

# Bogotá: Creative City of Music

2018 - 2021 Report



Jorge Eliécer Gaitán Theater, Bogotá.

## Executive summary

Bogotá joined UNESCO's Cities of Music program which is part of the Creative Cities Network in March 2012, and as part of its four year's goals, the city focused on the development of more and better initiatives, projects and programs that would allow the identification, visibility and promotion of the offer and access to citizens; and that would strengthen the ecosystem and musical agents of the city.

The first report submitted in 2017, wanted to present to the world the life and musical qualities of the city, highlighting the different types, sounds, scenarios and routes that make Bogotá multicultural. Likewise, it reflected the institutional commitment towards the promotion of the city's music sector through two strategic actions: The development of the project "Bogotá, Creative City of Music" and the District's Music Plan. It also highlighted the work done by other strategic parties such as the Music Cluster of the Bogotá Chamber of Commerce, depicting the advancements made in the past four years and defining the challenges and bets for the coming four years.

Today, four years after this first report it is possible to highlight the following milestones:

### Effects of the pandemic on the city's musical ecosystem:

The data provided by the Culture and Creative Economy Satellite Account of Bogotá (CSCECB) indicate a 18.92%\* decrease in the added value of the phonographic sector of Bogotá that dropped from \$140,511 million COP in 2018 (37.173.386 USD) to \$118,980 million COP in 2020 (31.475.584 USD)<sup>1</sup>

In the year 2020, phonographic sector activities contributed to a 5.32% added value in the Conventional Cultural Industries area. It is important to note that the decreasing behavior of the added value of the sector for the year 2020 is the response to the lock down measures adopted because of the Covid-19 health emergency.

In terms of added value and participations, the phonographic sector is mainly composed by sound recording and music editing activities (95.28%), music creation (1.70 %) and copy production (3.02%).

Employment wise, the phonographic sector reported that for the year 2020 approximately 1.184 persons were employed in the field; 251 persons less than those reported in 2018.

In contrast, the 2020 Cultural Consumption Survey (ECC) of the National Administrative Department of Statistics-DANE notes that 43.97% of people attended concerts, recitals, events, presentations or live music shows in open public spaces (Simon Bolivar Park, Media Torta, among others), and 37.09% attended venues in auditoriums or theaters. There is a great number of scenarios for public performing arts shows registered at the Ministry of Culture of Colombia of these, 38,07% take place in Bogotá, compared with the whole country. In the last five (5) years, Bogotá has hosted about 30.98% of the total number of events in Colombia, 26.80% of the performing arts events registered by producers take place in the city, 54.16% of authorized ticket operators have a tax office in Bogotá (LEP Statistical Yearbook, 2019).

<sup>1</sup> Exchange rate 3780 COP per 1 USD



*80 years celebrations of La Media Torta Theater. 2018*

According to information from PULEP, in 2020, 349 music events were held in Bogotá, representing 28.26% of the country's total. In addition, music related collection, exceed the amount of \$900 million COP, or 39.05% of collections at the national level (Ministry of Culture-PULEP, 2021).

### Strategic institutional strengthening

Progress was made in the formulation of the Music Sectorial Plan, which now has a diagnosis and an action plan.

Progress was also made in the strengthening of the District's Art, Culture and Heritage System, which has 39 venues for meetings, deliberations, participation and coordination of public and private plans and programs for the cultural development of the city. The District Music Council is part of this system. In addition, the 20 Local Art, Culture and Heritage Councils which have an advisor that represents the local music sector. To date there are 19 out of 20 potential representatives in the localities of the city.

Finally, and based on the inter-institutional coordination with entities attached to and linked to the sector, it has been possible to expand the scope of the musical offer by reaching the 20 territories of the city, as well as being presented with national and international awards and acknowledgements that have reaffirmed Bogotá's role as one of the main emerging music centers in Latin America, and a national and international partner and reference point, for the transfer and sharing of knowledge in the field.

### Training and capacity building:

There is a wide offer of training and capacity building for local artists and musical agents, amongst the following: musical formation project Let's go to the Philharmonic implemented by Bogotá Philharmonic Orchestra that carries out musical formation processes that contribute to an integral formation, guarantee cultural rights, and the social transformation of family and community environments of children and adolescents. This project is implemented through different settings including: 33 philharmonic centers schools, 19 local philharmonic centers, 8 hospital philharmonic centers, as well as orchestras, choirs and assemblies for children and pre adolescents, that were able to serve 28.000 children, adolescents and young people with a budget of \$17.735 million COP (USD 4.6 million) between 2013 and 2020.

Likewise, the CREA program encourages social transformation through the transmission, formation, creation of musical awareness, generating communities of practice, territorial identity and creative products.



*Bogotá's view from its east mountains*

## Economic and social reactivation of the sector

Finally, in the context of the COVID-19 pandemic, and as a driver for **the social and economic revival of the sector**, the city focused in developing new initiatives that contribute to the dissemination and visibility of the work of artists, creators, entrepreneurs and cultural managers of the city, using new formats. Amongst which it is worth highlighting the Musical acupuncture project, Mixtura, musical training modules and the traditional Park Festivals.

## General Information

Name of the city:  
**Bogotá D.C.**

Country:  
**Colombia**

Creative field of designation:  
**Music**

Date of designation:  
**7th March 2012**

Date of submission of the current report:  
**30th November 2021**

Entity responsible for the report:  
**MAYOR'S OFFICE OF BOGOTÁ D.C.  
Sports and Recreation Secretariat**

Previous reports submitted and dates:  
**Informe entregado del período 2012-2017**

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## Bogotá's contribution to the network

### UCCN annual meetings attended:

Bogotá participated in the XIII Annual Network Meeting in Katowice and Krakow, Poland in June 2018

Participation in the UNESCO Creative Cities Meeting organized by Frutillar in November 2020.

