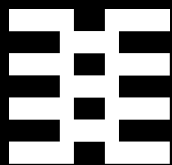
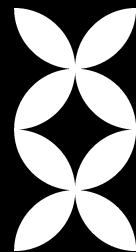




# Tartu 2024

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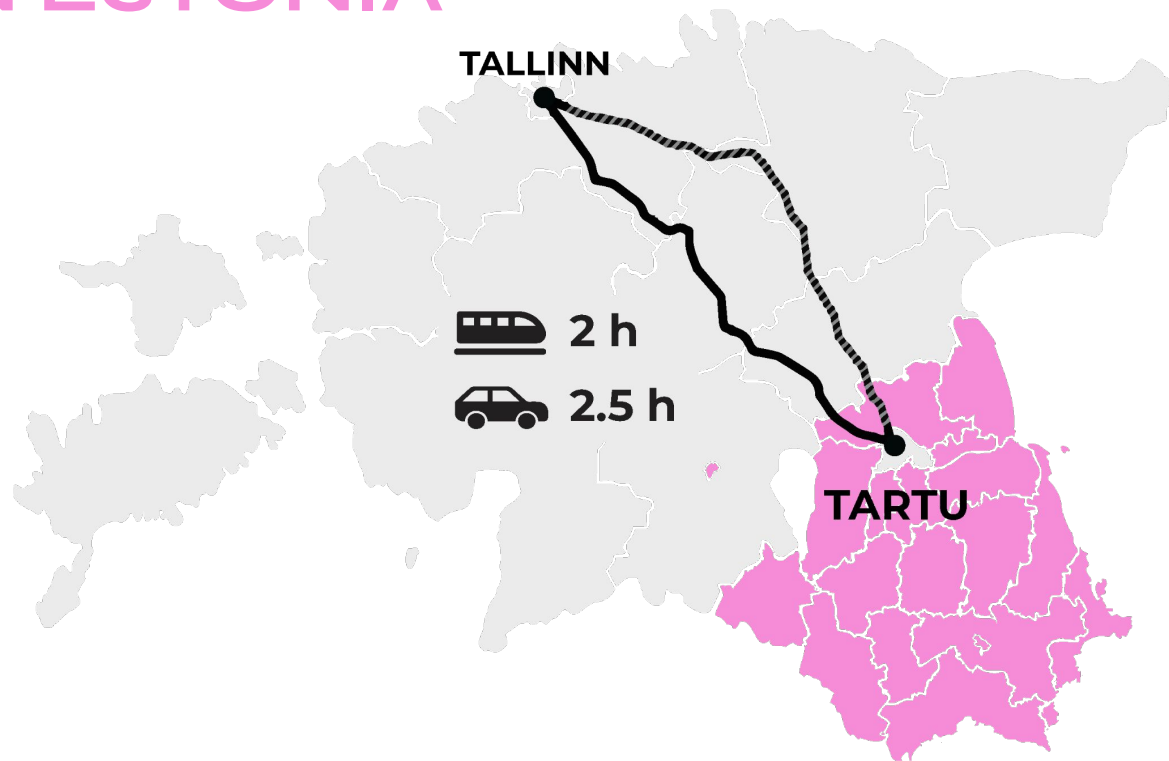
**Annela Laaneots**

Sothern Estonian Coordinator  
of Tartu 2024

Welcome to

# SOUTHERN ESTONIA

- 264 033 inhabitants
- 4 counties
- 11 cities
- 1 kingdom
- 5 languages



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# SOUTHERN ESTONIA

## Nature Getaway Destination



- ➔ Rolling hills, deep blue lakes
- ➔ Karula National Park
- ➔ Lake Peipus and Võrtsjärv

- ➔ Munamägi - Highest Peak of the Baltics (318 m)
- ➔ Taevaskoda Sandstone Outcrops



# SOUTHERN ESTONIA

## Vibrant Heritage



- Seto ethnic minority
- Old Believers - subgroup of Eastern Orthodox Christians

- Smoke Sauna Tradition (UNESCO)
- Viljandi - City of Crafts and Folk Art (UNESCO)



A stack of red and white polka-dot plates is on the left. In the center, a red and white polka-dot cup and saucer sits on a white lace tablecloth. In the foreground, a red and white polka-dot plate holds a golden-brown, textured food item, possibly a pie or cake, with a silver fork and a red-handled spoon. A few red berries are scattered around the plate.

