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**EUROPEAN CULTURAL CENTRE**  
**ART, ARCHITECTURE & DESIGN INSTITUTIONS**





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# WHO WE ARE

The European Cultural Centre [ECC] is a cultural Non-Profit organisation founded by the Dutch artist Rene Rietmeyer and originating back to 2002. Today we are a continuously growing group of mainly young people who like to make a positive difference, because we care. We care about humanity and about the overall state and direction of our world. Doing nothing is not an option.

We believe that progress is best made by raising a deeper awareness about serious topics. We bring people from very different cultures together in the hope that we will all learn from each other. We are a non-political and non-religious organisation, open to all people, to all points of view, in the hope that everybody learns to respect the freedom, the dignity and rights of every single living being.

We created a dynamic organisation which continues to establish cultural centres, satellites devoted to cultural exchanges. We organise worldwide exhibitions, symposiums and all kinds of cultural projects with not only Europeans but people from all around the world.

The ECC-Satellites are operated by the association ECC-Worldwide and work mainly with the curatorial contributions of several European structures: EU networks, universities, academies, foundations, curators, private initiatives and scientific as well as cultural institutions.

The global sharing of resources, ideas, knowledge and contacts has to result in an increased international interaction and the creation of new joined projects. This should also enable people to participate worldwide in cultural activities such as exhibitions as well as other creative and educational projects.



# ORGANISATIONAL STRUCTURE

The ECC is in the continuous process of establishing Non-Profit Satellites in several different cities in the world. A global network for cultural activities and the creation of exhibitions, publications, videos and many other educational projects. The ECC has until now established offices in the Netherlands, Italy, Belgium, Russia, India, Japan, South Africa and the USA.

To achieve our goals, we continue to expand our international network of inspired, creative, and dedicated individuals. Our people care and are determined to further develop these independent ECC-Satellites where intellectual and cultural exchange becomes a reality.

The European Cultural Centre headquarters is in Amsterdam, the Netherlands. The ECC-Italy organises in Venice since 2011 Biennial Contemporary Art and Architecture exhibitions, as well as numerous symposiums, meetings, workshops and other educational events. Our Venice Biennial exhibitions are seen each year by over 600.000 visitors from all over the world with free-entry for all.

We publish books, catalogues and documentational videos which are an extension of our projects and research developed and presented at the ECC. Building up and making visible a platform for theoretical and artistic perspectives on culture for all those who are sincerely interested in a cultural and knowledge exchange. In addition we founded the European Cultural Academy, an educational institution with comprehensive educational programs.





# WHAT WE DO

We wish to establish a democratic, dynamic and educational platform. We believe that together we can improve the quality of the world as a total, positive developments through education. To achieve a sustainable Europe, a peaceful sustainable world, the intellectual, environmental, social and cultural objectives have to be rebalanced with integrity, against our financial and economic interests.

Horizontal relationships, an open, honest and as sincere as possible visual and verbal communication, education, creative and critical thinking, fostered by the arts and all other cultural activities, also play an important role if people are to regain trust in Europe, to gain trust in their own world.

To date we have organised over 50 contemporary art, design and architecture exhibitions worldwide - as well as hundreds of meetings, workshops, symposiums and other educational events.

In addition, we publish books, catalogues, educational videos and offer, with our ECC-Academy, comprehensive educational programs for all those who are sincerely interested in cultural exchange.

We create Art Projects and Art Editions in close cooperation with each selected artist and, in addition, as part of the ECC-Italy exhibitions, the ECC awards each year a participating artist, designer, architect, university and academy for their achievements.



An aerial photograph of Venice, Italy, showing the dense network of canals and buildings. Four specific locations are marked with white circles containing numbers. The background is a vibrant turquoise color.

# OUR LOCATIONS IN VENICE

- ① Palazzo Mora
- ② Palazzo Michiel
- ③ Palazzo Bembo
- ④ Marinaressa Gardens





# OUR VENUES

The ECC-Italy organises exhibition and events in its three Venetian palazzos and two public gardens, this is more than 4.000 m2 indoor and 7.000 m2 outdoor space.

