



CULTURE IN
THE HEART OF
ABERDEEN

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AB+ A STEP CHANGE IN THE CULTURAL LIFE OF ABERDEEN

26 January 2012

Aberdeen Arts Centre | The Lemon Tree

Dear Colleague,

Many of you will have been involved in developing Vibrant Aberdeen - the cultural strategy for Aberdeen that was published last year. Today we invite you to take the next step in realising the ambition spelled out in that strategy.

In recent months a group of arts organisations and cultural practitioners from the region have been discussing what is required to transform the cultural life of our area. A new approach is required - one that embraces all forms of culture and that goes beyond a limited view of culture's impact to demonstrate its importance as a driver of local economic development and as a fundamental factor in improving health, education and a sense of community.

To facilitate this step-change in the way culture is perceived, an ambitious cultural conference [AB+] will take place in January 2012. The conference aims to identify four or five major cultural initiatives for the region over the next five years. Leading cultural thinkers, economists and strategists will be invited. They will provide insight, challenge assumption and prompt innovation - but the ideas and the ambition must come from within our community ... from you.

The discussion itself will consider local cultural provision in the context of our existing strengths, our national & international linkages and those areas where we acknowledge that improvement is required. This is your opportunity to shape the future of the area and make Vibrant Aberdeen a reality .

Please put **26 January 2012** in your diary and book your place for this exciting project by sending contact details to **aberdeen.positive@gmail.com** Further details of AB+ will follow over the coming weeks.

In the meantime we ask that you copy this letter to anyone you know who is interested in developing the cultural life of the city and region and who would be interested in taking part in this event. We look forward to hearing from you and to seeing you in January.

Best Wishes

Duncan Hendry,
on behalf of the Cultural Conference Steering Group.

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