

UNESCO CITY OF MUSIC

“I am happy to help Hannover’s musicians to connect to the world through the UCOM network.” Alice Moser

The UNESCO Creative Cities Network was created in 2004 to promote cooperation with and among cities that have identified creativity as a strategic factor for sustainable urban development with currently 180 member cities. Since 2014, Hannover has been part of this network as a UNESCO City of Music (UCOM). In 2015, the UN defined 17 sustainable development goals (SDGs) as a framework for the future development of our planet and as a call for action, which was adopted by all United Nations Member States. The SDGs thus became the basis for the cooperation within the UNESCO Creative Cities network. Alice Moser as coordinator of the UNESCO City of Music activities in Hannover and as contact person to the international UCOM network is working on the realization of the targets and calls for action, which can remain very abstract.

“In the network we are of course discussing how to meet the sustainability goals,” Moser says. “Everybody tries to find practical approaches to include them in their projects. And some of the targets are already part of our everyday practice in Germany.” All members of the UCOM network need to evaluate and justify their work and document their international cooperation within their cluster as well as their work within their own cities. But they also have to evaluate the extent to which they have met the SDGs. “The UNESCO requirements for a city to be part of the creative cities network are high and of course the music scene in Hannover also has requests and needs that need to be met, which can be challenging at times for everyday work”, Moser admits.

Interestingly enough, one of the biggest challenges is the popularity of the network. “The number of Cities of Music has risen considerably and the general Creative Cities network has doubled in number. This makes networking with all the cities within ones cluster difficult,” Moser says. Other challenges are of a more practical nature: “We have to cope with branding issues since the use of the UNESCO logo is of course strictly regulated. The UNESCO logo can for example not be used for commercial activities and products. On the other hand, as a member city in the UNESCO Creative City network, it is us individual cities that convey the idea of the network and make it more known.”

Of course, the title UNESCO City of Music is an award and honour – and it is rewarding, especially when the networking works as smoothly as it does in Hanover and Liverpool: “I meet regularly with Kevin McManus, co-ordinator of the UCOM Liverpool. We have cooperated in various concerts and festivals. To meet people from other UCOM’s music scenes is very inspiring,” Moser says. Unlike Liverpool, which benefited from the title of European Cultural Capital 10 years ago, Hanover is striving towards becoming Cultural Capital in 2025 – and is using the title UNESCO City of Music as an asset for the bidding process.

7. CITY OF MUSIC - TALK

WITH: Alice Moser
Coordinator UNESCO City of Music Hanover

WEB: bit.ly/3GwWpSz

Date: 28 January 2019

Where: Künstlerhaus Hannover



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So Alice Moser faces high expectations the music-scene in Hannover, the City of Hannover but also from the UNESCO creative cities office. Administrative restraints means, she needs to work on a limited budget and with constant struggle on how to make the title more well-known: "Our website is linked to www.hannover.de and we have limited capacity in staff and funding for editorial support. Since it is a public website, we cannot ask for external sponsorship from commercial partners." Nonetheless, she manages to use the budget to the benefit of many smaller musical projects in the city and helps connecting Hannover's music scene with the international UCOM network.

Alice Moser has been coordinating the activities of UCOM Hanover since 2015. She worked previously for Konzertdirektion Schmidt as an artist manager for classical musicians and travelled a lot. A graduate in English literature studies, English cultural studies and general history, she enjoys spending more time in Hannover now: "I can follow what is going on in the Hannover music scene more closely and I enjoy it a lot. And I can be in touch with a broader range of music," she says. It is not therefore surprising that one of her favourite musical projects in Hannover is the Fête de la Musique. "I like all projects that have really benefitted people. Especially when you are involved from the beginning and see, how projects thrive and turn out wonderfully. And I am happy to help Hannover's musicians to connect to the world through the UCOM network."

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Your last concert epiphany?

Yesterday, Charles Aston in the Capitol, very cool Country Music. In December Monkey's, Robby Ballhause, I really enjoyed this concert. We have lots of good music in Hanover.

Radio, Spotify, CD or Vinyl?

Radio

Have you met all of your music legends?

Well, I met Bryan Adams and asked for an autograph, but I did not really meet him properly, unfortunately. So this is still on my list.

A recent music discovery?

Robby Ballhause is a good musician. And Electric Fields from Adelaide.

When is your next concert?

There are so many of them ... What do you suggest?

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