### Hosting of a UCCN annual meeting:

Bogotá has not hosted annual UCCN meetings. However, it supported the following actions:

In 2019, a joint meeting was held with Medellín within the framework of the Market and Business Meeting -Circular-, gathering representatives that were attending the market of the cities of Cali, Panama and Santo Domingo (UNESCO Cities of Digital Arts, Gastronomy and Music, respectively) and representatives of the national governments of Panama, Chile, Argentina and Ministry of Culture of Colombia.

In September 2021, Bogotá participated in the II International Seminar on Music and Social Transformation organized by the Batuta National Foundation and the Mayor's Office of Ibagué, Colombia. Where the experience and advances of the city around the implementation of the Strategic Plan for Music and its contribution to social transformation were shared.

### Hosting of a working or coordination meeting addressed to one or more specific UCCN creative field representatives:

In 2019, it supported the implementation of the UNESCO Bogotá Chair of Art, Education and Peacebuilding .

In 2019, the Social Impact of Making Music – SIMMposium was organized by the Chair, and led by the District University and Juan N. Corpas University in Bogotá.

### Hosting of an international conference or meeting on specific issues salient to the Creative Cities with a large participation of members of the Network:

In 2018 it participated in the Music Cities Convention in Melbourne, Australia (City of Literature) and there were exchange experiences with the local government about the measurement of the Night Economy.

In September 2019 Bogotá participated in the Creative and Collaborative Business Fair organized by the city of Joao Pessoa, Brazil, part of the Network. The Strategic Music Plan, Good Practices Park Festivals and Satellite Account- CSCB were introduced; and the Cultural and Creative Economic Policy and the Characterization of Creative Industries were presented.

In 2020, the city participated in the Fete de la Musique event organized by Philharmonic Orchestra, with the work "Resilience on Earth", composed and directed by the Francisco Zumaque, and performed virtually by 140 musicians; part of the youth groups of the Bogotá Philharmonic Orchestra. "Resilience on earth" reflects the history of violence among Colombians and their ability to overcome pain and adversity. **24 cities** participated in this version.

In June 2020, Bogotá participated virtually in the Bogotá-Lliria Desenjazz Festival with the work 'El Canto de los Abrazos', by Colombian maestro and composer Francisco Zumaque. The work was supported by local musicians from The Sir Alligator's Company that created a special musical adaptation for this event.

In Bogotá participated anew in the Fete de la Musique: 'the Voyage of the Drum', which sought to unite cities around the world through percussion – one of the oldest instruments in humanity. This meeting commemorated the African Diaspora around the world, depicting how the influence of African rhythms is present in numerous musical cultures around the planet. On this occasion, **18 cities** participated.

**Financial and/or in-kind support provided to UNESCO's Secretariat in order to ensure the management, communication and visibility of the UCCN:**



*Bogotá Folklore City. 2019*

In 2018, Bogotá participated in the call for Music Residences for the activation of joint projects with cities of the Network, which allowed knowledge exchanges with cities such as: Kingston, Jamaica (Satellite Account) and cities that were implementing Night Economy or Music Tourism measurements (Glasgow, Edinburgh, Liverpool, London).

In 2019, the call "UNESCO Creative Cities Network Residences" was held. This call supported knowledge exchange in the musical practice of artists and managers of the people of Bogotá, through two residences that were held in cities belonging to the UNESCO Network of Creative Cities: Berlin

(Germany) and Lyon (France). The two selected agents had the opportunity to carry out creation and training projects in collaboration with local artists and to contact cultural management networks and associations.

Coordination with cities of the Network to support the activities of juries and awards management for the portfolio of stimuli, artists for Festivals and cycles and circuits.

In 2019 in the framework of Circulart, a working group was developed as well as coordination activities between Bogotá and the Colombian and American cities of the Network: Medellín (Music), Popayan and Buenaventura (Gastronomy), Salvador (Brazil), Frutillar (Chile), Morelia (Mexico), Kansas City (USA) and Kingston (Jamaica), and liaison with the National Commission for Cooperation with UNESCO, in order to explore actions to reach a common agenda in the music markets.

Support was provided through information exchanges, technical advice, and application mechanisms for the cities of Cali, Barranquilla, (Colombia), Eugene (USA), Valencia (Spain) in the processes for applying for the Network.

Contribution to statistics of the music sector of Bogotá for the World Cities Culture Report.

Experiences and knowledge exchange with the city of Ibagué, Colombia and Chillan-Chile, as part of its process to apply as a Creative City of Music.

### Membership of the Steering Group and period:

No participation as a member of the Steering Group to this date.

### Participation in the evaluation of applications:

In 2019, Bogotá participated as an evaluator of the candidatures of three of the 26 candidate cities to join the Creative Cities Network: Ramallah (Palestine), Port of Spain (Trinidad and Tobago) and Essaouira (Morocco).



*Centro Festival Opening. 2019*

## Local initiatives to achieve the network's objectives

### Making creativity an essential component of urban development through partnerships involving public, private and civil society sectors.

Cluster Music Initiative led by the Bogotá Chamber of Commerce.

It is an agenda for identifying and addressing the major bottlenecks that limit cluster competitiveness, through the coordination of relevant stakeholders such as entrepreneurs, universities, and government.

It is composed of actors that are part of the music industry: Interpreters, artists, managers, authors, labels, music producers, promoters and producers of events, venues, festivals, specialized media, government entities, collecting societies, event producers and academia. The main areas of work are: Human Talent, Sustainability, Internationalization and Innovation and New Businesses.

Follows the actions to be highlighted for the 2018 to 2021 period

#### Human Talent Axis

**Graduate diploma in "Management of Music Projects"** with a duration of 80 hours and the participation of 33 companies it trained 38 members, thus contributing to the productivity of the companies of the music industry.

