

Euro-Culture

unity and diversity

of

the euro's symbols - €

Press book



European cultural communication

- an exhibition (translations in French and German)
- a presentation and explanatory exhibition booklet
 - a catalogue and teaching aids
 - a game
- quiz and interview on www.touteurope.fr

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Context

Over 300 million Europeans use the same currency on a daily basis: the euro. It conveys national symbols across the euro zone and beyond, and represents a wonderful vehicle for European culture.

Our currency is also an excellent **communication tool** that is within easy reach in our pockets. That said, for this tool to be efficient the symbols require in-depth explanations, to help **to get to know European culture**.

All countries in the EU are to join the euro zone. The euro zone will be enlarged before 2012.

On January 1st 2007 Slovenia joined the euro zone. Here is one of the eight designs that feature on the Slovenian national sides.



January 1st 2008, Cyprus and Malta joined the euro zone.

January 1st 2009 Slovakia joined the euro zone.

Objective

The enlargement of the euro zone and the rotating Presidency of the European Union are the driving forces behind the Euro-Culture concept. The latter wants to contribute to the reinforcement of European communication by explaining the symbols conveyed by the Euro. To do this, we offer a cultural program with an exhibition, lectures for conferences and teaching aids.

An exhibition has been produced with the direct support of the [French] Ministry of Finances and Industry and the Ministry of European Affairs as part of the 20th Anniversary of “Europe day” on the 9th of May 2006.

The representation of the European Commission has provided the exhibition with two panels: one on Slovenia and the other **on the 50th Anniversary of the Treaty of Rome which was celebrated on March 25th 2007**.

Euro-Culture had the “Label PF UE 2008” French presidency of the European Union and the direct support of the Ministry of Culture, of State Secretary of European Affairs and of Hippocrene Foundation.

Contents

The exhibition presents photos and comments on the symbols found on the national sides of each country in the euro zone as well as the European sides of the notes and coins.

The explanatory texts are simple and educational and describe the chosen designs on the national sides of the coins, be they artistic, cultural, historical or political.

Example of explanatory text on coin' symbol

The Brandenburg Gate



The Brandenburg gate is surrounded by the twelve stars of Europe and is surmounted by the Quadriga of Victory, a chariot harnessed to four horses. Six Doric columns support the entablature and open the door leading to a horizon where the perspective lines, depicted as rays coming from a rising sun, converge.

The Brandenburg Gate dominates the Berlin's famous avenue *Unter den Linden*, which means "under the lime trees".

Built according to the neoclassical style by Karl Gotthard Langhans, it is reminiscent of the Propylaea found at the Acropolis in Athens. The Quadriga of Victory dates from 1793 and weighs 10 tones. It was brought to Paris after a Napoleonic victory and given back to Germany in 1814. The Brandenburg Gate is associated with the important events that took place in Germany and Berlin's history and is today the symbol of reunification.

The coins' designs

- **57 photographs representing the 57 symbols of the euro zone's 15 countries.**
- **17 symbols of three other states: Monaco, the Republic of San Marino and Vatican City** which, due to a monetary agreement, may stamp their own coins.

The 18 States have chosen different numbers of symbols.

- Austria, Greece, Italy, Cyprus and San Marino each chose eight symbols,
- Monaco four,
- Germany, Spain, Finland, France, Portugal, Cyprus and Malta three
- Belgium, Ireland, Luxemburg, the Netherlands and the Vatican have one symbol each.

The exhibition presents the national symbols, which are presented by country. This gives in alphabetical order the following symbols:

Austria: eight designs

- Bertha von Suttner, W.A. Mozart, the Secession building, the Belvedere Palace, St Stephen's Cathedral, the alpine primrose, edelweiss and a gentian.

Belgium: one design

- King Albert II

Cyprus: three designs

- The Idol of Pomos, the Kyrenia Ship, the Mouflon

Finland: three designs

- Lakka (cloudberry), the flight of two swans, the heraldic lion

France: three designs

- Marianne, the Sower, the tree

Germany three designs:

- -The federal eagle, the Brandenburg Gate and the oak branch.

