

**PROGRAMME FOR THE PREPARATION OF
THE CENTENARY CELEBRATIONS OF THE STATE OF LATVIA**



Riga
2016

“We are as great as our will is” by Rainis

INTRODUCTION

The Programme for the Preparation of the Centenary Celebrations of the State of Latvia (hereinafter – the Celebrations Programme) has been developed in order to celebrate the one hundredth birthday of the State of Latvia in an honourable and dignified, proud and joyful manner. The Celebrations Programme is being created as an open framework for active and creative participation of the society in preparation and organising of the State centenary celebrations. The Celebrations Programme offers a joint overarching objective and message for the centenary celebrations of Latvia, the main tasks to be carried out together, and several events of national significance or also known as the centenary grand events, thus stimulating all inhabitants of Latvia to add their initiatives and good deeds, alongside with the abovementioned activities, as their special gift for the birthday of our State. The framework of the centenary events of the State of Latvia is open to any event dedicated to the centenary which may be added, at any time, to the open calendar of the centenary events in a specially created digital platform www.lv100.lv.

The sustainability of the nationhood of Latvia primarily depends on the will of the people of Latvia to have their own State or the wish to identify with an independent State of Latvia and to participate in its growth. Studies of social scientists of Latvia show that such circumstances have arisen in the last 15 years which may eventually weaken the will of the people to have their State. The society has high distrust for its State authorities, and political participation keeps diminishing. Comparatively large part of people keep certain liking to the social security model of the Soviet occupation period. Approximately 250 thousand people have emigrated during the last 15 years not only as a result of mobility of citizens of the European Union for the purposes of personal and professional growth, but also as a result of socio-economic changes. Moreover, geopolitical situation in the region may also promote the sense of insecurity in relation to the future of the State. Concurrently high level of patriotism, willingness to retain national identity, and relation to Latvia as the State remain in both the inhabitants of Latvia and nationals residing abroad. Therefore, the Celebrations Programme has been created as a long-term investment in strengthening the national identity of Latvia, the sense of statehood, and unity of the society which would augment not only the will to have a State, but also the creative potential, entrepreneurship, and accountability towards the future of Latvia.

The Celebrations Programme has been created as an aggregate of processes and events for the time period from 2017 to 2021 in order to open an opportunity for deepening the understanding of our inhabitants regarding the essence of the statehood of Latvia, the history of its coming into being, and pre-conditions, events and persons who have created the State of Latvia, as well as to become aware of their role and responsibility in preserving the heritage of Latvia and creating the future of Latvia. Alongside with the anniversary of the event of founding the State of Latvia the most important events which prepared proclamation of the State of Latvia, characterise the significance of the War of Liberation following proclamation of independence and the beginning of creation of the State of Latvia, including adoption of the Constitution of Latvia, establishment of national institutions, creation of the public governance, will be emphasised through various processes and communication. Concurrently the long-term nature of the Programme and the aggregate of events will provide a contribution to achieving the national development goals which are determined in both the National Development Plan and the sustainable development strategy “Latvia 2030”, and in other strategic planning documents.

An essential fundamental principle of creating the Celebrations Programme is active participation and co-operation of inhabitants of our State and of nationals of Latvia in creation and implementation of celebrations. Therefore, great attention in the preparation and provision process of the Programme should be paid to stimulating self-initiatives in local communities, local governments, non-governmental organisations, as well as in communities

of nationals abroad who concurrently also perform the function of ambassadors of Latvia in Europe and elsewhere in the world.

Several hundred public discussions have taken place within the framework of preparation of the Celebrations Programme by reaching at least 5000 persons in different places of Latvia and outside it and involving diverse groups of the society. The ideas and proposals provided have been taken into account in preparing the joint offer of the Celebrations Programme, including creation of more extensive opportunities in the Programme for the implementation of public initiatives dedicated to the centenary of the State of Latvia in different sectors.

The Celebrations Programme covers all sectors and regions of the State, stimulates cross-sectoral and cross-municipality co-operation, and forming of new creative partnerships.