**Masterclass on International music synchronization standards for cinema**, in partnership with Procolombia and with the support of MUCINE, 5 two-hour sessions, with the participation of 24 companies, where tools were given to film composers seeking to become international, with a focus on negotiation techniques.

#### Sustainability Axis

**Music economy information system for the city:** It is a tool both for private parties (producers, individual musicians and companies in the sector) and for public sector agents that facilitates decision-making based on economic figures. No similar tool is available in the country. A first measurement was made with a battery of quantitative information variables and an indicators matrix that made possible to identify and monitor the behavior of the main indicators of the sector in the city, such as: (i) recorded music production, (ii) live music production, (iii) royalties collected for copyright, (iv) revenue received by the different actors in the sector for training. Full details of the results are available on the Music Cluster website. Link: <https://www.ccb.org.co/Clusters/Cluster-de-Musica>.

#### Innovation and New Business Axis

**Biosafety protocols.** During the pandemic, seeking the revival of the music sector, a

proposal was made to the national and district government, with the support of the Bogotá Chamber of Commerce and under the leadership and knowledge of the cluster's entrepreneurs.

**A guide to the Licensing Process and Original Music in Content** that seeks to provide guidance to both content producers and musical post producers on how to perform this process. The guide can be found in: <https://bibliotecadigital.ccb.org.co/handle/11520/27027>

**Digital Community Bogotá REGION DIGITAL DISTRICT for the reactivation of creative industries.** This project promotes the economic revival, the updating of knowledge and the innovation of companies in the creative, cultural and graphic industries sectors, mainly SMEs, through a strategy that allows Clusters to be taken to a virtual level through a digital community that strengthens the dialog and permanent relationship between entrepreneurs, national and district government, academia and guilds. The Bogotá Region Digital District supports activities related to the audiovisual, advertising, music, design and printing segments, which have been badly hit by the pandemic, and have the needs for mechanisms that enable their reactivation. You can visit the community at:

<https://distritodigital.ccb.org.co>

#### Internationalization Axis

**Bogotá Music Market - Bomm.** During the last four editions carried out between 2018 and 2021, this networking platform for business contacts and business strengthening, of the music sector of Bogotá has been able to support and strengthen the development of new music industry businesses in Colombia. Over 1900 national artists participated in the last four versions and more than 500 artists have been selected to participate in the different business rounds with nearly 474 potential buyers of different areas in the music sector of more than 20 countries. In 2020, 370.000 people were impacted directly and indirectly.

In addition, for three (3) years, the Movistar Arena has hosted more than 812.000 people who have enjoyed 124 events, and has hosted 86 international artists and 168 national artists, including: Andre Rieu, Fonseca, Lenny Kravitz, Carlos Vives, Caifanes, Slash,



Bomm Bogotá Music Market. 2019

Sting, Shaggy, Morat, Scorpions, UB40, Ana Gabriel, The Illusionist and many others.

The venue benefited from the income tax deduction tax incentive for infrastructure projects, provided for in the Public Shows Act -1493 of 2011. In addition, it is the first Private Public Alliance (PPA) of Colombia for cultural infrastructure, between the District Institute of Recreation and Sports and the Colombian Institute of Scenarios.

Its multi-purpose scenario status has enabled the Movistar Arena of Bogotá achieve a high social value by becoming one of the largest vaccination centers in the country, in which 820.000 people have been vaccinated for Covid-19.

Sustainability is another factor in which the Movistar Arena has set the standard by reducing the carbon footprint thanks to the fact that it has managed to collect 70 tons of reusable material, and has used 5.685.000 liters of rain water. The beverages and food operation of the Movistar Arena is 70% plastic free and continues to progress in a more environmentally friendly operation.



Movistar Arena Stage

### Strengthen the creation, production, distribution and enjoyment of cultural goods and services and the strengthening of the creative economy

#### Creation, production and distribution actions

#### Publication Bogotá Suená - Park Festivals 2018 - 2020.

The series of publications "Bogotá Suená" collects the memories of the Park Festivals through articles, photographs, infographics, notes on artistic programming and opinions of organizers, audiences, artists, journalists and other agents of the sector. The publication was distributed in digital format. Making an investment of \$40.000.000 COP (USD 5.000)<sup>2</sup>



Bogotá Suená Cover Page (Park Festivals 2018)

<sup>2</sup> The representative rate used in this report was taken from the Bank of the Republic of Colombia – BANRED. <https://www.banrep.gov.co/es> - Representative rate from 15-09-2021=

#### Compilation "Bogotá Suená" Volume 2, 3 and 4.

"Bogotá Suená" is a tool for the memory and visibility of diverse creations, interpretations and styles. This compilation gathers the best musical projects that because of their quality and excellence have been winners of the calls for the District's music stimulus program. This material contributes to the appropriation, safeguarding and memory of Bogotá's musical expressions. In 2018, Volume 2 was published and in 2019 Volume 3 was published, with the participation of 12 musical groups of Bogotá with more than 80 artists in each compilation.

One thousand copies of each compilation were pressed and distributed thanks to an investment of \$14.080,000 COP (USD 3.500) for volume 2 and \$15.554.600 COP (USD 4.050) for volume 3. Volume 4 published in 2020, is in a fully digital format, gathering creative proposals from 24 outstanding groups and more than 150 artists participated. For this edition, \$17,114,758 COP(USD 4.465) were invested.

#### Live DC Program 2018-2019

Live DC is committed to the consolidation of a circuit that allows positioning Bogotá as a UNESCO Creative City of Music, offering opportunities for the development of knowledge and skills that are necessary for the music sector and promoting strategic alliances to promote the consumption of live music in Bogotá.