# SOUTHERN ESTONIA

## Authentic Tastes

- ➔ Onion Trail Cuisine
- ➔ “Mulgipuder” - Potatoes and Groats Mash
- ➔ Hansa - Rye Vodka from Setomaa

- ➔ Smoked Fish from Lake Võrtsjärv
- ➔ Peipsi Region Fish Dishes
- ➔ Home Cafe Days

# TARTU

## Oldest and Smartest

- Population: 97 435
- The oldest city in the Baltic States, **1030**
- UNESCO's Creative City of Literature
- Cradle of Estonian culture
- Among 100 Climate-Neutral European Cities by 2030



**Tartu 2024**  
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# TARTU

## Oldest and Smartest

- University of Tartu: **1632**
- 9 higher education institutes
- sTARTUp Day Business Festival
- Among 100 Climate-Neutral European Cities by 2030

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# TARTU

## Historic and Cultural



- Hanseatic City
- UNESCO's Creative City of Literature
- University of Tartu, 1632

- Estonian National Museum
- Town Hall Square, Toome Hill
- Struve Geodetic Arc

# TARTU

## Green and Bohemian



- Endless City Parks and Murals
- Boat Trips on Emajõgi River
- Botanical Garden

- Creative Centre “Aparaaditehas” (Widget Factory)
- Wooden Districts Karlova and Supilinn (Soup Town)



# TARTU

Exclusive and Tasty



- High Quality Hotels Lydia, V-Spa, Antonius
- Spa Resorts

- 3 Restaurants in Michelin Guide
- Peninuki Distillery
- A Le Coq Beer Factory and Museum





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**#TARTU2024**

That will lead  
to nearly  
**1,000**  
events!

# Artistic Concept

## Arts of Survival

refers to the knowledge, skills, and values that will help us lead a good life in the future.

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# Washing Machine Made of Beetroot

24 April - 31 December

- Estonians' Clever inventions and practices from the Soviet era
- Takes place in three museums: Estonian Road Museum, Estonian Agricultural Museum, and Tartu City Museum



## Surrealism 100

15 March - 8 September, Tartu

- 4 art exhibitions at the Tartu Art Museum and the Estonian National Museum
- A celebration of the 100th anniversary of the Surrealist Manifesto
- Renowned Estonian artist Kris Lemsalu's solo exhibition





# STENCIBILITY STREET ART FESTIVAL

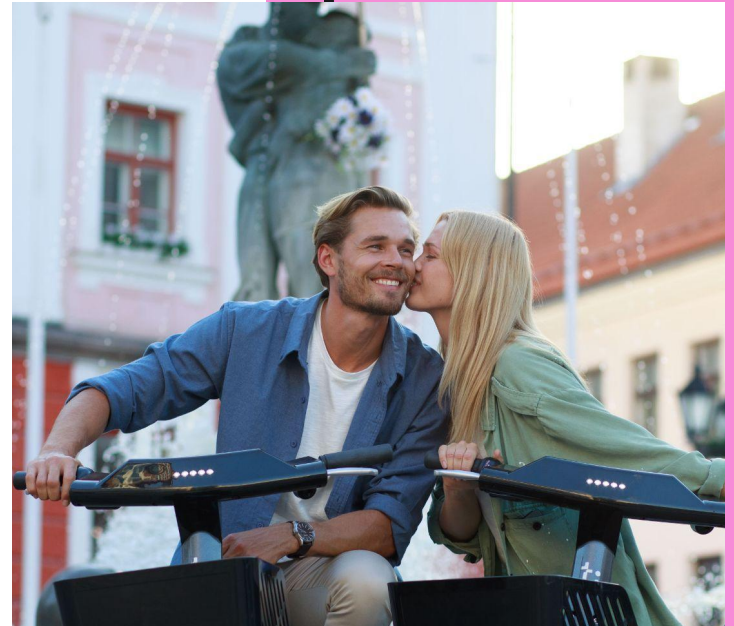
Sticker Bus - Biggest Sticker Exhibition in Europe



