

PRESS RELEASE

Umeå, the European Capital of Culture 2014, invites international artists to take part in the competition Artists Caught by [Umeå]

Stockholm, 2 April, 2013: Umeå, the largest city in northern Sweden, also known as the gateway to Swedish Lapland, has been chosen as European Capital of Culture 2014, with Crown Princess Victoria and Prince Daniel as patrons. In Umeå, progressive culture is seen as a key to positive growth and now this trailblazing city invites participants from all over the world to take part in a competition which will form part of Umeå 2014. The competition, Artists Caught by [Umeå], will run from 2 April to the end of June 2013, and is one of the largest non-commercial art competitions in Europe in the fields of photography, film and design.



Hosting European Capital of Culture is intended to highlight our common European cultural heritage and encourage interest in the cultural wealth of the EU countries. The city of Umeå may lie on the outskirts of Europe geographically, but it plays a central role in developing creativity and innovative thinking. The Sami, the EU's only indigenous people, and Sami culture, with its eight Sami seasons, are central elements in the traditional and cultural life of the region and therefore play an important part in the Capital of Culture year and the competition Artists Caught by [Umeå].

Umeå is often regarded as a trailblazing city and has for many decades prioritized the role of culture in the growth of the community. Progressive culture is regarded as a key factor for the positive growth which Umeå, in contrast to many other cities in northern Europe, can demonstrate.

Marie-Louise Rönmark, spokesperson for Umeå council's Capital of Culture committee, is looking forward to the competition. "It's going to be very exciting to see how Europe interprets Umeå and the northern regions. The way we are viewed by the rest of the world is important for our own self-image and inspires us to develop our part of the world", she says.

Competition entries will be exhibited during the second half of 2013, both on the Caught by [Umeå] tour of eight European cities and digitally as part of the Capital of Culture programme for 2014.

The UK semi-finalists will be show-cased during the "Caught by [Umeå]" event in London 19-20 September and also online.

"This is a fantastic opportunity for creative people who want to gain international exposure. Capital of Culture year is an event which attracts attention and Umeå's encouragement of global creative collaboration is a clear indicator of the importance of bringing artists together to inspire each other", says Demian Horst, Chairman of the Design Jury.

About Umeå2014

Umeå has been appointed European Capital of Culture 2014. Each year EU appoints two cultural capitals of Europe, with the aim of highlighting our shared cultural heritage and stimulate interest in the cultural riches of the countries in the EU. In Umeå this award is an important part of the municipality's long-term growth strategy. This will create a greater interest in the city and its stakeholders, and contribute to culture-driven growth. www.umea2014.com/en

Short facts about the competition Artists Caught by [Umeå]:

- **Where?** Enter online at www.caughtbyumea.com where all works are exhibited in a digital gallery
- **When?** The competition is open for entries from April 2 - June 30, 2013
- **Who?** Everyone aged 18 and over is welcome to send in one or more entries
- **What?** The categories are Photography, Film and Design
- An expert jury will choose the entries which will go on to the semi-final. The UK semi-finalist will then be exhibited in London 19-20 September
- The general public will have the opportunity to vote for their favourite entries online
- The winner in each category will be announced in the final in Umeå in January 2014
- 3 grand final winners (one in each category) will be awarded a prize to the value of 3 000 Euros.

Preliminary tour dates

- Copenhagen, September 5
- Warsaw, September 12-13
- London, September 19-20
- Amsterdam, September 26-28
- Paris, October 3-5
- Milan, October 10-11
- Barcelona, October 17-18
- Hamburg, October 24-26

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Take part and follow the competition here:

www.caughtbyumea.com

Follow Caught by [Umeå] on [Facebook](#)

Follow Umeå2014 and Caught by [Umeå] on Twitter: @Umeå2014 and #caughtbyumea

Follow Caught by [Umeå] on Instagram: @Caughtbyumea and #caughtbyumea

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