

Võistlustöö nimi / Entry Title

Euroopa kultuuripealinn Tallinn 2011 avamine / Opening of Tallinn - European Capital of Culture 2011

Võistlustöö lühikirjeldus (max 300 tähemärki) / Describe the event or the campaign in short (max 300 letters)

December 31, 2010 was an evening before title of European Capital of Culture, the single currency of EURO and the new year of 2011. At that time Estonia was observed by both local and international media. In order to remember that, we created an event that will remind and acknowledge of Tallinn being the Capital of Culture to all participants.

Mis oli ürituse ülesandepüstitus (max 500 tähemärki) / Describe the purpose of the event or campaign (max 500 letters)

The purpose was to celebrate the arrival of the title of European Capital of Culture and to enable all Estonians to participate in the experience through television broadcast, while using the masses of people moving around the city during the New Year's Eve.

We needed to create an event which would make people feel comfortable and warm despite of the frosty weather. We wanted to surprise the whole Europe through the television show, because in addition to the international press like CNN, Reuters, BBC, France24, ZDF and ARD, the live broadcast of the opening celebrations reached also the members of the European Broadcasting Union.

Millised olid seatud ootused ja eesmärgid (turunduslikud ja kommunikatiivsed)(max 500 tähemärki) / What were the measurable goals for the event or campaign (max 500 letters)

The event took place at the busiest traffic centre in Tallinn – at the Theatre Square. Also, as it was the New Year's Eve, parallel to the great celebrations at the Theatre Square there was a New Year's Eve Ball in the Estonian National Theater. The President of the Republic of Estonia and the government with many foreign guests were celebrating the year of the European Capital of Culture and the adoption of the European single currency of Euro. The communicative goal was to acknowledge the title of the Capital of Culture and the entrance into the Euro zone to television viewers as well as all people who had come out into the streets for the New Year's Eve.

Ürituse elluviimise kirjeldus (max 1000 tähemärki) / Describe the implementation of the event or campaign (max 1000 letters)

IIRIS, Kukerpillid and Tanel Padar & The Sun gave performances on the Theatre Square. As a farewell show to the Capitals of Culture of 2010 – Ruhr, Pécs and Istanbul – a specially developed performance of sound, light and fireworks took place one hour before the New Year. At midnight the fireworks were launched on the roof of Solaris centre. The viewers enjoyed the powerful show with a special musical background.

The arrival of the title of the Capital of Culture was a unique moment for every viewer. The title came to Tallinn with the farthest guests – through extraterrestrial forces on a flying saucer which appeared in the night sky above the Estonian National Theatre.

As part of the event, Andrus Ansip, the Estonian Prime Minister took out the first Euros from an ATM installed on the theatre building.

Estonian Television arranged the broadcast of the fireworks, which blazed in the range of 300 metres above the Tallinn bay, both on the screens installed on the Theatre Square and on televisions at homes.

Mis juhtus ürituse tagajärjel (max 500 tähemärki) / What happened as a result of the event or the campaign (max 500 letters)

As a result of the event Tallinn became the European Capital of Culture 2011 and every person present at the Theatre Square or behind the TV found out about that. The heightened attention of the whole Europe towards Tallinn as the European Capital of Culture resulted in the leaping growth of tourism

in the first quarter of 2011.

Kas ja millises mahus said täidetud püstitatud eesmärgid (max 500 tähemärki) / Were the goals of the event reached? (max 500 letters)

About 15,000 people were present at the Theatre Square and about 300,000 people watched the opening of the European Capital of Culture through television. In addition, the live broadcast reached millions of Europeans through EBU.

Kirjelda ürituse mootorikat. Mida uut suudeti ellu viia? (max 500 tähemärki) / Describe the event mechanics. What was there new and innovative about the event or campaign? (max 500 letters)

It was remarkable to have a totally new location - the Theatre Square - for such a grand public event.

Three simultaneous output channels were used: at the same time the programme took place at the Theatre Square, in the Estonian National Theatre and on the Estonian Television.

The title of European Capital of Culture 2011 was brought by the farthest guests that can be – the extraterrestrial forces. A UFO was built especially for that occasion, which rose high above the roof of the Estonian National Theatre.