, mediation, meetings and events, all managed by local teams. Short-lived

occupation of an abandoned railway station, courtyard of a medieval castle, barge moored near the ferry to facilitate crossing the Seine... these Ports of Call are chosen in conjunction with local political and cultural actors for their central location, their symbolic force and their reception capacity. Each of them is connected to a Bridge to Rouen 2028.

Vernon – Giverny

*I invite you to the foot of **La Fonderie's wasteland**. You have used my waters to make machines, to exploit my sister Earth, paper, too, to bring your stories to life. Now it is my turn to tell mine.*

Gaillon

*Follow me and pause in the shelter of the ochre stones of the **Château de Gaillon**. Here I will tell you of its history, entwined with mine since nigh the Middle Ages, its Renaissance golden age and all that we could still experience tomorrow.*

Les Andelys

*I know how you humans like architectural heritage, so I am spoiling you. Come closer, look up, see these chalk cliffs that I loved to sculpt, how they rise along the **Château-Gaillard**. There you will gather.*

Poses

*Your greed impaled the ground. You extracted my sands for your buildings and then, wearied, left me with this pockmarked landscape. My waters have restored magic to the premises, **a leisure centre**, as you call it. So let us enjoy it now.*

Elbeuf-sur-Seine

*Continue to follow my meanders. Hurry not. Contemplate. Here, I invite you to be swept around a Detour to arrive at **La Fabrique des Savoirs**, where you will discover my story through the industrial heritage preserved here.*

Duclair

*I love your boats, those that choose to go neither with my current nor against it, those that allow your safe crossing, day after day, from one bank to the other, back and forth. As a tribute, I open my door to you on **the two shores joined by your ferries**.*

Rives-en-Seine

*Continue on your way. A bit further downstream you have built a place in my honour, **MuséoSeine**. I am touched by this thoughtfulness. I even whisper closely in the ears of passing children, because they can still hear what I am saying.*

Quillebeuf-sur-Seine

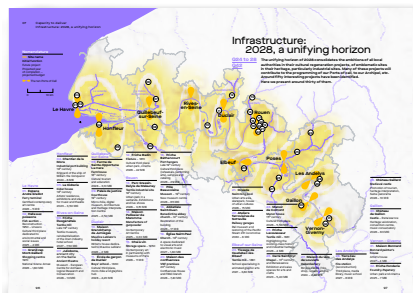
*I want you to discover your story through mine. I remember every barge, every container that has passed between my shores. And you? Have you preserved the memory of your trades? My Port of Call in **La Grande Rue** will reawaken your senses.*

Le Havre

*We have already arrived at my broad estuary: **The Porte Océane**. Gather around, because we have a lot to tell each other. Invite everyone you know from here and elsewhere, the children, the ancestors. Listen, reach out your hand, the world is mine, the world is here.*

Honfleur

*Once upon a time, I rubbed shoulders with many islands, I shaped them and reshaped them. And then you dug out my bed so I would be more efficient for you. I miss them. My final Port of Call will therefore be an island of sorts, a peninsula. **The Presqu'île du Môle** where one of your symbols stands, a majestic wasteland.*



The ten Ports of Call and infrastructures map
Pages 96-97



Welcome

These Ports of Call, open to the public from the summer of 2027 on, will host the major Welcome events: Ten invitations reflecting the diversity of our bid area, celebrating hospitality and rejecting fear of the Other. They are designed by local organizations working hand-in-hand with the RSN28 teams.

Cycles of preplanning workshops took place for two Ports of Call – Poses and Rives en Seine – bringing together agents from communities, non-profit associations, social structures, artists, etc. The aim of these ideation sessions was to invent a co-construction methodology and open up imaginary worlds. Two scenarios were born, and are the subject of reports detailing the stages, guiding principles, central issues and forces involved for each of the two areas. Here on the right, a perspective written collectively, which only needs to grow and mature once the title has been obtained...

– **BUDGET:** 2500 000 €

The 11th Port of Call

The 11th Port of Call is entirely digital, linking Rouen and the Seine Normande to all those who will not be travelling but who will be experiencing part of RSN28 online. This is not about duplicating our online programming and developing live recordings and broadcasts, the ecological impact of which surpasses their experiential interest. Instead, it is about writing protocols of a new kind – remote experiential art – in collaboration with artists. With technologies evolving at such a fast pace, we are putting in place a method capable of taking on all the innovative artistic approaches, year after year, rather than defining an outdated programme five years from now: the Eleventh Port of Call will be steered by a scientific and artistic committee whose role will be to support and highlight the most relevant initiatives for experiencing our European Capital of Culture with as many people as possible. The question of languages and their translation will be a specific focus of research to ensure that this space is one of full interculturality.

■ The White Rabbit

Because plunging into these digital and virtual worlds requires a capacity for analysis and criticism, we are creating The White Rabbit: a network of locations, a certain number of which are members of the Archipel ([Q15](#): libraries, media libraries, etc.), in partnership with the Enfantissage network (200 socio-cultural institutions in a childhood-focused network). It will design educational tools and experiments for young people. The Wisdom Council will be involved in their design (courses, training), giving its members a chance to express their fertile imagination.

– COMMITTEE MEMBERS AND PARTNERS:

Oblique/s (Digital Arts and Cultures Platform of Normandy), Station Mir,]interstice[Festival, Modular-ésam Laboratory, ESADHaR, Manoeuvre, INSA Rouen Normandie, Le Tetris, Théâtre L'éclat, Madrillet Campus Research Laboratories, Échelle Inconnue, HACNUM national network of hybrid arts and digital cultures, Cryptic (UK), ArtScience Interfaculty (NL), Master Design and New Environments (IS), Werktank (BE), Studio Lemer cier (BE), KIKK (BE), Academy of Art and Design (CH), MTF Labs ([Q11](#)), Katowice 2029

– **BUDGET:** 1000 000 €

SPOTLIGHT

Spotlight on Poses

Spring 2023. A wide range of people with a passion for the Seine is coming together to create this Welcome event. People who live in the area, artists who work there, educational or cultural associations, municipal teams...

What is a European Capital of Culture, what themes have been chosen, and what is the overall project for this festival?

Let's listen to what the Seine has to say. The Poses dam seems the ideal setting for an imposing choreography of kayaks. The Cliff of the Two Lovers is perfect for an aerial ballet of paragliders and kites. Other cliffs for a monumental fresco or a tyrolean traverse from one bank to the other. The Vergez Blanchard factory in Romilly-sur-Andelle is the perfect backdrop for an industrial-sounding musical trance. The old beet workers' railway line, a perfect setting for scenic draisines...

In Pont de l'Arche, a sculpture "Port of Call" will be built throughout the year by the residents themselves. We are taking stock of people's desires and skills: what preparatory modules are needed in companies, schools and back-to-work schemes? How will each visitor give an hour of their time to take part in the construction? Which European artist will be invited to design this new Ark?

To be continued...

1.2. Vertical River

#INDUSTRIES #VALLEY #HERITAGES
#FARO #NEB #DISSONANCES

I know that sometimes you despise them. Nevertheless, they dot the landscape and are testaments to our shared history: know-how, pollution, developing skills. I hear you talk about a decarbonized future, so where will they fit in? In spite of everything, I welcome them, because they have become a part of me.

All along its course, the Norman Seine is home to numerous industrial wastelands, stigmata of a rich and violent industrial past that has shaped the river's high-risk landscapes: textiles, paper mills, petrochemicals, etc. Vertical River transforms thirteen sites, taking visitors on a journey from wastelands to industrial sites, from ports to silos, etc., to discover, understand and even be part of the challenges of the progressive changes through immersive monumental experiences (video art, sound, light, etc.) at exceptional sites.

- The foundry-paper mill site in **Vernon**
- Levavasseur textile mill in **Pont-Saint-Pierre**
- Les Tissages in **Caudebec-les-Elbeuf**
- Railway wasteland in **Sotteville-les-Rouen**
- Béthencourt wasteland in **Rouen**
- Chai à vin in **Rouen**
- Grassin Delyle wasteland in **Malaunay**
- Badin wasteland in **Barentin**
- Desgenes wasteland in **Bolbec**
- Costil wasteland in **Pont-Audemer**
- The cider factory in **Beuzeville**
- The Mora site in **Honfleur**
- Former ferry terminal / Espace André Graillet in **Le Havre**

Each site is entrusted to an artistic team, a festival, a curator, etc., in accordance with its specific characteristics. Allowing for such diverse approaches is already reaping dividends, as seen in the initial sketches and commissions placed with well-known figures eager to collaborate:

Philippe Platel

Normandy Impressionist festival

He suggests an installation by Malagasy artist Joël Andrianomearisoa, as well as carte blanche to invite artists from the performing arts.

"The artist uses various media to express himself: sculpture, installation, performance, photography, video, costume and scenography. Starting primarily from black, Joël gradually opens up to colour and, in doing so, subtly moves toward a very impressionistic approach to textile texture and the landscape. Inviting Joël to transform the Levavasseur textile mill was a self-evident choice for both the site's long history of textiles and its romantic poetry. Joël Andrianomearisoa is a poet of places and connections, using textiles as a humanist vocabulary. When the spinning mill was proposed, the artists immediately thought of connections that such a place would have with the rest of the world. Without

cotton from the colonies (including Madagascar), there would be no textiles. The grandiloquence of this ruined neo-Gothic factory calls for a decolonial opera featuring art of every kind, an invitation to all forms of expression. With monumental textile installations, poetic texts dotting the site, performances, guest artists from the worlds of dance, opera, music, etc., all coordinated by Joël, the Levavasseur textile mill becomes an arena of woven words, a place to sing and celebrate people-to-people connections throughout the Normandy Impressionist 2028 festival."

Frédéric Deslias

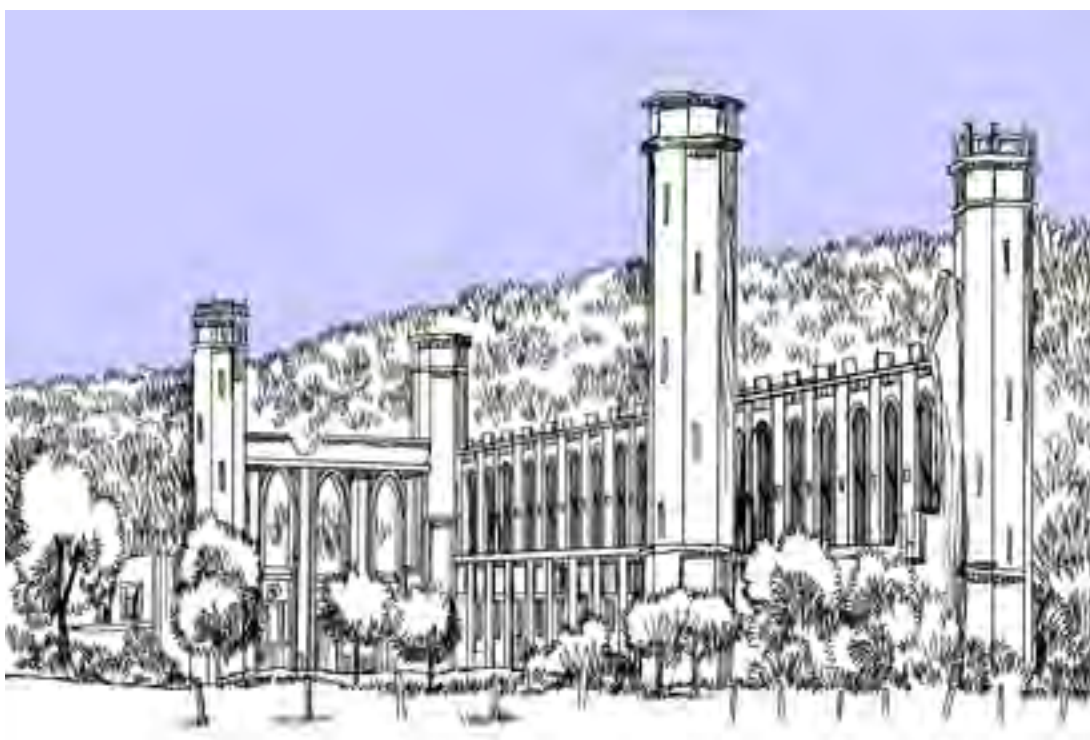
Le Clair Obscur collective - with Patrice Mugnier and Norbert Merjagan

He presents]R28[, a futuristic project of artistic occupation of the Badin spinning mill wasteland.

"The abandoned Badin mill will be transformed into an exoplanetary space colony telescoping two points in time: the bygone industrial past and the hypothetical future of colonization of distant planetary systems (etymologically, "utopia" in Latin means "no place"). Visitors experience an immersive trip to an exotic, distant planet (playing with the building's proportions and architectural qualities), in the life of a community coming face-to-face with the tenuousness of its own survival. This artistic initiative combines creativity, sci-fi exploration, and utopian ideals to inspire and unite a community of visitors in the broadest contemplation of the ecological and technological challenges our civilization now faces.

The otherworldly experience would remain permanently open to accommodate a continuous "exhibition-fiction" that presents an array of scientific information on astrophysics and biology, interacting with digital simulations. The life of the abandoned site will revolve around such events as stage plays or other theatrical performances.

The site will host intense cultural activity within an established, dedicated programme (mixed-reality



tours, themed science-fiction film fests, presentations on space colonization, creative workshops, cross-residencies of artists, writers, and scientists, and more). The project enlightens visitors about the dangers of human development and the risks of space colonization, presents a utopia of sorts (promoting universal ideals such as harmony, sustainability, equality, and collaboration), and offers a different vision of our relationship to plants and living things.”

— **TIME:** march to october

During the Vertical River kick-off weekend, the SPRING international circus festival will put on “in situ” performances at the entrance to each monument, be it on land or water, for a festive celebration for young and old, with support for water-based performances from the Flotte Foraine de Petit Bain.

— **METHOD:** Commissions (international curatorship, carte blanche, etc.) will be placed with digital arts festivals (Ars Electronica – Linz), artists experienced in immersive approaches (Rimini Protocol, Compagnie 14:20, etc.), and even cultural spaces themselves born of the occupation of hybrid spaces, in conjunction with the Trans Europe Halles network.

Our role will be to forge connections with the local partners to come up with the most contextualised and coherent project possible, based on a dynamic of complementarity and diversity of experience.

— **PARTNERS:** Impressionist Normandy festival, Le Clair Obscur, Le Tétris, Compagnie 14:20, Cirque-théâtre d’Elbeuf - SPRING, Art & Industry Festival, Flotte Foraine de Petit Bain (bid partnership Périphéries Saint-Denis), IN SITU European network, Trans Europe Halles (Brumov, Budva-Boka, Goteborg, etc.), Katowice 2029

— **BUDGET:** 6 500 000 €

1.3. Seine Story

#STORIES #VALLEY #PARTICIPATION #FARO #DISSONANCES

I have always had a language all my own, that of all the rivers in the world. You have long not understood it, so I mastered yours. If you will let me in, I am ready to engage in conversation. Your stories, mine, ours.

In the city of Madame Leprince de Beaumont and Flaubert, RSN28 celebrates the river in its relationship with words and literature. Seine Story is divided into two parts. First, write the river; give it the floor. Then, these stories will give rise to artworks and installations on the banks of the Seine, to bring literature out of the traditional bed of printed materials. Place poetic landscapes in contact with real landscapes. Nourish the river with new imaginations.

Volume 1

Gathering the stories

Putting the Seine into words. Imagining tales, new stories. Listen to the river. Invent new fables that reconcile us with it. Gather stories from Europe and the world that send ripples out. With Seine Story, the word "literature" itself opens to new spaces: slam, short texts, short films, etc but inspired by the 19th century serialized stories, from which great novels were born. In this case, the words and writings come from the region's own residents.

The river carries a thousand stories: the slave trade, global economic flows, souvenirs of children's games...

PROTOTYPE

European Walden Cabin

Self-built by the Baraques Walden non-profit organization (an authors' collective), a 20-square-metre "cabin" was built on the grounds of the Jumièges Abbey, a few steps from the Seine. It is designed to host writers and artists in residence. It is a way for the public to discover the wealth of literary creation through gatherings, workshops, conferences, readings, etc., given by the authors in residence, in partnership with local, national and European cultural entities.

In autumn 2023, RSN28 and Baraques Waden are organizing the reception of three European authors (30% of whose time is devoted to mediation):

- Tobias Kunze (Germany), September
- Elisabeth Heinsalu (Estonia), October
- Stefan Markovski (North Macedonia), November





– **TIME:** 2024/2025

– **METHOD:** Proceeding by call for participation, Seine Story is open to everyone who loves words and stories. From 2024 onwards, the Archipel will be the basis for inviting all kinds of storytelling around three themes: metamorphoses (including personifications and legends) - knowledge and know-how (river-related trades, industrial history, resources, etc.) - journeys (past, present and future). Writing workshops and residencies will be set up as part of mediation schemes (schools, employment centres, youth and cultural centres, prisons, bookshops, local missions, etc.) accompanied by RSN28 supporters.

– **PARTNERS:** Archipel, Rectorate of Normandy and MJC youth-centre network, Alliances Françaises & Institut Français of our friendly river-cities, Seine Assembly and Wisdom Council, Rouen Normandy University and POPSU (“Cultural Seine”), the Master’s of Literary Creation, Youth book festival (in partnership with BolognaFiere), Baraques Walden association, Lanimea animated movie school, Normandie Livre & Lecture, La Factorie Poetry House, Le Safran Collectif, Muséoseine & la Réunion des Musées Métropolitains (RMM), Centre Dramatique National (CDN) Normandie-Rouen, literature festivals (Le Goût des autres, Terres de Paroles, Normandiebulle), la Seine littéraire (Axe Seine agreement), INA, Norwich (Creative UNESCO City of Literature - National Centre for Writing), MTF Labs, Larnaka 2030, Katowice 2029.

– **BUDGET:** 500 000 €

Volume 2

Landscape stories

How to read the novel of the river as following it from Giverny to Le Havre? Based on the stories collected and an aesthetic work on language, a multitude of performances and monumental works are on offer to transform the landscapes in 2028: sound poetry, video and digital works, musical readings, installations, monumental works...

Words and literature are part of the landscape that humans shape with their myths, legends and stories

– **TIME:** march to october

– **METHOD:** A group of international curators and artists, chosen for their expertise, will be put in place to ensure the overall coherence of the project: a kind of river novel made up of chapters based around a dramaturgy whose geography will create a dialogue with the 10 Ports of Call opened by the Seine from its meanders to the interior. In 2024, the Rouen impressionnée festival will offer a prologue to Roman-Fleuve. (Members already identified: José-Manuel Gonçalves / le 104 (Paris), Patrick Corillon, Eva Prouteau, Géraldine Gourbe, MIMA (BE), Rouen Impressionnée).

– **BUDGET:** 3 000 000 €



SPOTLIGHT

River Mangas

Seine Story is open to all cultures and expressive story forms. A Manga version is created (one quarter of all books purchased in France in 2022 were Manga).

River Mangas offers young people the chance to write their own river novel in the form of a Manga, as they follow the river over the months. These young people may be professional illustrators and authors, but also young amateurs accompanied by specialized facilitators, during internships or even in a school setting. Each “episode” (traditional format of Japanese Manga – around 25 pages) will be inspired by an artwork and its environment. Once produced, these episodes will be “disseminated” for a limited time near the chosen artworks by leaving copies in dedicated boxes that are regularly stocked. These “releases” will be paralleled by mini-events developed in partnership with our Wisdom Council. Curious readers will have the opportunity, by following the course of our Seine Story, like a “treasure hunt,” to assemble the complete paper version of the episodes of River Mangas... (a complete and augmented version will naturally be showcased through our 11th Port of Call)

— **PARTNERSHIPS:** Normandie Livre & Lecture, the Normandiebulle comic book festival, the Armitière bookstores, Au Grand Nulle Part, the Noctambulle, Label Bulles and Pile & Face, Funambule, the Petit à Petit publishing house, Marialexis cartoonists and scriptwriters, Annie Pétrel Mathieu, Wallace, “Des Camps sur la Comète” association.

SPOTLIGHT

River Clubs

Over the years and around the river, many festivity venues have appeared and disappeared (guinguettes or open-air dance halls, nightclubs, pizzeria dance-halls, community balls, dance barges, concert halls, etc.). River Clubs focuses on festivity venues, gathering places, their festive rituals, how they have changed over time. Based on encounters and testimonies from both managers and customers, a series of texts will recount the changes that have taken place, from the guinguettes to the post-war balls, via the high points that have made up and repurposed these party spaces: Disco, AIDS, LGBT pride, the pandemic...

Clubs-Fleuve is a major 360° show – text, dance, music – that can be presented all year round in all kinds of venues, incorporating local memories and archive footage collected... Combining amateur and professional practices (dance, comedy...), it will reflect a look at young people and their evolution, through a dialogue between generations, between the local and the international: these venues have evolved with national and global fashions and trends.

— **TIME:** year round

— **METHOD:** Carte blanche to Yann Da Costa, Compagnie Le chat foin (partnership with Rouen Normandy University)



1.4. (Re)Sources

#NATURE #VALLEY #DISSONANCE

*Now that we're talking to each other, we nearly understand each other.
We still have a long way to go together. I have all the time in the world; flowing peacefully in my bed, I breathe in and out in tides that mark your time this year.
So slowly take your shoes off. Feel the coolness of my banks. Be still!
See how tiny things live and move around you. Feel.*

(Re)Sources reveals the work of artists who make dialogue with living things the very substance of their art, between questioning our contradictions and inspiring new coalitions: an attempt to overcome the oppositions between science and fiction, poetry and accuracy. (Re)Sources forges new, incandescent alliances: scientific knowledge and poetic sensibility play with time, offering a chance to (re)learn how to see the living, to care for it, to invent new reciprocities with the non-human.

The programme runs throughout the year and is structured around three adventures: learning to see and listen, inter-species dialogue and utopias, and a return to the earth. The entire (Re)Sources project will be supported by the associations COAL (Lauranne Germond) and Art Of Change (Alice Audouin), which specialise in the links between culture and ecology.

First adventure

Learn to see and listen

Installation-Manifestos

Some twenty artworks combining art and science are being experimented with as viewing and listening devices, conducive to reflection within spaces to be preserved.

These works are sober, with minimal carbon impact, and contribute in the long-term to the vitality of the ecosystem in which they are installed.

These manifesto installations, collective creations, will be entrusted to duos of artists and engineering students.

- **TIME:** march to october
- **METHOD:** Curation coordinated by the Rouen multidisciplinary collective Nos Années Sauvages, in collaboration with the RN13Bis network, our friendly river-cities, well-known international names from more distant cultural horizons (such as Dania Campbell Betancourt, coordinator of the Dhaka Art Summit)
- **PARTNERS:** Parc Naturel Régional des boucles de la Seine Normande (PNRBSN), higher education establishments (INSA - ESIGELEC - ESITECH - University of Rouen Normandy), Pôle scientifique du parc de Clères, Ligue de Protection des Oiseaux, Maisons des Forêts, Pavillon des transitions (Expos: 2024: climate – 2025: environmental health – 2026: nature in cities) / DeltaLife project (Creative Europe programme – Tartu, Oulu, Valmiera, Ghent, University of Rouen) / Balatorium project (HU), Veszprem Balaton 2023, Larnaka 2030, Uppsala 202, Katowice 2029.
- **BUDGET:** 2 000 000 €

PROTOTYPE

Storm

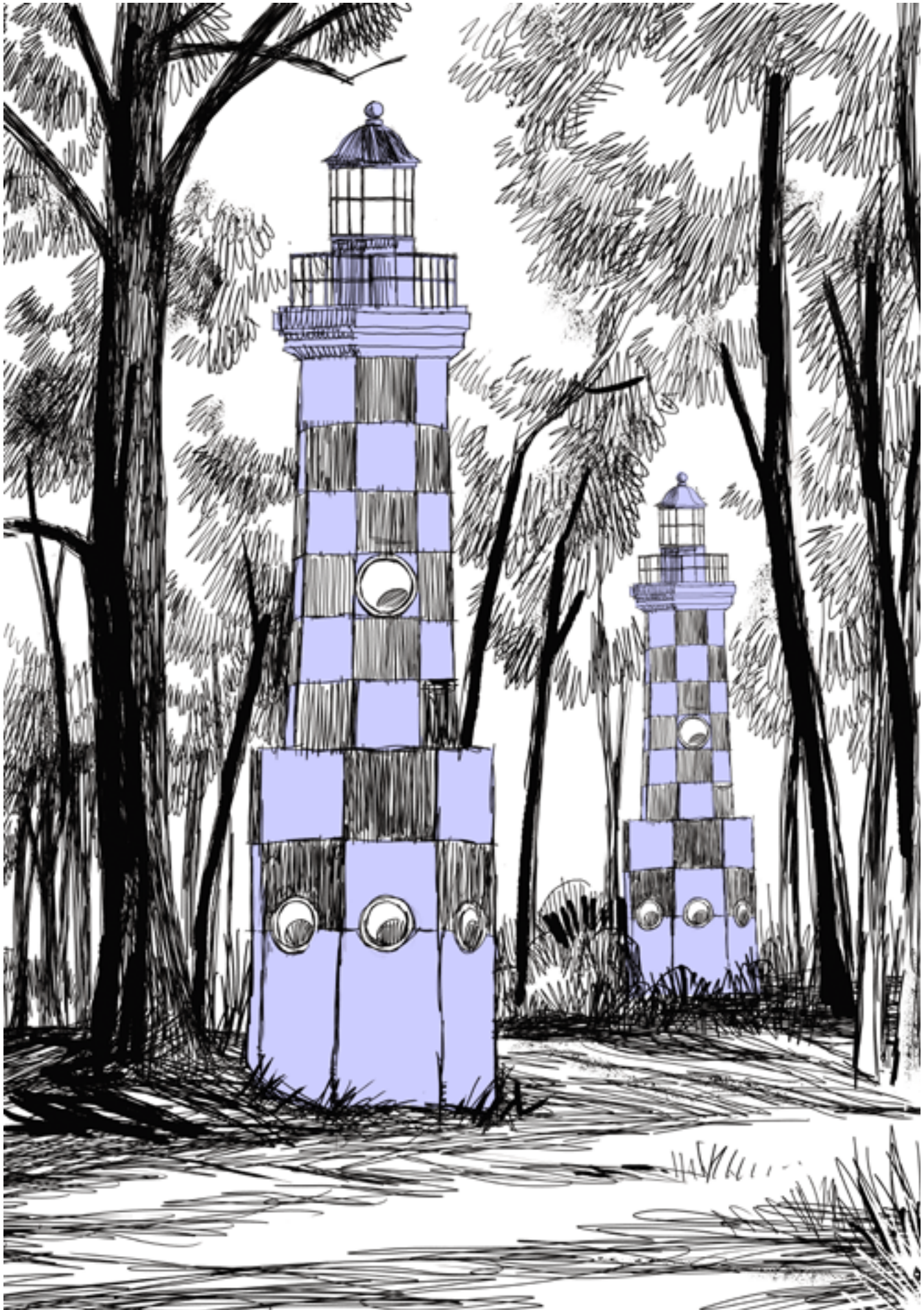
“Tempête” (“Storm”) is an Art Science research and creation residency formed with Etienne Rey and Julien Réveillon at INSA for the 2022-2025 period. This residency, born of a partnership between INSA Rouen Normandie, CORIA, Station Mir, and Oblique/s, is a way to initiate collaboration between an artist (Etienne Rey), a researcher (Julien Réveillon), and engineering students in creating a work called “Tempête.”

Here, the artist’s intention is to interpret the coexistence of people and nature in ever-changing circumstances. The artwork reinterprets the flexible experience of physical phenomena that take on form and structure, to bring greater awareness of the environment in which we find ourselves and of which we are an integral part.

PROTOTYPE

Monumental Forest

“Forêt Monumentale” (“Monumental Forest”) is a forest exhibition scheduled over two years (first exhibit 2019-2021, second exhibit 2024-2026), co-managed by the Rouen Normandy Metropolis and France’s National Forestry Office. The three-kilometre route features 13 works and invites into the forest with a poetic, playful spirit, helping them become aware of how near forested spaces are across the region. Most of the works are made of natural, bio-sourced materials, especially wood, to keep carbon impact to a minimum. The next edition features a permanent work by Danish artist Thomas Dambo, a work by Czech artist Jan Tyrpekl, and another by Spanish artists Laura Salvador and Francisco Parada. Yet another work will be designed with art-school students.





Second adventure

From dialogue to inter-species utopias

Cross Residencies

This adventure is part of a non-Western perspective to hear, understand and be nourished by these cultures where dialogue with the living is rooted in tradition. Residencies will be organised from 2026, each involving at least three of the four disciplines (dance, writing, music, visual art). The aim is to give artists the opportunity to look at and monitor a landscape, whether it is in a forest, by the water, in the countryside or on the outskirts of towns. Each team will be put in touch with scientists to discuss the subjects covered. Each of our non-European international partners will suggest an artist or personality who is developing a unique way of thinking or working on other ways of reconnecting with living beings and promoting dialogue between species. All of these productions will then be merged into a major event, like a festival.

– **TIME:** march to october

– **METHOD:**

An artistic committee composed of:

– Local/national entities and artists: Le Tangram (French national stage developing the “Anthroposcènes” festival), Nos Années Sauvages, the Centre Dramatique National de Normandie-Rouen, Le Citron jaune, the Extension Sauvage festival, choreographer Julie Desprairies, philosopher Vinciane Despret, and others.

– European entities: Théâtre Vidy Lausanne (CH) - Living Landscapes Network, GREEN CARPET network, DeltaLife

– People representing our River Coalition outside Europe (Asia, Africa, South America, Oceania)

– **PARTNERS:**

Maison de l’Université, Éduquer à la Nature Normandie, Science Action Normandie, Universcience, MTF Labs, Atelier 231, Oerol festival (Terschellings - NL)

– **BUDGET:** 750 000 €

Third adventure

Back to earth

For several months now, the Renaturation project in Rouen, supported by Paul Ardenne, has been removing concrete from schoolyards and public spaces. Around Rouen, the Triticum association, a farmers’ and citizens’ seed centre, has been setting up a participatory selection programme for ancient cereals.

These projects focus on the earth, the soil that supports us, anchors us and nourishes us. It clothes us, cares for us, filters water through a long underground journey and stores carbon. The soil that contains history in its sediments.

All over the world, soils are being abused, overexploited, ignored, exhausted to the point of total desiccation. Intensive irrigation, industrialisation, tourism... all contribute to soil degradation. Nearly two-thirds are in poor condition. The IPCC says it is essential to preserve and respect the soil.

