

# Concept Note: Transforming Magazia 7 at the Port of Varna into a venue for the independent performing arts

## Mission

To create a dynamic and inclusive space dedicated to fostering creativity and innovation in the performing arts, providing a platform for independent artists to showcase their work and engage with diverse audiences, while facilitating international exchange and activating the local community.

## Vision and plan

The dream is to transform Magazia 7, situated at the Port of Varna, into a cultural venue - a home for professional independent contemporary performing arts. The dream venue is similar to Toplocentrala in Sofia and is foreseen to start functioning within 3 years. In order to achieve this, in the upcoming months we plan to work in three main directions simultaneously:

1. Inspection of the construction of the venue, including architecture and materials used; preparation for an architectural competition;
2. Analysis of the independent cultural scene and the potential beneficiaries, creating relevant working groups, establishing a legal body to support and regulate the process;
3. Clarifying the conditions of using the venue (property of the Ministry of Transport): long-term rental by the Municipality; financing the initiative through the Municipality, the State, etc.

## Needs

The ambition to create a venue for the independent performing arts arose after years of working in the sector and coming across the insufficient number of stages in the city in the first place, let alone stages suitable for the needs of contemporary dance and other performing arts. The more concrete needs will be specified following a sociological analysis within the community which will be carried out together with the Municipality.

## Target groups

- **Independent Artists:** Providing a platform for emerging and established performers in the performing arts.
- **Local Community:** Engaging residents of Varna through performances, workshops, educational programs, and other events.
- **Tourists and Visitors:** Attracting cultural tourists to Varna, enhancing the city's cultural offerings.
- **Youth and Schools:** Offering educational initiatives and workshops for young people to foster appreciation for the arts
- **Local businesses:** Establishing partnerships, exchanges, offering team buildings, etc.
- **People connected to the location:** getting involved people working at the port or the surrounding area (bars, restaurants, amusement park), and citizens enjoying the area (visitors, fishermen, members of different sea-related organisations located at the port)

## Model of functioning

The new venue is expected to follow the model of Toplocentrala, Sofia: a Regional Centre, supported both by the Municipality and the Ministry of Culture, but also having its own economic activity

## Inside the venue

The usable area of the venue is approximately 2200 m<sup>2</sup>. We are planning to accommodate a big stage (300-400 m<sup>2</sup>), a small stage (150-200 m<sup>2</sup>), two rehearsal studios (120 m<sup>2</sup> each), as well as a lobby area, storage rooms, technical rooms, cafe-bar, etc.

## Activities

- **Performances:** Regular shows featuring local, national, and international artists.
- **Festivals:** Varna already hosts more than 70 festivals, some of which could find a home at the new venue.
- **Residencies:** Artist-in-residence programs offering space and support for creative development.
- **Workshops and Classes:** Educational programs and events, covering various aspects of performing arts.
- **Community Events:** Open days, public rehearsals, and interactive sessions to engage with the local community.

## Pictures of the site