Palazzo Mora, Palazzo Bembo at the Grand Canal and our Marinaressa Gardens are mainly used for exhibitions, whereby Palazzo Michiel is used for office, the ECC-Academy, symposiums, workshops and other events.





# EXHIBITIONS

ECC exhibitions are non-profit events and produced worldwide. However, we are currently most active in Moscow and Venice, Italy. In Venice we organise extensive international Art, Architecture and Design expositions in our two Palazzos and in two Venetian public gardens. In addition we organise National Pavilions at the Venice Biennale. Our exhibitions mainly promote the Arts, Architecture, Design Innovations and puts forward the latest developments, thoughts, ideas and even dreams emerging from those fields. We present some of the world's best known artists and architects while also providing chances for new and upcoming talent. These exhibitions are not simply just presentations of works but, they are interactive platforms with research and teaching programmes, bringing together and creating a dialogue between the exhibitors, scholars and students from all over the world.

Our Venice exhibitions attract a large and significant global audience of professionals and many other interested visitors. While being always free entry for everybody, our exhibitions are seen by over 600.000 visitors every year.



# SYMPOSIUMS

We understand that in order to bring people together, organising exhibitions might not be enough. To stimulate direct communication between artists, designers, architects, professionals and all others who might be interested, the European Cultural Centre organises lectures, public debates and symposiums for various fields of thought and subjects. Until now we have realised more than twenty international symposiums in the Netherlands, Germany, Japan, the USA and Venice.

If you are interested in one of our symposiums, or in case you would like to organise a symposium or workshop, please speak with us, we are sure that we are interested and can discuss all options with you.



EU Award for Architecture; Symposium by the MvdR Foundation at the ECC.



# PUBLICA TIONS

The ECC publishes articles, exhibition catalogues, books, limited editions and educational videos. Our publications aim to highlight our exhibitions, symposiums and projects as well as creative individuals through informative theoretical texts, understandable interviews and photographic documentations. To present different thoughts in regards to the philosophical topics Time, Space and Existence we also create video interviews with artists and architects from very different cultures.

With our publications we give hundreds of thousands of people an insight into the life, work and ideas of art and architecture professionals such as: Daniel Libeskind, Yoko Ono, Richard Meier, Roman Opalka, Lawrence Weiner, Fumihiko Maki, Arata Isozaki, Denise Scott Brown, Peter Eisenman, Joseph Kosuth, Ricardo Bofill, Marina Abramovic, Kengo Kuma and many others.





# UNIVERSITIES & ACADEMIES

We understand that each institution will have its own specific reasons why to start a cooperation with us and what is wished for to be achieved. Together we can try to make sure that all goals set will be accomplished.

Benefits for institutions can vary largely, as in the exceptional case of the University of Houston which received an additional one million dollar donation from Mr. G. Hines, out of respect for the presentation of their research results with the active involvement of its students and thereby winning the ECC Architecture Award. Or as the Willem de Kooning Academy from Rotterdam, which presented an ever changing creative project which acted as an interactive educational base for professors and students at the Venice Biennale.

Being present in the ECC exhibitions gives ambitious Art, Architecture and Design institutions the possibility to show that they really care about their students' future and present themselves to a large international and professional public.

Advertising your own institution and showing students how to make quality presentations and conduct research into the possibilities of a sustainable professional career. Possibly combining your presence with conducting research at the ECC and also being part of workshops, lectures, symposiums and student presentations during the six months long Venice Biennial.



# THE ECC AWARDS

Every year, the European Cultural Centre awards an Artist, Designer or Architect and an educational Institution for their work concept and execution thereof.

In the past this Award has been given to Roman Opalka (art 2011), Arata Isozaki (Architecture 2012), Arnulf Rainer (Art 2013), University of Houston (Architecture 2014), Yoko Ono (Art 2015), Karim Rashid (Design 2016), Denise Scott Brown (Architecture 2016), Oki Sato (Design 2017) Joseph Kosuth (Art 2017), Ying Gao (Design 2018), North Carolina State University (Architecture 2018), Odile Decq (Architecture 2018), Piero Castiglioni (Design 2019), Hermann Nitsch (Art 2019) and the Willem de Kooning Academy (Art 2019).