To reconnect with the soil, we’re inviting international non-Western artists to work with us on carte blanche projects in emblematic areas currently undergoing ‘renaturation’.

– **TIME:** march to october

– **METHOD:** Carte blanche to artists from non-Western culture on connecting to the earth and the soil.

– **PARTNERS:** The FRENE (French network for education in nature and the environment), the GRAINE (regional network of actors in Education for the Environment and Sustainable Development [EEDD]), CARDERE, Office National des Forêts, the LPO bird protection league, La Maison des forêts, PNRBSN, the “Éduquer à la Nature” group, French Agency for Soil Studies (Agence Française d’Etude des Sols), Paul Ardenne, Triticum, Parc des Bruyères, University of Rouen, Des Camps sur la Comète, Cité des Sciences et de l’Industrie, La ferme du Bec-Hellouin, Les Jardins Secrets, MTF Labs.

– **BUDGET:** 500 000 €

1.5. Bends and Meanders

#MOBILITY #HOSPITALITY #VALLEY

You scorn my meanders, I know. You talk about me using words like axis, infrastructure... I am so much more. To convince you, I will guide you. Walk, ride a bike. I have a thousand surprises in store for you in my rutted tracks, so keep your eyes open. As you gaze out over my panoramic views, scan the horizon with care and, if you lend me your ears, perhaps you will hear...

To link upstream and downstream, to weave a thread between the many proposals scattered along the meanders by the Capital (the wastelands of Vertical River, the viewpoints of (Re)Sources, the Ports of Call, the Seine Story installations to read and hear, not to mention the many existing proposals (Seine by bike, Monumental Forest, flood warning artworks...), the route and the different means of transport will themselves be worked on as artistic acts, as many works for walking or refuges for meeting.



Artworks for hiking

With works that encourage movement, artists offer new experiences of landscapes, inviting you to take a side trip.

The initial invitations to develop prototypes, with the Hehe! collective and metropolitan hikes (slow-paced regional wanderings), blaze the trail to other possibilities, a multitude of movements and artistic expressions. Railway stations and trains will play an essential role in this effort to promote less carbon-intensive mobility. We have begun communicating with “Gares et Connexions” (SNCF) to develop a common cultural programme that would principally take the form of interactive exhibitions, as well as performances created specifically inside trains in circulation. The ferries linking the two banks of the Seine will also be made available to artists for dedicated performances.

In addition to this, at symbolic times, such as equinoctial tides, performances will be held on the trains themselves. To kick-start the summer, the international A Summer in Le Havre festival will present a community soft-mobility outing from Le Havre: a colourful parade that invites every person, collective, non-profit organization, etc., to join in with the carbon-free methods of their choice. This gigantic stroll, part marathon, part eco-friendly Tour de France, part roller parade, part cross-country expedition, will be enlivened by artistic interludes.

PROTOTYPE

The works of the Seine by bike

La Seine à Vélo stretches along 420 kilometres, connecting Paris to Le Havre and Deauville. Fifteen communities form a network around this route and the works involved. The Rouen Normandy Metropolis area and the Agglo Seine Eure join forces to create an artist residency to help make the route more attractive. L'Atelier 1:1 has just unveiled two works of art, installed in both territories.



– **TIME:** year round

– **METHOD:** Commissions. Working with the RSN28 teams and in collaboration with Le MIX (innovative mobility laboratory), the Guides Office of the GR13 (Marseille 2013) will oversee inviting artists experienced in these practices.

– **PROSPECTIVE AND/OR INSPIRING ARTISTS:** Abraham Poincheval - collective transhumance based on the region's history and staged in collaboration with local residents, **Emmanuelle Vo-Dinh** – choreographic treks, **Cyclopedic circus teams** (La Bande à Tyrex) Centaure Equestrian Theater

– **PARTNERS:** Festival Zig-Zag, Collectif Terr'o, Rouen Normandy Tourism & Convention Bureau, Seine Normandie Valley Tourist Offices (Eurêka, Caux Seine Normandy Tourism, etc.), Comité Régional de Tourisme, Les Raconteurs de ville, Oiseaux de passage, Le Bureau des guides, Loops of the Seine walking club, Le Voyage Métropolitain, Centar Jadro - Skopje - North Macedonia, Deveron Project and the Walking Institute (UK).

– **BUDGET:** 1000 000 €

PROTOTYPE

HeHe!, the TVH Train

HeHe! Is a duo of artists, Helen Evans and Heiko Hansen, working on the social and ecological issues arising from the industrialization of landscapes and the natural world. Their art weaves through various forms of creation and public participation, from immersive installations to experimental constructions. The “Human-Speed Train” (Train à Vitesse Humaine or TVH, a play on “TGV,” France’s high-speed train) is a prototype designed to revive the out-of-service secondary train lines serving the Seine and its tributary valleys, lines once used by the factories to transport their raw materials and their goods to the main network of the Paris-Rouen-Le Havre line, one of the oldest in France (1840).

The “TVH” is at once performance and moving sculpture, echoing the design of the first generation of the TGV, but smaller and lighter, cobbled together with low-tech materials and pedal-operated, thereby connecting rail transportation’s past and the future.

PROTOTYPE

Metropolitan Hike

Over the course of a day, this walk will take you to little-known places, where you can meet local people and ask questions about the way we live in our region, beyond the well-known, signposted paths. It is an experience to be continued on a regular basis, as a group, to build up the network and discover the region in a different way.

30 September 2023: Walk with Jens Denissen, town planner and landscape architect, the Voyage Métropolitain, the Maison de l’Architecture de Normandie - le Forum, the Rouen Normandy Metropolis, the Rouen Boucle de Seine et Eure Town Planning Agency (AURBSE) and the Seine-Maritime Council of Architecture, Town Planning and Environment (CAUE).

Art’bnb: refuges as meeting places

To truly take time to meander, one must have the opportunity to stop, contemplate, find refuge, take shelter, even spend the night. These stopping places will be a chance to have an artistic accommodation experience, an ArtBnB. Vacant premises, former inns, or old, abandoned hotels will be put back into service and made doubly useful as both accommodations for visitors, those exploring the European Capital of Culture, but also sites for artistic residencies. A place where encounters exist, organically and simply. In 2024, the

SPOTLIGHT

The “detourist” MICHEL guide

MICHEL magazine produces a special issue. Unlike the Michelin guides, the MICHEL Guide takes alternate itineraries by following “detourist” routes. In partnership with RSN28, the chapters are organised around our ten Ports of Call, offering portraits, reports, interviews, columns, news, portfolios, etc. The topics will be determined through input from members of the Seine Assembly.

Ten chapters of three to five subjects are supplemented by a list of unusual places, unusual associations or characters, curious landscapes, unknown points of view, etc. This editorial project is like the magazine itself: it takes its time and is designed for the long-term (2024-2027).

The writing and iconography are entrusted to professional contributors or enlightened laypersons with support from the Éditions Lapin rouge. The publication committee is responsible for coordination, in conjunction with RSN28.

Rouen Normandy Metropolis will create the first four refuge shelters to start the momentum.

This hospitality is made warmer still through the integration of museums and heritage sites. For this very special European Capital of Culture year, they, too, are opening their doors in new ways: for a few hours, in exchange for a night in the refuge, the guest becomes the property caretaker (at the Robert le Diable château, the Aître Saint-Maclou, the Abbatale Saint-Ouen, the Donjon Jeanne d'Arc, the Musée Pierre Corneille at Petit-Couronne, the Musée Victor Hugo at Villequier, the Saint-Georges-de-Boscherville abbey, Muséoseine, the MuMa, and the future Portique in Le Havre with their sea view, the Fort de Tourneville, the Bibliothèque Niemeyer, etc.) based on the principle of mutual trust. A very intimate night with a cultural site to experience an extraordinary, matchless and rare atmosphere.

– **TIME:** year round

– **METHOD:**

– Inventory of unusual/abandoned sites with potential (banks of the Seine, in forests, at viewpoints, in rural areas), in partnership with the Entente Axe Seine as part of the development of the panoramas and refuges route. 2024/2025

– Places are eco-designed through short supply chains, supported by Zébra 3, Rotor... (architect-designer groups specialising in recycling and participative construction)

– Test phase on two sites: Maison des Pilotes in Rives-en-Seine, the Phare de la Roque lighthouse

– **THE GUEST ARTISTS IN RESIDENCE:** European, for unusual encounters with varied, ephemeral visitors, thereby creating more opportunities for sharing humanness, knowledge, and experiences.

– **PARTNERS:**

Collectif Polymorphe, Comité Régional de Tourisme de Normandie, Rouen Normandie Tourisme & Congrès, Lycée hôtelier de Canteleu, CFA of the Chambre des Métiers et de l'Artisanat de Normandie, RN13bis, Maison des Arts de Grand-Quevilly, FRAC Normandie, RMM, ESADHaR and ENSAN, Association "Derrière le Hublot", Bivouac sous la lune

– **BUDGET:** 1100 000 €

1.6. Round the World's Rivers

#EUROPE #PORTSOFCALL #COALITION #INTERCULTURALITY #ADVOCACY

Come my brother and sister rivers! Let us show how well we blend our stories and celebrate our singularities, let us show how we are never borders, how we never separate but instead always connect, and that our waters are one.

The dialogue between the rivers is taking place with the people, the artists and the territories. The coalition is built over the long-term, on trust. Round the World's Rivers is an essential lever in this process.

Round the World's Rivers is a "River Takeover": an artistic and cultural invitation between a Port of Call and one of our friendly river-cities. Just as our Ports of Call are inventing festive times for Welcome, each region is invited to begin dialoguing with a river. The goal is to promote interculturality by offering immersion in another culture.

RSN28 will build those bridges, creating the duos between Ports of Call and river-cities.

The river-city will have carte blanche to choose what aspects of its culture it wishes to share with its host Port of Call on the Seine, which will enjoy not knowing those details ahead of time.

For example: Elbeuf becomes "Aveiro": a banquet, sharing traditional dances led by a Portuguese company, digital creation around lagoon problems in Aveiro... Duclair becomes "Trondheim" with an exhibition dedicated to the fjords and their vulnerabilities, an exploratory hike... The "Beast of Kaunas" comes to Le Havre. Skopje in Honfleur...

Depending on the timing of these events, it will be possible to travel along the Seine and stop off in Aveiro,

Trondheim, Kaunas, Hanoi or Saint-Louis in Senegal... By putting hospitality and interculturality at the heart of the project and welcoming the cultural diversity of the various friendly countries, we are setting in place a system that is destined to last well beyond 2028.

– **TIME:** spring to fall

– **METHOD: 2025/2026:** Creation of the Seine Ports of Call / friendly river-city duos with, in the meantime, the mobilization of the network of river guardians

2026/2027: Carte blanche to the friendly river-city to design its River Takeover. Each friendly river-city will be free to entrust the project to the collective/non-profit organization of its choice that seems best equipped to create and carry out a global artistic and socio-cultural plan: invited artists, schools twinning, sharing knowledge and expertise...

– **PARTNERS:** All the rivers of our coalition, river guardians, George Nuku (artist), Initiative for Rivers Future (IAGF), International Association of Port Cities (AIVP), World Organization for the Valorization of the Senegal River (OMVS), Internationale des Rivières (Q11), Fluctuations, supporters: Arnaud Serry (geographer and Lithuanian consul), Michel Bussi (geographer and author), etc.

– **BUDGET:** 1950 000 €



1.7. Know with the Flow, weekly & monthly

#TRANSMISSION #VALLEY #PARTICIPATION

I know the hidden talents of the lichen, the moss, the stones. I know the power of the tree bark, the sediment. I shelter the knowledge of the roach and the lamprey, the wisdom of the natterjack toad, of the rare yellow-bellied toad. What about you humans? What do you know?

Every week...

Know with the Flow is a horizontal, reciprocal knowledge-sharing concept to explore the diversity of worlds and knowledge.

In the style of the jugglers and peddlers of the Middle Ages, a team accompanied by a non-carbonised vehicle with a travelling scenography invites visitors – to markets, forecourts, local events, door openings, etc. – to discover all the knowledge of the men and women who, invisibly, “in a small way”, make our world go round, and whose knowledge is never highlighted. The Know with the Flow honours children, teenagers, exile communities, people from immigrant backgrounds and other “minorities”, all individuals with a popular and singular know-how that comes from elsewhere and is little-valued.

Far from being taught in a standardised way, these shared experiences and knowledge are rooted in, and experienced through, intimate experiences, forging resistance to a world that is increasingly formatted and univocal. These are precious moments and time for the expression and transmission of unique knowledge, and will take a variety of forms (speech, drawing, gesture, moving around the city, etc.). These times of putting things into practice allow us to do things together and create a new shared memory.

Every month...

In our emblematic place, the Confluences House hosts a day of discussion and contemplation on a theme related to our major chapters, a chance to compare



points of view, presenting differing perspectives, generational knowledge, field experience and poetic vision.

The editorial content of these great moments of sharing will give another perspective and new colours to the teachings of the Seine in its chapters. It will be developed in conjunction with the Wisdom Council, with a view to ensuring a cross-generational dialogue. The format is still under consideration, and is being worked on with the wide-ranging input of the teams from LIVE MAGAZINE, the Cité des Sciences de la Villette and experienced directors in this field: Frédéric Ferrer, Fabienne Quémeneur and Fred Tusch from Les Rendez-vous de la Cerveille.

— **TIME:** all year, every week and every month

— **METHOD:** RSN28 production – Editorial choices in collaboration with the Wisdom Council and methodology in dialogue with the Maison des pratiques artistiques amateurs. Every week, the meeting places have characteristically lightweight, comfortable furniture arranged on the squares, at the markets, etc.

— **PARTNERS:** Sur les épaules des géants (Le Havre), Cité des sciences, Live Magazine (Paris/ Bruxelles), Les Plastiqueurs, le Grand T (Nantes), ATMO Normandie, Science Action Normandie, supporters of the bid: Alexis Hanquiquant (handisport triathlete), Thibaut Briet (international handball player), Juline Anquetin Rault (apprentice training centre teacher), Gilles Vervisch (philosopher and teacher).

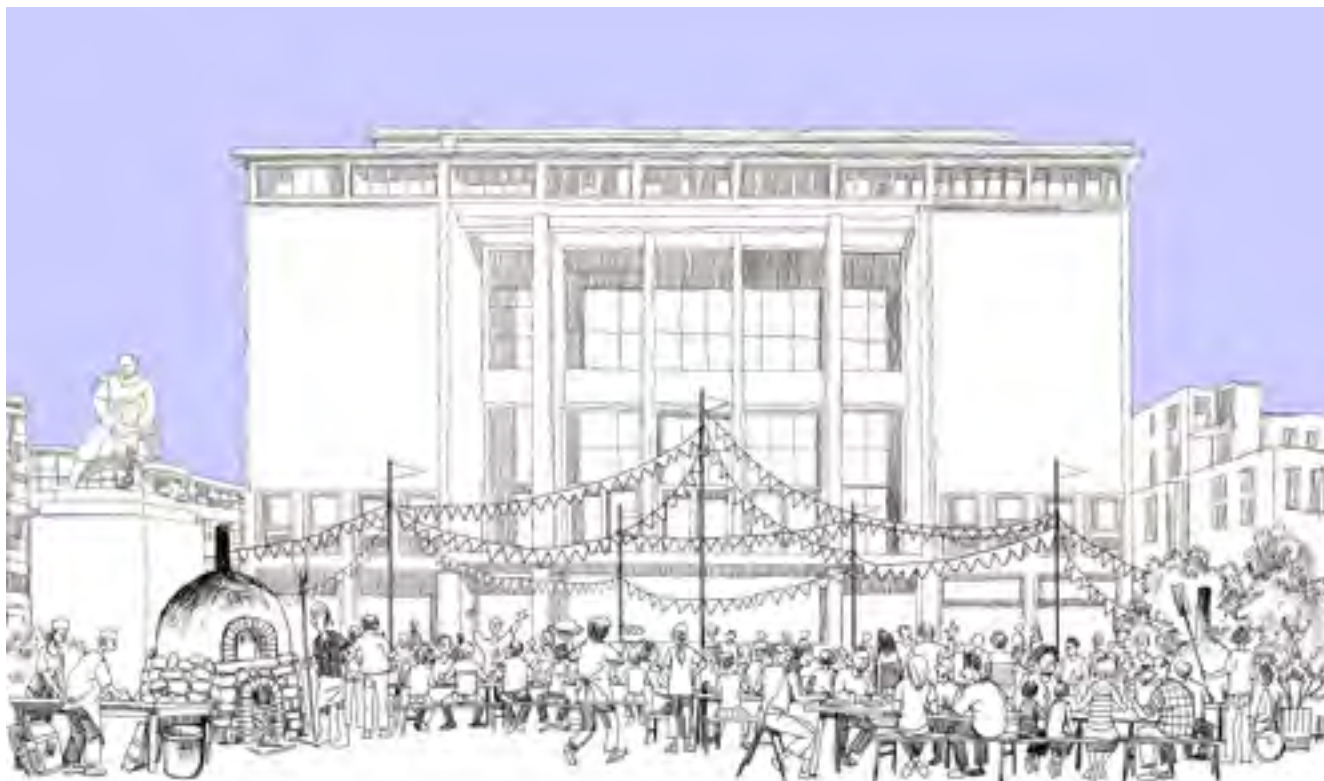
— **BUDGET:** 1100 000 €

1.8. Gastrosophy

#UNESCO #GOURMANDISE #VULNERABILITIES

You humans sin through gluttony. You are greedy in every realm. More, more, more. Yet I know that deep down within you lay that memory: gourmandise is an art, delicacy of taste buds, delicacy of the picking, the eager anticipation. You no longer have a choice: the time has come to allow this profound rightness to emerge.

Rouen is the first and only French city recognized as a UNESCO Creative City of Gastronomy.



To shine a light on this honorary title, RSN28 is setting out on a nomadic artistic adventure – part ritual, part movable feast – to draw attention to our fragile ecosystems, examine our food practices, develop and honour creative, militant and symbolic culinary heritage.

Just as the banquet was where philosophy reigned, just as the tongue is used both to taste and to speak, a group seated around a table is where the future of soils, beings, balances is debated and determined. A mobile bread oven will journey to and through a dozen



locations, moving with the seasons and local ingredients that symbolize them.

At each chosen stop, always near a brasserie or a cider house, the protocol unfolds: making the bread dough, lighting the oven, preparing a meal in collaboration with a Norman chef, hospitality-school students, volunteers, etc., and of course, sharing the resulting dishes.

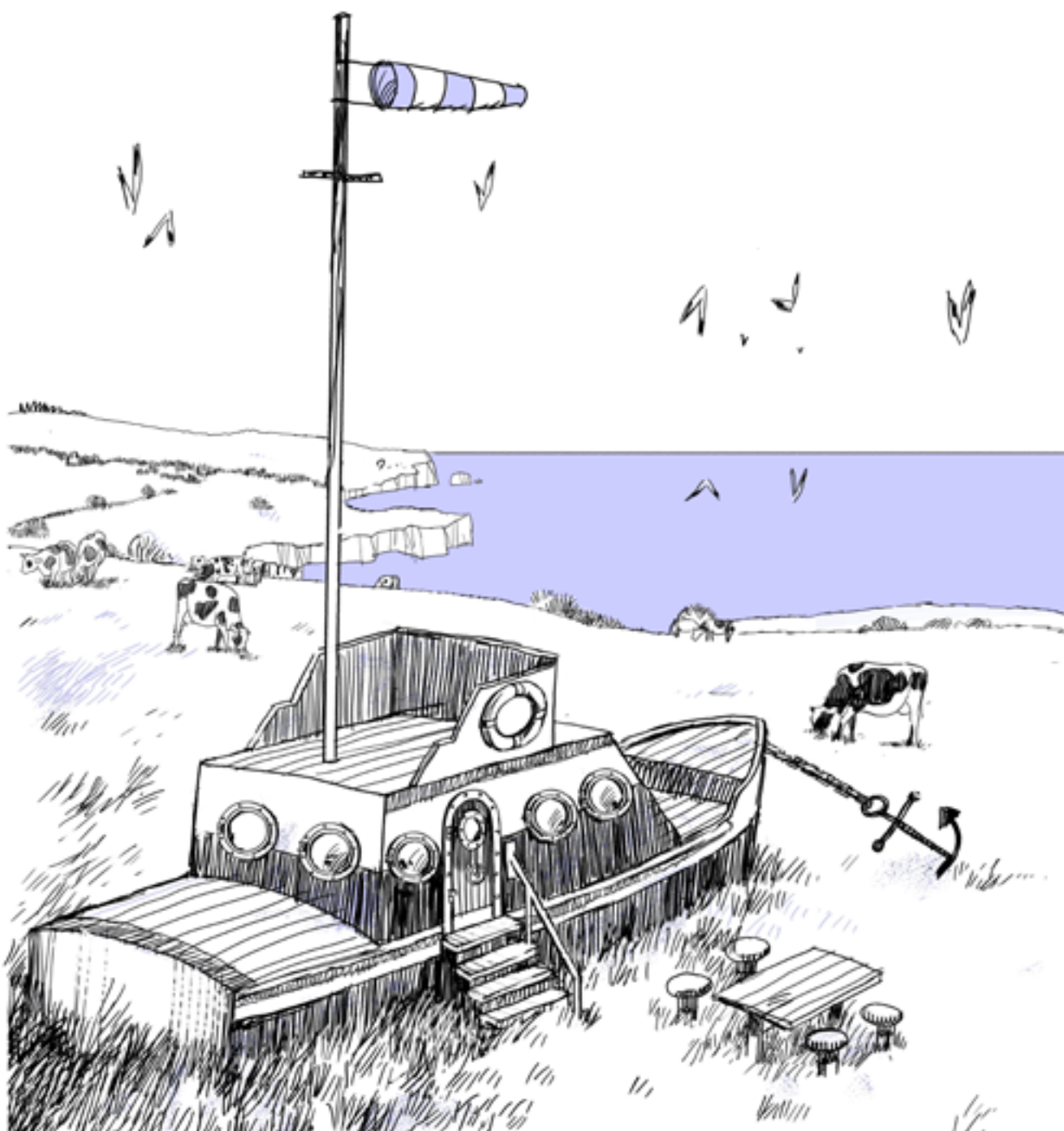
These gatherings provide an opportunity to combine gastronomy, conviviality and artistic creation: poetic interpretations of the banquets, scenographies and proceedings, the play on verbs ranging from feminism to exile, from gluttony and frugality to bread and revolt. There will be special cooperation with Rouen's Triticum organization to supply heirloom wheats and quality flours.

— **METHOD:** RSN28 production

— **SCIENTIFIC COMMITTEE:** Artistic companies: Cie Thank you for coming (Théâtre & writing / Brussels), Cie Rara Woulib (Agitator of public space /Marseille) / Théâtre à l'envers (Rennes) / Flore Madelpuech, chef and Christophe Cressent, Meilleur Ouvrier de France baker (supporters) / and the entities that helped draft this proposal.

— **PARTNERS:** Triticum, le Champs des Possibles, REGAL Normandie, Les Amap network, Rouen Tourism Office, Club des Toques, MTL Labs, Budějovice 2028, Budva-Boka2028, Larnaka2030. – Burgos 2031 (UNESCO Creative City of Gastronomy - The European Society for the study of Human Evolution, partnership on gastronomic evolution, ecological transition, and new ecosystems).

— **BUDGET:** 1100 000 €



2. A tale in twelve chapters

We no longer are strangers. We know each other. We've dared to share our vulnerabilities, our hidden knowledge. We've tamed each other. My new, transfigured landscape has taken hold of you. I have the feeling that you're beginning to understand the language of the water that flows in the beds of the world's rivers. So let's get on with it! Yes, let's carry on, I think we could do great things together... Sit down in the fresh grass of my banks and take your time. To the rhythm of the tides, come here so that I can tell you, fill you with wonder, teach you and help you grow. Here begin the twelve chapters of my story.

| | | | | | | | |
|--|----------|---|-------|---|-----------|--|----------|
| CHAPTER I Opening | January | CHAPTER IV Architectural Currents | April | CHAPTER VII Flowtopia | July | CHAPTER X Imaginary Bestiary | October |
| CHAPTER II A Room with a View | February | CHAPTER V Sequana | May | CHAPTER VIII Oxbows and Open Sky | August | CHAPTER XI No Brexit | November |
| CHAPTER III Rainfest | March | CHAPTER VI South Side / North Side | June | CHAPTER IX Ping Pong | September | CHAPTER XII River Conference (overflowing) & 2038 | December |

The High Tides

You should know that every month, I allow my spring tides to rush forth. That very week, a High Tide cascades through my region, flows through my tributaries, my entire watershed, the cities and towns, communities and neighbourhoods.

Our programme embraces time as a precious resource. It is an ode to aimlessness, to experiences and encounters unshackled by urgency, the opposite of culture-hopping and culture-gorging. By flowing with the rhythmic poetry of the tides, it ripples between the real and the imagined.



IN 2028, TWELVE HIGH TIDES WILL PUNCTUATE THE YEAR, linked to the tale's chapters of the Seine.

| | |
|-----------|---|
| January | Where the valley lights up |
| February | Where the heroes go in search of hidden heritage |
| March | Where the rain is celebrated everywhere |
| April | Where stories are told |
| May | Where gardens reveal the fantastic they shelter |
| June | Where crossroads open up and invite |
| July | Where everything that floats is so hot |
| August | Where the night belongs to us |
| September | Where everything happens from one bank to the other |
| October | Where we play at scaring each other |
| November | Where languages and words mingle |
| December | Where passing the torch |

Données HAROPA – année 2025



The High Tides are a serial entrusted to all the people who live in our area. Each episode will take a variety of forms: rituals, festivals, amateur practices, processions, gatherings, shared meals, night-time swimming, sporting challenges, knowledge games and exchanges, horn concerts, street furniture decorations, etc. These major popular events will be devised by the Seine Assembly, by activating all the networks of citizens, civil society and collectives, starting in 2024: The first events will be launched to kick-start the momentum, then build up to reach their climax in 2028.

The High Tide are meant to last beyond 2028, becoming an artistic and popular ritual, a trace of the Capital in our territory.

- **TIME:**
2024/2025: Drawing up a register of amateur practices throughout the region.
2026/2027: Experimentation and expansion of the High Tides.
- **METHOD:** Designed by the Seine Assembly and deployed within the Archipel network, with the support of the RSN28 teams.
- **PARTNERS:** Seine Assembly, Archipel, House of amateur artistic practices (Paris)
- **BUDGET:** 1000 000 €

CHAPTER I

Opening

Where I light up...

#EUROPE #CELEBRATION #GOURMANDISE #VALLEY
 #ROUEN #HOSPITALITY #POLYPHONY #FAIRNESS

Opening of the year, of the region, opening up to Europe and the world. A two-act overture: the first focused on the Seine, the second focused on people and Europe.

■ ACT I.

On the Seine, two ships cruise downstream and upstream and symbolically light up the bridges. The ships are two large floating artistic objects carrying fire, drones, multicoloured rays, marine horns, or aerial acrobatics. The Seine is illuminated in the deep of winter, while the residents around it light up the bridges, the banks, the quays.

■ ACT II.

As the two ships meet in Rouen, the Seine invites its river friends to a celebration of hospitality. In the city, on both left bank and right, worlds reconcile. Inside becomes outside and outside becomes inside. Experiments in sound and light will confound our perceptions of the city, meandering through it as time slows down.

One hundred venues (museums, theatres, third places, cafés, associations, workshops, etc.) are being transformed, with the watchword being celebration, each inviting a partner from Europe or the rest of the world. All our friendly river-cities are in attendance. Norwich takes over the Le 3 Pieces bar, Hanover reinvents the Museum of Education, Trondheim transforms the Théâtre de la Foudre, Skopje occupies the OMNIA cinema, Aveiro sets the Tour Jeanne d'Arc alight, Kaunas is turning the Left Bank MJC upside down, Budějovice transforms the Archives Tower, Hanoi metamorphoses the Jardin des Plantes, Cleveland disguises the Quartier Libre, Wanganui rocks the Saint-Sever shopping centre, Saint-Louis heckles the Ile Lacroix ice rink... The opera house becomes a huge Finnish sauna, a museum hall

an English pub, the town hall a Latin dance studio... These twinning arrangements will be in place from 2026, so that the Opening will already be an opportunity for long-term and unexpected cooperation. From January onwards, curiosity will be aroused through immersive and entertaining events. The Opening will fill you with wonder and whet your appetite as you stroll through the city, discovering a hundred different faces of Europe as you take in the surprises.

JANUARY HIGH TIDE

Where the valley lights up

- **TIME:** january
 - January High Tide Where the valley lights up
 - Up and down the Seine for a week
 - A 24-hour break in Rouen
- **METHOD:**
 - Organization by RSN 28
 - 2025/2026: Call for participation from one hundred venues in Rouen
 - 2026: Launch of joint artistic commissions between European cities and local partners
- **PARTNERS:** Network of friendly river cities, Liepaja 2027, Evora 2027
- **BUDGET:** 2 000 000 €

CHAPTER II

A Room with a View

Where I teach you to change your perspective...

#HERITAGES #HOSPITALITY #ROUEN
#POLYPHONY #FAIRNESS #EMERGENCE #FARO

A Room with a View is a dialogue between the two shores of the city, two shores that stare mistrustfully at each other. An invitation to change your point of view, get a fresh perspective – from one bank and the other – on the city’s human and architectural heritage.

- **Rooms with a view:** “pop-up panoramas” in new places (elevated points not normally open to the public, private rooms, natural sites, etc.)
- **Devices to guide the eye:** mounted telescopes, projections, light-and-shadow play, lasers, etc.)
- **In-situ artistic creations:** pictures, viewpoints coupled with lighting effects, micromappings, shadow play, sound installations and more.

Artists present for long residencies will be invited to meet the inhabitants for a joint exploration of their playground, in search of intangible human heritages to highlight, “new” point of view to invest in. In the spirit of the Faro Convention, A Room with a View reveals the diversity of the communities that enrich Rouen. This heritage dialogue not only presents an “offbeat” portrait of the city, but fosters intercultural awareness and growth.

The Rouen Normandy Photography Centre, coordinator of the artist invitations, will establish the residency protocols with the European Futures network to select guest artists. More specifically, it will be based on the Frutescens programme dedicated to young photographic creativity on French territories, which offers longer-term research residencies to present familiar territories in stimulating new ways. This preparing work involves inviting French and European artists and researchers to interpret the Seine Normande landscapes. Like a kaleidoscope, these varied perspectives present the region through new lenses.

The participatory dimension is an essential element of this project, by opening the doors and windows of the people living in the city. This simple, meaningful act of hospitality must be paralleled by committed surveying, tuned-in mediation. There will be a call for contributions made to the people of Rouen: “Come see a unique point of view from my balcony.”

