



College of Europe  
Collège d'Europe



# The European Capitals of Culture The cases of Bruges and Salamanca

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# 1. Selection of the Cultural Capitals

- criteria of selection
- Melina Mercouri, Athens 1983 >>>1985
- Eric Anthonis, Antwerp 1993
- “cultural governance”

## 2. Communication policy of the Cultural Capitals

- cultural awareness – political awareness:  
>>> “European citizenship”
- common cultural heritage of Europe:  
André Maurois – Salvador de Madariaga
- Spyros Mercouris, Patras 2006:  
Diversity versus Uniformity in European Culture

# 3. The Conference of the Hague, May 1948

- The European Movement
- Salvador de Madariaga and The College of Europe, Bruges, 1949
- mission to resolve the communication deficit
- cultural heritage >< economical cooperation

# 4. The cases of Bruges and Salamanca

- historical attempts to unify Europe
- similarities and differences between  
Bruges and Salamanca
- multiculturalism in Europe (R. Picht)
- cultural policy in Europe and policy of  
multilingual and multicultural communication:  
challenge for the future !