By emphasising the role of entrepreneurship and creativity during the course of creation and development of the State of Latvia, the celebrations will serve as an incentive for promoting patronage, philanthropy, and participation of the private sector in both proposing projects and events of the Celebrations Programme and in implementing and supporting them. We expect that the centenary celebrations of the State of Latvia will promote emergence of new products and services and also strengthen the existing ones, and also will promote development of entrepreneurship, emergence of new enterprises, and positioning of Latvia in international circulation.

Creation and strengthening of a dialogue among generations is very important in creation and implementation of the celebrations by giving an opportunity for children and young persons to undertake an equal initiative and responsibility in creation and implementation of the Celebrations Programme by involving in meaningful co-operation processes with different generations, including senior citizens. By using educational institutions as significant public resources, it is possible to promote active lifelong education, civic education, patriotic upbringing, and participation of inhabitants in strengthening a united and inclusive society. In order to find out the opinion of young persons, as well as to reach young persons more purposefully and to use their potential, an action committee of young persons for the centenary of the Republic of Latvia was created in 2014 in the form of an open competition, and it works in close relation to the Office Latvia 100.

Creation of the celebrations framework of the State of Latvia began in 2014, purposefully stimulating an extensive public discussion and participation. On 13 June 2014 discussion “Latvia – 100” took place in the *Saeima* during the course of which ideas and opinions of education, science and culture, young persons and entrepreneurs were expressed in three sub-groups. During the further course of work more than 5000 persons have involved in discussions of 40 working groups and their sub-groups and in individual communication regarding the course of LV100 celebrations, expressing more than 700 ideas for activities which fall within the process of achieving the joint objective.

Preparation and implementation of the Celebrations Programme is entrusted to the Action Committee for the Centenary of the Republic of Latvia (hereinafter – the Action Committee) in accordance with Cabinet Order No. 63 of 5 February 2015, On the Action Committee for the Centenary of the Republic of Latvia, which is led by the Minister for Culture. The Ministry of Culture has created the Office Latvia 100 for organising the centenary celebrations of the State of Latvia and for co-ordination of the Programme, in turn, the Creative Council of the Centenary Celebrations of the State of Latvia has been established for creation of the content of the Celebrations Programme in accordance with the Order No. 5.1.-1-313 of the Ministry of Culture of 15 December 2014, On Establishment of the Creative Council of the Centenary Celebrations of the State of Latvia. Within the framework of these structures the focus groups have been created for the research and inclusion of education, history, minorities, entrepreneurship and other current aspects of the Celebrations Programme in the joint centenary framework.

In general, the centenary celebrations of the State of Latvia may be considered an opportunity to engage and unite the society, providing impulses for achieving the long-term development goals of Latvia and for bringing forward new objectives.

I HISTORICAL CONTEXT OF THE STATEHOOD OF LATVIA

Founding of the Republic of Latvia on 18 November 1918 was the turning point which shed light on the decisive role of certain political ideas and implementers of these ideas in establishment of the State of Latvia. It was the time when the will of the Latvian nation to have a State was expressed and when this will to have a State was tested during the Independence War (1919-1920). However, formation of the statehood of Latvia should be viewed in a wider context by covering earlier historic periods and persons through which the Latvian nation has formed as a subject of the will to have a State.

Several state formations have existed in the territory of Latvia throughout centuries. In 12th century districts of Latvia acquired their conditional borders, and the names of these districts still exist in nowadays – Vidzeme, Kurzeme, Zemgale, and Latgale. In this period of time many little states of ancient Latvians emerged in the territory of Latvia, and they may be considered the root of statehood of Latvia. During the period of Livonia (from 13th to 16th century) the territory of Latvia and its inhabitants became part of the European cultural space and aggregate of values. From 17th to 19th century parts of the territory of Latvia were in the composition of Sweden, Poland and Russia. Alongside with the social and political isolation of Latvians, rapid development of the Latvian culture and emerging of a uniting cultural identity began during this period of time.