- Business Round: Bidders: 135 musical projects (selected national Bomm 2017 and 2018+ Festivals to the Park 2016, 2017 and 2018, Grants Management of Idraty Music)
- Requestors: 70 Live Music Scenarios from Bogotá and surrounding areas
- Total Appointments: 872
- Showcases: 6 artists, 4 scenarios
- Grants: 8 projects, 8 winners, 26 Live Music Scenarios, 26 hosts, 68 musical projects, 72 musical presentations.



Graphic flyers of Live DC encounters

### City Circuit Scholarship with Cali, Medellin, Bucaramanga, Barranquilla, Bogotá

For this scholarship, the District Institute of Arts - Idartes of Bogotá, D.C.; the Ministry of Culture, Heritage and Tourism of Barranquilla; the Ministry of Culture of Cali; The Ministry of Citizen Culture of Medellin and the Municipal Institute of Culture and Tourism of Bucaramanga IMCT joined together to support the positioning, visibility and integration of national processes, and to strengthen alliances among cities. Each city provided a resource of \$20 million COP for the concert circuit. As a result of the process, 5 groups were selected, 1 per city and 25 concerts were held. Bogotá contributed with \$20 million COP (USD \$ 5.221)

### Grants to strengthen the music ecosystem in Bogotá

This call was launched with the aim of strengthening and boosting the music ecosystem in Bogotá, in the context of the health emergency generated by COVID-19. Through this grant, the musicians of the city were invited to present projects that coordinated different stages of the music value chain such as training, creation, production, management, circulation and promotion and that stimulate the collaborative work of the agents of this sector.

An investment of \$ 1.400 million COP (USD 354000) that financially supported 28 music projects and benefited more than 800 agents in the sector directly. Project outputs included, among others: Record produc-

tions, audiovisual productions, creation laboratories, content repositories, research and industry characterizations, circulation, promotion and marketing of music products and services.

### Project RETO

Reactivation from Entrepreneurship for Project and Business Opportunities Transformation in Music-RETO, seeks to offer different music sector agents in Bogotá, tools for digital development, strengthening, promotion and circulation of projects, products and services. RETO was developed by implementing virtual activities and strategies around three components: Digital and virtual news for music, music business and project accelerator. Between 2020 and 2021 an investment of 740m pesos (USD \$193000) was allocated.

Link: <https://www.idartes.gov.co/es/areas-artisticas/musica/reto>

### Esto se compone proyecto

This project seeks to integrate different agents of the creative and productive music chain, and technological tools, to generate a creative laboratory whose result to date has been the creation and publication of 25 musical works where 260 players from composers, producers, interpreters, sound engineers, consultants and carvers could directly benefit. Between 2020 and 2021, \$ 550 million COP was invested (USD) <https://www.idartes.gov.co/es/areas-artisticas/musica/esto-se-compone>

### Sacred Music Festival



**Improve access to and participation in the cultural life of the city, and the enjoyment of cultural goods and services, in particular for the empointed or vulnerable groups and individuals, including women and youth**

### City Music Programs

The city is committed to the promotion, strengthening and development of the music sector in Bogotá. There is the proposal to manage music from a human and artistic dimension, which recognizes the active and dynamic role of the different agents of this system in the cultural, economic and political development of society. Thus, the music sector of Bogotá has developed and implemented a series of actions that contribute to the development of strategic projects that allow the enjoyment of

the cultural goods and services that the city offers for children, young people, older adults, vulnerable groups and women.

Below are some of the city projects that allow the agents of the sector and the citizens to enjoy music in the city:

**Park Festivals** are one of the main amplifiers of the musical scene of Bogotá and is now considered one of the pillars of the city's identity, providing spaces for citizen gatherings, where different esthetics, ways of living in the city, multiculturalism and inclusion blend. During 2018 and 2019 Park Festivals received 808.475 attendees at the 5 festivals (Rock to Park, Hip Hop to Park, Jazz to Park, Salsa to Park and Colombia to Park), with an investment of \$4.105.738,42 COP.

**The IX International Festival of Sacred Music in Bogotá**, seeks to disseminate the spirituality of the world through sacred music, thus promoting dialog, union, respect for diversity of beliefs, and a culture of peace. The investment for this festival was of \$100 million COP (USD 26,104);

**Heritage Ruana Festival** features the archeology of the city, with an investment of \$27 million COP (USD 77048);

**Festival Centro** is an event that summons musical groups and soloists of different musical genres such as rock, hip hop, traditional Colombian and Latin American music,

popular and fusion music, among others. The Festival also has an academic side that seeks to generate spaces for strengthening the agents of the music sector, as well as for reflection on topics associated with musical practices. They have benefited 103 bands, 23.070 attendees, and 23.000 reproductions. The investment was \$1.140 million COP (291.650 USD).

However, the sector was highly impacted by the COVID-19 pandemic, and the constraint on face-to-face interactions, this led the sector to innovate in the development and implementation of strategic music projects, making use of the technologies (social networks, virtual platforms, etc.), which registered a substantial increase in virtual audiences. The following initiatives are highlighted for economic recovery:



Poster of House Park Music

**House Park Music**, band of online concerts offered for free by the music sector in the city. These included a visual and musical experience with a total of 24 contents in all formats, from DJ sets to big band shows, with the participation of 26 artists from Colombia, and five other countries around the world. The participation of 300 artists, more than 65.000 content visualizations, was achieved, in addition to the development of 5 forums **“FRACMMA” (Forum Resistances, Art, City, Women, Music and Love)**

From 2018 to 2021, the Bogotá Philharmonic Orchestra, through its orchestras system, has offered the public a permanent program of concerts of symphonic, lyric repertoire. First-class academic and traditional music that has included more than 100 international guest soloists and directors at more than 1.000 concerts in conventional and non-conventional settings.