This chapter is connected to the network of our Greeters ([Q39](#)) and relies on the dynamics of the Seine Assembly.

■ “Through the Wall”

Over the kick-off weekend led by Les Vibrants Dérêcheurs collective, amateur, professional and resident musicians, spread across windows, balconies, on top of monuments or on street corners, will present a 360-degree group concert, accompanied by the all the city’s bells and carillons. The collective’s visual artists will enhance and spatialize this masterful experience between the bell towers of the historic city centre, composing gigantic images projected on the facades of homes and monuments. They will rethink the surfaces by perforating them, ripping them, remodelling them, colouring them in imaginative ways, incorporating their impressions of encounters with the inhabitants enjoyed beforehand.

On a European scale, our friendly river-cities are invited to roll out A Room with a View themselves as a way of pooling use of the commission established by RSN28.

FEBRUARY HIGH TIDE

Where the heroes go in search of hidden heritage

- **TEMPO:** starting in february
- **METHOD:**
 - International curatorship provided by the Rouen Normandie Photography Centre
 - Long residencies
 - Call for participation from residents via our Archipel and the Seine Assembly
- **ASSOCIATED ARTISTS:**
 - Charles Fréger, photographer and left bank tinhabitant
 - Les Vibrants Dérêcheurs
- **PARTNERS:**
 - Rouen Sites et Monuments, France’s “Cities and Regions of Art and History” programme, Observatoire photographique des paysages de la Vallée de Seine, University of Rouen (« Cities on stage »), Saint Sever Neighbourhood House, FUTURES Network
- **BUDGET:** 1100 000 €



CHAPTER III

Rainfest

Where I teach you the rain dance...

#NATURE #ROUEN #LEHAVRE
#POLYPHONY #RISK

Access to water resources is a fundamental issue and changing rainfall patterns is a vital concern for both human societies and the health of natural ecosystems. In the cities, the part of the water lifecycle we can impact is the time between the moment the clouds release the waterdrops and when they hit the ground, our sidewalks, our heads, land on our parks and in sewer drains. We can then impact what flows into the Seine. Rainfest puts this moment under the microscope, this in-between, and what we can do – or not do – with the falling water.

■ The people between the drops

What can be done with the rain to make public spaces more liveable, to slow its draining away and ensure it is clean when it flows to the Seine? How can celebratory rituals help us reconnect with rainwater?

Rainfest is the chance to create places and situations where people choose to be wet or dry to experience the rain. It is a creative approach to rain, with artistic installations and events that change how we perceive rain and emphasize the qualities of falling water. Sounds, movements, shifting equilibrium – a multitude of appeals to our human senses that are so in need of reawakening, of resensitizing in this era in which everything seems dematerialized.

By 2100, the Normandy IPCC predicts a drop of up to 30% in both the flow of the Seine and the recharge of the aquifers in its watershed.

■ The drops between the people

The way we process rain impacts its qualities: potability and bathability or pollution and prohibitions? It is up to people to cherish it, preserve it, process it and use it with a broader, wiser perspective on the water's entire cycle. The research realm (schools, universities, companies) is exploring these issues. Rainfest will call upon art, design and architecture students from the Seine Normande Valley and its friendly river-cities – and in conjunction with engineers, scientists and landscapers – to examine the ways rain affects our minds, hearts and bodies.

To truly celebrate rain and raise awareness of its importance, Rainfest will be held in Rouen and Le Havre to bring together science, people, culture, art, design and nature.

A variety of events and installations (temporary and permanent) will be implemented citywide. Rain will be interpreted and experienced in refreshing new forms: parade, dance, art installations, pavilions, speakers, artistic symposiums, workshops on creating drinking water, and much more.

MARCH HIGH TIDE

Where the rain is celebrated everywhere

- **TIME:** march in Rouen / october in Le Havre
- **METHOD:** Jens Thoms Ivarsson, a Swedish artist and designer from Gothenburg, is entrusted with curatorship, with a view to international invitations (artist also associated with the Kiruna2029 bid, creating links between our two bids).
Le Havre dance company LA BaZooKa has joined with RSN28 to draft a series of festive protocols available to one and all. According to personal tastes and skills, there might be choirs that sing off-key, fleeting cloud adoptions and, naturally, choreographed crowd processions to celebrate the rain with dances, songs, slogans and rituals. All ideas involving the word rain will be welcome.
- **PARTNERS:** IPCC Normandy, Institut TURN at the University of Rouen Normandy ENSAN, ESADHaR, Cie la BaZooKa, A Summer in Le Havre, Studio Idaë, Gaël Musquet (meteorologist, citizen hacker and supporter of the bid).
- **BUDGET:** 2 000 000 €

CHAPTER IV

Architectural currents

Where I invite you to measure the risk...

#NATURE #VALLEY #PORTSOFCALL
#RISK #FARO #NEB #DISSONANCES

An in-depth and entertaining exhibition on the dialogue between habitat and water, from La Villette to the Seine estuary.

In today's climate-change context, the Seine Valley will be profoundly transformed by such things as rising sea levels and flooding. As we come face to face with the urgency and seriousness of the situation, the exhibition will investigate our relationship with the region, how we live and grow and expand, while providing perspectives on flood risk, clarity on anticipating it and preparing the general public to live with it. Architectural currents nurture an reflection, put this Sequanian territory into words and images, a land whose very contours will be redrawn: accept the water? Rethink cities? Live with risks? Transform perspectives?

The exhibition will begin at La Villette in Paris and then stop at nine sites: a Home Port and eight stopovers stretching along the Seine.

Each stopover will give visitors the chance to experience the Seine, will have a common core, and will highlight a specific theme in relation to the site's geography, history, economy and vulnerabilities.

As well as educational elements, the exhibition is based around an artistic approach that helps visitors better understand the context and envision life in 2100 (futuristic illustrations, augmented reality, projected news sources that are part utopia, part alternate history, the study of foreign examples through speakers' programs and perspectives, collective exhibition on board the Barge in Duclair, film screenings, in-person meetings with scientists, landscape promenades, training workshops on biodegradable building).

■ Home Port of the exhibition

It is a place of resources and events to share the flood-risk culture. It will put the subject in context, examine waterways elsewhere (the St. Lawrence River, the

Senegal River, the Wanganui River, the Red River), take an in-depth look at technical, regulatory, and/or other specific questions.

■ The stops

Vernon-Giverny: adapting the town (flood zone management) – **Poses-Amfreville:** infrastructure (dam, locks, fish passes, etc.) – **Elbeuf-sur-Seine:** resilience (wastelands) Rouen: industrial risk – **Duclair / Anneville-Ambourville:** resource extraction (quarries, major construction sites) – **Rives-en-Seine:** adapting agricultural, water and architectural heritage (run-off, groundwaters, etc.) – **Tancarville/Marais Vernier:** wetlands (peat-land ecosystems) – **Le Havre:** adapting the city, urban restructuring and risk culture.

🌊 APRIL HIGH TIDE

Where stories are told

– **TIME:** april to october

– **PARTNERS:** CIREVE in Caen, Normandy IPCC, ENSA Normandie, French Country of Art and History designation, University of Rouen, AIVP, IAGF, Rivers International, La Villette, Montreal Faculty of Planning at the University of Montreal and Pascale Biron, professor at Concordia University, La Maison de l'Architecture of Quebec, French Institute of Hanoi and School of Architecture of Hanoi, Simon Jean-Nebbache (doctor of museum and heritage studies from Victoria Te Herenga Waka University of Wellington), Agence de paysage 22°, CAUE27, PUCA, VNF, Le musée de la batellerie in Poses, GIP Seine Aval, HAROPA, Agence de l'eau, AURBSE, Chair of "le littoral comme territoire de projet" of the École d'Architecture de la Ville & des Territoires of Paris-Est, PNRBSN, European Rivers Network, Muséoseine, Pilotes de Seine, Chair of ENSA Normandie, Habiter avec l'eau, CEREMA, UIA, University of Le Havre. Uppsala2029, Larnaka2030.

– **BUDGET:** 1500000 €

CHAPTER V

Sequana

Where I show you how to truly care...

#FAIRNESS #POLYPHONY #VALLEY #HOSPITALITY #CARE

Sequana, the mythological goddess with the gift of healing, gives her name to this project. Designed in conjunction with the Le Rouvray hospital and its network of fourteen outpatient hospitals in the Seine Normande Valley, as well as the Art et Déchirure museum, Sequana enriches the cultural offering both inside and outside of the hospital and helps to demystify mental illness.



An array of multidisciplinary residencies open to patients has been introduced within the hospital itself, as well as in all the Centres and outpatient hospitals in the Seine Valley. Joining forces with the medical and nursing teams to ensure holistic patient care, the programme is led by artists who have developed a strong, person-focused tropism in their practice, with great awareness and experience in artistic presentations in the healthcare environment.

The intention is not to provide therapeutic support, but to create common work spaces in which artists and patients can experiment, compare and contrast ideas and practices, and produce singular works.

It is a forum in which all artistic disciplines can be developed: movement, puppetry, sculpture, photography, theatre, poetry, etc.

Built over several years, this project will go beyond production residencies and involve other multidisciplinary explorations, such as moments of cultural relief in hospitals, particularly in the Pavillons Utopiques of the Rouvray Hospital Complex: resource-rich cultural spaces hosting visual artists (Maison Papier) and poet-writers (Maison Poésie) where patients can interact, enjoy and learn through contact with artists, museum tours or cultural outings, with prior work on appropriating the site, guidelines, repertoires, presentations on Art

Brut (Outsider Art), art and health, care practices, etc. The Musée Art et Déchirure, located in an 18th century care pavilion at the Rouvray Hospital Complex and working to develop the hospital's cultural offer, will serve as the project's anchor point. Paralleling the residencies, it will feature an international exhibition of works meeting the criteria of Art Brut, some of which could come from artistic residencies held upstream at the Psychological Medical centres and outpatient hospitals of the Seine Valley. Coordinating with other museums, such as the Dr Guislain Museum in Gand (BE), the Musée d'Art Brut in Villeneuve d'Ascq near Lille, as well as its counterpart in Lausanne (CH).

MAY HIGH TIDE

Where gardens reveal the fantastic they shelter

— **TIME:** Workshops and residencies starting in 2026 / Public opening of premises to present the creations inside and outside institution walls starting in May 2028

— **METHOD:** Scientific support committee composed of expert therapists and artists. Committee co-chaired by Vincent Pecoil, Director of the Fonds Régional d'Art Contemporain, and Joël Delaunay, President of the "Art et Déchirure" association.

— **PARTNERS:** In conjunction with nearby local cultural entities (state-recognized stages, theatres, SMAC, etc.)

— **BUDGET:** 750 000 €

CHAPTER VI

South Side / North Side

Where I weave new webs of links for you

#ROUEN #POLYPHONY #ONEBANKTOTHEOTHER
#HISTORY #FAIRNESS#INTERCULTURALITY

The wealth of the Seine Valley is largely a result of its extended history with textiles.

South Side / North Side unites Rouen's left and right banks in a joint examination of fast fashion, waste, recovery, going back to the origins of textiles, all in the form of a large, multicultural spectacle and fashion show that crosses the Seine and gives every piece of fabric a second life.

A documentary fashion show created in collaboration with ethical companies, artist-designers and organizations concerned with environmental issues and human and labour rights.

The main idea is to reconnect the two banks of the Seine, the north bank of the bourgeoisie and the south bank of the workers, during a journey made up of different stops. Each stop will involve professional artists (dance, theatre, music) and local people, models of all ages, origins, genders, builds, visible and invisible disabilities.

JUNE HIGH TIDE

Where crossroads open up and invite

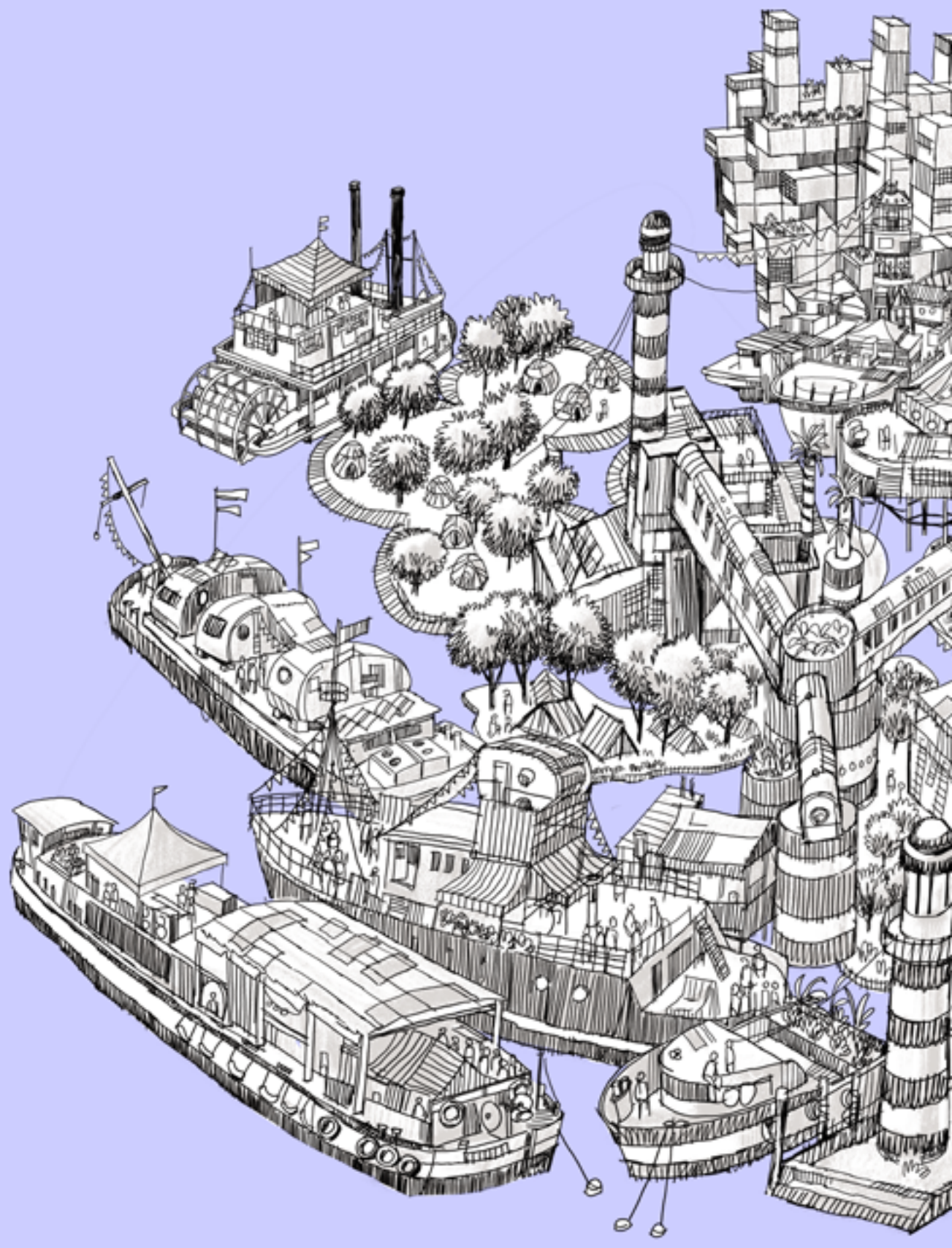
— **TIME:** July to September

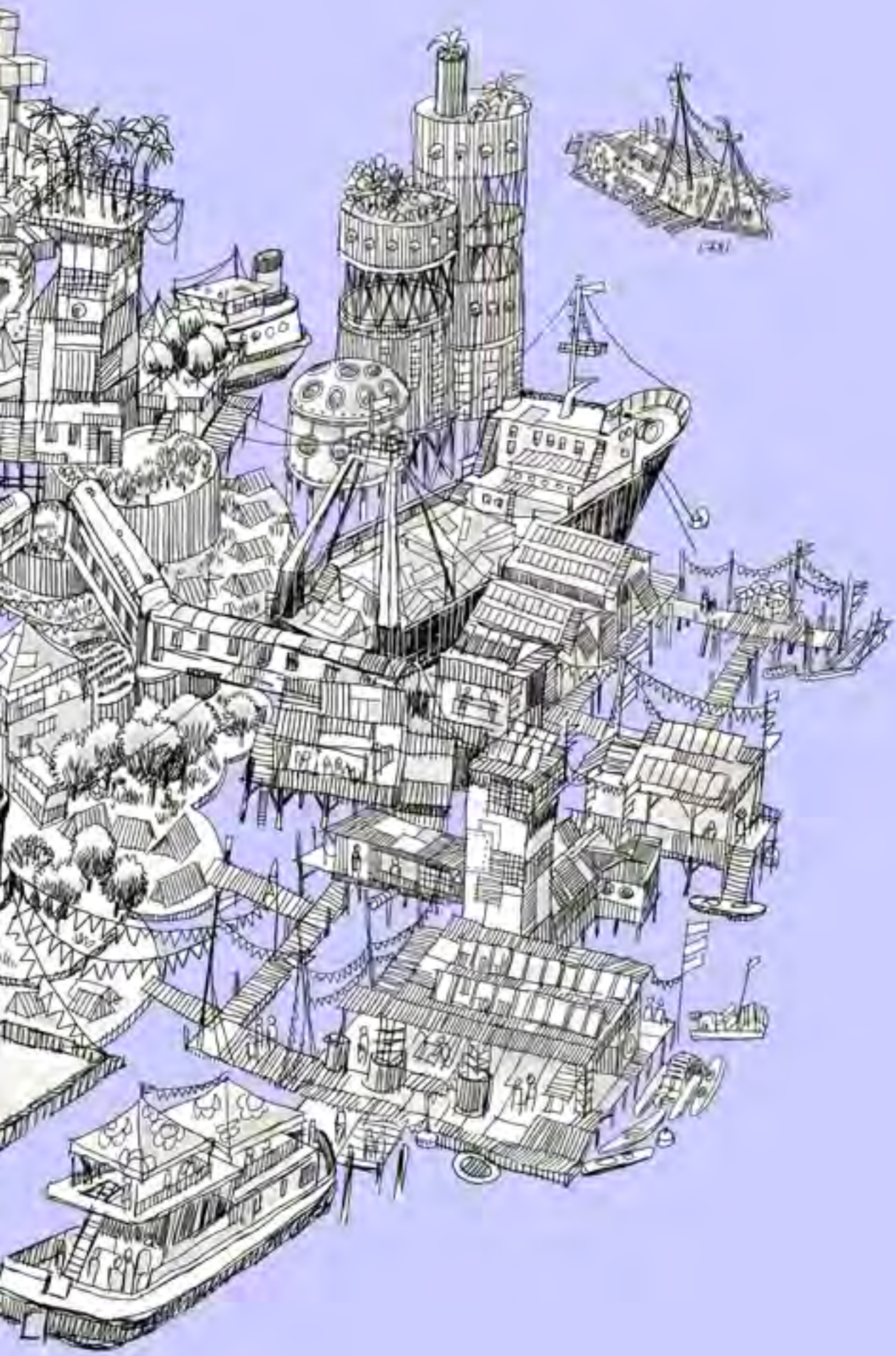
— **METHOD:** Carte blanche to stage director Eva Doumbia (Cie La Part du Pauvre). A support committee has been formed with actors committed in the sector: Au Fils Conducteurs, the Rouen fablab collaborative sewing factory, Fripp & Co, Cité Mode training, the dedicated CAPs (vocational training certificates), Hermès, the Opéra de Rouen sewing workshop, Solidarité textiles, professional integration association for collecting, sorting and recovering used textiles in the Rouen Metropolis area, Gebetex (recycling and raw materials) – **Writing:** 2025 (associated academic sphere: fashion studies and history) – **Workshops:** starting in 2026

— **PARTNERS:**

Artistes: Sakina M'Sa and her brand Front de Mode, Lamyne M and Sylvain Wavrant – **ONG:** Oxfam, Humana Vintage – **Socio-cultural ecosystem:** social centres, schools, retirement houses, La Fabrique des Savoirs in Elbeuf, La Corderie Vallois in Notre-Dame-de-Bondeville, the textile museum workshop in Bolbec

— **BUDGET:** 1200 000 €





CHAPTER VII

Flowtopia

When I guide you toward possible futures...

#POLYPHONY #NATURE #TRANSMISSION
#PARTICIPATION #NEB

An immense utopia! Starting in 2024, a new island on the Seine is being invented, both a poetic work and a collective epic.

At the foot of the grain silos, between the marina (little-known to the general public) and the Flaubert bridge, at the entrance to Rouen, the floating city-island known as Flowtopia will cast off its moorings in the Bassin Saint-Gervais in the summer of 2028.

Short-lived, polymorphic and sturdy, Flowtopia will bring together all the Unidentified Floating Objects already located around Europe, to which will be added a constellation of boats, barges and floating objects built by 2028. It is a unique participative journey: children (through non-profit entities, schools, etc.) and students (students studying at the Lycée de Charpente maritime in Cherbourg, for example, or training in the woodworking trades, ENSAN, ESADHaR), are invited to create sketches, giving free rein to their imaginations. The entities of the Archipel launch manufacturing workshops. Meetings with key actors of the Seine (HAROPA, VNF, etc.) will take place simultaneously to study the feasibility of such plans.

Flowtopia answers transition issues, depollution, short supply chains. It generates novel encounters between residents, scientists and artists' collectives. It navigates between monumental work, community sites and celebration venues, a new-world utopia.

A parallel programme will be developed (club barges, circus boats, stage barges, etc.): a large, multifaceted lakeside summer festival entrusted to local operators (Le 106, Métropole and the city of Rouen).

JULY HIGH TIDE

Where everything that floats is so hot

– **LOCATION:** Bassin Saint-Gervais

– **TIME:** 2024/2027 then July 2028

– **METHOD:** Coordination: Un Monde Flottant (composed of artists, architects, artisans, and scientists).

A call for participation is open to anyone wishing to join in the construction of the floating island (within the Archipel and with partners).

– **PARTNERS**

Ecole Parallèle imaginaire (Utopian Raft), Fluctuations, « Ilotopie, Arles »

European UFOs already identified: Joy Lohmann's Open-island (Hanover 2025 bid), Kaunas2022's Nemuno7, Italian Jellyfish Barge, Spree Public Rafts (Berlin), the English Ante Pavilion, Floating Timber Pavilion, Budva-Boka 2028, Uppsala 2029.

– **BUDGET:** 2 900 000 €

SPOTLIGHT

European Bivouac

RSN28 organize, starting in 2026, a large summer camp designed like a liberating space, the place and time for research, learning and brainstorming between craftsmen and craftswomen, young artists from various European art schools, music academies, taking the fun form of a camp – part festival, part arts camp, part summer university.

Their mission: to take part in the development and activities of our Flowtopia.

– **LOCATION:** Rollet peninsula

– **TIME:** July (2026/2027/2028)

– **METHOD:** Artistic coordination is the responsibility of the BELLASTOCK collective.

Les Luciens collective is in charge of setting up the campsite. – A pedagogic committee made up of teachers and students (Esadhar, School of Architecture, music academy, CDN, National Centre for

Circus Arts, La FAI-AR, MTF Labs – Andrew Dubber) accompanies the implementation of the camps.

– **PARTNERS:** ESADHaR & ENSAN, Music Academy, Chemnitz 2025 (Makers United), MTF Labs, Budějovice 2028, Budva-Boka 2028, Uppsala 2029, Larnaka 2030.



CHAPTER VIII

Oxbows and Open Sky

Where it is your turn to tell me about a place's history...

#CELEBRATION #HOSPITALITY #FAIRNESS
#METROPOLIS #POLYPHONY #WORLD

Oxbows and Open Sky is a summer event taking place in the neighbourhoods of the Rouen Metropolis, far from the Seine, and created with the people who live there. Working together, residents, artists, sociologists, architects and urban planners transform spaces seen as empty or commonplace to colour them, inhabit them, with artistic forms. The relationship to public space once again becomes spontaneous. Artists in long-term residencies in the chosen neighbourhoods will turn the ideas presented by the people involved into artistic and festive rituals.

This could give birth to events such as trans-generational parties accompanied by the Italian collective Corps Citoyen, offbeat athletic games created with the French 26.000 Couverts theatre company, an alternative funfair entirely co-constructed using materials recovered by the TITANOS collective, a living photo comic featuring the residents working with Norway's Naja Lee Jensen and much more.

■ The night

The statistics are irrefutable: the summer months are going to become hotter and hotter. Sooner or later, we will have to adapt not only our spaces, but our life schedules and rhythms, avoiding the increasing heat by day, to keep from suffocating in its intensity.

Just as is done in the Global South, gatherings with friends and family, community celebrations and cultural events will, in part, have to be shifted to later hours, well after sunset. The night is a time of ambiguity. Our Western depictions generally vacillate between danger and freedom, withdrawing into personal spaces or opening to public spaces. How can we overcome these negative perceptions and offer another vision of the night: the night as a space in which to reconnect with oneself, with others, allowing us to explore our emotions, to forge new relationships, make new rules – night as a “political” space for peaceful cohabitation?

■ Toward Oxbows and Open Sky specifications

Grand-Couronne and Darnétal are our first test areas, starting in 2023. Several workshops have been held to pave the way to Oxbows and Open Sky and establish its methodological principles:

- Decentralized “project” teams (municipalities and associations)
- Choice of locations based on the need to open up the area and to reflect on the memory of the site and its future

The workshops drew people representing entities in the fields of culture, sports, social initiatives, town planning, as well as music and dance conservatories, media libraries, social centres, extracurricular activities, city council members, actors and drama teachers, members of amateur arts groups, assistance to isolated persons, academics.

PROTOTYPE

Adventure playground

Central to the four municipalities of the Rouen Normandy Metropolis (Saint-Etienne-du-Rouvray, Petit-Quevilly, Sotteville-lès-Rouen and Grand-Quevilly), the former racecourse which has become Champ des Bruyères has 28 newly landscaped hectares, including a conservatory orchard and an edible forest, an ecological reserve for protected growth of remarkable species, a shared garden. There is also an educational farm on the grounds, with group workcamps led by the Triticum non-profit association and workshops and plant swaps with Le Champ des Possibles.

From April to August 2023, the project takes place in two phases:

- Training activity leaders in the values, methodologies, principles of an adventure playground
- July/August: open to children: leisure activity centres and open access (other than for parents)

The adventure playground is a way to explore situations that involve risks, such as climbing a tree or using tools. It provides a way for children to learn to manage these risks so that they can play safely without adult intervention. The members of the Yakafokon collective give children a “tinkering license” before they become masters in their special realm. The adventure playground is a zone of experimentation and learning that features non-consumptive, participatory, hands-on activity, and helps develop autonomy in various forms. It facilitates reappropriation of urban spaces to turn them in to places of community and interactive living.

Identified points of focus:

- Design projects over the long-term (from 2025/2026), to ensure they are locally anchored (including with a view to a long-term legacy) and by working with already established entities,
- Respect cultural rights and dare to venture into the unknown...
- Seek additional funding (CTEJ, time credits for artists who invest in a neighbourhood, etc.),
- Document the entire process to preserve process and progress: before (methodology, meetings, discussions, co-construction), during (local radio, fanzine, blog, etc.) and after (assessment, perspectives, follow-up)

 **AUGUST HIGH TIDE**

Where the night belongs to us

- **TIME:** throughout august
Events take place at two different sites from Wednesday to Sunday, each of the four weeks of August, meaning a total of eight locations.
- **METHOD:** RSN28 supports local authorities in implementing each project, all serving as opportunities to ensure the polyphony of charities, non-profits, cultural representatives and sports entities is truly heard. Each local contingent creating their project will be assisted by an international artistic team with great experience in working respectfully with public spaces and co-design, a team chosen in accordance with the specific themes proposed by the regional working units.

– **PARTNERS:**

The municipalities of the chosen neighbourhoods, Vivacité / Atelier 231, the European IN SITU network and Normandy's "Renar" network, Aveiro - Festival dos Canais, La Stadra / Graz (AT), Katowice, 2029, Larnaka 2030, La Strada (Graz - AT), Odatratri (Pristina - KO). Several regional artists/collectives have been asked by RSN28 for proposals of new or uncommon objects, mobile premises that are somewhere between artistic forums and explanatory objects. Examples include the CABANE projects (visual-arts workshops with special edutainment facilities for vulnerable groups, such as the elderly, persons with disabilities or lacking job security, very young children) and Projet Louxor (temporary artistic occupation of vacant sites to share the art of dance for a Social and Solidarity Economy). These will be trialled in 2024 to ensure that they are aligned with the methodological principles established with local partners.

– **BUDGET:** 3 000 000 €

CHAPTER IX

Ping Pong

Where I give you a glimpse of another Europe...

#EUROPE #CONTEMPORARYART #VALLEY
#EMERGENCE #HERITAGES #FARO

Ping Pong is an uncommon encounter between young artists with, first, the region's official museum establishments and their works/collections and, second, non-museum sites (universities, public buildings, businesses, hospitals, etc.) in a joyful time of contact, dialogue and sharing. The artworks will not only be displayed at institutions, but also in public places and spaces, with the intention of improving the fluidity between interior and exterior.

Ping Pong also provides artists with their first powerful dive into the museum and art-market ecosystem and initiates greater openness towards Europe: each application is made up of a pair of European artists. The choice of non-museum locations is important: the places to be utilized must have active, genuine dialogue with the hosted work and create an interaction therewith. The RSN28 partner companies will satisfy these criteria.

young ↔ old
established ↔ emerging
heritage ↔ creation
old ↔ contemporary
masterpieces ↔ attempts
France ↔ Europe
museums ↔ companies
public spaces ↔ private spaces
outside ↔ inside
ping ↔ pong

 **SEPTEMBER HIGH TIDE**

Where everything happens from one bank to the other

- **TIME:** september 2028 to february 2029
 - **METHOD:** Open call on the Dialogue theme.
 - Constitution of a judges' panel with ten Europeans (Gediminas Banaitis (LT), Gabriela Mota Marques (PT), Vesna Stefanovska (MK), Veronica Sekules (UK), Jens Thoms Ivarsson (SE), five people from the Culture Next network) and two local people (Laure Delamotte-Legrand and Virginie Bobin).
 - This open call will be accompanied by an in-depth mediation process to ensure that artists who are more remote (urban cultures, non-French speakers, etc.) from official communication channels and applications can find their way to Ping Pong.
 - Above all, the jury will have a mentoring role, with each member committing to supporting the development of at least one project.
 - **PARTNERS:** Companies involved in RSN28, museums and art centres of the Seine Normande Valley, Réunion des Musées Métropolitains (RMM), teaching and regular hospital complexes (CHR and CHR), universities, MATMUT, Entente Axe Seine (institutional cooperation with the museums of Paris and Le Havre), CreArt network.
- **BUDGET:** 1950 000 €



CHAPTER X

Imaginary Bestiary

#IMAGINARY #SCIFI #NATURE #SCIENCE #ROUEN

Where I reveal the strange creatures that inhabit my waters...