Director of the Willem de Kooning Academy, Jeroen Chabot, receives the ECC-Award from Nina Comini in Amsterdam





# EDUCATIONAL PROGRAMS

We will support all universities and academies in the best way we can, in case you would like to combine your own educational program with your presentation in our exhibition. We can provide additional faculty, spaces and equipment to optimize learning experiences as well as all other kinds of support. In addition to your own educational activities, your teachers and students can participate in the workshops and symposiums that we organise, or join the program off the European Cultural Academy.

The European Cultural Academy offers reality-orientated educational programs created around the Venice Biennial exhibitions, thereby educating and inspiring a vast and diverse audience of interested people. Our faculty includes artists, designers, curators, gallerists, architects and scholars and other professionals from many nationalities that help one build the necessary skills to establish a sustainable profession.

The goal of the European Cultural Academy is to educate and advance careers in Art, Architecture, Design and other creative industries. Our short courses provide exclusive insights into these fields while also teaching practical skills. Each course is composed of lectures, workshops and guided visits to studios, museums as well as to the Venice Biennale.





# PRESS RELA TIONS

Our Press and Communications Department will accommodate your requests and your specific PR goals as good as possible. We send press releases and invitations to our opening parties to over 2000 members of the international press. Our ECC Press department produces a press kit featuring sponsorship credits which can include your corporate statement. In addition to our own promotional activities, we can collaborate with your office or PR representatives to best promote your target goals. Reaching out to a large public is essential to make sure that you and we are seen and heard.





# CATALOGUE & ONLINE PRESENCE

Each year we produce 12.000 hard copy exhibition catalogues. Many of them are distributed during our exhibitions in Venice, but you can also purchase them in over hundred bookshops or online via Cornerhouse and Amazon as well. As a participant, you can receive a fair amount of our catalogue and other promotional material to distribute as gifts to your friends, clients and business relations for free.

As a supporter of the European Cultural Centre you will be present with your logo on our special sponsor pages in that catalogue and on our websites. Main sponsors can receive additional prominent credits in the catalogue's colophon, the foreword and on several other occasions. The European Cultural Centre website offers information about the ECC program to audiences reaching far beyond the exhibition visiting public. Our 6 weekly newsletter is subscribed by over 65.000 people and over 1.000,000 people visit our websites each year; your logo there can link clients directly to your own website.



# WHO WE HAVE WORKED WITH







# SPONSORS & PARTNERS

It is our goal to be always as transparent, and to stay as independent as possible. We are not a wealthy organisation and therefore each year it is a challenge to properly finance all our activities. Since we prefer that all our exhibitions should be with free admission for all visitors, we have to finance our activities mainly with the support of those institutions which participate in our events.

Institutions which do not have enough finances themselves can always bring their own additional sponsors for their presentation at the Biennale. Your sponsors will then also enjoy several benefits in return,

This enables you to very freely create your presentation according to your own ideas and to have full control over the information you present and the way that you want the public to see you. We will do our maximum best to make this event a success for all parties involved.





# FACTS OVERVIEW

Our Venice Biennial Architecture exhibition every year has:

3 Palazzos, over 4.000 sqm indoor space  
2 Public gardens, over 7.000 sqm outdoor space

Over 70 people working in the organisation  
Over 200 exhibition participants

Six months open to the public

Over 600.000 visitors total, free entry for all  
over 250.000 professional visitors  
over 70.000 visitors are students  
over 3.000 visitors are journalists  
over 1000 published articles  
over 1.200,000 website visitors

Over 65.000 people subscribed to the newsletter

12.000 hardcover catalogues printed

Visitors are approx.:

Professional public 43 %  
Students 12 %  
Others, but with goal 31 %  
Others, just walk-in 14 %  
European 53 %  
North American 12 %  
Asian and Arabic 24 %  
Other countries 11 %





# CONTACT

Responsible for the ECC is an international team of, at the moment, more than 80 mainly young and sincere people. We hope to have the opportunity to work with you and start a conversation. We look forward to hearing from you. We are open to all suggestions, no matter how unusual they may seem.

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Bianca and Elena from the ECC-Italy at Palazzo Mora in Venice.



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