It is important to note that in 2018 year the Bogotá Philharmonic Orchestra received its second Latin Grammy Award recognizing the sound engineering of Rafa Sardina in the “50 Years Playing for You” CD. In 2021 the **Women’s Philharmonic Orchestra** was launched, a new grouping made up of 35 women members of the Professional Orchestra of Youth Groups and the Music Formation Project “Let’s go to the Philharmonic” of the Bogotá Philharmonic Orchestra. This new commitment not only includes

women in its line-up and direction, but it will also include women in the works it will perform, making visible and acknowledging the important role of women in musical creation and interpretation.

In September 2020, the Colombian Music Philharmonic was created, a group formed by 15 young bandola, guitar, tiple and double bass students or professionals aged 18 to 26. This new grouping that expands the cultural offer of the city and constitutes a space for learning and first professional practice for its members, it plays music from the altiplano and the mountain range of the center of the country, an area where genres such as the bambuco, torbellino pasillo, guabina and danza are common.

During 2020, the Orchestra faced the challenge of continuing to move forward during the pandemic, despite the dramatic context, with the aim of keeping the mood of the inhabitants of the country and the city. The orchestra moved to the virtual arena and reached new audiences with mega productions like Soy Colombiano, Pueblito Viejo and concerts with Juanes, El Cholo Valderrama and Monsieur Perine, It joined the district initiative “Asomate a la Ventana” by actively programming the artistic input in the localities so to develop this activity and implemented the initiative.

*Activities of the Asomate a la Ventana Strategy*



**Filarmonica al Barrio** hired national artists and 550 activities or concerts were held in stages of all the localities of the District, between November and December of 2020. These achievements during the pandemic led the Orchestra to win the National High Management Award recognizing its work during the health crisis, they were also presented an award, along with Juanes, as with Best Virtual Concert at the Latin American Music Awards.

Links:

- <https://filarmonicaBogotá.gov.co/>
- <https://www.idartes.gov.co/es/areas-artisticas/musica/programa-festivales-al-parque>
- <https://www.facebook.com/InstitutoPatrimonioCultural>
- <https://www.idartes.gov.co/es/areas-artisticas/musica/acupuntura-musical>
- <https://festivalcentro.fuga.gov.co/>
- <https://www.idartes.gov.co/es/areas-artisticas/musica/del-parque-a-la-casa>
- <https://filarmonicaBogotá.gov.co/filarmonica-al-barrio-2020/>



## Music training for access and enjoyment of music

### CREA Program

This program encourages social transformation processes through the transmission, formation, creation of musical awareness, generating communities of practice, territorial identity and creative products in different artistic areas: electronic arts, plastic arts, dramatic art, music, literary creation, dance and audio-visual. Since 2018, 26.412 children and youngsters have been trained and with an investment of \$6,271,926,615 COP, in 19 locations in the city (USD 1.628.650,56)

Link: <http://www.crea.gov.co/>



CREA Festival 2018

### Let's go to the Philharmonic

It focuses mainly on pedagogical strategies that promote the development of musical skills as part of the integral training, of children, adolescents and young people of the city between the ages of 7 and 17, highlighting the following: The School Philharmonic Centers (benefited 88.813), the Local Philharmonic Centers and the Hospital Philharmonic Centers (benefited 12.156), the Pre-Youth Philharmonic Orchestra (benefited 170), the Prejuvenile Philharmonic Bogotá - Cundinamarca (benefited 64).

Finally, there were 1.886 projects from the Musical Formation Project Let's go to the Philharmonic of the Bogotá Philharmonic Orchestra.

Link: <https://filarmonicaBogotá.gov.co/concierto-distrital-vamos-a-la-filarmonica-2020/>



Vamos a la Filarmónica Graphic flyers

### Master Class Programs

Are a contribution to the musical formation processes of the city, through spaces where high-level students and musicians receive masterclass sessions with national and international guests, sharing knowledge and presenting new approaches to the study and interpretation of the instruments. From 2018 to 2021, 129 classes were held in a virtual and face-to-face manner for 8,691 participants and spectators.

Link: <https://filarmonicaBogotá.gov.co/clasesmagistralesydidacticas/>

### Develop potentes of creativity and innovation, and expand opportunities for creators and professionals in the cultural sector

#### Estimates and Concerted Supports District Program

**District Stimuli Program:** Is one of the promotion strategies offered annually by a solid portfolio of public invitations consisting of scholarships, awards, internships, residences and a jury bank that is appointed and launched annually for the purpose of strengthening and recognizing, through economic and technical resources, the history, works and initiatives of the artistic and cultural agents of Bogotá. Different institutions of the sector offer a series of scholarships and calls such as: 2018-2021 Calls for Music, stimulus grant to develop the project "Cultural Training for the Appropriation and Trans-

mission of Intangible Heritage", Giras por Bogotá Grant 2018 - 2019 Population Emphasis, Music Research Grant for Women Creators, Music Laboratory Grant for Women Creators, Stimulus Portfolio for Symphonic Musicians, Academics and Lyric Singers.

The purpose of the **Combined Support District Program** is to promote and support private initiative and public interest projects to be carried out in the city of Bogotá, in accordance with the District Development Plan in force, and aimed at promoting and dynamizing artistic, cultural, patrimonial practices, recreational and citizen culture, as well as cultural transformations driven by citizens. Between 2018 and 2021 Bogotá invested USD2.674.745 in district stimulus programs and supported more than 757 music-related projects for agents in the sector. Link: <https://sicon.scrd.gov.co/>

#### Training Modules Project

They respond to the diverse qualification needs of the music sector of Bogotá regarding the management of artistic and cultural projects, the music industry, update and disciplinary regulations, and collaborative work. These modules are developed as courses with specific thematic contents. The 5 modules developed are: 1) Plantario: Module on the fundamentals of the music industry for emerging music groups and agents; 2). Enfoca: Meetings for strengthe-

ning cultural and artistic organizations in project formulation; 3). Modulación: Quali- fication of professional skills and disciplinary updating for professional musicians; 4). Pro- ducción-Seremus: Collaborative and networked work among music ecosystem agents in Bogotá; and 5). “Engala Labanda”: An interdisciplinary laboratory for musical groups in Bogotá for the development of esthetic and scenic concepts that favor their promotion, projection and artistic develop- ment.

