



**Magiczny
Kraków**

Krakow received prestigious award IFEA World Festival & Event City 2016!

2016-12-09

The award ceremony took place on 27th September in Tucson (US). IFEA World Festival & Event City award is presented by International Festivals & Events Association.

Krakow has been granted the title of IFEA World Festival & Event City 2016 by the international jury in recognition of the City's consistent efforts in establishing its position as the leader among Festival Cities of Central and Eastern Europe. Special appreciation was given to orienting City Festivals towards even greater involvement of local communities and strengthening the city's cultural identity.

- Krakow has always been an important point on the festival map of Europe, and since today we can be proud of the appreciation of the global community of festival organisers - says Jacek Majchrowski, Mayor of the City of Krakow.

- As no other Polish city we can boast of successful examples of joint management of the Festival City image. Organisers of City Festivals develop important projects which replenish the international cultural circulation. They also notice the scale of social change, economic influence and building local identity through the cultural policy. This title gives us more strength and makes us undertake even more efforts to deepen transversal cooperation in the field of culture as well as to further develop our festivals which have become the flywheel of cultural tourism and growth of the creative sector - added Majchrowski.

Among the past recipients of the award are such metropolises and festival and event industry giants as: London, Dubai, Sydney Rotterdam.

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