In autumn 2028, in museums and out in the city (street art, sculptures, screenings, etc.), an Imaginary Bestiary will be brought to life.

Since the dawn of time, fantastic beasts have been one way that humans understand and interpret the world and their own identities. From prehistory to the dawn of the 21st century, artists have passionately embraced this universal theme, populating pictorial works, buildings, sculptures and feature films with the most fanciful, improbable chimeras.

The Imaginary Bestiary intentionally goes against the grain of the scientific guides and, in the fall, presents a large exhibition/inventory of imaginary beings in the style of a zoological guide by summoning fantastic creatures, many – but not all – rising from the waters (Flaubert, in his *The Temptation of Saint Anthony*, had already brought together all the medieval monsters!). Unbridled imagination and reality meet and mingle in the guise of a poetic menagerie made up of strange or monstrous animals, depicted in great whimsical detail. This journey through the city will draw medieval bestiaries from the local museum collections (Jérôme Bosch or, later, William Blake, Delacroix, etc.), will highlight aspects of the architectural heritage (the first Rouen chimeras are the gargoyles of the Tour Saint Romain) and will be developed in collaboration with other major chapters of our project (Seine Story, (Re)Sources, A Room with a View, etc.). The public space will become a fanciful

playground, here visitors can encounter the strangest creatures, transporting us to the very edge of reality, by unleashing the power of wonder in a sometimes-disenchanted everyday urban life.

A segment of our bestiary will be devoted more specifically to children through a special module covering illustration and children’s literature. With Rouen’s Festival du Livre de Jeunesse (Children’s Book Festival) and the Bologna Children’s Book Fair (IT).

This major entertaining, citywide exhibition will help us explore our contemporary collective fears, as technological developments and their excesses (transgenics, etc.), the Anthropocene Beast.

This project will unfold in metropolitan museums, public spaces, and at a designated site beside the quays of the Seine (Hangar 23).

OCTOBER HIGH TIDE

Where we play at scaring each other

- **TIME:** october 2028 to march 2029
- **METHOD:** Curatorship by artist/scientist pairs
- **PARTNERS:** RMM, Turfu Festival, Les Utopiales, comics festivals.
- **BUDGET:** 1800 000 €

CHAPTER XI

No Brexit

#LANGUAGES #POLYPHONY #EUROPE

When for you I hold a giant crossing, homecoming...

Normandy and United Kingdom share ten centuries of history: William the Conqueror, The Hundred Years’ War, seaside tourism, industrial revolution, two world wars, railway construction by English engineers, cultural exchanges and trade, pop culture, fishing, the Channel tunnel.

Eight years after Brexit’s implementation, RSN28 underscores the importance of maintaining ties across the Channel and honours “Made in the UK” contemporary creation.

The No Brexit programme will be built thanks to cross-residencies, co-productions, celebrations and more.

“Performance crossings” will be created with the Dieppe-Newhaven and Le Havre-Portsmouth ferries. With the Freedom Festival in Hull and the Norfolk and

Norwich Festival (IN SITU network), the utterly unique atmosphere of the English piers will be recreated on the banks of the Seine: the jetty (from recycled elements of our Flowtopia or structures for the 2024 Olympic Games), its fairground attractions, shops, tea and coffee shops), fish & chips, but also parades, majorettes and

dance floors – all following a theme to be chosen with our neighbours.

RSN28 will make good use of this time devoted to Anglo-Norman history to emphasize the place of all languages, of Europe and the world. Language-learning areas will be created to exit the imperialism of the FR and UK languages. The collectives organized by the diasporas, the associations welcoming migrants are honoured for the sometimes reviled wealth of the languages heard there.

The Confluences House will hold the Untranslatable Festival: Presentations on the mysteries of translation, an exhibition on untranslatable words, multilingual poetry performances, creative translation workshops (in partnership with researcher Virginie Bobin), artistic performances exploring cultural differences, word swaps and much more.

 **NOVEMBER HIGH TIDE**
Where languages and words mingle

– **TIME:** november to december

– **METHOD:** Establishment of a coalition of British cities (Norwich and Hull (IN SITU), Leeds and Belfast (Culture Next), Liverpool (CreArt), Southampton (Le Havre twin city) and the British Council. The coalition will handle crossed residencies, temporary pairings, exchanges between places.

– **PARTNERS:** CDN, Choreographic National Centre Le Phare, Atelier 231, Le Volcan, Opéra Rouen Normandie, the FRAC Normandy, Le 106, “This is England” short film festival, Collectif Moteur, the OMNIA, the French Alliance, partners entities from the British coalition: Freedom Festival Arts Trust (Hull), Norwich City Council, Norfolk & Norwich Festival, Bridges to Rouen 2028, etc.

– **BUDGET:** 1500 000 €

CHAPTER XII

River Conference (overflowing) and... 2038

#COALITION #ADVOCACY #HERITAGE #FUTURE #POLYPHONY #NATURE #FAIRNESS

When I gather my coalition and make our voices heard across Europe...

The Seine Normande Valley has welcomed friendly rivers for a full year. Since 2023, the Seine Assembly has forged a European network of river guardians. Since 2023, the network of young Europeans, led by the Wisdom Council, has been building an advocacy strategy for a new Europe. The voices of the rivers are rising in unison: legal personality, common goods of humanity, law implementation, new connexions between human and non-human... In December 2028, a “confluence of combats” is taking place in Normandy’s Seine valley: the River Coalition is raising its voice to change the world.

River Conference (overflowing)

The River Conference brings together all the rivers of the RSN28 coalition, from the first to enter in 2022 to the last, welcomed with open arms in 2027 or even 2028. The conference is carefully designed in collaboration with the Seine Assembly and unites our partners (AIVP, IAGF, Rivers International, friendly river-cities, Entente Axe Seine, etc.).

But this conference is not an institutional gathering issues having already been endlessly reviewed. It will overflow with artistic and poetic contributions, performances to break with convention, presenting the multilingual Manifestos put forward by those persons committed to the River Coalition.

In October 2023, the River Conference overflow is prototyped: an institutional programme will be complemented by exhibitions, an educational cruise on the Seine (Observatoire photographique, Maison de l’Architecture), performances (Mathieu Duperrex) and a concert...

 **DECEMBER HIGH TIDE**
Where passing the torch

– **TIME:** december

– **METHOD:** Carte blanche to Aude Bourgine, a young visual artist who presented her 2048 DEAD OCEAN exhibit in Rouen in 2023. Ms. Bourgine will select a European artist to co-curate with her for this virtuous multidisciplinary cycle.

– **PARTNERS:** FRAC Normandie, ESADHAR POPSU, IAGF, AIVP, Rivers International, Seine Assembly (rivers guardians), etc.

– **BUDGET:** 500 000 €



2038: transmission

Our year does not end, it is passed on: this is the meaning of 2038.

This major end-of-year event is imagined, planned, designed and organized by the Wisdom Council hand-in-hand with the young Europeans network, mentored by the RSN28's supporters ([Q16](#)).

2038 is entrusting future generations with the power to take action. 2038 is the first symbolic step in RSN28's legacy to its river and its European coalition. 2038 invites the 2029 European Capitals of Culture to come to the Seine to take up the torch.

To mark the occasion:

- All friendly river cities are invited,
- The European networks involved in the 2024-2028 are present,
- The winning cities for the title of European of Culture 2029,
- The programme is 100% Future generations

PROTOTYPE

Wise Rebels

From 1 to 32 June 2023!

A memorable, precious moment of amateur practices in theatre, dance, circus, music or mixed arts.

A celebration at which a few hundred young artists dive in and enthusiastically take turns on theatre stages, with professional guidance from the entire CDN (National Drama Centre) team.

An initial meeting with the public at which we talk about the thrills, fears, quaking knees and applause. It is also a time that showcases the creative abilities of the young generation as we witness the dawn of their power, stirring our souls, helping us think outside the box. It means believing in tomorrow, making space for those things we do not yet know.

- **TIME:** december
- **PARTNERS:** Rivers-cities, Emerging Kaunas, Budějovice Majales, ECOC 2029
- **BUDGET:** 750 000 €



Choice of events

Q7 For such a programme to be successful, it is vital to have an effective selection process. Our method aims to take advantage of potentially contradictory approaches: impertinence versus consensus, local versus international, collective versus singular.

All the above-described projects are projects that are still open. While based on a story and major societal issues, they leave room for all artistic disciplines, while avoiding competition with the many festivals, exhibitions and events held each year by local cultural actors. While our programme is not intended to finance the day-to-day activities of the region's artists and entities, already very involved in the bid, they have an important role in enriching and expanding the bid's structuring chapters.

As we wish to limit a competition-based process as much as possible, we have established methodological foundations:

- Make the most of the four-year preparation period to test ideas, assess the reactions of scientists and artists, and set up long-term residencies,
- Launch calls for participation so that each chapter's design is a shared effort and leads to clear, undisputed choices,
- Ensure a portion of the projects are left to the residents' own initiative, providing them with support and professional engineering,
- Call on artists whose work is recognised in different fields,
- Trust our international partners,
- Selecting Europe's major artists from 2025 onwards, so that we can set up long-term residencies and enable them to carry out their projects in and with our region.

Beyond these common principles, each part of the programme will be designed, developed and carried out in a specific way.

The High Tides, Welcome, and 2038 are measures that entail specific involvement, the development of which will be entrusted to the Seine Assembly, the regional working units, or the Wisdom Council. The RSN28 team, with support from scientific advisers, will be responsible for guiding the design and the implementation that follows, with the imperative of encouraging the stimulation of ideas and projects and never substituting them.

For part of the Opening, **Round the World's Rivers, No Brexit, or the River Conference**, we will give carte blanche to our European and international partners such that they can take time to explore our region and suggest artists from their country.

Choices will also result through dialogue between the generations, and **Ping Pong** and the **European Bivouac** will be giving a large place to co-optation and mentoring of emerging artists by established artists.

For each of the other projects, we are setting up a space for collective development, many of which are already in use. These regional working units are composed of artists, cultural establishments, communities and scientists: we are not inviting input from artists or establishments simply to garner propositions based on their expertise, but to invite them to take part in an overall design from which will emerge the relevance of their own place.

- Some of these regional working units will centre on key personalities that are designated very early in the process (artists and/or curators), so that each project can achieve synergy with its human and geographic context, and so that these curators can be both facilitators and decision-makers (**Rainfest, Architectural Currents, Oxbows and Open Sky, the Imaginary Bestiary, South Side / North Side**, etc.).
- For **Seine Story, Vertical River, (Re)Sources, Sequana, Flowtopia**, etc., the regional working units (larger, as they also entail a regional dimension) will have great autonomy in finalizing the overall design and will have the independence to suggest specific methodologies (calls for participation, commissions, etc.) and common artistic choices.

The RSN28 team, and especially the Artistic Direction, will be responsible for leading these collective development processes to ensure the highest artistic standards possible for each of the projects. Prior to any final decision, they will be evaluated according to our three standards of "Fairness, Nature, Polyphony" so that their creation addresses environmental, social, or European issues.



Heritage & innovation: a fertile dialogue

Q8 Rouen and the Seine Normandie are home to an extraordinary cultural heritage: Gustave Flaubert, Claude Monet, Erik Satie, the wastelands from the industrial revolution, Auguste Perret and the reconstruction of Le Havre, the Rouen Cathedral and the many religious buildings scattered across the region, the deeds of Joan of Arc.

But this wealth of history and heritage can mask the region's tremendous challenges, making it urgent and vital to reconcile the past and the present if we want to build the future. Being a European Capital of Culture must be a fresh page in the history of Rouen and the Seine Normandie, and inventing a new Rouen is conceivable only by embracing and allowing for all the extraordinary traces of the past, relying on history and its living root system to better inform ideas for the future, in the spirit defended by the Faro Convention and the New European Bauhaus.

This means the tradition/creation dialogue is central to many of our programme's chapters. **A Room with a View** changes the way we see architectural heritage, **Vertical River** has been moulded around the use and improvement of industrial wastelands, **Seine Story** is based on the river's mythologies and stories of old,

No Brexit examines the history of relations with the British Isles, the **Imaginary Bestiary** has its origins in the gargoyles of the cathedral, **Ping Pong** creates a dialogue between contemporary creations and paintings and sculptures of centuries past, the **Great Catwalk** is rooted in the history of the textile trade and working-class culture...

Bends and Meanders, all along the river, will be an emblematic example of this. The route will be dotted with new artistic works echoing the natural panoramas and the numerous chapels and abbeys built along the Seine over centuries past. A trip along the river and through its history.

Beyond the importance of heritage in our programme, the Normandy Seine tourism-focused Destination Contract ([Q37](#)) will emphasize both aspects of the region's heritage and new works introduced by the Capital.

An arts and culture sector involved

Q9 Since the very beginning of the bid process, the local arts and culture world has been steadily involved, with trust and enthusiasm, by way of our supporters, the many brainstorming workshops and the commitment of several major entities to the RSN28 leadership.

In designing the programme and its chapters, the methodological watchword for involving artists and cultural entities is "trust." Since winter 2021, there has been a steady stream of individual meetings, collective workshops, seminars and focused work groups addressing concrete subjects: "ecology working group," "Welcome prototyping" meetings, the "circular economy" workshop. Matters involving artistic forms are never addressed separately from the reconciliation themes of "Polyphony, Fairness, Nature."

In late 2022, our "Road Show" (four meetings in Beuzeville, Louviers, Le Havre and Petit-Quevilly) was the chance to report on all the collectively produced material, the very essence of our first BidBook. As of early 2023, collective projects were begun, focusing on the programme's elements: "A Room with a View," "Oxbows and Open Sky," "Seine Story," etc.

Regional working groups have made creative undertakings possible in very different contexts, from the bustling centres of major cities like Rouen and Le Havre to the small towns along the Seine to outlying suburbs.

These workspaces have proven very fruitful: When artists encounter tourist guides, socio-cultural or marketing sectors, the forest service, architects, local government officers, trade and craft professions, archives departments, it leads to new ways of thinking and inventive momentum.

Local artists and cultural organizations are now walking beside us as we continue down this road, doing "with" and not "for." The bid has already become a space of unification, generating new collaborative and cooperative outlets that will continue well beyond 2028, and on a European scale.

Empowering artists: a laboratory for the circular creative economy

Our Capital mission is supported by a laboratory for the circular cultural economy. This laboratory responds to the challenges of reusing materials, especially wood, storing these resources nearby and ultimately reducing the costs of creation.

This involves identifying sources that can be mobilized, determining present and future needs, arranging the meeting between supply and demand, all with social inclusion in mind, and to do so for all the creations born of RSN28, with a view to extending such a system to the entire cultural sector.

This prototyping began in 2023, focused on the city

and urban area of Rouen, with the Yakafokon adventure playground and the Monumental Forest. The laboratory will then be applied across the bid territory, where we have already identified innovative individuals and entities involved in the circular economy (such as Hangar Zéro in Le Havre).

– PARTNERS ALREADY INVOLVED:

School of architecture, the non-profit organizations Au Fil du Bois, Show Bis, In Situ, Ça Peut R’servir, the Fibois Normandie association, Rouen Normandy Metropolis, Résistes resource centre, Territoires zéro chômeur de longue durée, CDN, DATA, SMEDAR.

Future generations of artists

The region must provide fertile soil in which emerging artists of the future can develop their skills and practices. RSN28 is an opportunity to consolidate this ecosystem of emerging talent. Our protocols are developed with this awareness and each will be an opportunity to generate long-term work opportunities through residencies, commissions, mentoring, etc.

Conducting an inventory of residency locations and workshops across the entire bid territory makes it possible to adapt the offers for input in complementary ways, so that these places consider this pro-emergence intention in their specifications.

Each of our chapters will be open to emerging artists: Seine Story Volume 1 is the perfect framework for supporting young creative minds (cinema, theatre, comics, slam, poetry, etc.); the projects that bring everyone together (Opening, Welcome, Gastrosophy) are opportunities to put the younger generations of artists to work, to find a way to exercise their talents and joining in these co-building adventures involving multiple regions.

For RSN 2028 to effectively accelerate the emergence of new generations of artists, we will reserve space in our projects for 33% of artists who have not yet garnered institutional recognition.

Artists and local organizations yet at work

Q10 As the Seine has told us in the previous pages, artists have given 2028 programme a voice, a body, an image. Not a single chapter is developed in a vacuum – the profiles, artistic practices, and areas of expertise intersect and intermingle.

■ Curatorship of specific projects:

- The Le Havre dance company La Bazooka and Swedish designer Jens Thoms Ivarsson spent time together, and then each imagined a unique version of Rainfest. One, a company that has been rooted in the region for two decades, plays with the audience’s role, along with rituals and the effects of community. The other is a rain enthusiast and specialist working in Gothenburg, one of the rainiest cities in Europe. Initiatives contributed by other artistic actors will be brought in to enhance these foundations until 2028.
- The same principle is applied in Bends and Meanders: the Franco-German Hehe! collective has sketched

the outlines of a future artistic-rail transportation from 2023. Choreographer Emmanuelle Vo-Dinh has laid the groundwork for a choreographic trek along the banks of the Seine.

- For Seine Story, the Rouen-based company Le Chat Foin, whose artistic director Yann Dacosta defends cultural rights and amateur involvement, was invited to come up with an original and unprecedented concept.
- Eva Doumbia, at the head of the Elbeuf-based company La Part du Pauvre, applied her creativity to invent the multicultural Grand Parade for RSN28,

a happening that aligns perfectly with her current passions and research. She is not fulfilling a commission; she is not submitting a project: our paths and questionings dovetail and a joint project is taking form simply and fluidly.

In this same spirit, we have received contributions and creative input from Le Clair Obscur, Les Vibrants Défricheurs, RStreetBall, Nos Années Sauvages, Normandie Impressionniste, la Maison de l'architecture de Normandie, Un Monde Flottant, La Gifle, Simon Fleury, Mathis Nour, La Youle Compagnie, Franck Testaert, Denis Lucas, L'Atelier 231, Valérie Baran, Luc Brou, the Yakafokon collective, the RMM, La Cie 14:20, DATA, Normandie Images, Normandie Livre & Lecture, Brice Berthoud and Camille Trouvé, which all have enriched our cultural programming by embodying our concepts. We know that earning the title of European Capital of Culture will directly impact all the territory's artistic and cultural sectors: our Chapters as inspirations for their own programming, from 2024 to 2027 and in 2028, as they move forward with us. We are sharing inspirations and thoughts on things such as carbon footprints and slow tourism, to nourish one another's ideas. Among the numerous inspiring initiatives, we are particularly attentive to itinerant projects – La Caravane, Louxor, Artothèque-Mobile – designed to travel through our territory's more rural areas.

This specialized cooperation is also happening with the Spring contemporary circus festival, the VivaCité street arts festival, A Summer in Le Havre for contemporary art, Plein Phare for dance, Rush for contemporary music, and the efforts will multiply and expand with all the territorial initiatives, getting everyone on board to support European creativity, interculturality and moderation.

This collaboration with the local scene will find very concrete expression in the actual organization of our programming year. Once the design phase is complete, production of 75% of the projects will be entrusted to the territory's cultural structures, so that they can co-produce them, get their staff and audiences involved, pave the way for certain initiatives to become regular and lasting, and prevent RSN28 from becoming weighed down, unwieldy, and in competition with the existing fabric.



SPOTLIGHT ON NORMANDY IMPRESSIONIST

Living on European time!

Normandy Impressionist, a multidisciplinary and internationally renowned regional festival, has called the territory home for five editions. One of its strengths is its ability to spur both museums and art centres into action, while taking over the public space where contemporary forms of artistic expression flourish. The festival spans the whole of Normandy but, Impressionism being king, the Seine is necessarily the central artery.

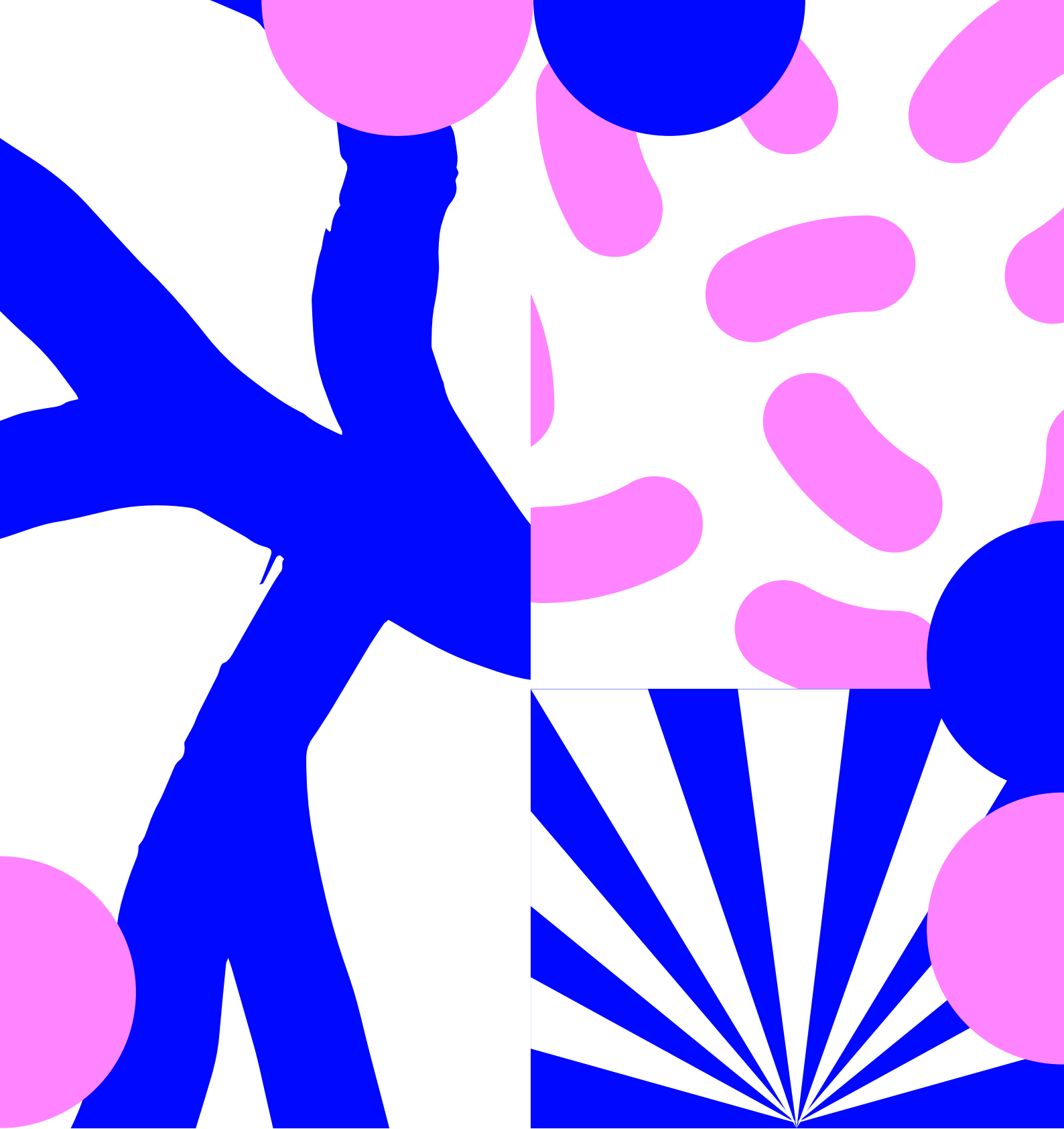
One hundred and fifty years ago, Impressionist artists were fond of traveling, discovering, and sharing with their peers abroad, particularly those in Europe. They drew inspiration from observing nature, but also from connecting with others, sharing, learning from the past, experiencing other places. The seed had already been planted for what would one day become the dialogue of rivers.

In 2028, the festival will be held for the seventh time and will bring the Impressionist dimension to RSN28, an Impressionism that has its source in the river of the great painters and is endlessly reinvented through a vast palette of artistic practices. As of 2025, a special cooperation foundation will be established on the principle of contemporary and multidisciplinary co-productions at several symbolic sites along the Seine. This would include the Friche Levavasseur for Vertical River, the Rouen Cathedral and the port of Honfleur for Seine Story, (Re)Sources on Rouen's Côte Sainte-Catherine and in Monet's gardens in Giverny. The Impressionist movement will also be showcased in the Seine Normande Valley's museums.

They support the bid

Social and cultural stakeholders, artists, celebrities, residents - they support the bid and hope for the best for 2028.

 [On line](#)



*The tides have passed, my waters have flowed, in the slow time of this year.
My voice in every language has been raised.*

*The old days are gone. It is no longer just my tale.
It's ours, non-human humans reunited.*

*The old days are gone and what is in motion shall not be stopped.
The links forged that shape world. The open paths that shape world.*

*The old days are gone, buried in the sediments for History. New ideas sown.
May our European garden flourish. May our children grow.
I will be there, watching over
our shared legacy, for*

I am the Seine.

Europe, rivers as areas of transition

Q11 Bidding to be European Capital of Culture is not simply the chance to earn a prestigious title: it is a strategic, long-term choice to contemplate culture on a European scale, to understand the cultural values upon which Europe is based. In this era plagued by the climate crisis, war, populism and science denialism, it is increasingly vital to preserve and promote the Europe-Culture connection, both in its own right and to better open up to the rest of the world.

Our bid's clear European bent

The decision to make our river central to our project was an equally obvious choice: the theme physically and metaphorically traverses nearly all European cities, an

opportunity to share with the major rivers of the rest of the world. The European dimension flows through the entire programme and is also a major feature of the Capital's legacy.

From dialogue to river coalition

In our preselection dossier, we presented our dialogue with seven rivers in Europe. A coalition is now in place, because each of them raises questions related to the challenges across Europe.

The Vouga (Aveiro) is shouting out about risks, fragile ecosystems, rising waters. The Leine (Hanover) points to the needs of the consumer society that renewable energies cannot satisfy. The Wensum (Norwich) is groaning beneath the clash between generational history and political institutions. The Vardar (Skopje) invites us to take political and cultural interest in the Balkans, so close to the very birthplace of ECOC. The Niemen (Kaunas) questions the role of local people in planning choices. The Nivelda (Trondheim) is calling for equality, while challenging our

European incapacities to put an end to discrimination. The Vltava (Budějovice) is joining the Seine to directly push for new artistic ideas and implementations that shake up our thoughts and actions all these issues.

It is by collectively debating these issues with the people, with the younger generations, a new, polyphonic idea for Europe, carried by the voices of the rivers and their guardians, will be heard in Czech, German, Portuguese, Lithuanian, Norwegian, English, French....



Making artistic community

Rouen on the map of Europe

Our River Coalition reached out to seven locations as starting points for the dialogue. A Bridge to Rouen 2028 will be established in each of these cities (p. 58) and we are working hand-in-hand with them the various aspects of our project, from assisting with curation to helping address concerns for moderation.

A liaison, a resource person, has been identified for each:

■ **Hanover**, Janika Millan, Head of international relations in the Culture and International Department

■ **Norwich**, Marion Catlin, Passionate freelancer, Norwich & Norfolk region expert, focal point of the link in interactions between Rouen and Norwich

■ **Budějovice**, Anna Horejsi, General Delegate of the Budějovice 2028 bid

■ **Aveiro**, Gabriela Mota Marques, Expert in museums and cultural heritage, Culture and Tourism Department

■ **Skopje**, Adrijana Bozhinoska, Culture and International Dimension Project Manager, Skopje 2028 Project Manager

■ **Kaunas**, Gediminas Banašis, Curator, Focal Point Kaunas UNESCO Creative City, Design

■ **Trondheim**, Martin Wahlberg, Conductor, Professor of Comparative Literature at University of Trondheim

They work with us during the bid process, suggest artists or curatorship and provide inspiration and input on our programme chapters.

The “snowball effect,” mentioned during the preselection oral and triggered by our coalition and the prototypes we are producing, is real indeed. Our relations have been enhanced by new collaborative opportunities with artists and cultural entities from Europe and beyond: Ukraine, Finland, Latvia, Poland, Greece, Hungary, Romania, Italy, Sweden, Estonia, Austria, United States, Senegal, Vietnam, China, and New Zealand.

In addition to the European and international artists mentioned in the “Artistic and Cultural Content” chapter of this bid, RSN28 relies

on all its partners in the Seine’s meanders, promoting their own European and international connections. A few examples: Opéra de Rouen: RESEO, Fedora Platform / Réunion des Musées Métropolitains: FRAME / Cirque théâtre d’Elbeuf: Circus Next / Atelier 231: IN SITU, European Festivals Fund for Emerging Artists EFFEFA / Centre Photographique Normandie-Rouen: FUTURES / Cinéma l’Omnia: Europa cinemas / Fort de Tourneville: Trans Europe Halles.

Beyond the path leading to our Capital year, it also entails making Rouen one of the cities that give Europe a central place in their cultural plans and policies, and we are working on this with all our regional partners, in particular the Mouvement Européen and the Normandy Region.

Rouen is establishing additional long-term commitments (CreArt 2023/2027 with thirteen partner cities, Eurocities, UNESCO Creative Cities, Culture Next) to accomplish this. The strong partnership developed with the British Council and Rouen’s geographical proximity to the United Kingdom predestined the city for a role in re-establishing the cultural ties so strained by Brexit.

A strong partnership is also being forged with the MTF Labs network: creative innovation events that bring together world-class and emerging artists, academics, engineers, scientists and designers from the global MTF community of over 8,000 members. RSN28 and the MTF Labs propose a creative process developed over four years, around: Gastrosophy, European Bivouac Seine Story and (Re)Sources.

Making a world

RSN28 extends the River Coalition to every continent

Working on a European scale is not an impediment to international cooperation. On the contrary, the language of Europe is what the RSN28 bid speaks when dialoguing with the world.

Ties are being formed and others will be forged in this spirit of coalition. We have

already established solid partnerships with several international organizations that are



making progress on related topics to expand the network of river guardians: Initiative for the Future of Great Rivers (IFGR), International

Port-Cities Association (AIVP), Senegal River Basin Organization (OMVS), l'Internationale des Rivières.