In turn, the 19th century became the time when national self-awareness of Latvians, and also other European nations, began to emerge. Young Latvians laid the foundation for autonomy of the Latvian culture, developing the Latvian language and literature. Also at the end of the 19th century adherents to the New Current expressed ideas regarding Latvians as a civic and political community. Although the nationally cultural and democratically civic awareness of the Latvian nation formed chronologically, both perspectives have been equally important in formulating the idea of Latvia as a sovereign country. This ideological synthesis was clearly emphasised by Miķelis Valters, the statesman and one of the founding fathers of the Constitution who defended the vision of Latvia as a sovereign and national country publicly for the first time in 1903.

World War I and the new geopolitical reality opened up unprecedented opportunities for many European nations, including Latvians, which had hitherto existed within the scope of other multinational countries. 18 November 1918 became the defining moment in creating the statehood of Latvia. However, it is very important to be aware that the grounds for founding the Republic of Latvia had been already prepared in 1917 when the request for autonomy of Latvia was brought forward and defended in resolutions which were adopted by land meetings of Vidzeme and Kurzeme and Latgale Congress. At that time two organisations which had been established in autumn 1917 – the Temporary National Council of Latvia and the Democratic Block – had a special role in expressing the will to have a State of the Latvian nation and in bringing it to life. The operation and ideological settings of these organisations allowed to avoid other alternative scenarios for the development of statehood of Latvia in which the idea of sovereignty was endangered or actually was not provided for. These very organisations formed the People's Council of Latvia which proclaimed the Republic of Latvia in 18 November 1918 in Riga City Theatre (now – the Latvian National Theatre).

In context of the centenary it is important for the society to be aware that the State of Latvia is not a given or self-evident; it is the result of the will to have a State which was expressed and defended by particular historical persons and public groups and which is related to socio-political processes on local, national, and international scale. The will of the Latvian nation to have a State was present in historical events which took place throughout

the century, starting from proclamation of the State, the Independence War, *de iure* recognition of Latvia, adoption of the Constitution and establishing the foundation of the State and ending with the double occupation during World War II, operation of the Latvian Central Council, attempts of Latvians in exile to regain the independence of Latvia, national resistance to Soviet occupation, as well as the Third Awakening and restoration of the independence of Latvia.

II OBJECTIVES, TASKS AND MAIN MESSAGES OF THE CELEBRATIONS PROGRAMME

1. The overarching objective of the centenary celebrations of the State of Latvia is to strengthen the will to have a State, the sense of belonging and love towards the country amongst the people of Latvia by promoting self-organising processes and collaboration.

2. The following tasks have been brought forward for achievement of the overarching objective of the centenary celebrations of the State of Latvia:

- to update the history of Latvia by honouring the founders of the State and commemorating events which influenced the formation of the State of Latvia, thus strengthening the understanding regarding statehood of Latvia as a natural result of lengthy development;
- to bear witness to values of Latvia as a European and national state of the 21st century;
- to admire the beauty of nature, cultural diversity of Latvia and the Latvian language;
- to celebrate the talents, excellence, entrepreneurship and achievements of people of Latvia;
- to stimulate ethics of responsibility in the society, assumption of responsibility for oneself, one's family, community and State;
- to strengthen the creative initiative of young persons and their sense of belonging to Latvia;
- to create lasting values, symbols and creative works of the 21st century Latvia;
- to communicate Latvia as an active and responsible creator of international and cross-cultural relations.

3. Principal settings for successful creation of the Celebrations Programme:

- unified action programme for the time period of five years in local, national, international and virtual space;
- updating of history of Latvia, including using creative methods of communication and involvement of the society, restarting of Latvian Studies as a sector;
- strengthening of bonds between generations by children and young persons assuming equal initiative and responsibility;
- bringing back to life of the heritage of traditional culture of Latvia in modern forms and creation of lasting values of modern culture;
- honouring and strengthening of the Latvian language;
- participation of the society in creation of ideas, in creation and implementation of processes and activities of different scales; manifestation of inspiration, co-responsibility and sense of full belonging of participation in municipalities and towns of Latvia;
- balance between diverse and content-full processes in time and space;

- creative, comprehensible and inclusive communication directed towards the needs of different people.