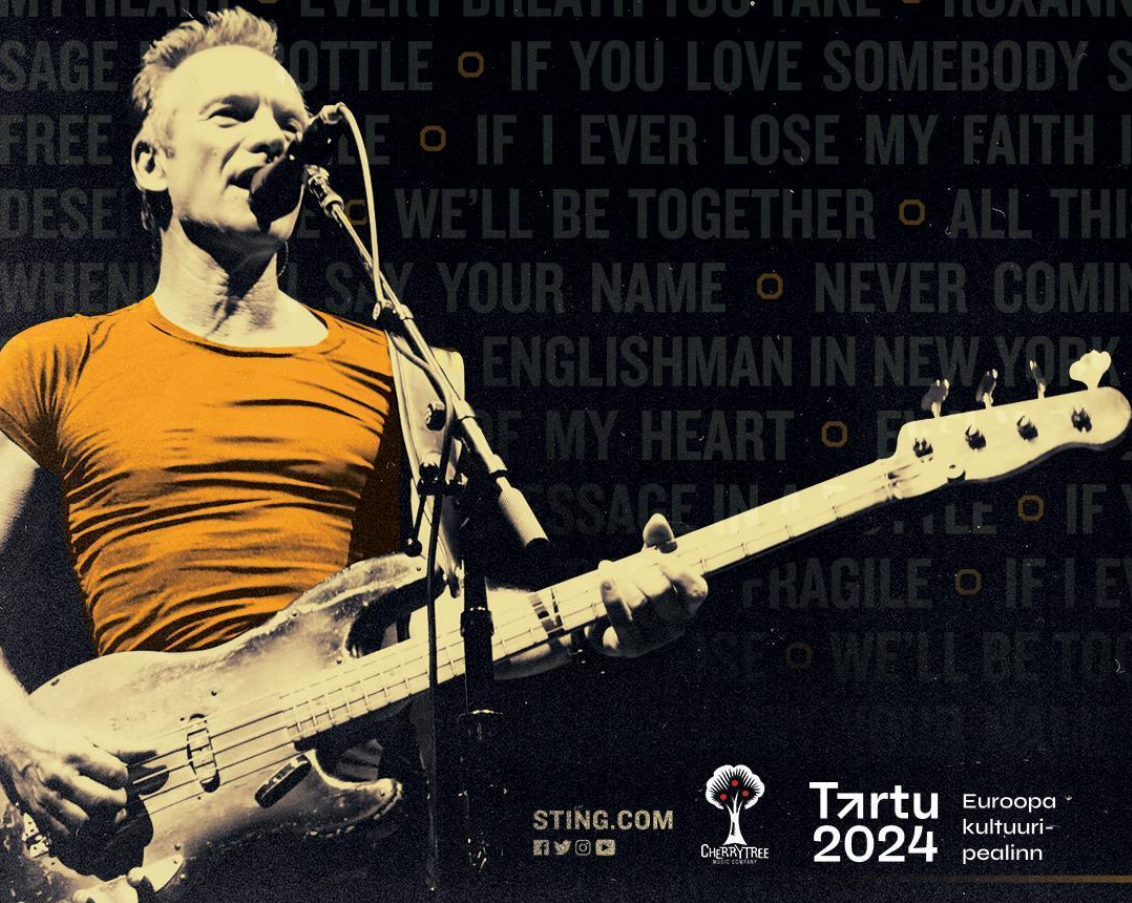
# Kissing Tartu

18 May, Tartu

- A big free concert dedicated to Eurovision and equality
- Performers from Estonia and abroad
- Culmination is a mass kissing action between the audience members



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# STING

MY SONGS  
2024

10. JUUNI

TARTU LAULUVÄLJAK

STING.COM  
f t i



Tartu  
2024

Euroopa  
kultuuri-  
pealinn

visitestonia.com



piletilevi

# unda

19-22 September – Tartu

- High-quality nightlife events featuring international performers and DJs
- Music events curated by HALL, the eminent cultural club in Tallinn
- A grand exhibition about The Urban Nightlife and the pop-up club in the Estonian National Museum





## Business as Usual

06-21 June, Tartu kammivabrik

- Theatre play based on the money laundering scandals that rocked Estonian banking
- Estonian-Danish joint Theatre Production
- Gives a glimpse how money laundering has influenced the politics of Western countries



## Otepää Beach Gourmet

13-14 September, Otepää

- International food and drink festival focusing on local ingredients and traditions
- 10 restaurants participating in the Pop-up restaurant-street and offering taste experiences



## Aigu om!

15-21 July, Rõuge parish

- Festival dedicated to “taking time off”
- Concerts, forest hikes, cinemas, smoke sauna, handicrafts, traditional fishing competition
- Festival in 2024 is a Japanese edition





# Simple Session

24-25 August - Tartu

- The largest extreme sports competition in Europe
- The festival returns to the city of Tartu where it all began
- The 25th event, professionals from the Paris 2024 Summer Olympics

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## Stand Up for Your Mind

throughout the year – in Tartu and Southern Estonia

- 1 in 4 people experience a mental health issue in their lifetime
- Creating a supportive and considerate culture of talking about mental health problems
- Mental health cafés, amateur improv comedy groups, stand-up performances on mental health



## Naked Truth

10 -11 May, Tartu Emajõe City Beach

- Opinion festival, where sauna benches are discussion stages
- Discussions last 20-30 minutes
- Everybody are equal in the saunas





## Challenges regarding mobility

throughout the year – in Tartu and Southern Estonia

- + flight-connection re-established starting March 2024
- + train and bus-connection Tallinn-Tartu
- + bus-connection Riga-Tartu
- +/- train-connection plans regarding Riga
- +/- car-rental possibility to reach Tartu 2024 events in Southern Estonia
  - public transport system is not supporting event-organisers in Southern-Estonia



**TARTU 2024 OPENING CEREMONY**  
26 January in the heart of Tartu

**Tartu 2024**  
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**Get ready for a year  
like no other!**

For More Info:

**Saile Mägi** saile.magi@tartu2024.ee



**Explore  
the entire  
programme**  
[tartu2024.ee/en](https://tartu2024.ee/en)