More than 245 agents have benefited from approximately 312 hours of training, mento- ring, memoirs and knowledge management documents, with an investment of \$280 million COP (USD 73 000) has been invested. Link: <https://www.idartes.gov.co/es/noticias/participe-en-modulos-formacion-musical-2020>

### Musical Acupuncture Project

It promotes the social and economic recogni- tion to musicians in the city, as well as the pro- duction and dissemination of a series in radio format called “1, 2, 3 ¡cua! Acupuntura Musi- cal”. This project has 3 strategic lines; Audien- ce training, activation of territorial nodes of demand and supply, activation of promotion and territorial circulation strategies. It impac- ted 126 musicians between 18 and 49 years of age, and 100 musicians over 50 years old. \$270,000,000 COP (USD 70 000)

Link: <https://www.idartes.gov.co/es/areas-artis- ticas/musica/acupuntura-musical>

### Mixture

Knowledge exchange program, circulation and creation around popular music in Bogotá, with 5 components: 1) Serenatas a tu Casa, 2). Legado a la Ciudad, 3). En Clave de Calle, 4) Notas de Paz, 5). “FRACMMA” Forums Resistors, art, city, women, music and love. forums For 2021 \$ 257.201.850 COP (USD 67 thousand) has been invested

Link: <https://www.idartes.gov.co/es/areas-artis- ticas/musica/mixtura>

### Integration of culture and creativity into local development strategies and plans

#### Music Strategic Plan

Its objective is to contribute to the develop- ment and strengthening of the musical prac- tices of the citizens, the agents of the sector, foster economic development, the compe- titiveness of the city and the safeguarding of the collective memory.

The Plan has four nuclei and an action plan for its implementation: (i) citizenship lives and enjoys music; (ii) strengthened, creative and organized musical agents; iii) memory and sound fabric for a more diverse city and iv) music as a catalyst for cultural and creative economy.

### Art, Culture and Heritage District System

This system is regulated by Decree 480 of 2018, it has 39 venues which are scenarios for the meeting, deliberation, participation and consultation of public and private plans and programs for the cultural development of the city. It is a place where cultural agents, entities and organizations participate, and the various components of the system, of the artistic, cultural and heritage fields and of these with society are coordinated. Amongst these 39 venues the District Music Council stands out.

Link: <https://www.culturarecreacionydeporte.- gov.co/es/participacion-distrital/ sistema-distrital-de-arte-cultura-y- patrimonio>

### Cultural Equipment's

#### El Ensueño Theater

Epicenter of the performing and musical arts of the southern part of the city, it has a stage with capacity to receive 800 attendees, equipped with the highest technology, 10 dressing rooms and two rehearsal rooms, a 69 square meters stage; 10 dressing rooms; a 24 meters high theater elevator; platform with elevation system for the orchestra pit; four rehearsal rooms and a total area of more than 3.800 square meters.

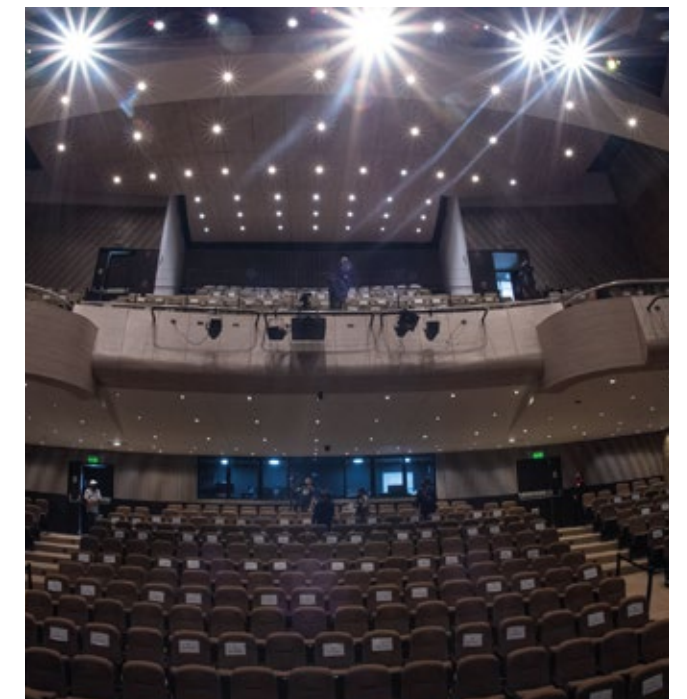
Link: <https://www.culturarecreacionydeporte.- gov.co/en/teatro-el-ensueno-un-espacio- poderoso-para-la-creacion-cultural-jengon>

### Felicidad El Tunal Center

It will be an architectural icon of the city with recreation, sport and culture in one place. Located in the town of Tunjuelito it shall benefit more than 240 000 people and will have an investment of \$85000 million COP (USD 22.188.403)

With an area of 13.533 square meters, it con- sists of a modern building of three levels with the best technology, coverage and quality with recreational, sports and cultural offer of first level, with music rooms, ballet, aerobics area, spinning, state of the art gymnasium, among others.

Link <https://www.idrd.gov.co/node/3199>



*El Ensueño Theater*

### Strengthening the visitation of the role of culture and creativity in sustainable urban development (using the network platform), and support for research and analysis in this field in particular.