4. The main message of the centenary celebrations of the State of Latvia “I AM LATVIA” is directly related to the overarching objective, emphasising that the main value of the State of Latvia is people who sacrificed and keep sacrificing their lives and their life for the formation and existence of Latvia as an independent State, create its present with their everyday work, and make foundation for tomorrow with the new generation in order to bring the name of Latvia into the next centenary.

The message “I AM LATVIA” is permeated with the participation motive “I create Latvia. I make Latvia” which should be used for bringing to life and personification of the message because it opens up a road to active actions for bringing to life of the message “I AM LATVIA”.

III STRUCTURE OF PROCESSES OF THE CELEBRATIONS PROGRAMME

The centenary celebrations of the State of Latvia is an extensive and dynamic aggregate of processes which is formed by and involvement in which is on a local, regional, national and international level.

In order to promote the knowledge and awareness of inhabitants of Latvia regarding foundation of the State of Latvia as a process, the Celebrations Programme will be implemented within the time period of five years from 2017 to 2021 in order to cover the main events related to the foundation and strengthening of the State, including:

- the centenary of the Latgale Congress (Rēzekne);
- the centenary of operation of the Temporary National Council of Latvia (Valka);
- honouring of the temporary government quarters of Latvia and of Miķelis Valters as a person of significance for foundation of the State (Liepāja);
- the commemoration of the most significant parts of the 1919 War of Liberation (Cēsis, Valmiera and Jelgava);
- the foundation of the State and emerging of several institutions of national significance (Rīga).

Updating of further stages of the history of the State of Latvia is also equally important within the context of the centenary celebrations by marking the development of national economy, science, culture, education and any other field, achievements and further perspectives nationally and internationally.

Cross-sectoral and uniquely large-scale events, campaigns of the people and communication campaigns will take place within the framework of the celebrations by being specifically focused on bringing to life of the overarching objective of the Celebrations Programme and conforming to the joint criteria, including

- are able to address, involve and unite a large number of inhabitants of Latvia and its nationals abroad;
- create the beginning during the centenary celebrations of the State of Latvia and strengthens as a permanent value and tradition;
- create and maintain the sense of national celebrations;
- stimulate adding one’s own initiatives and good deeds as one’s special gift to the birthday celebrations of Latvia;
- tell the story of Latvia.

The centenary events and activities are initiated, implemented together with co-operation partners and dedicated to the centenary by State administration institutions, groups of representatives of non-governmental organisations, informal interest groups and groups of persons holding the same views in Latvia and outside it.

IV TOPICAL STRUCTURE OF THE CENTENARY CELEBRATIONS OF THE STATE OF LATVIA

In order to make the centenary celebrations of the State of Latvia as close and understandable to anyone who has the sense of belonging to Latvia as possible, the course of celebrations is being created using the ritual of birthday celebrations well known to anyone which consists of five interconnected and supplementing parts (cycles of processes):

1. Progenitors and progenitresses of Latvia: metaphor which calls to find out the history of one's family and to concurrently honour vivid persons which have greatly contributed to the creation of the State of Latvia in various fields and times.

2. Formation ways of the statehood of Latvia: it is dedicated to three dimensions of time – the past, the present and the future, calling to look back at the winding ways and roads of formation of the State of Latvia in a nearer and farther past; to evaluate the benefits and resources of the present, and to jointly plan the future Latvia.

3. Friends and neighbours of Latvia: it is dedicated to friends and neighbours of Latvia who have played a significant role in the formation way of the State of Latvia with whom open and businesslike relationship should be developed and which, with their support, advice and helping hand, are always next to us.

4. Embellishment of Latvia and making of presents: it is dedicated to putting in order and embellishing of the birthday subject – the environment of Latvia, as well as to making of presents and feast.

