



every day counts

**Speaking about Events and  
Placemaking?**

**Let's talk about 365 Algarve**

March 7th 2022



Who: **Secretary of State for Tourism and Secretate of State for Culture**

Fundig: **Portugal National Tourism Board | €1.500.000,00/per year**

When: **From october to may 2016/2017, 2017/2018, 2018/2019 and 2019/2020**

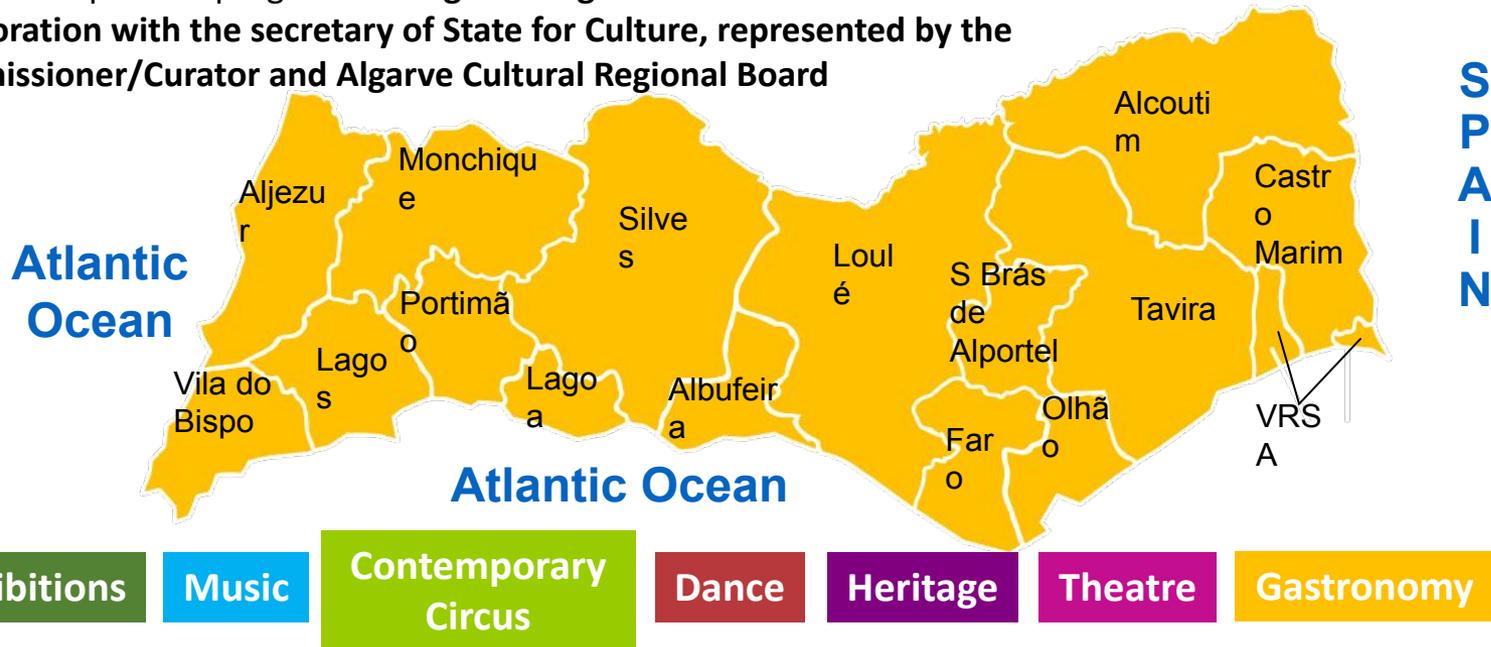
Who developed the programme: **Algarve Regional Tourism Board in coloboration with the secretary of State for Culture, represented by the Commissioner/Curator and Algarve Cultural Regional Board**

**4** Editions

**16** Municipalities

**+ 1.700** Cultural activities

**+ 480.000** people attended



# Smugglers Festival | Alcoutim e San Lúcar del Guadiana



## MAIN GOALS:

- Improve the tourist experience and the attractiveness of the Algarve as a destination through the regular offer of a quality and geographically balanced cultural programme;
- Reinforce the cultural offer of the region in the medium and low season, enhancing, differentiating and diversifying it, as a complement to the already consolidated touristic products (sun, beach and golf), enhancing the affluence to the region and promoting its circulation; ;
- Investing in a cultural program that values **contemporary artistic creation** and the ability, based on the region's cultural and heritage identity, to build an **increasingly qualified and innovative offer**;
- Promote the dynamism of the region, aiming a growing return in terms of notability, sense of well-being to residentes and visitors, and qualification of the tourist offer, through a consistent, structuring and sustainable cultural project.
- Establish partnerships and growing **articulation working processes between tourism and cultural sector**, and other agents that, in the territory, contribute to its dynamics in a sustained way, in order to guarantee the continuity, in the medium and long term, of the objectives of 365 Algarve.



- **PROGRAMMING**

The artistic areas of 365 Algarve were:

- Visual Arts, including design and architecture;
- Performing arts (dance, theatre, performance, contemporary circus and street arts);
- Cinema;
- Literature;
- Music;
- Heritage;
- Disciplinary crossings such as: music/heritage; visual arts/literature; performing arts/visual arts; music/cinema or theatre/gastronomy, among others .

VIDEO  
LUCEM



- **TERRITORY**

- The 365 Algarve had to cover all the 16 municipalities of the Algarve;
- Events had to take place on the popular coast line but also on the inland areas of the region;
- Some of the most iconic projects of the programme surprisingly took place in the geographical extremes of the deep inland of the region: Festival do Contrabando Some of the most iconic projects of the programme surprisingly took place in the geographical extremes of the deep inland of the region: Festival do Contrabando, in Alcoutim, the Lavrar o Mar Some of the most iconic projects of the programme surprisingly took place in the geographical extremes of the deep inland of the region: Festival do Contrabando, in Alcoutim, the Lavrar o Mar project in the municipalities of Aljezur and Monchique, the Jazz in the Wineries Some of the most iconic projects of the programme surprisingly took place in the geographical extremes of the deep inland of the region: Festival do Contrabando, in Alcoutim, the Lavrar o Mar project in the municipalities of Aljezur and Monchique, the Jazz in the Wineries in Silves, The Almond Trees Blossom

# Mar Adentro Aquatic Theatre | Aljezur e Monchique |



## What Inspired us?

*'Europe was and is traveled on foot. [...] European men and women walked their maps, from place to place, from village to village, from town to town. Most of the time, distances have a human scale, they can be mastered by the traveler who goes on foot, by the pilgrim going to Compostela, by the promeneur, be he solitaire or gregarious. [...] The full components of European thought and sensibility are, in the radical sense of the word, pedestrian. Their cadence and sequence are those of the walker. In Greek philosophy and rhetoric, the Peripatetics were literally those who moved on foot from polis to polis and whose teachings were itinerant. In Western metrics and poetic conventions, the «foot», the «beat», the enjambment between verses or stanzas remind us of the close intimacy between the human body as it paces the earth and the arts of imagination.'*

Steiner, George, In *The Idea of Europe*

365  
ALGARVE  
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Thank you for listening!

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