



Veszprém-Balaton 2023
European Capital of Culture

Veszprém, the Heart of the Bakony-Balaton Region

The city of Veszprém has a striking personality, one that quickly becomes apparent to visitors. The city possesses the hallmarks of elegance, both in its appearance and vibrant cultural programs. In addition, it is never afraid to experiment.

Its innovative and creative personality openly declares its conviction that even a thousand-year-old city may be a perfect site for 21st century experiences. Veszprém

proudly boasts of being the “City of Queens”. The epithet refers to its glorious times, dating back to the reign of the founder of the Hungarian state, King St. Stephen, and his wife, Queen Gisela. It has shone brightly through the centuries since. Today, traditional values mingle with the creative and audience-attracting manifestations of the modern age.

The historic city centre’s classicist and Art

Nouveau buildings create a milieu in which sacral sights blend seamlessly with contemporary art exhibitions and music or film festivals. Such events follow one another, almost back-to-back, not only in their traditional high seasons but through all twelve months of the year.

“Gisela Days” draws on the history of Veszprém. The Street Music Festival is a true world-music rarity while VeszprémFest brings world-famous pop-jazz

performers to the city. The Auer Violin Festival and Veszprém Early Music Days put classical music in the focus of the offerings. It is no wonder that UNESCO awarded Veszprém the “City of Music” title in 2019.

The festivals include dance and artistic motion at, among others, the Festival of Dance, or cinematography, Veszprém being the perfect host of the Hungarian Motion Picture Festival. The city’s

diverse culture also incorporates gastronomy. Local restaurants offer various culinary styles, the only common trait being, without exception, high quality. Not to forget, of course, the excellent local grapes on the wine lists, as Veszprém lies between two historical wine regions, the Balaton Uplands and the Greater Somló.

Due to its exceptional geographical location, the city is the gateway to both the romantic Bakony Hills landscape and the unforgettable experience offered by Lake Balaton, the “Hungarian Sea”.

The Veszprém-Balaton 2023 European Capital of Culture program offers a once-in-a-lifetime opportunity to present the unparalleled values and opportunities of Veszprém and its environment. The City of Queens, together with the 120 nearby associated settlements, and their emphasis on experiences, is on its way to making these unique values and potential known to visitors, whether from Hungary or from any other corner of Europe.

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