The RSN28 coalition is thus gaining power and momentum, now welcoming:

■ **South America, the Amazon** – IFGR partnership 2026/2029 “Living with Rivers”: indigenous peoples’ relationship with the ecosystems will provide the coalition with new perspectives in connection with the Rights of Future Generations #NATURE

■ **Africa, Senegal** – OMVS Partnership: interculturality as a catalyst for proper watershed management, but also the centuries-old stories of deportations and migrations to benefit European economies must inform planning and decision-making to achieve desirable futures for all #POLYPHONY

■ **North America, the Saint Lawrence** – AIVP partnership: methods for governing water resources are controversial across the Atlantic. Such complexity is necessarily beneficial for our interactions now that fresh water is being created and will be increasingly rare #FAIRNESS

■ **Asia, the Red River** – Rouen and Hanoi Schools of Architecture partnership: addressing housing problems in the face of rising water levels in wet and aquatic environments #NATURE

■ **Oceania, the Whanganui:** the subject of varied forms of heritage, respect for the history of peoples and objects that express that history can be shared based on the experience of restitution. This river also invites discussion of the Rights of Nature and the legal status of rivers #POLYPHONY #NATURE

This is a network of connections that is being woven and solidified, step by step. Soon to follow are the Yongjiang (China), the Brahmaputra (India and Bangladesh), the Danube, the Po and perhaps others.

FOCUS

Bringing together the dynamics of civil society

IFGR

Initiative for the Future of Great Rivers, chaired by Erik Orsenna – strives to strengthen collaboration and knowledge-sharing for the conservation and protection of river ecosystems. It is developing an advocacy strategy for UNESCO’s recognition of rivers as Common Heritage of Mankind

AIVP

Association Internationale des Villes Portuaires (International Port-Cities Association) has chosen Le Havre as its headquarters and the city’s mayor, Edouard Philippe, is its chairman. Its objective is to improve the relationship between city and port through mutual cooperation for more sustainable, responsible and innovative urban, port and economic development by making the citizenry central to its initiatives.

OMVS

Organisation pour la mise en valeur du fleuve Sénégal (Senegal River Basin Organization), whose former Environmental Director, Tamsir Ndiaye, is becoming one of our river guardians – is an intergovernmental organization focused on minimizing climate vulnerabilities, preserving the river basin’s ecosystems, and supporting the populations’ food self-sufficiency.

L’Internationale des Rivières

L’Internationale des Rivières is the brainchild of artist Camille de Toledo, author of *The River That Wanted to Write* and activist of the Loire Parliament, in partnership with the Nantes Institute of Advanced Studies. This international organization intends to produce stories of futures in which natural elements are recognized as having their own rights.



The Europe of Artists

a long haul idea

The artistic dialogue is underway. Here is one example: the Seine Valley is a land with recognized savoir-faire in the field of ceramics, the “art of water.” Artist Laure Delamotte-Legrand, a Rouen 2028 supporter, took part in several residencies in Aveiro, Portugal, starting in the summer of 2022 at the famed Vista Alegre Porcelain Factory, as part of a partnership with the Galerie des Arts du Feu, the city of Ningbo, China, and the Musée de la Céramique of the Réunion des Musées Métropolitains.

The River Coalition and the dialogue of cultures take tangible form in almost all our programming, especially in the Overture, Round the World’s Rivers, Architectural Currents, Festival of the Untranslatable, No Brexit, the Great Catwalk, Rainfest, Oxbows and Open Sky, Ping Pong and European Bivouac. Similarly, international artists are already involved in shaping our programme: Joy Lohmann for our Flowtopia, Jens Thoms Ivarsson for Rainfest, Joël Andrianomearisoa for Vertical River. All the projects in 2028 will have a European

dimension and at least one-third of the programme will be composed of European and international artists.

Most of the European artists will be chosen from 2025 onwards to set up long-term residencies, enabling them to work with our region, its artists, its technical teams and the people who live here. By linking a logic of ecological sobriety with this concern for artistic cooperation, we will be circulating imaginations, ideas and collaborations rather than scenery or voluminous works.

Making shared heritage

Europe gives us a new dimension for rethinking the question of patrimony, which today can no longer be limited by its sole etymological meaning: “heritage of our fathers.” Patrimony, more commonly called architectural heritage in English, is no longer a question of enhancing a monument in itself, but what it represents, its social, historical, and ethnological value within the space it occupies.

This acceptance of heritage imbued with different cultural identities implies thinking of heritage as a movement, one that is inhabited, experienced, lived. It is our duty to create the conditions that give people living in our European lands access to this heritage, the ability to be part of it, to bring intercultural dialogue to life, to accept and explore the dissonances caused by these histories that sometimes conflict, but which are a part of each of us. This is the framework set forth by the Faro Convention.

In 2023, the Rouen Normandy Metropolis area, through its status as one of France’s “Cities and Countries of Art and History” (“Villes et Pays d’Art et d’histoire” [VPAH]) which was renewed in 2023 for another decade, joins forces with other French dynamics to create a FARO convention FRANCE network at the initiative of the Council of Europe. RSN28 supports and contributes to this dynamic, closely observing this plurality of heritage and choosing to turn dissension and dissonance into polyphonic richness in its artistic and cultural programming: rivers of travel or

slavery, rivers of industry or extinction, rivers as borders or binders?

The European programme “Delta Life: Waterways as Roads for Culture,” in which Rouen2028 and the University of Rouen Normandy are taking part, will be re-submitted in 2024 and will be an opportunity to shine light on the plurality of heritages stretching along the European rivers involved in this research-creation.

The New European Bauhaus (NEB) is aligned with these intentions. A common European heritage to be built, shared, fertilized for future generations and meeting environmental, economic, cultural and inclusion imperatives to invent a European ideal. It is this ideal that will be the focus of our European Bivouac: a space for expression, dialogue and cooperation for young artists and, more broadly, all those pursuing creative expression. Discussions have already begun with art and architecture schools on how these tools (Faro convention and NEB) can be used in their curricula.



Europe and Ukraine: dressing wounds with peace

Normandy, a land of post-war reconstruction, and especially the Seine Normande Valley, paid a heavy price during World War II, and the avalanche of shells falling on Ukrainian cities resonates powerfully and painfully here. As part of the bid, ties have been established with the cities of Lviv and Zaporijia so that, in a timeframe that respects the populations of these towns, we can dialogue on the theme of reconstruction in light of European transition issues. RSN28 is keenly attuned to the regional Normandy for Peace initiative, holding its Sixth

World Forum in September 2023, entitled “Resistance! Bring peace back to the people” and is associated with the “Reconstruction” podcast launched by the Region Normandie. The evolution of the war in Ukraine will determine many aspects of this cooperation, but even now we can share that the Dnieper will have a central place in Round the World’s Rivers, as it will be the guest of honour of Rouen, our Home Port, and its artists will be called upon to collaborate with artists from Rouen.

Talking and interacting with the world

Q12 RSN28 has chosen to profoundly incorporate key ecological concerns. The audiences that we attract depend largely on the “mobility” factor: areas closest to the bid territory, then neighbouring regions, more particularly the greater Paris region, and lastly regions connected to the Seine Normande by alternatives to the personal vehicle (bus, train, boat). Mobility is part of our destination’s promise and will be included in the “Meanders 2028” offers designed with all tourism partners as part of our “Destination Contract.” Special emphasis will be placed on the millions of Europeans and people from across the globe who visit Paris each year, a public within our reach whose carbon impact has already been generated.

The paths of moderation

Bridges to Rouen 2028, programme locations in our friendly river-cities

In about twenty of our river-cities around the world, we are going to create the “Bridges to Rouen 2028.” These Bridges will result from a partnership with municipalities or social and cultural entities and will serve as rallying points where people feel at home and in the Seine Normande at the same time.

Information spaces, European videoconferences with the river guardians, artistic experiences, learning French as a foreign language, These Bridges will share recognizable visual and scenographic characteristics and, in co-production with RSN28, will host artistic programming that is tied to our own programme. It will mirror our Confluences Home. Places of reconciliation.

France’s major cultural network will be mobilized to open Bridges with us. Promising contacts have already been made to this end with the Instituts Français in Lisbon, Vilnius, Prague and Hanover and the Alliances Françaises in Kuala Lumpur, Malaga, Medellin and Kazakhstan.

With these Bridges, we first intend to target an audience close to the values the bid represents (interculturality, reconciliation, dialogue, moderation). This audience will become increasingly involved over the long-term: we are starting the design phase of these sites with our partners in 2024, with the opening scheduled for 2026. Each will have its own atmosphere: in Kaunas, for example, with the Emerging Kaunas association, which is a member of the Youth Participation Now network introduced in Rouen in June 2023, the Bridge will focus more intensely on the theme of future generations with design as its bent. In Germany, in Hanover, projects will be developed as part of OFAJ schemes, highlighting all types of music, while literature will have greater presence in Norwich.



Bridges to Rouen 2028 planned in Europe:

- Norwich
- Trondheim
- Kaunas
- Aveiro
- Skopje
- Hanovre
- Budějovice

Bridges to Rouen 2028 in planning stages worldwide:

- **North America:** Cleveland
 - **Africa:** Saint-Louis
 - **Asia:** Hanoi
 - **Oceania:** Wanganui
- Our 11th Port of Call will also make it possible to reach distant audiences.**

SPOTLIGHT

The 11th Port of Call

RSN28 must make it possible to enjoy part of the European Capital of Culture experience from a distance. This is vital and an obligation with respect to our carbon responsibility. As already mentioned in the programme section, this would not involve duplicating our programming online and developing live recordings and broadcasts, the ecological impact of which exceeds its experiential value. Instead, it would entail creating a new kind of protocol, a form of remote experiential art.

The 11th Port of Call, in addition to its role as a creative space, will be a dynamic and European interface that satisfies three essential intentions.

- **It will offer special artistic content** that makes it possible to have a “European Capital of Culture” experience remotely,
- **It will develop spaces for dialogue, discussion, and debate** of social issues echoing our artistic programme (including augmented content, podcasts, scientific contributions, live debates and encounters with artists)
- **It will nourish a multilingual communications**

platform (at least the Bridges languages) designed for a broad audience, serving as a gateway to the project and its latest news (online editions, reports, connected cameras trained on the landscapes, etc.).

The 11th Port of Call will provide access to all information to help our guests prepare for their Meanders 2028. It will make the trip to the Seine Normande Valley an experience enriched with multimedia content to be discovered on the train, the boat, the bus: podcasts, literary works, videos in the languages of the river-cities.

Once there, our smart planner will assist in creating their own itineraries based on their geolocation, tastes, traffic at specific sites, weather, etc. This bid is the subject of a research programme as part of the Intelligent Cities Challenge (ERDF funding) on the theme of “Green and digital transition in tourism.” The stakeholders are: Rouen Normandy Metropolis area, the Momentech company, the LITIS (Laboratory of Computer Science, Information Processing and Systems of the URN), the University of Le Havre Normandy, the INSA Rouen Normandy. In keeping with our spirit of cooperation, the planner-programme portion will be developed by pooling local initiatives. (“Biscuit” planner, from the Collectif Intro and Normandy’s Relikto magazine and cultural agenda)..



ECOC, a network of ties

Q13 The ECOC title is the tie that binds. The network of ties uniting us with the European Capital of Culture cities is densifying and intensifying.

ECOC cities

| Cities | Cooperations | Connexions and stakes |
|-----------------------|---|---|
| Matera 2019 | « TraCEs - CultourData Is Capital » | Connexion: “Rouen Seine 2028 destination contract” Stake: Slow Tourism |
| Kaunas 2022 | CreArt 2017/2022 and 2023/2027 | Stake: Long-term cooperation |
| | France-Lithuania 2024 season: Listening to a river | Connexions: (Re)Sources, Round World’s rivers Stake: River Coalition |
| Veszprem-Balaton 2023 | Balatorium | Connexion: Welcome Stakes: Sciences and culture, ecological transition |
| Bodø 2024 | “Peace Painting” - September 2023 – Europe Creative | Connexion: Euroscol Stakes: youth and involvement of educational communities |
| Oulu 2026 | Delta Life: waterways as roads for culture – Project to be resubmitted to Europe Creative in 2024 | Connexion: (Re)Sources Stake: River Coalition |
| Skopje 2028 | Technical Hands-on training | Connexion: cultural circular economy laboratory Stake: cultural actors training |
| | Untangled (unfolded) stories from Skopje | Connexions: Wisdom Council, YPN Stake: transgenerational |
| | Skpoje food festival | Connexion: Gastrosophy Stake: interculturality |
| | Pampurche | Connexions: Vertical River, Bends and Meanders Stakes: wastelands, carbon-free mobility |
| České Budějovice 2028 | Confluences & Porkteys | Connexions: River Coalition, rivers guardians, Round World’s Rivers, Welcome, Bridges to Rouen 2028 Stakes: Europe of rivers, Nature, interculturality |
| | Budějovice Majales | Connexions: Wisdom Council, 2038, YPN Stake: future generations |
| | Roots & flavors | Connexions: UNESCO Gastronomie, Gastrosophie Stake: Nature |
| | Bibliocity & Found in translation | Connexion: Seine Story Stakes: polyphony, literature and narratives |
| | Research programme on real gender equality under the ECOC umbrella | Connexion: evaluation Stake: Fairness |



Bidding cities

| Cities | Cooperations | Connexions and stakes |
|---|--|---|
| Norwich 2008 | River of Hope | Connexions: River Coalition, Euroscol, Wisdom Council Stakes: education and interculturality |
| | GroundWork Gallery - autumn 2023 residency of Julie Tocqueville (Rouen 2028 supporter) | Connexion: (Re)Sources Stake: ecological transition |
| Hanovre 2025 | Reclaiming Mittelland | Connexion: Flowtopia Stake: River Coalition |
| | Europe: Literary correspondence 2022/2023 between poetesses Alice Baude and Laura M. Neunast | Connexion: Seine Story Stakes: long-term residencies, interculturality |
| Chemnitz 2025 | Makers United | Connexion: European Bivouac, Know with the flow Stakes: youth, transmission |
| Aveiro 2027 Aveiro Portuguese Capital of Culture 2024 | Residency and exhibition of visual artist Laure Delamotte Legrand at the city's museum from October 2023 through January 2024 Biennial contemporary ceramics with the Galerie des arts du Feu in Rouen 2024 | Connexion: Ping Pong Stakes: interculturality and long-term cooperation |
| | School exchanges (Lycée Camille Saint-Saëns and Homem Cristo) | Connexion: Seine Story Stakes: Education & interculturality |
| | Residency of the Cie Maison Courbe in Aveiro, then in Sotteville-lès-Rouen (Vivacité), then Malmö – 2023. The Vivacité / Festival Dos Canais cooperation continues in 2024 | Connexion: Oxbows and Open Sky Stake: artists' mobility |
| Broumov 2028 | Slow tourism academy: meetings, best practices, case studies, training | Connexion: "Rouen Seine 2028 destination contract" Stake: Slow tourism |
| Budva-Boka 2028 | Budva's food culture history , Nesting, Restaurant | Connexion: Gastrosophy Stake: ecological transition |
| | Boka Camps, Boka Edu | Connexions: YPN, Wisdom Council Stakes: youth, education, participation |
| | Nods, Underwater, Multifunctional Cultural Centre | Connexion: Reconstruction, Architectural currents Stakes: Habitability of regions |
| | Historical roads in the hinterland of Budva, Mogren Fortress, Viewpoint Prajici | Connexion: Vertical River Stakes: heritage, legacy |
| Bielsko-Biala 2029 | Reconstructed Cuisine 2026/2029 | Connexion: Gastrosophy Stake: ecological transition |
| | Objects from another Tale 2027/2029 | Connexion: Wisdom Council, Seine Story, Oxbows and Open Sky Stake: youth |
| | Generation 29 2024/2030 | Connexions: European Bivouac, YPN Stake: youth |
| Katowice 2029 | Digital, gaming & technologies research programme | Connexion: 11 th Port of Call, European Bivouac, (Re)Sources Stake: future generations |
| | Architectural heritage | Connexions: dissonant legacies, Vertical River, patrimony Stake: patrimony (Faro convention meaning) |
| | Rawa: the invisible river | Connexions: River Coalition, Seine Story, (Re)Sources Stake: ecological transition |



| Cities | Cooperations | Connexions and stakes |
|--------------|--|--|
| Larnaka 2030 | Aquatic myths and lege | Connexions: Seine Story, Imaginary Bestiary Stakes: stories and citizen participation |
| | Blue Campus | Connexions: (Re)Sources, Architectural Current, European Bivouac, Flowtopia Stakes: ecological transition, training |
| | Agriculture and local products from the island of Cyprus | Connexion: Gastrosophy Stake: ecological transition |
| Burgos 2031 | Food philosophy and human history in Europe | Connexion: Gastrosophy Stake: social and ecological transition |

These already fruitful connections will flourish in the years to come.

Obtaining Creative Europe funding for CreArt 2023/2027 with the cities of Kaunas, Oulu, Budějovice, Clermont-Ferrand, Liepaja, etc. will make it possible to consolidate cooperation and projects along the trajectory of RSN28 European Capital of Culture. Discussions are open with Upsala 2029, Kiruna 2029...

RSN28 has also chosen to establish collaborations with the French cities bidding for the

European Capital of Culture 2028 title whose purpose is in line with the river dynamic. The connection to the river in Amiens, Bastia and Saint-Denis reflects the river coalition on a national scale. Amiens with the Somme Valley, Saint-Denis with the Seine upstream of its Norman valley, as well as Bastia and the Tavignano. Our river guardians network will be able to expand in these places and we are anticipating either artistic partnerships or Bridges to Rouen 2028.

Where Europe is written along the water
"Baraque Walden" prototype, October 2023

Empowerment

Q14 Rouen / NoueR: In French, one need only to switch two letters for “Rouen” to become “Nouer,” a word with many meanings, but all implying connection in English: to tie, to knot, to fasten, to build up, to join together. The dynamic detailed in the first BidBook is continuing and gaining momentum: To tie, to link, to unite, to bring closer, to reconcile.

RSN28 is forming a participation strategy based on the work of philosopher J. Zask: a successful participatory approach means “take part, give a part and receive a part.” Based on this principle, anyone who so wishes can embark on this adventure.

Our objective of reconciliation, nurtured by the polyphony of voices and fairness, is a solid guide. We therefore refuse to assign people characteristics that could pigeonhole or define them: minority, disability, economic power, social background, etc. Instead, we want to work from a place of trust, valuing each person. We pay meticulous attention to matters of inequality and discrimination. Skin colour, social and cultural origin, gender identity and expression, sexual orientation, and disabilities are unquestionably impediments when it comes to equal access to public space, to speaking out, and therefore to the ability to share what and who one is and become part of a dynamic like that of a European Capital of Culture. Our programme responds consistently to this challenge of welcoming “minorities” into its design, rather than producing content for certain groups. Our monitoring and evaluation protocol confirms this ongoing commitment. Our preselection bid detailed the multitude of initiatives (Inspired Workshops, Step into the

Dream, etc.) implemented over the past four years to involve civil society in the bid process. We have boosted this involvement by also using existing tools developed by the communities and by the territory’s collectives (Objectif Droits Culturels 2028 in particular).

To provide operational responses, we are working with all the partners in the territory who work regularly in mediation, and these entities have contributed their expertise to our working groups:

- **“Europe - youth,”** Éducation Nationale, CoRe-Mob, Maison de l’Europe de l’Eure, Unis-Cités Rouen, CRIJ, CEMEA de Normandie, le Kalif, Mouvement européen...
- **“Mobilization, participation and inclusion,”** Association régionale des Missions Locales, CRIJ, réseau des centres sociaux 76 et 27, association Espoir Jeunes, AFEV, Média Formation, SPIP, Association Elbeuvienne des Africains du fleuve Sénégal, FRANCAS Normandie, Fiertés colorées, PLIE...
- **“Accessibility and disability,”** PEP76, IDEFHI, Observatoire des politiques du Handicap, Rouen CHU culture department, GIHP, Association Rouen Seniors, Arteoz, Signe de sens, FeelObject, etc.



Opportunities

- Q15** We are presenting a new playground and a horizon of solidarity, without replacing existing actors in the field, via three new complementary spaces that place the population and civil society at the centre:
- The Archipel brings together the territory’s proactive non-profit, educational, socio-cultural, and entrepreneurial actors
 - The Seine Assembly brings together residents wanting to have an impact as part of RSN28,
 - The Wisdom Council (Q16) actively involves one hundred young people from 2024 to 2028.

The Archipel

The Archipel is a community of places spread throughout the territory. A third place here, a library there, a sports club, a repair/reuse collective, an SME, a diaspora association, etc.

An RSN28 liaison is identified within each structure, then group training sessions are held each year to:

- Ensure a complete understanding of the project, its values, and its dynamics,
- Provide them with the “RSN28 kit”: a symbolic object that not only contains all the necessary documentation, but indicates membership in the Archipel. The documentation will be tailored to the needs and characteristics of the various structures: “Easy to Read and Understand,” foreign languages, etc.
- Create or consolidate ties between partner structures, which are essential to the legacy of cooperation beyond 2028.

During the implementation of the elements of our programming and around our Ports of Call, the Archipel is activated and the voluntary places are networked, in collaboration with the RSN28 team.

■ **Let’s imagine... Seine Story**

In 2024/2025, Volume 1 begins with the active gathering of stories. The entire Archipel sees a brisk flow of collection tools come into play: writing workshops, residencies, the Photolanguage technique, etc. Around the Port of Call of Vernon/Giverny, seven sites are answering the call. A group discussion period is planned to collectively determine

OUR ARCHIPEL ALREADY HAS A HUNDRED MEMBERS

One third in Rouen, another third in the Rouen Metropolis and the remainder in the rest of the territory, from Vernon to Le Havre.

A few examples: Maisons des Jeunes and Maisons de la Culture in Rouen, Elbeuf, Lillebonne / Maisons de l’Europe in Le Havre and Eure / Neighbourhood community centres in Rouen, Petit-Quevilly, Elbeuf, Le Trait, Le Havre / Sports clubs in Rouen, Belbeuf, Le Havre, Poses and Vernon / Rouen University Hospital and 15 psychological care facilities and outpatient hospitals attached to the Rouvray Hospital Complex / Rouen library network / Maison du Parc naturel régional at Notre Dame de Bliquetuit and Maisons de la forêt in Darnétal, Orival and St Etienne du Rouvray / social and solidarity economy locations in Rouen, Darnétal, Oissel, Petit-Quevilly, Le Havre / Disability non-profit organizations in Vernon, Canteleu Rouen / Refugee support non-profit organizations in Rouen and Le Havre / LGBTQI+ support organizations for people in Le Havre, Rouen and its metropolis / Club d’entreprises des bords de Seine business club / Senior care facility network in Rouen / ... DATA (see preselection bid), a hybrid space where professional and amateur practices can come together, will be a point of support and animation for the Archipel, in close collaboration with the RSN28 team.

the decentralized operating mode, enabling networking and pooling: An entity with large premises will be home to the cycle of writing workshops. Another will house the artist for a long residency and a mediation route will connect the 7 locations. The structures will invite participation from their audiences (members /beneficiaries /employees /stakeholders). Friendly group gathering periods are planned, providing ways to bring the audiences together, dovetail the various forms of action, and create new ties and stories.



Seine Assembly

Anyone can be a part of the Capital's unfolding by becoming part of our Seine Assembly, an idea included from the earliest days of our first BidBook. Based on the principles of dialogue, collective intelligence and trust, it has genuine power to act and is represented on the General Assembly of the RSN28 Public Interest Group (GIP).

It is an open forum for dialogue and action, helping to shape the Capital and its legacy. Each Seine Assembly meeting will provide an experience: a place that echoes our values and welcomes an artistic, scientific, or socio-cultural guest so as to reach beyond the traditional framework of participatory bodies.

■ The High Tides

The Seine Assembly manages an essential component of our programme: The High

Tides. Every month, one High Tide rushes in – a giant, joyful, festive moment – along a city block, throughout a building, in the heart of a hamlet, etc. The nature of these gatherings will be invented by the Assembly members, who will put out appeals far and wide, with support from the RSN28 team (guidance, expertise, facilitation). A number of the region's leading artists, including David Bobée and Thomas Jolly, will be accompanying the collective for the equinox High Tides.

Volunteering, acquiring new skills and fulfilling one's potential

Volunteer work is an important catalyst for getting others involved, and the Archipel and the Seine Assembly will provide fertile ground for such opportunities.

Non-profit organizations such as Tricote un Sourire have great expertise in this area. The Armada, which every four years invites the largest sailing ships in the world to Rouen, will also be sharing its experience. RSN28 plans to call upon their expertise and methodologies. It is important to clarify that this is not an attempt by us to use volunteers as free labour. Volunteering will be a way for people to acquire chosen skills, based on desires, personal objectives, curiosity. The tasks assigned to volunteers will therefore be categorized according to the knowledge to be gained and shared, in the spirit of our Know with the Flow. Starting in September 2023, in parallel with the City of Rouen's

Forum des Associations, we will begin gathering residents' hidden talents.

Partner companies will be asked to raise their employees' awareness of volunteering, and they can assist us in targeting specific skills. For the territory to be reclaimed by the people who live there, we will give volunteers the chance to be active in industries and areas of the Seine Normande that they are less familiar with by providing alternative mobility solutions to their personal vehicles.

In the same vein, RSN28 is taking part in the brainstorming and discussions initiated by the MJC (youth cultural centre) of Elbeuf and its partners to develop a Volunteer Pledge.

An accessible European Capital of Culture: both natural and necessary

Accessibility means providing the necessary conditions to reduce or remove barriers that hinder the active and effective participation of persons living with disabilities on an equal basis with other people.

We must do our utmost to ensure that our Capital places and events are accessible to people with one or many disabilities, be they visible or invisible. We will be guided by the many existing initiatives, the needs expressed by specialized entities, and discussions within our dedicated working group. Facilities and solutions exist for people

with reduced mobility, wheelchair users, people with visual and hearing impairments or neuroatypical profiles. Most of our programme will be accessible to everyone, with or without special assistance, even though there are a few outdoor undertakings that will involve certain complexities. The whole team is getting to grips with this issue. It concerns



SPOTLIGHT

The Seine Assembly

In the interests of open governance, the Seine Assembly is represented on the GIP's General Assembly.

At the Maison de l'Université de Rouen Normandie, the very first Seine Assembly was held on 11 May 2023, a gathering focused on exploring the criteria for success (Q4). In the fall of 2023, it has worked on the prototyping of the first High Tides in 2024, as well as on their organizational systems.

The RSN28 team is positioned as a facilitator. It ensures the transparency and accessibility of information to its members and to the public. It reports on the Capital's progress: monitoring and evaluation, the programme's participatory dimensions, whether our values are adhered to. It serves as a permanent liaison with the territory's social entities to help involve people "far away" from this type of body and strives to ensure the local population is as fully represented as possible. Our imperative of reconciliation is also vital here. The "participation" team of the GIP will serve to lead and guide.

Guardians of the Seine, the rivers of Europe and the world

The members of the Seine Assembly are the voice of the rivers. A European network is being built, initially with our friendly river-cities. The waters of each river-friend carry artists, socio-cultural entities, residents. Interlocutors for this dialogue have already been selected in Europe, academics, experts and members of citizens' groups:

- **Budějovice** – Professor Jaroslav Vrba, University of South Bohemia
- **Skopje** – EDEN Association, Dragana Velkova
- **Veszprem Balaton** – Diana Berecz, Balatorium project
- **Aveiro** – Sandra Oliveira - Sterna Tours, Birdwatching & Solar Boat
- **Norwich** – James Wright, Lord Mayor

And in the world: New Zealand – Simon Jean Nebbache, Te Herenga Waka—Victoria University of Wellington and Tamsir Ndiaye for w, co-founder of IAGF.

A long-term training programme will be established, bringing together French, European, and international experts on the law, rights, and rivers (legal status of rivers: the Loire Parliament, the Rivers International, the Entente Axe Seine study, feedback and experience from New Zealand / rights of future generations / European directives, etc.); risks (industrial, biodiversity loss, pollution, ecosystems); conflicts of use and best practices. We will ultimately co-build an advocacy for rivers to be shared in 2028 at the River Conference.

The Initiative for the Future of the Great Rivers association and the Internationale des Rivières are partners in this training programme. Thomas Pesquet, astronaut with the European Space Agency and supporter of the bid, patronizes the international network of guardians.



communication, signage and the choice of locations.

Our Confluences Home will be an indispensable resource hub in this realm, providing practical, useful information. Each request of this genre will receive an individualized response by a trained member of staff. As of 2024, all our preplanning and prototype operations will incorporate “test” systems to verify and continuously improve our accessibility for persons experiencing functional differences.

Accessibility also depends on the ability to make all our participatory spaces open spaces. Transparency and accessibility go hand in hand. The Citizens’ Assembly of the City of Rouen had underscored the importance of this principle. On our Capital website, we use an Open Data approach, making all the information documenting our progress along our path available: reports, discussions, resolutions, patrons, budgets, etc. Our actions, such as prototypes and events, can also be freely monitored by anyone. This is also about our 11th Port of Call.

The facilities chosen for our cultural and artistic content make it possible for our many and varied stakeholders to take part in the Capital:

- Artist’s residencies will spring up in retirement homes in connection with schools involved in writing myths and legends for our Seine Story,
- A partnership has been agreed with the Seine Maritime and Eure penitentiary, integration, and probation services, such that projects can be held in prisons at the same time as in the open environment. Written works created in the writing workshops will be showcased as part of (Re)Sources, asking questions about the relationship to Nature when deprived of certain freedoms in a penal context.
- Residencies, exhibitions, and workshops with patients will be held in hospitals and specialized mental health structures all along the Seine Normande, in partnership with the Rouvray Hospital Complex, which specializes in mental health.
- With reception facilities for refugees and asylum seekers, diaspora associations, Alliances Françaises and our friendly river-cities, we will plan residencies and workshops focused on the collection of stories from the rivers of the world for Seine Story, discovery of textile savoir-faire for South Side / North Side, gastronomy and edible delicacies from every continent to illustrate Untranslatable aspects of our cultures.

SPOTLIGHT

The River of Hope project

The British Council, RSN28 and the Ministry of National Education are partners of River of Hope designed for French schools wishing to get involved in an artistic education programme with the UK.

From late 2023 to 2025, ten primary schools and five secondary schools in the Rouen region will take part in the project. Three artists will work with the classes and their teachers, specializing in visual arts, poetry, and direction/production. Prior training in “arts-based learning” will be provided. Classes on both sides of the Channel will interact throughout the school year. The students’ creations will be exhibited on the quays of Rouen in May 2024, in parallel with the Norwich & Norfolk festival.