Greece eight designs

- The abduction of Europa, the owl, E. Venizelos, I. Capodistrias, Rhigas Fereos, an oil tanker, a corvette, an Athenian trireme

Ireland one design

- The Celtic harp

Italy eight designs

- Dante, Vitruvian Man, Marcus Aurelius, a sculpture "...continuity in space", the Birth of Venus, the Coliseum, the Mole of Antonelliana and the Castel Del Monte.

Luxemburg one design

- HRH Grand Duke Henri.

Malta three designs

- The Maltese cross, the Maltese coat of arms, the altar at the temple of Manjra.

Portugal three designs

- Castles and coats of arms of Portugal, the royal seal of 1142, the royal seal of 1134.

Slovakia three designs

- The Slovak coat of arms, Bratislava Castle, Mount Kriváň.

Slovenia eight designs

- France Preseren, Primož Trubar, Mount Triglav, the Lipizzaner horses, the plan of the Slovenian Parliament, the Sower, the Stone of the Princes, a stork.

Spain three designs

- King Juan Carlos, Cervantes, the cathedral of Santiago da Compostela.

The Netherlands one design

- Queen Beatrix

and

Monaco six designs

- Prince Albert, Prince Rainier, Princes Rainier and Albert, monogram Prince Albert, the seal of the Grimaldi family, the coat of arms of the Grimaldi family.

San Marino eight designs

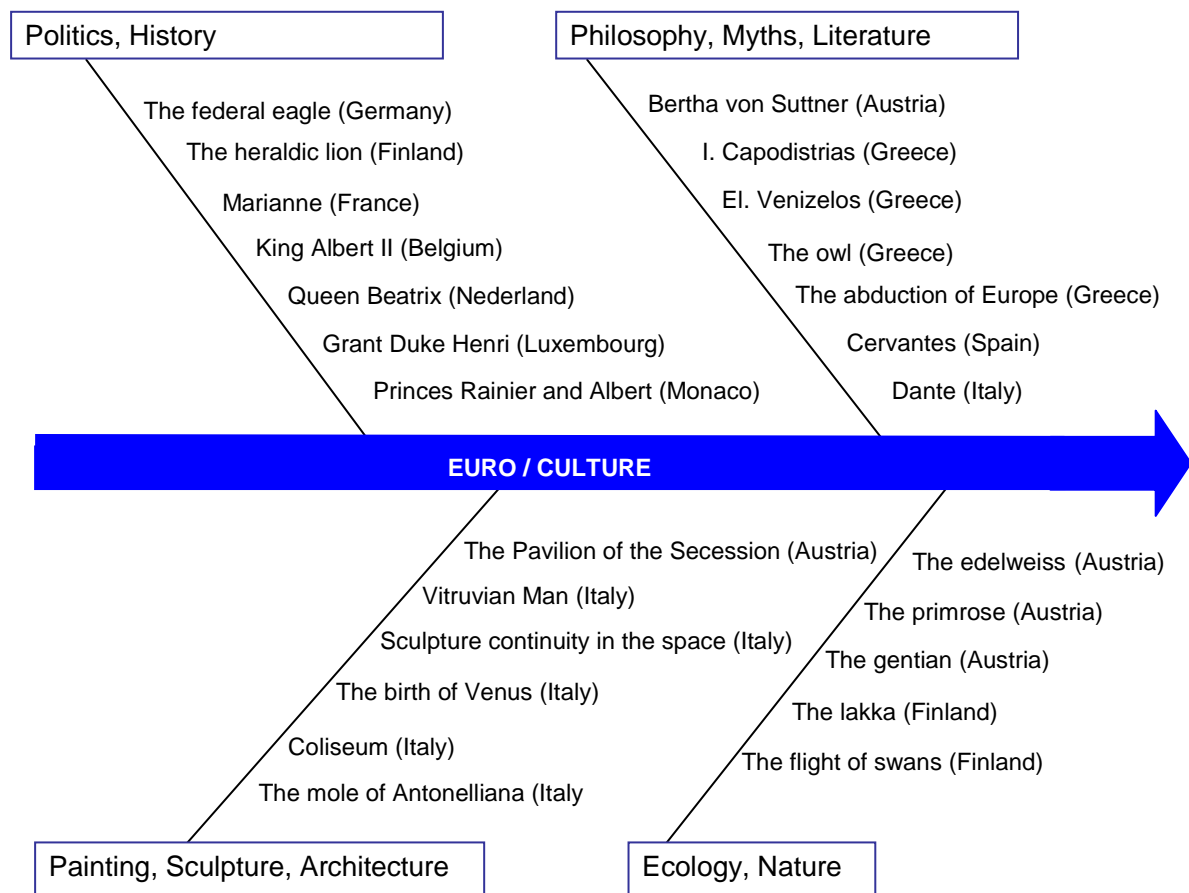
- The Palazzo Pubblico, the Republic's coat of arms, Mount Titano, Saint Marinus, the basilica of Saint Marinus, the Guaita Tower, the Statue of Liberty and the Montale Tower.

