



Veszprém-Balaton 2023
European Capital of Culture

INVITATION

Introducing the Veszprém-Balaton 2023 European Capital of Culture Programme

A Year-Long Programme Celebrating Culture and Creativity

Date: 15th May 2023

Time: 18:00

Location: Liszt Institute – Hungarian Cultural Centre Helsinki, Kaisaniemenkatu 10, 00100 Helsinki

In 2023, the Veszprém-Balaton 2023 European Capital of Culture programme invites visitors to Veszprém and the Bakony-Balaton region for a series of cultural events lasting 365 days. Spend an evening with us at the Liszt Institute, where you can find out all about the cornerstones of the VEB2023 programme, its objectives and, above all, why it is worth visiting the region where an unusual density of good things awaits. Discover the region of joy, discover the Veszprém-Balaton 2023 European Capital of Culture programme!

If you are interested in community music-making, creativity, traditions and the unique treasures exclusive to this region, or want to learn more about Central Europe's favourite lake the Balaton and its complex ecosystem, join us in the 2023 European Capital of Culture!

The official programme will be followed by a 30-minute musical performance. The programme will thus last about an hour and a half in total. The evening will end with a wine tasting of the region's excellent selection.

[REGISTRATION: HERE](#)

PROGRAMME:

17:30 **Registration**

18:00-18:10 **Welcome Addresses**

by

Endre Szabó, Director of Liszt Institute – Hungarian Cultural Centre Helsinki

Klára Breuer, Ambassador of Hungary in Finland

18:10 – 19:00 **Introducing the Veszprém-Balaton region and the year-long ECoC programme**

Tibor Navracsics, Minister for Regional Development

Friderika Mike, Director of Programme Development – VEB2023 ECoC

Can Togay, Chief Artistic and Creative Adviser – VEB2023 ECoC

Moderation: Mihály Müller, Chief Press Officer – VEB2023 ECoC

19:00 – 19:30 **Artistic performance:**

Szilárd Hajas – flutist and Csaba Sipos – percussionist (vibraphone)

19:00-20:00 **Wine tasting from local producers of the Veszprém-Balaton-Bakony region**

The event will be held in English.

Hello Veszprém-Balaton Exhibition

Hidden treasures, portraits, tour guides, behind-the-scenes secrets and stories of the landscape... Hello Veszprém-Balaton (Hello VEB), the official online magazine of the Veszprém-Balaton 2023 European Capital of Culture (VEB2023 ECoC) Programme invites you to explore Veszprém and the Bakony-Balaton region. As well as promoting the region's diversity online, Hello VEB has been hosting a travelling exhibition since Summer 2022. What are the traditions behind the VEB2023 ECoC? Why is the Folly Arboretum in Badacsony so special? What are the everyday challenges in the lives of a beekeeper couple from Veszprém County? The exhibition offers us glimpses into some of these stories.

