

## Abstract Template

**Mikko Fritze**

**Organisation :** Foundation Tallinn 2011

**Short description:**

Tallinn is the capital and largest city of Estonia. It occupies an area of 159.2 km<sup>2</sup> (61.5 sq mi) with a population of 408,831. It is a harbour city, situated on the northern coast of the country, on the banks of the Gulf of Finland, 80 km (50 mi) south of Helsinki.

The Capital of Culture Foundation is a new independent organisation with the functions of planning the program of the Capital of Culture, and collecting, selecting and assessing ideas and proposals in order to ensure an exciting, extraordinary and sophisticated cultural year in Tallinn in 2011.

The Foundation was established in April 2007 by the city of Tallinn. Mikko Fritze was chosen as the director of the Foundation, and he assumed his position at the beginning of 2008.

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**Presentation title:** How can a European Capital of Culture lead to positive change.

**Executive Summary of your Abstract:**

In my presentation I want to show how Tallinn has created a concept for its cultural capital year to focus on changing some of its deficits as lacking contact of the city with the sea.

**Abstract:**

The European Capital of Culture can be an efficient tool in introducing changes in different matters of a city. Tallinn is a harbour city at the Baltic Sea with an 800 year old history. Especially the downtown area is cut off from the water. I will present case studies why and how we made the lacking relationship of the downtown area with its seashore a topic of our European Capital of Culture and where it concretely led to positive changes.

**Resumé:**

As a graduate of Hamburg University with majors in German, biology and education, I have had a varied career including social work, business, marketing, public relations as well as teaching, translating and interpreting.

I came to Estonia to work for the Goethe Institute in 1998-2004, since 2007 I have been CEO of the Foundation Tallinn 2011.

My main professional interests include public relations, events & arts administration and culture. I speak German and Finnish both as mother tongues, I am fluent in Spanish, English and Estonian.

I am married and we are parents of three wonderful children, 8, 10 and 11 years old.