Culture and Creative Economy of Bogotá Satellite Account (CSCECB)  
It consolidates statistical information in terms of value added, employment (full-time equivalent jobs and number of employees), taxes, wages and salaries in the productive units of the cultural sector of the city, allowing the results obtained from the process to become inputs for the formulation of sectoral public policies and for the optimization of institutional programs. Likewise, today it has become a tool for making public and private investment decisions.

In addition, with the support of the National Service of Learning-SENA, the Music Sector's Group strengthened the discussion, validation and approval process of the Occupational Map of the Music Sector, revision of chain, occupations and positions, with 12 occupations. The cultural map is available at:

[https://observatorio.sena.edu.co/Content/pdf/mapas\\_ocupacionales/musica.pdf](https://observatorio.sena.edu.co/Content/pdf/mapas_ocupacionales/musica.pdf)

Link: <https://www.culturarecreacionydeporte.gov.co/es/economia-cultural-y-creativa/cuenta-satelite-de-cultura-y-economia-creativa-de-Bogotá>

### Live Music Census

As part of the research component of the line of Entrepreneurship and Cultural and Creative Industries, the implementation of the impact measurement and results of the DC Live program began in 2017. As well as a characterization of the scenarios of Live Music – Bogotá's EMV, musical projects, audiences and live music programs. There was information available from: 1.329 citizens, 979 musicians and 44 live music scenarios. The Census study is published in

[www.censodemusicaenvivo.gov.co](http://www.censodemusicaenvivo.gov.co)



Live Music Census invitation

## International cooperation initiatives with other cities

### Sharing experiences, knowledge and best practices

Technical assistance program for Bogotá D.C. in education, culture and science to guarantee the right to inclusive, equitable and quality education SDG 4

In 2020, a partnership was formalized with UNDP to bring together technical, administrative and financial efforts to strengthen the musical training of the city's girls, boys, adolescents and youngsters, as integral aspects of human development in the context of expansion improvement and consolidation of care processes in territory and full time, with institutional coordination.

Seven central publications were developed, which are research products that provide a broad theoretical and conceptual review, they analyze in depth Bogotá's achievements in SDG 4, and provide policy recommendations that are applicable and transferable at the local and national levels. Nine technical documents were also developed, which are inputs for policy decision-making. Of these publications, two refer to the Musical Formation Project Let's go to the Philharmonic of the OFB.

### Pulsations Forum

Meeting space between agents of the music sector and governmental institutions that has been taking place since 2014, to discuss and promote the generation of cultural policies,

programs and projects around the musical practices existing in Colombian cities. These forums bring together national and international experts and recognized innovators in design and planning, modes and media of recorded music, live music, the impact of the pandemic on the music sector and the revival of the sector. Between 2018 and 2021, more than 1303 actors and experts from the music sector participated, and an investment of the \$313.861.977COP (USD 81.948) was made.

### Suena Nuestra America Concert

Virtual concert organized by the Musical Formation Project Let's go to the Philharmonic of the Bogotá Philharmonic Orchestra, broadcast on October 10, 2020, with the participation of 19 musical groups from 14 Latin American countries. The concert brought together 215 girls, boys and adolescents and 6 guest artists of different nationalities.

### Night Cities of Latin America event

On November 22, 2018, in Bogotá, at the Textura Creative Center, the conference "Nocturnales" was held, organized by Bogotá's Mayor's Office, the Bogotá Chamber of Commerce through the initiative of the music cluster and the consulting firm Sound Diplomacy.

This event aimed to present good practices around the economy of the night, focused on music, and in attracting international experts to Bogotá to generate a high-level and specialized

debate on this aspect that is a priority for the initiative of the music cluster. In addition, it focused on how to develop, sustain and manage the night economy in the cities of the Latin American region, linking success stories from Colombia, Argentina, Brazil and Mexico, among others. In this way, the event gave a focus to Latin America and developed the “Manifiesto of night cities” and established guidelines for better standards of urban night management in the continent. Bogotá Enseña –Good Practices publication “Park Festivals” –

In 2019, Bogotá participated in the Good Practices Program “Bogotá Enseña”, promoted by the International Relations District Directorate of the Mayor's Office of Bogotá, with the Park Festivals program. As a result of this participation, Park Festivals was acknowledged as a city good practice and it was systematized and disseminated on digital channels contributing to the international projection and promotion of the city.

#### Womex 2019

The city participated in the academic agenda of WOMEX 2019 as part of the panel on the importance of indigenous languages in development, peace building and reconciliation and their relationship with music.

#### Chile In My heart concert

Participation of the OFB in the Chile In My Heart concert along with Spanish tenor Plácido Domingo and with the American director Eugene Kohn, at the invitation of CorpArtes Foundation on January 11 and 14, 2018 at the CorpArtes Theater and the National State of Chile.

#### Creative and Collaborative Business Fair (Joao Pessoa, Brazil)

The city of Bogotá as a UNESCO Creative Music City participated in the Creative and Collaborative Business Fair organized by the city of Joao Pessoa, Brazil, from September 25 to 29, 2019, Participating in one of the conferences of the fair that allowed him to socialize the Strategic Plan of Music of the city, to make known the good practices about Park Festivals, the Satellite Account, as well as the challenges of the Public Policy of Cultural and Creative Economy and Characterization of Creative Industries of Bogotá.