Digitized versions of the works can also be experienced from our 11th Port of Call. When it comes to the Seine, each class will start the project with an exploration of the Seine: a mini-cruise with a guide from Environmental Education Department of the Rouen Normandy Metropolis. At project’s end, the youngsters are given an “Evaluation Game.” This process, designed in conjunction with the University of Plymouth, helps to decentralize the purpose of the evaluative tool with an engaging process involving the persons concerned.



Young people take action

Q16 One of the key terms throughout the four years of the bid has been “Future generations.” Planning a project for 2028 only has meaning when looking to the future, thereby giving absolute priority to all the young people growing up in this territory. We and many of our partners are expanding and designing initiatives and we are forming our Wisdom Council.

Euroscol: interculturality starts here

Thirty-two schools, from primary to secondary to high school, now have Euroscol certification. France’s Ministry of National Education and RSN28 are partnering to triple the number of establishments with this certification by 2028.

We are supplying them with a “Europe 2028” kit:

- Catalogue of artistic and cultural projects developed as part of RSN28 that are open to children or young people
- Correspondence opportunities accompanied by artists with establishments in our friendly river-cities
- Support in setting up ERASMUS+, OFAJ, etc. projects
- Hosting of European volunteers on assignment for Capital projects.

These resources, this methodological support, and this networking are all opportunities to

bring Europe to life, to make it tangible and tuned in, thereby nurturing a greater sense of belonging, a feeling that Europe sorely lacks at present.

“In 2019, to encourage the French school system to open further to Europe, the Ministry of National Education introduced a new certification: Euroscol. Its objective is to recognize the proactivity of public and private establishments, from nursery schools to higher-education institutions, that are part of a European dynamic. The ultimate intent is to create a true European educational space.”

Culture Territoire Enfance Jeunesse (CTEJ) and Artistic and Cultural Education (EAC): spreading best practices

These contracts signed between the cities, the Regional Department of Cultural Affairs (DRAC), and the Rectorate foster dialogue and dynamics that embrace Europe, as now seen in the City of Rouen, which is including a European dimension for the first time.

The panel in charge of approving the projects submitted by the establishments will assign particular importance to initiatives open to the themes of rivers and Europe.

Whether it is Euroscol certification, EAC or the CTEJs, the intentions shared by the

local authorities, RSN28, and the Ministry of National Education focus on offering students exposure to more varied cultural and linguistic materials to whet their appetites for travel and transfers, as students and as professionals, in Europe and around the world.

Existing CTEJ

Saint-Étienne-du-Rouvray – Grand-Quevilly – Malaunay – Mont-Saint-Aignan – Goderville – Dieppe – Saint-Pierre-lès-Elbeuf – Rouen
Normandy
Métropolis – Aumale/Blangy-sur-Bresle – Le Havre Seine Métropolis – Parc régional naturel des Boucles de la Seine
In planning stage at: Le Havre, Barentin and Sotteville-lès-Rouen

University of Rouen Normandy: a major partner in our bid

The University of Rouen Normandy is a major partner in our bid, providing leverage and guaranteeing the dissemination of scientific culture.

A memorandum signed with the institution in late 2022 expresses our mutual intent to mobilize the entire educational community in sharing savoir-faire, dovetailing art and science, and strengthening the dynamics of European cooperation in four specific realms: risks, future generations, cultural rights, evaluation.

The university is part of INGENIUM, the European university alliance project, which involves ten universities in Germany, Bulgaria, Spain, Finland, France, Greece, Ireland, Italy, Romania and Sweden. Higher-education training programs, in English, including educational and research collaborations in the various specializations of these establishments, will



be created. INGENIUM wholly aligns with the RSN28 dynamic by making room for the artistic dimension in partnerships that will enrich our manufacturing spaces of the capital.

We are also making progress with student associations, through which communications campaigns are regularly carried out keep students informed and engaged.

Devoting attention to networking young professionals

We have already had several opportunities in 2023 to kick-start the dynamic that will continue into 2028:

- RSN28 is taking part in the project “Faire vivre Erasmus en Normandie” (Bring Erasmus to life in Normandy). Composed of three parts in three countries, supported by a Norwegian educational institution, and bringing together those working in both education and culture, this project provides a context for dialogue and sharing, especially on the issues of stereotypes, disabilities, understanding migration, and on creating courses in French sign language.
- We are partners of the European Meetings on Citizen Participation in Rouen, with the Rouen Normandy Metropolis and the Décider Ensemble association, in which the young Europeans network is actively involved.
- Working with two partner collectives, Yaka-fokon and Des Camps sur la Comète, we are developing and supporting two adventure playgrounds in the territory, and training sessions for youth leaders and educators for these sites have been scheduled. In 2024, we will hold a European meeting of professionals with experience at adventure playgrounds, to exchange practices, tools, etc., as we develop these spaces in the bid territory as part of (Re)Sources.

A range of cultural and artistic activities will be offered for the very young: support, federate and create initiatives dedicated to early childhood, in partnership with artists, the French Ministry of Education, crèches, childminders' centres, specialist associations, libraries, etc.

SPOTLIGHT

Youth Participation Now (YPN) to make Europe a new idea... in Europe

With funding from ERASMUS+, our young Europeans network, YPN, met for the first time in Rouen from 26 June to 1 July 2023, in conjunction with “Rencontres Européennes de la Participation Citoyenne.” The agenda included participation and democracy, interculturality and peace, climate crisis and adaptation, European citizenship and hospitality, rights of future generations and responsibility.

The network is made up of young people from Rouen, Kaunas, Budějovice, Hanover, Skopje and Norwich (excluding ERASMUS+). The programme, codesigned by the young, RSN28 team and the network's partner structures in the various cities, intends to draft a “Culture, Europe and Youth Participation” platform. Youth Participation Now's contributions to the design of future bids was discussed at the CultureNext network meetings in Belfast in September 2023.



100 European and international volunteers to the territory in 2028

100 European and international volunteers to the territory in 2028: mobility is an objective for RSN28 and its partners, for the Seine valley, for our Bridges to Rouen 2028.

The young volunteers will be involved in the projects led by RSN28 and its partners. They will especially meet with audiences of young people in school and outside of school. Their presence will help promote interculturality and polyphony, whether that entails teaching languages, a joyful mix of cultures, or dreams of European and international mobility. Several mechanisms will be used: Service civique, Erasmus+ and European Solidarity Corps,

Arbeit Beim partner of the Franco-German Youth Office (FGYO), Service civique International, Volontariat International en Entreprises. By forming consortia with partners such as the CRIJ, the Maison des Jeunes et de la Culture de la Région d'Elbeuf, and the Europe/international network of Seine-Maritime, we will be able to pool our energies and mechanisms (such as "Acceuil" label on "Lead" approval).

Rouen officially declared "Child-Friendly City

With the City of Rouen officially declared "Child-Friendly City," with our ambition to become a European Capital of Culture radically conceived to be a springboard and catalyst for social and ecological transition so that the world remains liveable for future generations, young people have a truly vital part and the Wisdom Council plays a central role here.

RSN28 has planned mediation efforts that are particularly focused on getting the territory's youth actively involved. The introduction of our European "Youth Participation Now" network in June 2023 is the proof of this.

Dès le plus jeune âge et jusqu'à l'heure de l'entrée dans la vie professionnelle, RSN28 rend visible et renforce les outils à la disposition de l'ensemble des parties prenantes du monde

éducatif pour que l'Europe, avec elle ses valeurs, entre dans le quotidien des générations futures. To reach young people from early childhood through the time they join the adult workforce, RSN28 promotes and strengthens the tools available to all stakeholders in the education world so that Europe and its values are woven into the day-to-day existence of future generations.

The Wisdom Council

The Wisdom Council, a key element since our first BidBook, is being given increased responsibility and autonomy. Our choice? To put our trust in future generations, to give them the keys to take action, including when it comes to programming, and to build the legacy of our Capital with them.

The Wisdom Council relies on the dynamic momentum of our young Europeans network meeting in June 2023 in Rouen. This group is composed of 90 young volunteers invited via popular education entities that are partnering with the territory (MJC, community centres, municipal youth services, municipal youth councils, student associations, CRIJ, etc.). These young people are grouped into three subgroups by age: 6 to 12 years, 13 to 17 years, 18 to 25 years.

It is an invitation to rethink Europe – an exercise performed for and by the territories' young people. It is a creative space that gives members the chance to create events and encounters for the artistic and cultural programming. The RSN28 GIP provides the

Council with the tools needed to take action (arranging face-to-face or distance meetings, collaboration mechanisms, budgets, etc.).

EDUCATION IN MEDIA AND INFORMATION

Partnership with the Club de la Presse et de la Communication de Normandie

In these days of distrust in the media and confusion over information sources, this project is designed to increase the understanding of journalistic work and support content creation: Written works, podcasts and videos are all opportunities to document and challenge from their individual points of view, the process, progress and values of our European Capital of Culture. A lineup of meetings, training sessions and workshops, tailored to the three age groups of the Wisdom Council, will be rolled out over the 2024-2028 period.



SPOTLIGHT

The Wisdom Council

Support and action measures are tailored to each age group within the Council.

- **For 6- to 12- year-olds:** “Seine Valley weekend” camps in partnership with the Des Camps sur la Comète non-profit association
- **For 13- to 17-year-olds:** “Future Design” workshop with anthropologist and playwright Yoann Moreau, to design the world in which they want to live.
- **For 13- to 17-year-olds and 18- to 25-year-olds:** Guidance from our official supporters in putting together projects financed by the participatory budget allocated by our GIP for the 2024-2027 period. In 2028, these projects will be incorporated into our European Capital of Culture programming.
- **For 18- to 25-year-olds:** Mobilizing the young Europeans network. A face-to-face meeting is held annually, hosted by our friendly river-cities. In 2024, the meeting will be hosted by Budějovice. A Manifesto for Europe will ultimately be produced and reinterpreted in artistic form for a presentation in 2028 during the “2038” Closing Celebration.

For all members:

- Presentation of the annual #Rouen2028 Prize, which honours transgenerational cultural action that is aligned with our values of Polyphony, Fairness, Nature. In 2024, the members will determine the requirements for winning the Prize.
- Creation of media content in partnership with the Club de la Presse et de la Communication de Normandie with broad digital distribution.
- Conducting widespread surveys of the territory’s young people on topics determined by the Council’s members.

The Wisdom Council will have the great responsibility of designing “2038”, the Closing Celebration of Rouen Seine Normandie and the passing of the torch to the 2029 Capitals. The RSN28 team will support this process without interfering in the Wisdom Council’s choices.

They will also be strongly affiliated, from the outset, with the usage choices for the planned budgets for the years 2029, 2030 and 2031, so that Rouen Seine Normandie can reinitiate momentum capitalizing on all the work done to invent and implement this Capital.

The RSN28 bid currently calls upon a group of about fifty key figures from civil society (artists, writers, academics, athletes, craftspeople, etc.): the supporters. Their role will change as soon as the city is awarded the title of European Capital of Culture. They are currently acting as

spokespersons for the bid. In the near future, they will support the projects produced by our Wisdom Council, according to their sensibilities. For example, the poet Mélanie Leblanc, the author Michel Bussi and the scriptwriter Fred Duval will be mentoring writing projects. Actor Philippe Torreton is committed to building young people’s case for culture. Other supporters will join them: by 2027, there will be one hundred or so resource-persons prepared to donate some of their time to share the Capital adventure with the region’s young people.

Where young Europeans invent a new world
“Youth Participation Now” prototype, workshop, June 2023



RSN28 is working with a budget of 80 million euros, its use spread across the 2024/2032 period. Based on decisions made on 19 and 29 June, then again on 25 September and 16 October, the City and the Metropolis, two of the budget's major contributors, have scheduled their funding to be released on a proactive, gradually intensifying schedule. Over the 2022/2028 period, the budgets devoted to culture are topped up until they double. Furthermore, the funds set aside for RSN28 will not be taken from these common-law budgets.



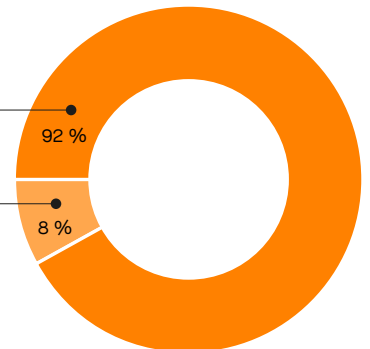
Operating budget

Q17 Our ambitious budget, though still relevant, will now be implemented over the 2024/2032 period because it is essential right now to outline the heritage financing: programming elements that are rooted in the territory, but also the ongoing evaluation.

Overall budget
80 M€

Public funders
73,6 M€

Private funders
6,4 M€



Revenue breakdown

Q18 Our budget is a reflection of the governance we have established. Strong political support from our Home Port, the City and Metropolis of Rouen, providing nearly 50% of the public operating budget.

However, the collective nature of the financial negotiations and the independence of the GIP's choices are guaranteed by this 49% threshold. The three other blocs are involved to the same level, namely 16% (Region/State/ public intercommunal cooperation establishments and Departments). These partners are therefore major entities in our plans as the future European Capital of Culture. For the "Axe Seine" communities, their participation in the project budget depends on their size, demographic weight, and the budgets and structures they devote to their cultural policies, ensuring fairness in the financial commitments.

City / Metropolis of Rouen
36 M€

Normandy region
12 M€

State
12 M€

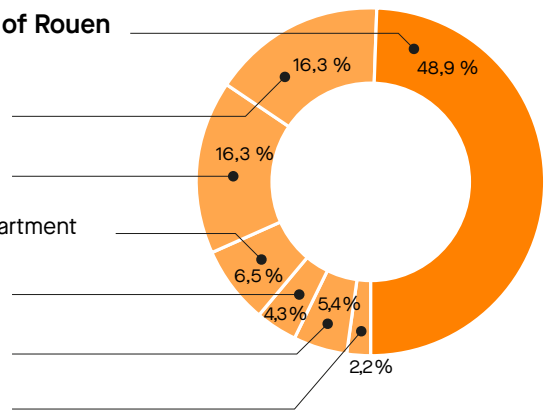
Seine-Maritime Department
4,8 M€

Eure Department
3,2 M€

Other EPCIs
4,0 M€

EU*
1,6 M€

* Europe's contribution here corresponds to the mobilization of funds and programmes such as Europe Creative, Green Pact, Erasmus+, etc.



Commitments from authorities

Q19 In November 2022, the City of Rouen and the Rouen Normandy Metropolis voted to approve their contribution of 49% of public funding to the overall European Capital of Culture operating budget. In late 2022, the Seine-Maritime Department also approved its contribution of 7% of the operating budget. In the second half of 2023, a vote is scheduled on the Normandy Region's financial participation.

The Ministry of Culture did not announce to what degree it would fund the winning city's project, giving the funding level for Marseille 2013 as the only clue. We have consequently set it as 15% of the overall

budget. Therefore, at the time this bid was being drafted, 73% of the public operating budget has already been assembled. By the end of 2023 and prior to the Hearing, 90% of this public budget will be secured (excluding European funds and patronage).



European funding

Operation & investment

Q20
Q26 The common objectives for the year 2028 provide an opportunity for us to entrust the GIP’s administrative and financial teams with coordinating a network for “europeanization of financing for culture,” with teams from the member communities, with cultural operators wishing to be involved.

This network will be built with the Normandy Region: via the regional branch in Brussels, the LabEurope Normandie co-led by the Relais Culture Europe, the support unit for local authorities for preparing European dossiers. The challenge is to develop a common European-funding culture, which is part of our legacy.

This network will be in constant contact with our partners, including Culture Next and other European cultural networks, the Europe Creative France office and Europe’s contribution to the operating budget indicated above corresponds to the mobilisation of funds and programmes such as Europe Creative, Green Deal, Erasmus+, etc. On a smaller scale, that of the application, we have already demonstrated our ability to apply for and obtain European funds: River of Hope, CreArt, Youth Participation Now, etc.

As for investments, our special ties with the Seine Normande territories and Region make it possible for RSN28 to support project planning that is aligned with our bid (transitions, mobility, reconversion of industrial wastelands) with a view to optimal use of OP ERDF 2021-2027 funds earmarked for:

- A smart, innovative economic transformation
- An ecological and energy transition
- Sustainable multimodal urban mobility
- Promotion of tourism and cultural heritage
- Sustainable development of territories

Our GIP team will provide general oversight of the various financial mechanisms (calls for projects, expressions of interest, etc.) that correspond to our projects.

Income calendar

Q21 From 2024, the financial contributions of GIP members will reflect their share of the overall budget: these “shares” will determine the decision-making rights of each member.

| Funders | Participation | 2024 | 2025 | 2026 | 2027 | 2028 | 2029-2032 | TOTAL |
|---------------------------|---------------|------------------|------------|------------|-------------|-------------|-----------|--------------|
| | | In millions of € | | | | | | |
| City/Metropolis of Rouen | 45 % | 1,215 | 2,475 | 3,78 | 8,37 | 17,46 | 2,7 | 36 M€ |
| Normandy Region | 15 % | 0,405 | 0,825 | 1,26 | 2,79 | 5,82 | 0,9 | 12 M€ |
| Seine-Maritime Department | 6 % | 0,162 | 0,33 | 0,504 | 1,116 | 2,328 | 0,36 | 4,8 M€ |
| Eure Department | 4 % | 0,108 | 0,22 | 0,336 | 0,744 | 1,552 | 0,24 | 3,2 M€ |
| Other EPCIs | 5 % | 0,135 | 0,275 | 0,42 | 0,93 | 1,94 | 0,3 | 4 M€ |
| State | 15 % | 0,405 | 0,825 | 1,26 | 2,79 | 5,82 | 0,9 | 12 M€ |
| EU | 2 % | 0,054 | 0,11 | 0,168 | 0,372 | 0,776 | 0,12 | 1,6 M€ |
| Private | 8 % | 0,216 | 0,44 | 0,672 | 1,488 | 3,104 | 0,48 | 6,40 M€ |
| TOTAL | 100 % | 2,7 | 5,5 | 8,4 | 18,6 | 38,8 | 6 | 80 M€ |



Patronage rather than sponsorship

Q22 For general-interest initiatives, we are choosing patronage, representing the commitment of companies, rather than sponsorship, a purchase for purposes of exposure.

Following on from our first bid and boosted by the success of the meeting of economic stakeholders on 30 June 2022, we are continuing the momentum. Since 2003, France has had incentivizing legislation known as the “Loi Aillagon” that makes 60% of a patron’s donation tax-deductible. Acts of patronage fall under the umbrella of Corporate Social Responsibility (CSR) policies, in keeping with our intention to transform the territory and its actors and to have long-term impact that complements the local COP21 led by the Rouen Normandy Metropolis to support economic entities as they undergo their transitions.

Our various programs will enable “cross-patronage” – culture/environment, culture/social, culture/research –, making it possible to increase the number of companies involved.

In the same spirit, we will be vigilant to ensure the bid does not destabilize funding for cultural entities or certain projects that already have patrons. To ensure this balance, we will develop co-productions. This also reinforces our legacy: spreading the

culture of patronage, promoting best practices, developing diverse forms of support (skills-sharing, patronage through in-kind or skills gifting, employee involvement, etc.), so that economic entities become key elements in their territory’s cultural dynamic over the long-term.

In the overall budget, the progressively increasing patronage will follow the active implementation of the various projects throughout the process. Each programme launch will be an opportunity to involve new businesses, with a contextual approach.

Private funding amounts to 8% of the budget, which totals 6.4 million euros: 50% financial and 50% in kind (see attached table).

The call for in-kind patronage is in keeping with our objective of using local materials, preferably biosourced and/or reused, of sharing savoir-faire and expertise with the loan of employees, of benefiting from the provision of specific machines and their operators or developing innovative projects. The businesses are vital project partners, providing technical solutions and sharing their network.

A stratified strategy

■ Large businesses and foundations

ECOC cities attract the involvement of national and international companies, attracted by the scale of the event. By involving companies with subsidiaries, joint ventures in Europe will let us form multi-party projects involving the various countries, especially when it comes to our Bridges to Rouen 2028.

We will reach out to corporate foundations based on the specific characteristics of our programme elements.

As an example, we met with the Norwich Charitable Trusts in the fall of 2023 to forge connections and exchange of experiences with our socially focused projects.

| | Financial patronage 3,2 M€ | In-kind patronage 3,2 M€ |
|---|-------------------------------|-----------------------------|
| Large businesses and foundations | 1,7 | 1,2 |
| Intermediate-, small- and medium-sized businesses | 1 | 1,7 |
| Very small businesses Social and Solidarity Economy businesses, merchants, artisans | 0,5 | 0,3 |



■ **Intermediate-, small- and medium-sized businesses**

The local economic fabric is primarily composed of this group. These companies have a great capacity for spurring locals to action thanks to their local roots and interest in developing their territory. These relationships are often very rich and fruitful in turning projects into realities.

There are many “business clubs” across the project territory. We have spent the past two years getting them involved. They use different organizational criteria: by territory, by profession, by theme, by company size, by industry, etc. The clubs become RSN28 partners by signing a pledge committing to support and represent the Capital dynamic to their members and the employees of each of their companies.

As of this writing, some thirty partner clubs have officially signed up to stand with us. They represent more than 5.000 companies and 15.000 craftsmen.

These constitute the first circle of our hospitable businesses, involved not only financially but as programme stakeholders, as well. They will open their doors for Room with a View and Ping Pong. They will host creative workshops year-round on their premises, where artists will lead mediation sessions with employees as part of our Flowtopia, a residency bringing together sociology students, hosting a European collective exploring working-class practices as part of No Brexit, etc.

■ **Social and Solidarity Economy businesses, individual companies, artisans, merchants**

Social and Solidarity Economy businesses are instilling a new mindset in the economic world, one that is more respectful, with shared governance. They know how to spur communities into action and will be superb allies. Individual companies have also formed valuable networks and artisans possess finely honed savoir-faire. Merchants are close to the territory, with their fingers on the pulse, acting as vital communication relays: sharing information, serving as a resource hub, promoting our Capital at their place of business, and developing “charity products” to help

BUSINESS CLUBS COMMITTED TO RSN28

Club de la Presse et de la Communication de Normandie, French Tech Normandie Rouen (digital), Mam'preneure (women's entrepreneurship), Fibois Normandie (wood industry), CCI Paris Seine Normandie (Chamber of Commerce and Industry Ile de France and Normandie), Normandie Attractivité, Centre des Jeunes Dirigeants Normandie, Campus Santé, Club partenaire de la Maison de l'Architecture (construction), Femmes et Challenges (women's entrepreneurship), Rouen Tourisme, Propeller Club de Rouen (port community), GIVAPE (Andelle Valley and East Plateau Interprofessional Group), Rouen Normandie Création (thematic incubators), Clubs des entreprises à Impacts Normandie, Frugalité Heureuse (sustainable construction), N'way (major Normandy company), Association des Commerçants Rouennais, Chambre des Métiers et de l'Artisanat 76, Fédération Française du Bâtiment Métropole et territoires, ADRESS (Social and Solidarity Economy), NextMove (innovative mobility), Normandie Energie, Club de la Vatine (tertiary sector company), GIRV (Vernon region Interprofessional Group), Club des Bords de Seine (industry), Réseau Entreprendre Seine Eure (business transfer), Normandie Pionnière (women's entrepreneurship), Rouen Normandy Invest, Fédération des Promoteurs Immobiliers Normandie, Club de la Ronce (service sector), CCI Seine estuaire (Le Havre)...

finance capital projects (products sold to generate proceeds for a project through a percentage of the sales price).

Crowdfunding operations may also be arranged for targeted programs, as well as auctions and other operations that can generate funds, or employee contributions being matched by the employer.

As soon as the title has been obtained, all the partner business clubs will be invited to choose a rotating representative to attend the GIP RSN28 General Assembly.

■ **Sharing and passing on skills**

Let us come back to the volunteer work already mentioned in this bidbook. Rallying skills patronage serves as a lever to encourage commitment in the form of volunteer work. Taking part in an artistic project by way of one's company fosters a strong sense of belonging. These companies can become effective intermediaries for local communities, which is why our Archipel also relies on businesses.

They also have substantial non-captive audiences that are usually difficult to spur to action, especially for contributions to the High Tides. Businesses will be vital allies in getting everyone involved.



SPOTLIGHT

Prototypes

Companies are mobilizing on concrete projects – this is what we have tested with our prototypes: HAROPA, MATMUT, Caisse des dépôts, SMEDAR, Transdev, La Poste, the French Building Federation, the Club des bords de Seine and around ten VSEs/SMEs have thus contributed €200,000 in patronage over the year 2023.

Urban Jam

25% patronage

- Le Club des Bords de Seine is a partner for three days showcasing urban cultures
- Expertise and supply of paint undercoat (1300m²) from the Laguerre group
- Vacuuming paint flakes during wall cleaning by VIAM
- Reception, catering and entertainment by Arkose
- Financial contributions from Staffvideo, La Carsat (retirement entity), and Fabrick Agile (one-person business).).

– **BUDGET:** €60,000

– **FUNDING:** RSN28 €25,000 – DRAC €10,000 – City of Rouen €9,000 – Patronage €16,000

Adventure Playground

40 % patronage

- Financial contribution from Matmut pour les Arts, Caisse des dépôts and the Fédération Française du bâtiment
- Supply of reclaimed wood for construction is from Les Bâtimeurs

– **BUDGET:** €50,000


– **FUNDING:** RSN28 €20,000 – DRAC €10,000 – Patronage €20,000

AKA Giant Puppet

L'homme Debout theatre company

- Donation of scutched and combed flax fibre from Eco-technilin to design the puppet's outfit (spotlight on a local biosourced material, bringing attention to this textile sector's relocation to Normandy)

A look back at the prototypes produced during the spring/summer 2023!

 [Video on line](#)



Where young Europeans discover the art of street art

“Urban Jam” prototype, July 2023

Where children build their own world

“Terrain d'aventure” prototype, August 2023

Where a linen-clad puppet roams the city

“Aka” prototype, June 2023



Operating expenses

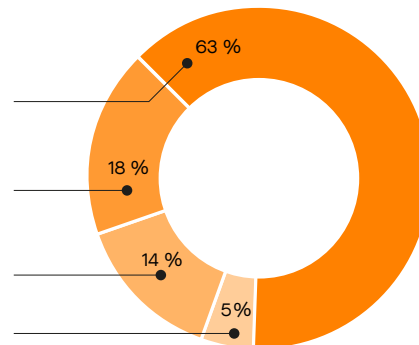
Q23 A principle of gradual build-up

Our GIP's operating budget is structured around four units:

- **Current operation:** expenses related to Human Resources, contracts related to Artistic Direction, as well as the costs of the structure,
- **Artistic programming:** expenses relative to the population's participation in our project are voluntarily included in this unit: participation is in the DNA of our artistic concepts,
- **Communications and marketing,**
- **Other expenses:** expenses related to the evaluation, risks and contingencies.

Overall budget
80 M€

- Expenditures related to the artistic and cultural programme
50,4 M€
- Structure operating expenses
14,4 M€
- Promotion, communications and marketing
11,2 M€
- Other expenses
4 M€



These four main units evolve at a varying pace with the evolution of the project and the allocated budget. The increased involvement of our GIP will not be linear over the entire 2024/2032 period:

■ Time to design! (Q39)

In the 2024/2025 sequence, the first teams to start work will be those dedicated to participation and communication.

■ Time to create!

Starting in 2026, the artistic dimension will begin taking on greater importance and will increase its impact on production in 2027. Promotion will intensify as the trajectory evolves: first centred on participation, then on artistic creation.

■ Time to meander!

In 2028, we reach cruising speed on content production and it is time to discover the RSN28 "Meanders 2028" designed and promoted as part of the Destination Contract.

■ Time to pass on!

Starting in 2029, a set annual budget is planned to establish the key elements of the legacy of our European Capital of Culture. It should be noted that, by this date, and per a clear commitment from the City and Metropolis of Rouen, their budgets dedicated to culture will have doubled compared to 2022.

| | 2024 | | 2025 | | 2026 | | 2027 | | 2028 | | 2029-2032 | |
|---------------------------------|------------|------------|------------|------------|------------|------------|-------------|------------|-------------|------------|------------|------------|
| | M€ | % | M€ | % | M€ | % | M€ | % | M€ | % | M€ | % |
| Operations | 1,2 | 44,4 | 2,1 | 38,2 | 2,5 | 29,8 | 3,8 | 20,4 | 3,8 | 9,8 | 1,2 | 20,0 |
| Artistic and cultural programme | 0,5 | 18,5 | 2,2 | 40,0 | 4,4 | 52,4 | 11 | 59,1 | 29,3 | 75,5 | 3 | 50,0 |
| Promotion and marketing | 0,8 | 29,6 | 1 | 18,2 | 1 | 11,9 | 3 | 16,1 | 4,2 | 10,8 | 1 | 16,7 |
| Other expenses | 0,2 | 7,4 | 0,2 | 3,6 | 0,5 | 6,0 | 0,8 | 4,3 | 1,5 | 3,9 | 0,8 | 13,3 |
| TOTAL | 2,7 | 100 | 5,5 | 100 | 8,4 | 100 | 18,6 | 100 | 38,8 | 100 | 6,0 | 100 |

With respect to the questions regarding Investments (Q24 to 28), please see the chapter "Capacity to deliver"



A stable and solid governance structure

Q29 Our governance strategy is based on three key principles:

- Strong involvement and coalition of public funders
 - Open governance, with room for local residents and civil society.
 - A high-level professional team with the greatest possible autonomy.
- To this end, as announced in our first application, RSN28 will become a Public Interest Group (GIP) in the first half of 2024.

The GIP structure allows both public and private entities working for the common good or in the public interest to pool their staff, their resources, and their financial means to carry out a project, with their combined forces, that they would not have been able to achieve alone. The GIP makes it possible to bring local authorities together with more varied public partners from the educational or economic worlds, as well as private organizations of public interest (non-profit organizations, associations, foundations, etc.). It also makes it possible to set up consultative bodies and call on the services of qualified individuals. The GIP, being approved by the French government's relevant services and potentially audited by the Cour Régionale des Comptes, guarantees public funds are used properly and relies on supervised calls for tenders. It can continue if the project is to go on,

it can bring public agents into its actions and directly subsidize local projects. This ability to fund, which is strictly forbidden to associations, is extremely important for a European Capital of Culture. It can benefit directly from patronage and run a commercial business.

After studying other existing models, and faced with the major legal risks presented by the "association" structure and system when it comes to managing projects using such proportions of public funds, the GIP appeared to us to be the only option allowing us to combine sustainability, transparency, legal security and independence. GIPs, while initially rare in the realm of culture, GIPs have progressively become a fairly popular management structure, particularly in our region (Un été au Havre, Normandie Impressionniste).

