



The City of Reykjavik Cultural Policy

Agreed at the City Council 11.12.2001

Vision

Reykjavik is to grow as a capital of education and culture in the country; an international city with a vibrant, productive and ambitious artistic flora and a varied social life. The city's cultural image will strengthen the self-respect and sense of unity of all Icelanders.

Goals and Ways to Achieve Them

Culture and the arts to become a firm factor in the upbringing and teaching of children

Ways to achieve this:

- The city's art institutes are to become a continuous factor in the artistic upbringing of grade school children by a systematic cooperation and mutual visits
- Cultural institutes are to take an initiative in introducing their activities to children
- A powerful cooperation between cultural institutes, schools and recreational activities in the city
- Increased emphasis on history of art and the enjoyment of the arts in school activities
- Increased emphasis on the participation of working artists in school activities
- Grants and service agreements with artistic groups, artists and institutes in the field of artistic communication should be connected to artistic upbringing in grade schools

The artistic life in the city should be characterized by energy and ambition

Ways to achieve this:

- An ambitious artistic activity in the city's cultural institutes
- Powerful support of artists
- An increase in service agreements with artistic groups, artists and institutes in the field of artistic communication
- Powerful support of festivals and special artistic events
- Varied and accessible conditions for artists to create and exhibit art
- Systematic grants to artistic life in the city

The City's cultural institutes should take on their diverse role in an outstanding manner

Ways to achieve this:

- Professional, high standard work by the cultural institutes in the fields of service, communication, education and preservation
- A formal exhibition and collection policy where it applies
- Convenient opening hours for working people
- Coordination and cooperation within the cultural institutes
- Cooperation of the cultural institutes with Icelandic and international institutes and organizations
- Productive promotional work and good public relations
- Varied and reliable professional knowledge
- Satisfied staff in good working conditions
- Regular surveys of the views and wishes of users

Culture and the arts should be accessible to all citizens

Ways to achieve this:

- Thorough promotion of cultural topics
- Information and promotional material in foreign languages
- Varied cultural program and varied presentation
- Reasonable charges for cultural events
- Easy access to cultural institutes and events for the disabled
- Special emphasis on reaching out to minority groups

Respect of the city's history and a public-friendly environment should be a policy

Ways to achieve this:

- The preservation of cultural and city artefacts
- Clear signposting and promotion of cultural and city artefacts for the public
- Clear goals and work procedures in the protection of old buildings
- Artistic decoration should become a regular feature of modern buildings built by the city
- Support of neighboring communities and increasing their sense of belonging to that community

The cultural life in the city should be characterized by open-mindedness and mutual respect of people with different cultural backgrounds

Ways to achieve this:

- Work towards increasing mutual understanding between different social groups
- Equal rights between sexes and cultural groups should be respected in all the cultural work of the city
- Special emphasis on introducing Icelandic culture to people of foreign origin and introducing their culture to Icelanders.

The organization of cultural matters should be clear and its direction should be goal-oriented

Ways to achieve this:

- A clear division of tasks and responsibilities in the Reykjavik City Council
- Policy proposals for cultural matters for the City of Reykjavik should be in the hands of the cultural committee
- Agreements made by the cultural committee and other institutes should be updated when this is considered appropriate
- Clear goals should be kept in mind when working to a realistic plan, ensuring good usage of funds
- Progress should be followed carefully and any exceptions should be dealt with quickly