5. Birthday of Latvia and giving of presents: it is dedicated to the birthday celebrations when gathering, cheering the birthday subject and giving of presents takes place.

1. Progenitors and progenitresses of Latvia

This cycle of the celebrations calls to become acquainted and honour the persons who have nursed the idea of statehood of Latvia and have retained faith in it in different periods of history of the State of Latvia, including those who have had the courage and entrepreneurship to achieve the proclamation of the independence of the State of Latvia on 18 November 1918 and to restore the national independence in 1990. By ascertaining and honouring the persons who have sacrificed their lives for defending the State of Latvia, protecting and restoring independence at local and national level in different times, inhabitants of Latvia of different generations will find out about their own ancestry and strengthen the sense of belonging and co-responsibility for the present and future of Latvia. An opportunity to thank people who have given an invaluable contribution to the development of culture, national economy, education, science and other fields of Latvia, is being created in this cycle of processes via diverse activities. This is the time for paying particular attention to celebrating the centenarians – institutions, organisations, enterprises, persons.

Upon implementing the activities of this cycle, both the events of national level for finding out more about the history of the State of Latvia and activities via which everyone is invited to commemorate and honour their families, municipality progenitors and progenitresses of the family, to find out about their roots by drawing up family trees, thus expanding the awareness of their Latvian origin and strengthening the sense of belonging thereto, will take place.

The activities and processes planned in this cycle:

In order to promote being proud of the history of Latvia and the people who form it, one of the most important activities of this cycle is the communication and participation campaign which will remind a larger part of the society of the War of Latvian Riflemen and the heroes of Independence War who fought and sacrificed their lives in the name of independent Latvia. Special attention will be paid to the personalities who on

18 November 1918 participated in organising the proclamation of the Republic of Latvia and were participants of its announcement.

This cycle of the Celebrations Programme also includes a centenary history study grant programme, honouring of Miķelis Valters in Liepāja, honouring of Zigfrīds Anna Meierovics, Francis Kemps, Francis Trasūns, the Skrinda brothers and other important personalities of Latvia, activities related to the study of local history in parishes and municipalities, an invitation for a wider society to draw up their family trees, and other initiatives.

2. Formation ways of the statehood of Latvia

This cycle of celebrations offers to expand and deepen the understanding of the Latvian nation regarding the history of its statehood, its turning points, persons who have promoted the foundation of the State and the formation of the national identity. Within the framework of the cycle attention will be focused on time periods and aspects of particular significance to the history of statehood, including the development of the idea of statehood since the middle of the 19th century, foundation of the State on 18 November 1918, the Independence War and loss of independence, non-violent resistance and restoration of sovereignty, looking back into a more distant past and commemorating national formations which have existed, through centuries, in the territory of Latvia and have become part of the Latvian cultural space. Thus, a more extensive horizon to the formation of the Latvian nation and identity is being opened and updated which, by telling the story of Latvia, helps to strengthen the conviction in people that the State of Latvia has been purposefully and naturally founded and is an act of intentional will and not the consequences of accidental coincidence. In creating the story of Latvia, it is planned to pay special attention to processes in different regions of Latvia.

Concurrently the evaluation of the formation ways of the State of Latvia must serve as grounds for further discussions regarding the future of Latvia, the development way of Latvia in subsequent one hundred years.

The activities and processes planned in this cycle:

In order to invite everyone to get to know and feel Latvia, *inquisitive and creative movement of travelling around Latvia* is planned as one of the most important activities in this cycle. Their participants – families, pupils, groups of friends and any person interested – will acquire a deeper idea of the events which have paved the way to the creation of the State of Latvia, promoted the development of its culture, national economy and entrepreneurship in different times and places, thus stimulating everyone to get to know and sense, at a more personal and deeper level, co-operation, diversity of Latvia, its rich natural and cultural resources, and people of Latvia.

