



## Interview with Bernard Latarjet, Director of Marseille-Provence's candidature

### > *How is the Marseille-Provence 2013 project organised?*

**Bernard Latarjet:** It is genuinely based on European cultural geopolitics. It gives priority to the Union's strategies and programs to which Marseille-Provence can make the most efficient contributions; to make the region a sustainable reception, transmission and production platform for European and Mediterranean creators in all disciplines of art and thought. This leads to a new concept in Europe built to last beyond 2013, and involving the combined efforts of the organising bodies and populations in the "*Ateliers de l'Euroméditerranée*".

### > *What are the objectives of the "Ateliers de l'Euroméditerranée"?*

**Bernard Latarjet:** There are two basic parts to this initial concept:

- international: "Sharing of EuroMediterranean cultures",
- local: "The radiant city".

The cultural aspects of Euromediterranean stakes are broken down into four themes for each of these two parts:

- immigration, religions, recollections, relations;
- masculine/feminine;
- sustainable development;
- urban regeneration.

10 cultural Euromed

iterranean projects are already in progress or will be started in the next few months. The objective is to open before the end of 2012. The investment involved is 570 million Euros.

### For further information

<http://www.marseille-provence2013.fr/> The official site of the Marseille 2013 candidature

<http://www.mmsh.univ-aix.fr/> La Maison Méditerranéenne des Sciences de l'Homme (The Human Sciences Mediterranean House)

[http://www.diplomatie.gouv.fr/fr/europe\\_828/union-europeenne-monde\\_13399/relations-externes\\_853/parteneriat-euro-mediterraneen\\_2208/processus-barcelone\\_12632/presentation\\_26466.html](http://www.diplomatie.gouv.fr/fr/europe_828/union-europeenne-monde_13399/relations-externes_853/parteneriat-euro-mediterraneen_2208/processus-barcelone_12632/presentation_26466.html) The Barcelona Process



## PROVENCE PROMOTION

**> Although Marseille's geographic position is the reason for its European legitimacy, the city's structural weaknesses may harm its candidature. In your opinion, what is the driving force for the project?**

**Bernard Latarjet:** Quite clearly, it is the mobilisation of all politicians and organisations involved in the economy, culture and education, alongside scientists and social workers ever since the project was launched 2 years ago. They have all been very active since the beginning. This massive and diverse association guarantees that the final version of the project is feasible.

The project as a whole is not imported from outside and artificially grafted onto the city. It is led by teams working in the region, and is based on existing infrastructures and cultural activities. Its sources are entirely internal and include men and women of the Mediterranean, and many different aspects of its local cultural, scientific and educational activities. The main driving force is the fact that the entire project has been developed by persons working in this region. My role was to conduct and coordinate this powerful set of forces and potential.

**> How did you manage to bring all these players together, particularly those contributing to the economy, such as development agencies, clusters, companies, etc?**

**Bernard Latarjet:** The project needs all these players and the economy needs this project. As a result, many of them including Provence Promotion participated in all the work groups spontaneously. All sizes of companies from very small companies to large international groups made commitments beyond what we expected. They have brought in many ideas and are all very active and aware of needs. For example, Marseille's potential international attraction, particularly in terms of tourism, has not been fully exploited, as illustrated by the very strong increase in cruise tourism. The delay in building up accommodation facilities (hotels, etc.) needs to be caught up as quickly as possible.

### For further information

<http://www.marseille-provence2013.fr/> The official site of the Marseille 2013 candidature  
<http://www.mmssh.univ-aix.fr/> La Maison Méditerranéenne des Sciences de l'Homme (The Human Sciences Mediterranean House)  
[http://www.diplomatie.gouv.fr/fr/europe\\_828/union-europeenne-monde\\_13399/relations-externes\\_853/parteneriat-euro-mediterraneen\\_2208/processus-barcelone\\_12632/presentation\\_26466.html](http://www.diplomatie.gouv.fr/fr/europe_828/union-europeenne-monde_13399/relations-externes_853/parteneriat-euro-mediterraneen_2208/processus-barcelone_12632/presentation_26466.html) The Barcelona Process

> *And how does each find his own place?*

**Bernard Latarjet:** Every company and everyone involved in the economy, all scientists and cultural contributors have their own natural roles. For example, the geographic location of Marseille-Provence is ideal for getting involved in subjects such as intercultural dialogue, relations between men and women, etc. This is the framework within which we are working very closely with scientific institutions and universities, including Human Sciences in Aix-en-Provence. Water also raises many challenges in the Mediterranean basin that we will face and organize with the Canal de Provence Company.

10 pilot companies have also already specifically applied the Ateliers de la Méditerranée within their own organisations and many others have expressed their wish to do so. I get great satisfaction from this spontaneous commitment by players in the region, and the jury should note these close ties between the economy, culture and politics!

**For further information**

<http://www.marseille-provence2013.fr/> The official site of the Marseille 2013 candidature  
<http://www.mmssh.univ-aix.fr/> La Maison Méditerranéenne des Sciences de l'Homme (The Human Sciences Mediterranean House)

[http://www.diplomatie.gouv.fr/fr/europe\\_828/union-europeenne-monde\\_13399/relations-externes\\_853/parteneriat-euro-mediterraneen\\_2208/processus-barcelone\\_12632/presentation\\_26466.html](http://www.diplomatie.gouv.fr/fr/europe_828/union-europeenne-monde_13399/relations-externes_853/parteneriat-euro-mediterraneen_2208/processus-barcelone_12632/presentation_26466.html) The Barcelona Process