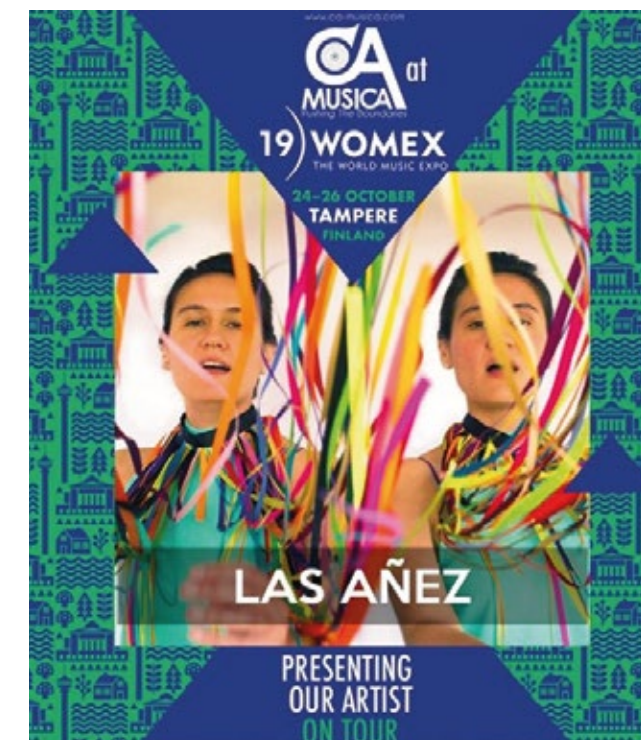
#### International Seminar UNESCO Chair of Arts and Education in Bogotá, SIMM, on the social impact of music.

On 23 September 2020, the academic event of the UNESCO Chair in the Arts, Education and Culture of Peace was held <https://www.juanncorpas.edu.co/corpas-global/catedra-unesco/on-the-challenges-and-aspects-to-be-taken-into>

account in order to have a better and greater articulation between the arts, education and the culture of peace.

#### BIMEPRO 2021

Participation from October 27 to 29 in the city of Bilbao, Spain, highlighting the relevance of the Park Festivals as a city heritage. During the event the great opportunities and musical, cultural and artistic power of Bogotá were introduced, city which in April 2022 will become the headquarters of the BIME and a center for innovation, technology and networking.



Promotional flyer Womex 2019

## Action Plan for the next 4 years

### Cultural equipment projects

#### Manitas Cultural Center located at Pilona 20:

The Pilona 20 project will have a built area of 100 m2 and will focus on Artistic Expression Training programs for the entire community. The access level has a flexible space for the preparation of Studio Arts workshops and a specialized space for early childhood - NEST. The lower level hosts specialized rooms in Performing Arts and Dance. There is also a Visual Arts room and a management area. The upper level is specialized in Music, has acoustically conditioned practice rooms, recording studio and rooms for training in literary creation. The building has a roof that functions like a square surrounded by vegetation.

#### Happiness centers

Spaces where the community will find a wide and varied recreational and cultural offer. For the next few years, there will be centers in the towns of Suba (Cometas), Chapinero (Retiro), Santa Fe (San Bernardo), Kennedy (Gibraltar).

These centers shall have: Sports venue: Olympic swimming pool, recreational pool, sports center and gym equipped to develop functional, strength and cardio training.

Recreational venues: Multiple use rooms, learning rooms and children's library for children between the ages of 0 and 5. This will be zones to stimulate the physical, motor and cognitive development of people and spaces for healthy recreation and the use of free time; and Cultural venues: Recreational and participatory spaces such as a library, classrooms, plastic arts, dance, music and the cinema to enhance the level of learning of people and promote a healthy quality of life.

**To have 6 youth groups**, as spaces for the beginning of the professional life of 155 young people, that shall complement their educational program with the accompaniment of the best musicians of the country that are part of the Philharmonic Orchestra of Bogotá".

**The Women's Philharmonic Orchestra** will be consolidated as an expression of inclusion in the environment of symphonic music, historically characterized by its macho status, and the Immigrant Philharmonic Orchestra as a way of living immigration processes seen as an opportunity for cultural enrichment for Colombian society.

Continuity of the **Centro Festival** during the next few years of this development plan, maintaining the nature that has characterized it in terms of the diversity of its artistic offer and of the public that it convenes.

**Bronx Creative District:** the project will transform this territory into a pole of economic and social development from a commitment to creativity and innovation triggered by urban revitalization, which recognizes populations, their history and that of their territories, as well as their logics of social fabric and economic and cultural development. This revitalization counts with an urban renovation of 24 hectares, the project will allow the possibilities to be infinite and that everyone can sit to create: A dancer, with an audiovisual director, a weaver, an expert in software development, a musician or a chef. It aims to be a space for developing productive initiatives, in an environment that leads to the birth of new consumption dynamics, together with a cultural atmosphere of inclusion and harmony with the environment through support to entrepreneurs and businesses in creative and cultural industries.

**Strengthen Bogotá's participation in the Creative Cities Network**, through knowledge mobilization exercises, planning and implementation of joint artistic and cultural projects and international cooperation with a special focus on Latin American, Caribbean and Colombian cities.

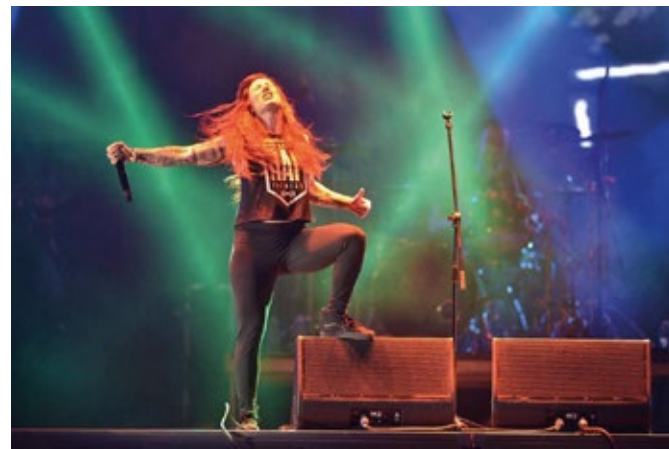
*Chapinero Center of Happiness renders*



*XXIV Rock Park Festival*



*Jazz Park Festival 25 years*



*XXII Hip Hop Park Festival*



*Salsa Park Festival 2018*



*XVII Colombia Park Festival*