Also, in order to emphasise the preservation of cultural and historical values and to highlight the significance of rural areas, their development nowadays and the inhabitants of the joined towns and rural areas, it is planned to organise campaigns – Rural Areas Come to Town – in different districts of Latvia (Kurzeme, Latgale, Riga, Zemgale, and Vidzeme) during the time period of several years. Within the framework of these activities, it will be possible to see how bread is made, where does the milk come from, how the honey is produced, what is the role of a grain drier and harvester. Each visitor will have the opportunity to smell, touch, hear and see what are the things that rural and forest managers do every day, as well as to know more about the fisheries sector. Special attention will be paid to involvement and education of children and young persons.

This cycle also includes, as important events and activities planned, a grant programme of studies of importance to the history of the centenary, the centenary of the Latgale Merger Congress in Latgale, the commemoration of the War of Liberation, including by organising and inviting to attend parades in Cēsis, Valmiera, and Jelgava in 2019, expositions “Liepāja – the Capital of Latvia”, “Valka – the Cradle of Independence”, “Miķelis

Valters”, exposition and travelling exhibition dedicated to the Latgale Congress 100, reconstruction events of historical events of particular significance in Cēsis and Liepāja, the documentary “Children in Fights for Latvia”, grand activity organised by Latvian communities abroad “Latvia Outside Latvia in One Hundred Years”, etc.

3. Friends and neighbours of Latvia

This cycle of the celebrations is an important part of the celebrations because it will multiply the sense of togetherness within the framework of international and national processes in which Latvia draws strength as an independent state and responsible participant of global processes. Friends and supporters of Latvia – the states which have politically, morally, and practically supported the foundation and sovereign existence of the State of Latvia – have had an immensely important role in acquisition and retaining the independence of Latvia. In this cycle Latvia will invite its friends, neighbours, allies and interested parties to jointly celebrate and co-operate within the framework of joint initiatives, thus giving a message to the world that we are a State and a group of States the statehood of which has reached the maturity of a century.

The activities and processes planned in this cycle:

The search for footprints of Latvia in the global space will be one of the most important activities and it will be a special, fresh message regarding Latvia, the centenarian, which will also lift self-confidence. The initiative has two directions one of which is directed towards an audience abroad – to show the contribution of Latvia to the world in the last one hundred years, to emphasise the centenary of Latvia in the world, to show how Latvia may be notable in global diversity of cultures and abundance of information and which are the special characteristics of Latvia using which the image of Latvia may be formed in different sectors. The second direction, which is internal, is lifting and strengthening of self-confidence, showing the strength of our State, its successes and strength in the global context.

Special activities and events of international co-operation should be created in co-operation with the states which celebrate the centenary of statehood similarly as Latvia: Lithuania, Estonia, and Finland, as well as Poland which celebrates the restoration of its independence. Bilateral and trilateral co-operation projects with the Baltic States dedicated to the centenary should be developed in the field of environment, community and regional co-operation, education, wide range of tourism, science, historical studies, culture, art, creative industries, exchange of information, communication, etc.

Joint participation of the Baltic States in London Book Fair in 2018, co-operation of the Baltic States in the field of cinema by creating and translating centenary films, co-operation of the national museums, national orchestras, national operas, national libraries, national archives, etc. of the Baltic States will take place during the centenary celebrations. Also internationally regional co-operation projects between the commonwealth and historically related cities, co-operation events of states of national level, international military parades, etc. will take place. A public diplomacy programme will be developed in co-operation with the Ministry of Foreign Affairs and Latvian embassies.

4. Embellishment of Latvia and making of presents

This cycle of the celebrations invites *to be aware of and to improve nature and cultural space of Latvia* by creating balance between the historical and modern and emphasising the concept of quality of life, inviting to clean up commemoration sites, to participate in joint clean-ups and in other campaigns of tidying up Latvia.

The activities and processes planned in this cycle:

Discussions regarding restoration and creation of landscapes of Latvia are planned as one of the most important activity in this cycle. Their objective is to stimulate the society to view the habitual landscapes in a historical context – the way they have been before, what changes have affected them and why, how they should be shaped in the future. It would help

to shape the awareness of the society regarding beauty of nature and everyone's responsibility regarding preservation and significance of a landscape in strengthening the identity of Latvia.