Vatican City three designs

- Pope John Paul II, cardinal Camerlingo, Pope Benedicts XVI

The symbols found on the coins' national sides can be classified according to several themes, as shown in the following diagram: Politics and History – Philosophy, Myths and Literature – Painting Sculpture and Architecture – Ecology and Nature.

Diagram of the symbols on coins' national sides



The exhibition also presents the **three symbols found on the euro coins' common sides**, that it to say the European design of the coins which convey the euro's unity, a principle that is also emphasized with the designs found on the notes.

The three European designs of the coins represent three different maps of Europe:

- the globe on the 1, 2 and 5 cent coins which depicts **the place of Europe in the world**,
- the map of Europe on the reverse side of the 10, 20 and 50 cent coins which depicts the **European Union as a gathering of nations**,
- the map of Europe on the 1 and 2 euro coins which shows **Europe without borders**.

Designs of the notes

The designs on the notes represent the same symbols of European architecture.

They are clear and correspond to the architectural styles that characterise seven periods in the history of European culture:

- on the front: the seven designs corresponding to **doors, symbols of opening**,
- on the other side: the seven designs corresponding to **bridges, symbols of transition and communication**.

The seven architectural styles characterise seven periods of the history of European culture:

- Ancient classical architecture: 5 €
- Roman architecture: 10 €
- Gothic architecture: 20 €
- Classical Renaissance architecture: 50€
- Baroque architecture: 100 €
- "Glass and steel" architecture: 200 €
- 20th century architecture: 500 €

Example of explanatory text of note's symbol

Ancient architecture



Note of 5 Euro
Motif of Robert Kalina

Classical art can be classified in three main styles: Ionic, Doric and Corinthian. It was born in Greece and was handed down to Rome. The contrast between the styles is elaborated to create an aesthetic effect. The buildings, the Propylaea, are the monumental doors found in ancient Greek temples and were usually made of white marble. The architectural forms such as the friezes and mouldings are painted in lively colours.

Two explanatory boards on Europe and the Euro have been designed:

- About Europe and the euro
- About the euro notes and coins

Principles

The designer/artist is recognised: his or her name is mentioned under every design.

Each design on the coins' national sides has a name and an identity. Thus the design becomes familiar to Europeans who can easily become familiar with the cultural references conveyed by the euro's designs.

Words are quoted in the original language whenever possible, to encourage an interest in European languages (*Jousten, Jugendstil*)

Europe's common heritage is put forward: Dante, Cervantes, Vitruvian Man etc are put on the coins' national sides.

Links and connections have been established between countries whenever possible in order to revive with European culture:

- it is possible to link the design found on the Austrian 20 cent coin, **the Pavilion of the Secession** which is a symbol of the *Jugendstil*, or Art nouveau with that found on the Italian 20 cent coin **"... continuity in space"** by the Italian futurist artist Boccioni.
- **the flight of the swans**, the design on the Finnish 1 euro coin shows a *jousten* (swan). Like the Austrian **edelweiss** it symbolises ecology.

Perspectives

Europe day, the tenth anniversary of the Euro of 2009, the election in European Parliament in 2009 the next enlargement of the euro zone are all opportunities that are driving forces or the Euro/Culture concept.

The exhibition Euro-Culture requires around 20 meters:

- 16 boards (0.50 m x 2 m), one for each country, which displays national sides of coins
 - 3 boards or Monaco, San Marino and Vatican
 - 2 boards (1 m x 2 m) with the notes designs
 - 2 explanatory boards (1 m x 2 m) on Europe and euro

The board game Euro-Culture includes questions on:

- The European Institutions
 - Europe and the world
- The Countries in the European Union
- The cultural heritage conveyed by the designs on euro banknotes and euro coins