A coalition of public authorities

The public authorities (City of Rouen, Metropolis, Region, Départements, EPCIs including Le Havre) are the main members of the GIP. As their decision-making weight is proportional to the capital invested, no single

local authority will be able to take decisions on its own (Q18). It is their commitment and cohesion that will guide the long-term strategy and legacy of the Capital, linking the year 2028 to other public policies.

Governance open to civil society and Europe

The region's major public institutions (universities, ports, river authority, regional nature park, etc.) will also be members of the GIP. In addition to its members, the GIP's governing body, its General Assembly, will include:

- Qualified personalities: the five key themes of our project (ecology, mobility, science, participation, artistic creation) will each be represented by two qualified personalities, one French, the other European
- Representation of our Seine Assembly, including the dynamics of our Archipela and members of the Wisdom Council, who

will be systematically consulted when major choices are made

- Representation of the business clubs that have signed our support charter
- Finally, while remaining clearly independent, the Evaluation Committee will be heard each year by the GIP on its analyses, reports and conclusions.

The GIP thus constituted is the forum for strategic decisions, for taking account of territorial and European dimensions, and for links with all other public policies. It is the place where the Capital's heritage is developed.



Each year, it validates the business plan and artistic programme presented by the professional team. **In the case of disagreement,**

the team will rework a new overall proposal that takes account of the points raised by the General Assembly.

From Association to GIP: provisional timetable

■ **September 2023:** the constitutive agreement is submitted to the RSN28 Executive Board.

■ **Autumn 2023:** the constitutive agreement is submitted to departments at the prefecture to have an approved final version before the end of the year.

■ **13th December 2023:** decision on the awarding of the title of European Capital of Culture. Effective end of contract for the bid's general management and artistic direction.

■ **18th December 2023:** the Association's General Assembly: approval of the constitutive agreement by the members.

■ **February 2024:** The GIP holds its Constitutive General Assembly:

- Establishment of the board of directors and election of the new presidency ,
- Transfer of the employment contracts of the Association's employees to the GIP,
- Call for applications for the Capital's general management and artistic direction.

■ **April 2024:** appointment of the general management and artistic direction of the GIP. Between the announcement of being awarded the title and the title's actually taking effect, the transitional phase is managed by the President and the Secretary General of RSN28.

General manager and artistic direction: coherence & independence

Q30 **Q33** **The GIP will set up an artistic and professional team responsible for appraising and implementing the project and programme detailed in the bid. A management team will include a General Manager and an Artistic Director, as well as an administrative manager. This triptych forms the basis of the Capital's functional organisation.**

In filling the general management and artistic direction positions for the European Capital, the submitted applicant dossiers will be reviewed by the RSN28 association, aided by French and European experts specializing in European Capitals of Culture.

The choice of general management and artistic direction will be put to a vote at the GIP's General Assembly. Though this call for

applications will be entirely open, members of the management and artistic direction teams from the Capital bid phase are certainly allowed to apply and will be given full consideration. Applicants can also apply in pairs, highlighting in what ways their alliance holds specific advantages and/or complementarity that could contribute to the success of the project.

General Management

Where one can see who's the person at the wheel of the Capital project

■ **Responsibilities:**

- Ensures the project's values and methodology are respected
- Embodies the founding dimension of the Bid Book
- Guarantees the involvement of advisory bodies
- Preserves the independence of the Artistic Direction with respect to the GIP governance bodies
- Serves as arbitrator between the various

components and constraints (artistic, environmental, social, financial)

- Manages the Capital team.

■ **Required qualities:**

- Has the ability to lead and develop the project as detailed in our BidBook
- Possesses meaningful, in-depth knowledge of the bid territory and of European stakes
- Has experience in project management
- Is sensitive to cultural issues



Artistic Direction

Where one can know who's the person to whom the Seine entrusts the Capital programme

■ Responsibilities,

in complete independence:

- Ensures the overall consistency of the RSN28's story
- Supports and guides the cultural entities of local and European territories in their programme contributions
- Approves the curation choices for the various artistic and cultural projects,
- Ensures compliance with the established values and methodologies and confirms that compliance to the GM,
- Remains in constant contact with the

operational teams that implement the programme chapters,

- Respects allocated budgets.

■ Required qualities:

- Has the ability to lead and develop the project as detailed in our BidBook,
- Possesses programming experience in an international context,
- Is able to work in a team,
- Possesses knowledge and understanding of the challenges of the Seine Normande territory and of European stakes

Administration

Where the person keeping the Capital structure running is

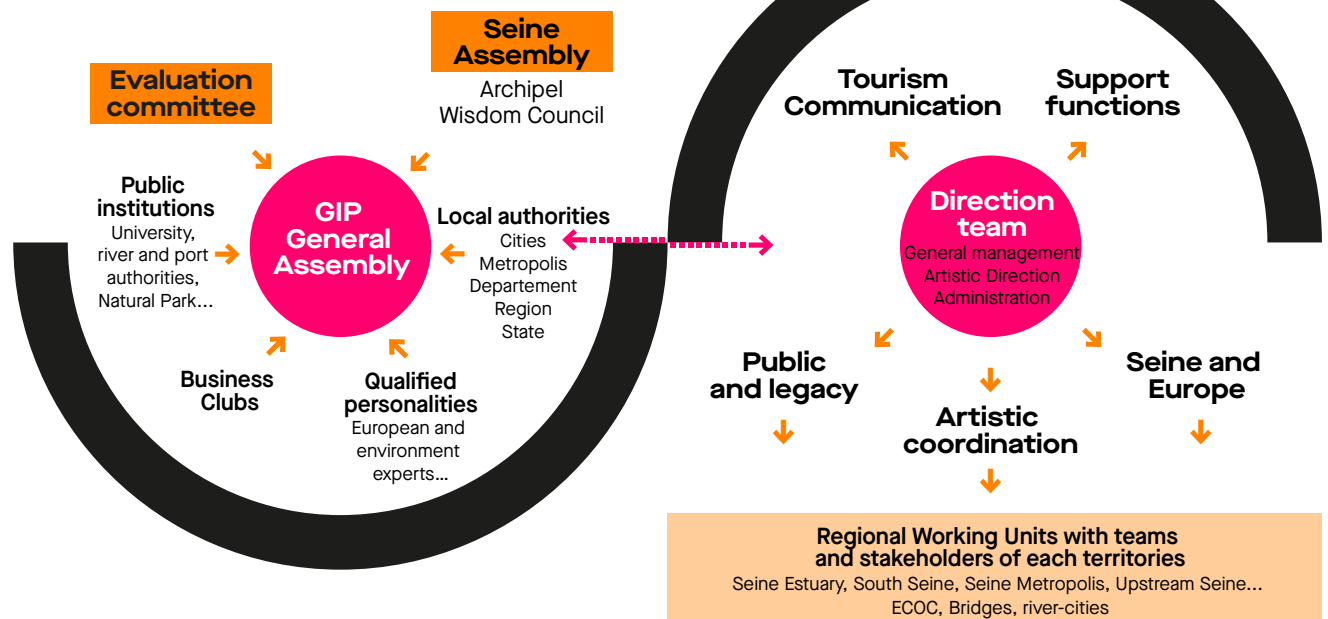
■ Responsibilities:

- Ensures compliance with the legal, administrative and financial rules applicable to the GIP,
- Guarantees the funding communities of the proper management of the public funds used for the project and transparency in

the awarding of public contracts,

- Provides all administrative, financial, technical and logistical support for the project's implementation,
- Issues expense directives,
- Manages the day-to-day operational organization of the GIP.

Governance structure



Implementation



GIP: teams close to the ground

Q31 Guaranteeing the success of our project means anticipating it.

The recruitment process for this team must also incorporate the programme's values with respect to diversity and inclusion (gender, geographical origin, disability, etc.) and reaching out to European and international potential applicants.

To preserve the project's vital territorial roots, it is essential that the team also be, to a degree, locally anchored, much like the current bid team. We must strike the right balance between the desired European Capital of Culture experience and detailed knowledge of the territory's ecosystems.

Anchoring of the project and the team go hand in hand, as do the current RSN28 staff.

■ Time to design! (Q39)

Through the 2023/2024/2025 sequence, the public-participation and marketing teams gain momentum in their work.

■ Time to create!

In 2026 and 2027, the staffing across the different divisions stabilizes, the artistic dimension gains prominence and momentum in production in 2027.

■ Time to meander!

In 2028, the staffing needed to carry out the programming is in place.

■ Time to pass on!

Starting in 2029, the team grows stronger and more streamlined to ensure the legacy of our European Capital of Culture.

The teams will be grouped into five thematic divisions

■ **Public involvement and legacy:** participation (Seine Assembly, Wisdom Council, Archipel), mediation, evaluation et mobilization of companies (patronage, skills, etc.),

■ **Marketing, communications and tourism development:** press relationships, tourism stakeholders, digital dimension,

■ **Support and production:** legal affairs, budgets and finance, human resources, production and technical matters),

■ **Artistic coordination:** project managers overseeing the elements of the artistic programming of the Capital,

■ **Territories and meanders (Seine and Europe):** direct relationships with the territories, Ports of Call, Bridges to Rouen 2028, European networks and ECOCs. Some of its members will be seconded to our friendly river-cities for pre-agreed periods.

The people in charge of leading these divisions will be responsible for ensuring smooth cross-divisional operations and will report to the General Management.

One or two team members in each division will have worked for more than a year in the teams of previous European Capitals of Culture, therefore able to pass their knowledge and experience on to their colleagues.

Each year starting with 2024, team members will undergo internships on the teams of the title-bearing ECOC cities for the years 2024 to 2027. Each internship must address a specific issue or problem, and the immersion time will be sufficient for comparing compare practices, tools, systems and structures.

These internships will be part of a broader training programme: territorial projects, innovations in the field of involving populations, going further with European programs, fighting discrimination, etc.



Staffing table

| # of employees per year | 2023 | 2024 | 2025 | 2026 | 2027 | 2028 | 2029 |
|---|------|------|------|------|------|------|------|
| TOTAL | 10 | 16 | 28 | 34 | 45 | 49 | 18 |
| General management | 1 | 1 | 1 | 1 | 1 | 1 | 1 |
| Artistic Direction | 1 | 1 | 1 | 1 | 1 | 1 | 1 |
| Administration | 1 | 1 | 1 | 1 | 1 | 1 | 1 |
| Public involvement and legacy | 2 | 4 | 6 | 6 | 8 | 8 | 3 |
| Marketing, communications and tourism | 2 | 3 | 4 | 4 | 6 | 8 | 2 |
| Support and production | 1 | 2 | 4 | 6 | 8 | 8 | 3 |
| Seine artistic coordination | 1 | 2 | 5 | 6 | 10 | 12 | 3 |
| Territories and meanders (Seine and Europe) | 1 | 2 | 6 | 9 | 10 | 10 | 4 |

Local authorities: cooperating and passing on know-how

Q32 Cooperation between local authorities and our GIP is the very principle of the project. They are members of it, they support it, including financially.

Regional Working Units to work with the territories

Cooperation between local authorities and our GIP is its very principle. They are its members, and they keep it going, including financially.

The chapters of our artistic programme embrace the meanders of the Seine. The regions will be fully involved: from the Opening, to Architectural Currents, Welcome, Round the World Rivers, to Vertical River, Seine Story, etc. and not forgetting the dynamic of the ten Ports of Call.

The programme will take place “in their homes” and therefore with them. Regional Working Units will be systematically set up with the staff of local authorities and with teams from

local social and cultural structures, just as they have already been in 2023 for our prototypes. The involvement of local teams and structures will depend on their engineering capacity: the city of Le Havre has human resources that are out of all proportion to those of the Lyons-Andelle community of municipalities. However, the GIP team will work with and adapt to everyone’s capacity to do/carry out/manage, particularly for chapters involving local production, Welcome in particular.

Procurement contracts are not neutral, they are part of our commitment to a social and ecological transition

The GIP’s links with local authorities will enable it to benefit from contracts that they themselves have signed with suppliers (“in house” contracts) and, conversely, to enable smaller local authorities to benefit from contracts that the GIP may have signed for the production of major events (“reverse in house”).

Sobriety and social inclusion are the core values that will guide our purchasing. This is reflected in the systematic integration of environmental and inclusion clauses in our

contracts. Furthermore, the introduction of a Socially and Ecologically Responsible Procurement Scheme (SPASER) and membership in the RANCOPER network, whose primary



objective is to help local authorities increase their skills for responsible public procurement (six of our fourteen member local authorities are members), will complete this scheme.

■ **Example:** We will work with Médiaction, a non-profit entity working for the social

and solidarity economy, the first Normandy non-profit to use cultural mediation and communication to promote professional integration, helping us step away from the clichés of the professions that are traditionally the focus of integration initiatives (security, cleaning, etc.).

Risks and mitigation

Q34 Our first bid identified a number of risks to which our European Capital of Culture could be exposed. We are already making progress to mitigate the severity of some of these risks.
Q35

For example

■ **“Lack of means to implement the territory’s cultural policy after 2028”:** the City of Rouen’s and Metropolis commitments, by voted decisions, to double their culture budget, is a strong political indicator of financial support. The risk level moves from medium to low.

■ **“Mobility challenges (artists, young people in training, volunteers, etc.) caused by unforeseeable circumstances: political instability in Europe, pandemic, etc.”** We recommend using substitute digital tools. The expanded concept of our 11th Port of Call is a solid response. The risk level moves from high to medium.

■ **“Imbalanced involvement of actors from the City of Rouen and from the Seine Normandie Valley.”** In this second bidding phase, local authorities are highly involved: Ports of Call, prototypes, etc. The careful efforts made hand-in-hand with our partners, for example,

to design possible scenarios for Welcome, demonstrates the desire and commitment of the entire territory. The now strong relationship with the Entente Axe Seine, uniting all the Seine’s local authorities, including Greater Paris, is a potent catalyst that reduces this risk from medium to low.

■ **“Governance and arbitration challenges between the project’s political issues and its artistic dimension”:** the drafting and approval in the General Meeting of the constituent agreement of our GIP, which becomes active in 2024, makes possible all the structuring needed to ensure the importance of our project in its values and methodological principles, including the Seine Assembly’s presence within the governing bodies.

Nevertheless, external risks can still impact our projected path, and we have identified four categories for these risks.

Risk – Climate

With intense climate phenomena become more frequent – from droughts and heat domes to storms and floods –, our programming, based largely on “extramural” (outdoor) activities, must be able to adapt. Taking this constraint into consideration has also set the pace of Capital gatherings over the course of the year:

in the winter months, events are primarily held indoors or under shelter. Our partnerships with all existing cultural facilities also mean they can “borrow” our content and use it in their own event schedules. In any and all circumstances, our visitors will be able to experience a Reconciliation Capital!



Risk – Security and war

Be it terrorist attacks similar to those that France has seen since 2015 or the likelihood of the war in Ukraine spreading to other European countries, security is a major issue. All State departments are involved in the building of our project: the Regional Prefect is one of our important liaisons and the Prefecture's

departments assist in handling security issues. We cannot necessarily predict a war or a wave of terrorist attacks, but, here again, the flexible structure of our programming ensures the ability to adapt to a number of possible constraints.

Where the Seine brings people together
 "Urban Jam"
 prototype,
 Children's workshop,
 July 2023

Risk – Energy and mobility

Our priority is supporting mobility alternatives to the personal vehicle. Even if airplanes should cease flying due to a sharp rise in fuel costs, our project would stand firm. In any case, carbon-free mobility options will become

the most economical solutions in the short, medium or long-term. We are determined in our support for this change, turning this risk into not just an opportunity, but even a strengthening element to our designs.

Risk – Pandemic

The health crisis generated by the large-scale dissemination of COVID19 has not remained without traces or lessons to be learned. Thanks to the flexibility of its programming principles and the solidity of its governance, our European Capital of Culture is in a position to adapt. Our 11th Port of Call could be the experiential space if physical meetings were prohibited. Moreover, as

the 2028 programme is not an end in itself, our legacy will not be compromised: the cooperation, dialogue and coalitions will have taken place, and the fruits are already being harvested, and will be harvested after 2028, whether or not the major rendez-vous are able to take place. Creative spaces will have existed, networks will have been woven and consolidated.

Time to meander !

Q36 This slogan is about urgency and patience.

The Seine is what weaves the bid territory together, flowing through the artistic programme, tracing the paths for visitors to take. It is the life of the land, this land of discovery. The Seine tells us how urgent it is to see and address the changes taking place. The Seine beckons us to listen to its past and prepare for its future. Each meander means a new landscape, a new horizon, a new adventure, always different, always unique.

The urgency is the moment, the “Time to” is now. This is the not-to-be-missed event. And we announce its vital nature loud and clear with an exclamation point. There is no choice: the river is es-Seine-tial now, and the harsh changes underway are no secret.

To meander is about setting out the principle that the Seine invites us, urgently, to go from meander to meander, to flow with the rhythm of its tides, to reconnect with it and the changing territory it traverses and shapes.

To meander is to accept the territory as it is, as it has been carved out by the river, as it will be redrawn by climate change, and taking the time to sample new experiences by moving away from the false facility of ready-made solutions.

To meander is to see far ahead.



Communication and marketing

Q37 We have designed a marketing and communications strategy in keeping with our values: cooperative, polyphonic, sourcing our partners' networks and expertise. It will focus on quality rather than quantity, the better with which to minimize its impact on Nature. It will embody and convey our principle of Fairness by making it possible to set into motion – in the right place and at the right time – the communities we intend to reach, not to sell RSN28, but to invite people to experience our European Capital of Culture.

Starting in the first half of 2024, we will reach out to Budějovice and Skopje with the idea of working together in places that our respective marketing and communications

strategies dovetail, to pool our resources, tangible and intangible, to strengthen the promotion of broader Europe and bring greater exposure to the three winning cities.

We are addressing numerous communities and each one is unique:

| Communities | | Needs |
|--|--|---|
| Residents of the Seine Normande Valley | Affinity targets: people close to places of artistic exposure | Uniqueness: have a unique experience / discover international offerings |
| | Priority targets: people who do not think to seek out artistic proposals (Outreach chapter) | Recognition: recognized as promoters of culture, being able to project oneself into artistic proposals, being accompanied |
| | Bodies: proactive people within the Seine Assembly, Wisdom Council, Archipel | Action: have an impact on our ECOC and be recognized for their implication |
| Visitors | Differentiated approach depending on distance from the Seine (neighbouring regions, France, Europe, World) | Experience: live and discover a "Meander" by being welcomed, guided |
| Partners | From the Seine Valley territory (social and cultural structures, cultural entities, communities, etc.) | Action: contribute to the implementation of our ECOC, be recognized as such, gain savoir-faire and partnerships |
| | Territories hosting a Bridge to Rouen 2028 in Europe and around the world | Extension: take advantage of the ECOC to present a unique cultural offer in their territory, gain partnerships |
| Tourism professionals | On the scale of the Entente Axe Seine | Extension: take advantage of this event to encourage exploration of the territory |
| | Professionals in slow tourism and ethical and solidarity tourism | Offer: "Meanders 2028" as opportunities to enrich their events calendars |
| Journalists | Local: RDP | Offer: new content giving their work a European and international dimension |
| | National: general interest and culture | Offer: inform and arouse the desire for discovery in their audience |
| | European: RDP and/or national cities hosting a Bridge to Rouen 2028 | Offer: new content giving their work a European and international dimension |
| GIP team | Board of Directors and all employees | Guarantee: ensure the circulation of information, maintain pursuit of the bid's objectives, train cross-functionally, each be linked to Europe |
| Future generations | Future residents, future artists ... | Understanding: from before to after ECOC, traceability, documentation of the territory's process of metamorphosis |



The success of our Capital, in addition to the issues detailed in [Q4](#), depends on getting each of these communities actively involved. In accordance with their needs, desires or expectations, they are not “activated” at the same time, nor through the same channels, between today and the year 2028. Very often, the activation of a community makes it possible to spur another into action.

■ **Some examples:**

- The awarding of the Prix Rouen 2028 each year by the Wisdom Council will activate the community of journalists making it possible to reach the general public.
- The networking of the regional daily press of the Seine Normande Valley with its counterparts in our friendly river-cities from 2024 will generate the creation of content crossing the themes of Europe and culture, making it possible to reach the general public from different European territories.

- The “Tell Me about Your Home” video campaign for social networks launched in 2024 with partner student associations will highlight interculturality and will reach some of the young people we want to reach.
- The development of the Destination Contract with tourism professionals over the 2024/2025 period will be an opportunity to make the Capital visible both in its values and its projects to all the operator networks, the tourist office, bed and breakfast managers and bike rental companies, etc.

The challenge of our strategy is to choose the right moment and to ensure the right pacing in implementing our communications and marketing tools. Time, indeed – **Time to meander!** Our slogan is expressed in time, able to gain momentum, harmonize messages, pacing and communities.

■ **Time to design ! 2024/2025**

As of 2024, the eight pillars of our programme are launched: activation of the Archipel, the Seine Assembly, the Wisdom Council on the elements integrating residents’ broad participation. Partners and populations join the

dance. Stories are written, new ties are forged, cooperations are formed around our programming methodologies. The story being written is documented in real time to quietly pique the desire of communities to join the adventure...

■ **Time to create ! 2026/2027**

In 2026, another phase begins. The artists already in long residencies have made the territory their own, the inhabitants are now largely taking part in the dialogue. The geography of

the Bridges to Rouen 2028 is set. The works that were once sketches, whatever the artistic practices, begin to take form: the year 2028 comes to life...

■ **Time to meander ! 2028**

In 2028, we have arrived. All of our “Meanders 2028” can be experienced by the local population, by visitors, our Bridges to Rouen

2028 hum with creativity echoing the story of the Seine, our 11th Port of Call brings together near and far...

■ **Time to pass on ! 2029/2038**

The adventure doesn’t stop there. Our Capital will have been a space-time to take the time to accelerate the territory’s transformation. Gently and gradually, at least until 2032, our GIP continues to support local changes, international and European cooperation, working alongside the ECOC-titled cities of the time, alongside those who are bidding, by keeping Youth Participation Now network active, by continuing the advocacy of the guardians of our rivers, by continuing

to hold the events, works and activities that the people and local facilities want to continue to see in the Seine Normande, and by keeping an eye on 2038: the last evaluation cycle, reporting on the latest results: ten years after gender equality in arts and culture; ten years after the journey of young people involved in the Wisdom Council and the YPN network, ten years after the cooperation practices and opportunities for young artists of 2028...



SPOTLIGHT

Norman Seine 2028 Destination Contract

In 2028, visitors and the general public are invited to experience “Meanders 2028.”

These Meanders 2028 are the result of cooperation work carried out by our GIP and involving all the tourism stakeholders in the Ile-de-France and Normandy regions, within the framework of the Seine Valley development plan, but also with respect to the Entente Axe Seine, which brings together all the communities from Greater Paris to Le Havre.

The objectives of the Contract are as follows:

- Co-construct Seine Normande 2028 routes combining tourist and heritage discovery and RSN28 programming in a win/win strategy: strengthen existing destinations in the spirit of the meander and boost them with a new artistic dimension,
- Ensure consistent promotion for all targets by relying on already present and active spokesperson communities,
- Make tourism stakeholders a community to promote the 2028 year (dedicated page on each website of the operators involved, promotion of the Capital in their own communication tools, etc.),
- Make the destination tangible with a Capital object (with QR Code) in partner tourist and cultural sites.

These Meanders 2028 will respond to our Nature imperative:

- An offer that clearly goes against the current of overtourism, which already saturates several sites on the bid territory (Honfleur and Giverny).
- An offer that takes... time: extend stays by proposing authentic encounters
- An offer incorporating actions on low-carbon or low-emission mobility
- An offer centred on experiential quality, respect for ecosystems

Let's imagine... a Seine Normande Meander in 2028:

- **Day 1:** Train from Paris. High Tide in Gaillon, festive and artistic meal at the chateau for Welcome
- **Day 2:** Cycling to the Moulin d'Andé for a (Re)Sources danced ritual, picnic in a “pass-temps” (a place specifically dedicated to idleness), afternoon cycling to Poses, overnight stay with a local (Greeter trained for the occasion)
- **Day 3:** Writing workshop led by the Wisdom Council at the Guinguette des Ecluses, then bike to Pont de l'Arche.
- **Day 4:** Street theatre by a local company in Pont de l'Arche. Bike to Val de Reuil station, train to Rouen. Night in Rouen after a Vertical River evening.
- **Days 5 and 6:** Tour of Rouen. Journey for an exhibition and a Know with the Flow at the Confluence Centre. Return to Paris by train.

Turnkey “Meanders 2028,” but also personalized suggestions thanks to our 11th Port of Call. From an entry point chosen by the visitor (a Gate, a Chapter, a point of the Archipel), and based on their profile (family, tastes, taste for adventure and surprises), the Meander that will be suggested will take into account the actual circumstances: weather, crowds, dining and lodging options, available modes of transport. By relying on the capabilities of artificial intelligence and a coherent use of available data, including open data, the visitor will be offered detours, side roads that will lead them where they had not perhaps planned to go. Our Meanders 2028 will be available as “weekday”, “weekend” and “day” experiences.



A multi-channel strategy

Our communications and marketing strategy will obviously be multi-channel:

- For each of our social networks, analysis of the collected data will help us better tailor our messages and media for each Time to! sequence
- Our bid website will be transformed into our 11th Port of Call from 2024 to 2028, and the content available will adapt to the increasing intensity of our trajectory
- The distribution channels of our partners will also be part of this strategy, such as a variation of our logo for the member entities of the Archipel, to identify our Ports of Call and Bridges, in a simple, consistent, recognizable way, while giving each of our “play spaces” its own identity.

The measurement of the effectiveness of the operations begun in 2024 will make it possible to refine the implementation methods of the campaigns to follow, to ensure continuous improvement. The processing of the collected data will therefore be extremely important and must be done with care, working with the Open Data platform of the Rouen Normandy Metropolis.

SPOTLIGHT

Greeters

In keeping with our prioritization of hospitality, as addressed in Bends and Meanders, we are working with the Faro Convention France network to developing a local “greeters” network.

■ **2025 - Time to design !**

« Recru“Recruitment” of future greeters from the Seine Assembly, via the Archipel entities.

■ **2026 - Time to create !**

A “Greeter MOOC” (MOOC=Massive Open Online Course) is launched: online training for residents who wish to welcome visitors in 2028. This MOOC will be available in two versions: one for the general public and a professional level for tourism entities. It includes language training (key phrases) and overviews of the cultures of our friendly river-cities, simple tools to learn all about RSN28, guides for at-home reception with activity suggestions, etc.

■ **2028 - Time to meander !**

Visitors arrive to a warm welcome, convinced to come enjoy this hospitality through promotion of the “Meanders 2028” as part of our Destination Contract

■ **2029 - Time to pass on !**

The greeter momentum rolls on. The network develops a structure and officially joins the Faro Convention France network (to be continued)



A responsible strategy

RSN28 is committed to ecological transition. The communications and marketing strategy is, as well: visitors, tourist or not, are invited in a variety of ways, depending on their distance from the Seine.

| Place of residence Offer | |
|---|--|
| Outside Europe | <p>They access RSN28 via:</p> <ul style="list-style-type: none"> → The Bridges to Rouen 2028 → The 11th Port of Call <hr/> <p>Affinity target (arts, ecology) Audiences of partner structures of each Bridge Dematerialized marketing</p> |
| Europe | <p>They access RSN28 via:</p> <ul style="list-style-type: none"> → The Bridges to Rouen 2028 in our friendly river-cities → The 11th Port of Call → By train: As part of the Destination Contract, creation of an offer with “Seine 2028”-type identification that gives those who purchase these tickets, via a QR Code, access to downloadable content on the day they travel – audio, video, playlist, written descriptions, information – to make their travel time truly part of the experience. A partnership must be negotiated with Interrail Europe. → By bus: campaign to promote the destination to operators (Flixbus, Blablacar Bus, etc.) → By bike: partnerships to be developed with Eurovélo, funded by Europe, to promote our destination <hr/> <p>Affinity target (eco-friendly travel, detour-curious, etc.) Target of students on tight budgets General public target via local press partnerships Audiences of partner facilities in each friendly river-city and Bridge location</p> |
| United Kingdom | <p>They access RSN28 via:</p> <ul style="list-style-type: none"> → The Bridge to Rouen 2028 in Norwich → The 11th Port of Call → The Newhaven/Dieppe ferry connections (special partnership to be developed: #Rouen2028-branded crossing with onboard programming) → Eurostar (special partnership to be developed) <hr/> <p>Affinity target (Francophile, ecology, arts) General public target via local press partnerships Audiences of The Bridge partner entities</p> <hr/> <p>Special promotion of our No Brexit Chapter</p> |
| France (ECOC bid cities not selected) | <p>They access RSN28 via:</p> <ul style="list-style-type: none"> → The 11th Port of Call → Train, bus, bike <hr/> <p>Partnership currently being developed with the cities of Bastia, Amiens and Saint-Denis: Affinity target (ecology, slow tourism, culture) Public supporters of their Capital efforts</p> |
| Paris and surrounding regions | <p>They access RSN28 via:</p> <ul style="list-style-type: none"> → The 11th Port of Call → Train, bus, bike, boat (from Paris) <hr/> <p>Target of low-mobility populations: Rouen2028, an affordable green destination thanks to our Meanders 2028 Affinity target (ecology, slow tourism, culture)</p> |
| Seine Normande Valley | <p>Priority targets: young people, families, people not already familiar with cultural sites Affinity target (ecology, arts & culture): our social networks, Michel magazine partnership “The Michel Guide, the detourist guide” General public target: local press partnership, content created by the Wisdom Council starting in 2024, interpersonal communication “Remote” public target: information posted in public-service locations, public-housing landlords, etc.</p> <hr/> <p>An information point will be established at each area Port of Call, like a small Confluence Centre. Furniture symbolizes #Rouen2028, with information on “get involved,” “experience,” etc. is available (also in all socio-cultural and non-profit entities that are Archipel members), events/gatherings are held there: Know with the Flow, starting point for a High Tide, etc.</p> |



Media partnerships

Q38 It is essential to rally and involve the journalist community, thereby associating the media with our Capital. These efforts will be tailored to the media, depending on whether they are local, national or international.

Au Locally speaking, this work will begin with our **Time to design!** The Regional Daily Press (RDP) is the main information vector for the general public. With the year 2028 as the goal, we can suggest that various local media cover the Capital plans and implementation over the long-term. Our strong European message and our unwavering stance on questions of nature, fairness and polyphony offer many layers to be examined, subjects about which in-depth, top-quality content can be created, with high added value.

The television channel France 3 Normandie, the radio station France Bleu Normandie and the daily newspaper Paris-Normandie have already expressed the desire to partner with RSN28. As soon as the title is granted, we will begin dialogue with each of these, as well as other media that will join in, to provide detailed explanations about the project over the long-term and to generate opportunities for documenting its progress and objectives

all along our trajectory. The goal is to set out a clear editorial policy specific to each partnership to foster cooperation and clarity.

We also want to facilitate networking on an international scale between RDP journalists. We will kick-start this momentum with the territories hosting the Bridges to Rouen 2028. RSN28 will be the ultimate focus, with its guiding values of cooperation and passing down knowledge, giving the regional press a springboard for taking on a European dimension, moving from one river to the next to cover the themes on which our Capital has a clear position, in both our artistic propositions and the contemporary challenges we explore through the Youth Participation Now. We are already eagerly imagining the coverage in the form of surveys, profiles, and in-depth reports that could spring from interactions between European professional peers! Special “Media Meanders” (fam trips) will

SPOTLIGHT

Calameet the totem toad

A totem or spirit animal for children that teaches them – in fresh, fun ways – about respecting and protecting Nature, encouraging them to get involved in participatory science.

The *natterjack* toad, with a yellow line down the middle of its bumpy back, lives only in Europe, in an expanse stretching from Portugal to the Baltic states. Though found in the bid territory, it is a threatened species protected by a European directive. It can make its home in industrial wastelands, in sandy soil, and only takes to the water during its brief reproduction period and spends the day in a natural hole, under a rock, or in a crack in a wall, only coming out at night to hunt.

The toad is an important and historic symbol, having been associated with the world of the dead and with magic since Antiquity.

It became one of the Devil’s animals and the constant companion of witches and their magic potions. Its reputation would later be burnished by Victor Hugo and Norman writer Octave Mirbeau, who considered it a sacred animal, the steward of gardens and the treasures of the soil.

Calameet serves as a counterpoint to the incarnation of the Seine, Sequana, the one who invites, who plans events, who speaks to us in a more serious tone of voice on graver matters. Calameet, while honouring the same values, is a creature that provides fun, friendly contrast to that tone, taking children on the Seine’s story of adventure.



also be hosted for journalists from the Bridge territories.

We are in the process of identifying the media we intend to involve in this project, and here is a sampling: Hannoversche Allgemeine Zeitung, Norddeutscher Rundfunk,

Radio Norfolk (which has already devoted a programme to Rouen's bid), Eastern Daily Press, TV Telma, Delfi Portal Culture, 15min, Kaunas pilnas kulturos, Adresseavisen, Nidaros, Universitesavisa.

Education in media: a long-term partnership

Le Club de la presse et de la Communication de Normandie is composed of 500 media and communications professionals. This club will partner with RSN28 to design and deliver an educational curriculum in media and content production for Wisdom Council members: podcasts, web documentaries, hard-copy publications, news stories, and more. All media forms and formats will be examined. They will be made available as pedagogic aids to our network of French Alliances.

■ International and Europe

Mobilizing the media both in Europe and internationally will begin in the **Time to create!** phase. After communicating with the other winning cities for 2028 and establishing a shared international promotion plan, we will be able to determine the framework for an international media-relations mission focused on affinity targets interested in slow tourism, ecology, culture.

■ On a national scale

Campaigns will be conducted with the media on a domestic scale, respecting the European Capital of Culture values: diversity in stories and coverage, youth, culture, ecology, etc. Here again, the in-depth work will begin during the Time to create! phase with support from a media relations agency. Journalists will be taken on "Media Meanders" (fam trips) to pique and fuel their interest in the stories of the Seine.

For coverage of the River Coalition, we will provide detailed documentation of relevant developments to target media that address ecological issues, supplying them with qualified content on a European scale. RSN28 and XXI magazine are planning to host three annual forums, planned with the Seine Assembly, on the theme of the river, prior to a special issue of XXI being published in early 2028.

Megaphone citizenry

Q39 It is clear that through the Seine Assembly, the Wisdom Council, the Archipel, and the Greeters, public participation and resident involvement is a central focus for us. Our door is open.

It is our duty to provide quality information and mediation so that people reach for it, embrace it, act on it. Once they pass through our door, they will have a range of actions that let them make the "This is my Capital!" project wholly their own. They will then become the Capital's spokespersons, and their voices will be heard far beyond the banks of the Seine: with our network of young Europeans, all of Europe will receive the Seine's invitation.

The prototype process is also important, starting this year, but in the years to come, as well: the characteristics of these varied projects are ways for us to reach different audiences:

young people, employees, integration non-profits, etc. By precisely documenting our prototypes, we can ensure continuous monitoring/evaluation of these initiatives and can expand their implementation, and even fast-track dissemination of the RSN28 values and objectives. Once we win over the people impacted by these events, they will also become our spokespersons. We firmly believe in the power of word of mouth, in the effectiveness of the recommendation of a local that comes from a desire to share experiences. A year from now, we will have a hundred official supporters, and the social networks of the members of the communities already spurred into action are putting out



wider ripples of influence about our project each day, creating an ever-greater circle of believers who want to share their enthusiasm with others.

Just like the video series we produced in 2023 in which foreign students living in Rouen share their views of the city and the Seine Valley, we will intensify our partnerships starting in

2024 with the University of Rouen Normandy, the CFAs and the Grandes Écoles network to follow students from the Seine Normande Valley who set out to explore other regions of knowledge-sharing so that they can share their European discoveries and spread the River Coalition in their host lands: this is the “Tell Me about Your Home” programme.

ECOC, promoting the European union

Q40 RSN28 is European, which means that everything possible will naturally be done so that our European Capital of Culture is recognized as a European Union undertaking. All communications materials will explicitly cite the European Union, using a logo with the phrase “The European Capital of Culture is an initiative of the European Union.”

The message will be conveyed even more strongly through actions that bring European institutions closer to the Seine Normande Valley. This is why we are planning:

- Having the Wisdom Council travel to Brussels and Strasbourg,
- Having experts from European institutions meet with the Seine Assembly, especially on river-related issues,
- Involving local elected representatives in the “Building Europe with local elected representatives” campaign,
- Networking European funding engineering across the territory
- RSN28 joining the LabEurope Normandie network co-led by Relais Culture Europe
- Developing Euroscol certification of schools to develop projects that will trigger resources like ERASMUS+ funding

Starting in 2024, in collaboration with the Mouvement Européen and bid territory’s Maisons de l’Europe, our European Capital of Culture will schedule events at the Confluence Centre to showcase some major moments in the history of European institutions, to pay homage to the dynamic

European cooperation that makes it possible for us to earn the European Capital of Culture title, but also to open the floor to discussions between the local and European citizenry on the Europe of today and tomorrow with respect to living together, interculturality, peace, hospitality:

- **In 2024:** European elections: the role of the European Parliament
- **In 2025:** A brief history of the single currency (December 1995 – The European Council adopts the name of the future currency: the euro)
- **In 2026:** The United States of Europe, from Churchill’s dream to the Europe of the Thirties (September 1946 - Winston Churchill declares himself in favour of creating the United States of Europe)
- **In 2027:** The obsolescence of the treaties: the case of the EEC (March 1957 – In Rome, signature of the EEC treaty)
- **In 2028:** From the creation of the Organisation for European Economic Co-operation to the decarbonisation of the economy (April 1948 – signature of the treaty creating the Organisation for European Economic Co-operation)

Proof of political support

Q41 Summary of the decisions voted upon by the Association RSN28 member communities:

| Community/Public Authority | Decision: project support |
|--|---------------------------|
| City of Rouen | 19 June 2023 |
| Rouen Normandy Metropolis area | 29 June 2023 |
| Normandy Region | 19 September 2022 |
| Seine-Maritime Department | 23 June 2022 |
| Eure Department | 23 September 2022 |
| Seine-Eure conurbation | 19 October 2023 |
| Seine Normandy conurbation | 22 September 2022 |
| Lyons-Andelle federation of municipalities | 22 June 2023 |
| Roumois Seine federation of municipalities | 27 June 2022 |
| Caux-Austreberthe federation of municipalities | 5 July 2023 |
| Caux Seine conurbation | 11 April 2023 |
| City of Le Havre | 30 January 2022 |
| Pont-Audemer Val de Risle federation of municipalities | 4 April 2022 |
| Honfleur-Beuzeville federation of municipalities | 28 June 2022 |

On 7 and 14 November 2022 respectively, the City of Rouen and the Rouen Normandy Metropolis approved the financing plan for the Capital project. The Department of Seine-Maritime voted on 9 December 2022. The Normandy Region, the Seine-Eure territory and Le Havre will vote on the plan in November and December 2023. This secures 90% of the public budget.

Nomenclature

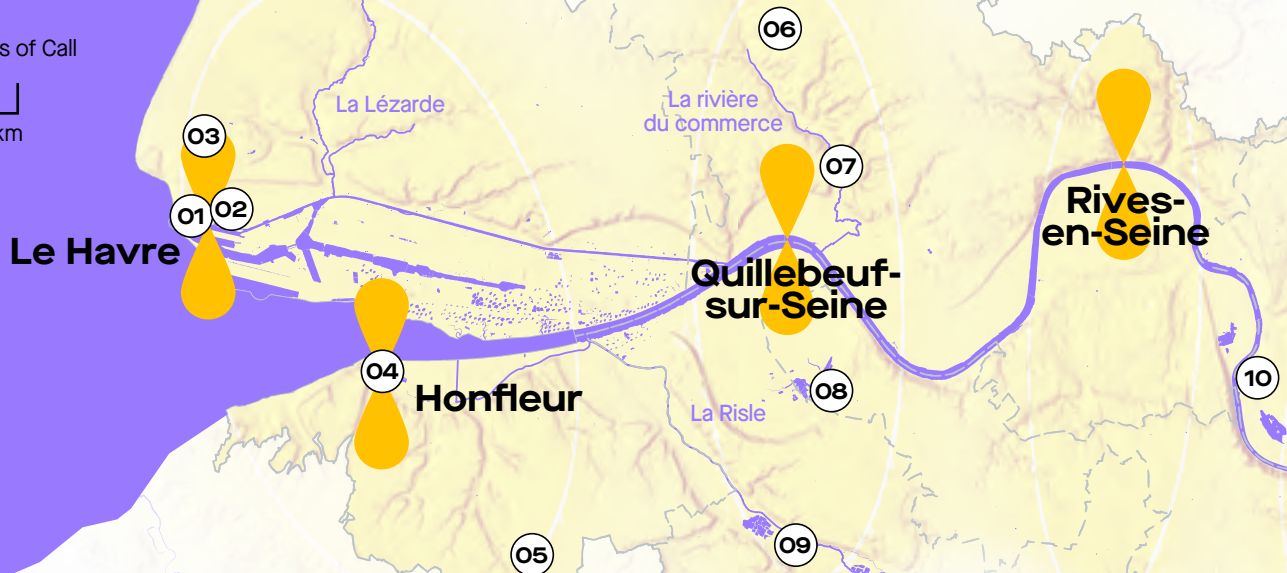
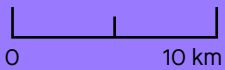
00. Site name

Initial function

Future project

Projected year of completion – projected budget

 The ten Ports of Call



Le Havre

01. Espace André Graillet

Ferry terminal

Certified contemporary art centre

2026 – 5 M€

02. Halle aux poissons

Fish auction – Reconstruction 1950 – Unesco

Cultural third place dedicated to environmental and social issues

2025 – 4 M€

03. Grand cap Mont-Gaillard

Shopping centre 1970

National Scene Annex

2026 – 1,80 M€

Honfleur

04. Chantier de la Mora

Industrial port building 19th century

Shipyards of the ship of William the Conqueror

2024 – 8 M€

05. La Cidrerie

Cider house 19th century

Artists' residence, exhibitions and stage for music and theatre

2023 – 3,50 M€

Rives-en-Seine

06. Friche Desgénétais

Textile mill Late 19th century

Textile museum, reindustrialisation of the linen industry, hotel school

2027 – 7,50 M€

07. Juliobona, ancient city on the Seine

Ancient theatre

Museum - European Centre for Archaeological Research and Conservation

2028 – 10 M€

Quillebeuf-sur-Seine

08. Ferme de Sainte-Opportune La mare

Farmhouse 18th century

Cultural tourism and education

2028 – 3,10 M€

09. Palais de justice

Courthouse 19th century

Micro-folie, digital museum, Architecture and Heritage Interpretation Centre

2025 – 2,50 M€

Duclair

10. Maison Grandchamp de Jumièges

Maurice Leblanc's holiday resort

Writer's house dedicated to Maurice Leblanc

2026 – 2 M€

11. École de garçon de Duclair

Boys' school – 1830

Cultural third place, micro-folie and graphics hub

2028 – 4,20 M€

Rouen

12. Friche Badin

Filature – 1870

Cultural third place urban park, cinema

2026 – 42 M€

Rouen

13. Parc Grassin-Delye de Malaunay

Textile industrial site 19th century

Urban park in a wetlands. Exhibitions and live shows

2028 – 3,70 M€

14. Maison Pellissier de Maromme

Manufacture of gunpowder

Contemporary Art Centre

2025 – 0,30 M€

15. Chai à vin

Storage space – 1950

Contemporary art in partnership with museums of Paris

2028 – 11 M€

Rouen

Port hangars Late 19th century

Cultural third place (rehearsals, performing arts), services and catering

2026 – 29 M€

17. Pôle Beauvoisine

Museum – 19th century

New museum centre

2028 – 65 M€

18. Abbatiale Saint-Ouen

Benedictine abbey church – 14th century

Restoration of the building

2026 – 17 M€

19. Église Saint-Paul Church

Church – 19th century

A space dedicated to visual arts and electronic music

2027 – 1,80 M€

20. Maison des confluences

VNF premises 20th century

Confluences House and FRAC branch

2028 – 7,40 M€

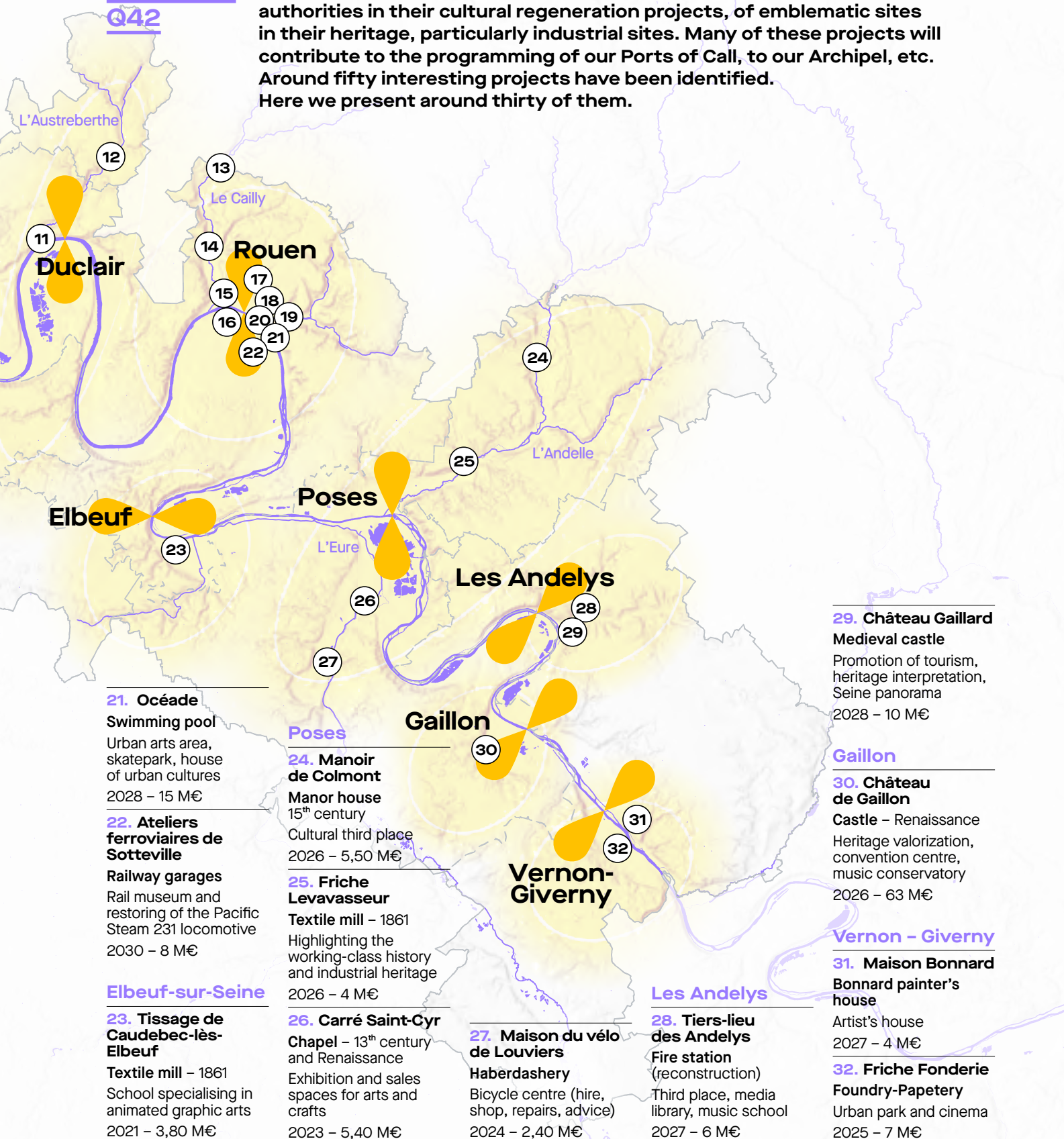


Infrastructure: 2028, a unifying horizon

Q24 to 28

Q42

The unifying horizon of 2028 consolidates the ambitions of all local authorities in their cultural regeneration projects, of emblematic sites in their heritage, particularly industrial sites. Many of these projects will contribute to the programming of our Ports of Call, to our Archipel, etc. Around fifty interesting projects have been identified. Here we present around thirty of them.



21. Océade
Swimming pool
Urban arts area, skatepark, house of urban cultures
2028 – 15 M€

22. Ateliers ferroviaires de Sotteville
Railway garages
Rail museum and restoring of the Pacific Steam 231 locomotive
2030 – 8 M€

Elbeuf-sur-Seine
23. Tissage de Caudebec-lès-Elbeuf
Textile mill – 1861
School specialising in animated graphic arts
2021 – 3,80 M€

Poses
24. Manoir de Colmont
Manor house
15th century
Cultural third place
2026 – 5,50 M€

25. Friche Levasseur
Textile mill – 1861
Highlighting the working-class history and industrial heritage
2026 – 4 M€

26. Carré Saint-Cyr
Chapel – 13th century and Renaissance
Exhibition and sales spaces for arts and crafts
2023 – 5,40 M€

27. Maison du vélo de Louviers
Haberdashery
Bicycle centre (hire, shop, repairs, advice)
2024 – 2,40 M€

Les Andelys
28. Tiers-lieu des Andelys
Fire station (reconstruction)
Third place, media library, music school
2027 – 6 M€

29. Château Gaillard
Medieval castle
Promotion of tourism, heritage interpretation, Seine panorama
2028 – 10 M€

Gaillon
30. Château de Gaillon
Castle – Renaissance
Heritage valorization, convention centre, music conservatory
2026 – 63 M€

Vernon – Giverny
31. Maison Bonnard
Bonnard painter's house
Artist's house
2027 – 4 M€

32. Friche Fonderie
Foundry-Papetery
Urban park and cinema
2025 – 7 M€

2038...

Q43

Facing a fjord

Trondheim, year 2038

— Bro, just picture this! The sky is clear and I see snow (it still exists!) on the other side of the water. Crazy, right? I finally made it! Do you remember? Fourteen years ago, when we first heard about this godforsaken place? The Wisdom Council... I'll admit I dragged my feet a bit in the beginning. You know that yourself. And now here it is, 20 years later and I'm here talking like a nostalgic old man. I came a long, long way to make it here... Only four more countries to cross and my tour of Europe will be over. Then it's back to la casa!! (Hey, sorry I can't send you a video today: my phone battery's nearly dead. I'll make it up to you tomorrow!) [↪ SEND](#)

Seine storytellers

Site with a view, year 2038

— “The first city storyteller was born in Elbeuf a long time ago (...) After the cities, seeing the concrete, the bricks, the asphalt up close, we wanted to get perspective by taking a step back... and up! So, ladies and gentlemen, we climbed courageously to the heights, where panoramic views are to be found, to tell the story of the Seine! Every month, on the spring-tide weekend, we spread across 10 panoramas with a view of the river to share all that the Seine has taught us. And it's a fabulous story that you are going to hear... There will be dangers to face, unexpected detours, children building their short-lived village in a monumental forest, metamorphoses! Let's start there. A metamorphosis... Look down to the other bank. That building was once home to a flourishing textile industry, then it became a wasteland. And today? Well, that's quite a story... It was turned into (...)”

Coffee Manufacture

Lviv, year 2038

— “Thanks to the Coffee Manufacture for hosting our event ! Round of applause for the team please ! I'm sorry about my English but we are all coming from different places in Europe so WE DON'T MIND. Our network is born in 2023. We were young, talking about the Europe we want. The war was here in Ukraine and now Lviv is the European capital of culture. We are here joyful but aware that peace is something very fragile... In fifteen years, we have implemented projects in each ECOC city. It's just crazy !! Each year, we have new friends, our network gets bigger. Some of us are here from the very beginning: big up to our crew from Rouen! But now, we are here today to find our next step. What do we want to achieve? We are deeply tied together, we've gained trust from the institutions at several scales. Nevertheless, we do feel that we need a new purpose. What is in our hands, us artists, us the European people of culture and arts?”



**Where the quays are transformed
into a playground**
Armada, June 2023

Somewhere on the quays

Rouen, year 2038

In Rouen, I leave my bed more regularly to spread my waters over the quays. I think that humans have finally come to understand that they cannot dominate me. I am not resentful – to overflow is in my nature so that, day by day, we learn to domesticate each other just a bit more. We are learning to coexist. Over there, as you can see, are buildings on stilts that are already a decade old. Humans come by here, children, old people. They come by and sit down, they whisper as though they don't want to disturb me, they share old memories and still let themselves dream.



| | |
|---------|---|
| ADEME | French Environment and Energy Management Agency |
| AF | French Alliance(s) |
| AFEV | Student Foundation for the City Association |
| AIVP | International Association of Port Cities |
| AMAP | Association for the maintenance of family farming |
| AURBSE | Rouen Boucle de Seine et Eure Urban Planning Agency |
| CAP | Certificate of Professional Aptitude |
| CARDERE | Regional Action Centre for the Development of Environmental Education |
| CAUE | Council for Architecture, Urban Planning and the Environment |
| CDN | National Dramatic Centre |
| CEMEA | Training Centres for Active Education Methods |
| CEREMA | Centre for Studies and Expertise on Risks, Mobility and Planning |
| CESER | Regional Economic, Social and Environmental Council |
| CHR | Rouvray Hospital Centre |
| CHU | University Hospital Centre |
| CIREVE | Interdisciplinary Centre for Virtual Reality |
| CNRS | National Centre for Scientific Research |
| CORIA | Interprofessional Research Centre for Aerothermochemistry |
| CPIER | Interregional State-Region Planning Contract |
| CPR | It Can Be Used Again |
| CRIJ | Youth Information Regional Centre |
| CTEJ | Territorial Child and Youth Contract |
| EAC | Artistic and Cultural Education |
| ECOC | European Capital Of Culture |
| EEC | European Economic Community |
| EHPAD | Residential Establishment for Dependent Elderly People |
| ENSAN | Normandy National School of Architecture |
| EPCI | Public Establishment for Intercommunal Cooperation |
| ESADHaR | Le Havre Rouen School of Art and Design |
| FEDER | European Regional Development Fund |
| FGYO | Franco-German Youth Office |
| FRAC | Regional Contemporary Art Fund |
| FRANCA | National federation of laic structures and activities |
| FRENE | French Network for Nature and Environment Education |
| GES | Greenhouse gases |
| GIHP | Group for the Integration of the Physically Disabled |
| GIP | Public Interest Group |
| GRAINE | Regional GROUP for Activities and Information on Nature and Environment |
| HAROPA | Le Havre Rouen Paris Port |
| IDEFHI | Departmental Institute for Children, Families and the Disabled |
| IFGR | Initiatives for the Future of Great Rivers |
| INA | National Audiovisual Institute |
| INSA | National Institute of Applied Sciences |
| INSEE | French National Institute for Statistics and Economic Studies |
| IPCC | Intergovernmental Panel on Climate Change |
| LITIS | Computer Science, Information Processing and Systems Laboratory |
| LPO | League for the Protection of Birds |
| MJC | Youth and Culture Centre |
| MRN | Rouen Normandy Metropolis |
| NEB | New European Bahaus |
| ODIA | Office for Artistic Diffusion and Information |
| OMVS | World Organisation for the Development of the Senegal River |
| ONF | National Forestry Office |
| PLIE | Local Employment Integration Plan |
| PME | Small and medium-sized businesses |
| PNRBSN | Boucles de la Seine Normande Regional Nature Park |
| POPSU | Observation Platform for Urban Projects and Strategies |
| PQR | Regional Daily Press |
| PUCA | Urban Planning Construction Architecture Plan |
| REGAL | Network to limit food waste |
| RMM | Metropolitan Museums Meeting |
| RSN28 | Rouen Seine Normande 2028 |
| SMAC | Live Music Scene |
| SMEDAR | Syndicate for Waste Management in the Rouen District |
| SNCF | National Railway Company |
| SPIP | Penitentiary Integration and Probation Service |
| TPE | Very small companies |
| UE | European Union |
| UIA | Inter-Age University |
| URN | Rouen Normandy University |
| VNF | French Waterways Agency |
| WWF | World Wildlife Fund |
| YPN | Youth Participation Now |

The photographer

Jean-Pierre Sageot is a photographer of reality. He writes the poetry of a world in motion. His eye, immersed in the scene, captures the struggles that run through French society. He makes room for the body and the human being, whether in social movements, hospitals, migration routes or lives on the margins... His work also uses the language of abstraction and video. For RSN28, he explores the prototypes of the year 2023 and reveals its human dynamics. Assemblée de Seine, the European youth network, Urban Jam... he has accompanied each of these Capitale events. Jean-Pierre is represented by the Signatures agency and lives in the Rouen region.

The illustrator

Emmanuel Lemaire is a comic strip artist. His characters explore astonishment and the world, what we know or think we know about our neighbours or faraway lands. For RSN28, Emmanuel explores the cultural and artistic content of the bid, moving back and forth between present and future. From a wasteland to Bends and Meanders, via Flowtopia... his artistry invents perspectives and poetics. Emmanuel lives in Rouen.

Rotterdam un séjour à fleur d'eau (Delcourt)
Rouen par cent chemins différents (Warum)
Ma voisine est indonésienne (Delcourt)
La France vue par Madame Hibou (Delcourt)

The graphic designer

Xavier Grandguillot works on communications projects for associations, local authorities and businesses, etc. His creative palette ranges from scenography to publishing. What drives him is the collective: with la Reliure, a group of artists working in printing, illustration, design and roasting. With the magazine MICHEL, created in 2015, which reveals a different kind of Normandy. He has been working alongside RSN28 since the first application. His creativity and rigour are evident on every page, with one watchword: readability. Xavier lives in Le Havre.

Appendice



Partners' commitments
[On line](#)

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MNNQS, La Maison Tellier, Marion Motin, Gaël
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Stefanovska, Julie Tocqueville, Tolvy, Philippe
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The Rouen Seine Normande 2028 Board

Marie Dupuis-Courtes, President
Christine de Cintré, Vice President
Marie-Andrée Malleville, Treasurer
Catherine Morin-Desailly, Secretary
Many thanks to Daniel Havis, first
president of RSN28

Project member local authorities

Ville de Rouen
Métropole Rouen Normandie
Région Normandie
Département de Seine-Maritime
Département de l'Eure
Agglomération Seine-Eure
Seine Normandie Agglomération
Communauté de Communes Lyons Andelle
Communauté de Communes du Roumois Seine
Communauté de Communes Caux-Austreberthe
Caux-Seine Agglomération
Ville du Havre
Communauté de Communes Pont-Audemer
Val de Risle
Communauté de Communes Honfleur-Beuzeville

The Mayor of Rouen

Nicolas Mayer-Rossignol, Mayor
and President of Métropole Rouen Normandie

Young Europeans Network

« Youth Participation Now »

České Budějovice: Bianka Machakova, Vojtěch
Divoký, Klára Pešlová, Veronika Povišerová,
Tomáš Elisášek, Lucie Kohouttová – **Hanovre:**
Niklas Creuzer, Simon Braun, Jasper Peters,
Constanze Hyper, Barkissou Balima, Agnes
Richter – **Norwich:** Georgia Jacob, Isabel Morgan,
Benjamin Head, Jessica Wise, Wai Sin Cheng,
Astyn Webb – **Skopje:** Marija Kovalevskaia, Lovan
Lazar, Ozbek Ajvaz, Martina Spasovkaa, Ivana
Stevanoska, Slavica Taneska – **Kaunas:** Sandra
Karnilavičiūtė, Miglė Gutauskaitė, Gabija Svebodaitė,
Naglis Daunoravičius, Pija Chmieliauskaitė, Kipras
Bielozarevičius – **Rouen:** Romane Janovet, Anaëlle
Madeline-Demare, Marius Riviere, Wytney Hamel,
Adelie Khaletskaya, Thushanth Rajakumar, Shyli Kone

Special thanks

for preparing for the hearings

Stéphanie Bacot-Pathouot, Joséphine Billey,
Christophe Bouillon, Anne Caldin, Virginie
Carolo-Lutrot, Danaë Castro, Manu Chesneau,
Sarah Crépin, Delphine Crocq, Michael Dodds,
Juliette Duszinski, Frédéric Frank, Christine
Gaillard, Christophe Laguerre, Anne Le Goff,
Emilie Lhoste, Ulrich Ntoyo, Laurent Patole,
Laurence Renou, Caroline Rouennier, Mathilde
Schneider, Violaine Talbot-Havard, Lydie Turco
**and to all the people who have contributed
to our bid from 2019 onwards**

Graphic design and cover: Chevalvert –

Photographs: Jean-Pierre Sageot – **Illustrations:**

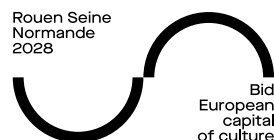
Emmanuel Lemaire – **Design and layout:** Xavier

Grandguillot – **Mapmaking:** Maxime Salles –

Les artisans cartographes – **Translation:** Tagline –

Printing: Ingenidoc

**This bid is dedicated to the Dnieper
and the Jordan rivers**



Rouen Seine Normande 2028

Bid European capital of culture

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