The Big Clean-up, tidying up of commemoration sites, bringing to life of a Freedom Alley in Riga, planting of trees are planned as important events in this cycle. Creation of lasting creative works in the field of theatre, music, visual art, cinematography and other fields will be presents to Latvia. This cycle also includes the initiative "To Each One's Own National Costume" which stimulates every inhabitant of Latvia to become acquainted and create the national costume of their municipality.

The National Development Plan provides for the creation of several significant cultural and sports structures of the 21st century: modern acoustic concert hall, Modern Art Museum, National Stadium which should also be considered as presents to Latvia. Taking into account that the Nationwide Latvian Song and Dance Celebration which will be one of the culminating events of the centenary celebrations, will take place in 2018, it is very important to put in order the infrastructure of the Celebration in order to preclude tension in the society due to limited access in the main locations where the Celebration will take place. Also it is important to ensure completion of renovation and restoration work of the Riga Palace and the New Riga Theatre and establishment of the Occupation Museum and Memorial until 2018. It is also planned to put in order other objects managed by the State and local governments, for example, fire stations, postal buildings, tram lines, etc.

Taking into account that a range of objects which have served as the home for the events of foundation of the State or essential development processes thereof (for example, Riga Latvian Society building, range of cultural and historical monuments of national significance throughout Latvia) have not witnessed significant repairs in a lengthy period of time, ways for restoring such buildings and objects which have been of significance in the context of centenary, should be found. Also such objects should be created which will carry on the name of Latvia in subsequent one hundred years by telling the story of today's Latvia and its values.

5. Birthday of Latvia and giving of presents

Regardless of the fact that celebrating the State of Latvia will take place for the time period of five years, the events of 2018, for example, the Song and Dance Celebration, will be of particular significance because the culture of singing is the "symbolic reality in which people of Latvia feel happy and strong as a joint unit. That is the real Latvia! There lies our strength!" (M. Zālīte) They should be considered as the culmination of celebrations because it is an opportunity for all municipalities of Latvia and for Latvians from around the world to come together.

In turn, the birthday of Latvia in November throughout Latvia and outside it is planned as series of events which concern everyone and create the sense of celebration and community.

The activities and processes planned in this cycle:

The initiative "White Tablecloth Celebrations" is intended as one of the most important activities in this cycle, and it will invite to celebrate restoration of the independence of Latvia on 4 May 1990 – one of the most significant stops in the first one hundred years of the State of Latvia. The objective of the "White Tablecloth Celebrations" is to establish and strengthen the tradition of celebrations on 4 May when people gather around a table with their families and neighbours, intentionally celebration the existence of their State and honouring those who have helped the formation and preservation of our State. Everyone comes with their own treat to these celebrations, everyone gives his or her own contribution to the table in direct and symbolic sense, participates in joint conversations, and creates the sense of celebration for himself or herself and others. It is also an opportunity for the creative persons of local communities to express their talents and creativity.

The XXVI Nationwide Latvian Song and XVI Dance Celebration in summer 2018, the programme of the National Encyclopaedia of Latvia and centenary films of the State of Latvia, exhibitions of Latvian museum, special celebrations programmes dedicated to proclamation of the Republic of Latvia throughout Latvia and outside it are planned as important events in this cycle. Celebrating centenary of different institutions and authorities of national significance and other events are also part of this direction.

V COMMUNICATION GUIDLINES FOR THE CELEBRATIONS PROGRAMME

The Celebrations Programme consists of numerous processes at national, regional, local level in different places of Latvia, as well as outside it, therefore, it is important to ensure a unified joint image and joint message of the centenary, as well as a communication strategy which is based on unified understanding of the objective and tasks of the centenary, close co-operation amount the persons involved in implementation of the Programme and clear conditions for the use of visual identity, including the identifying sign of the centenary of the State of Latvia.

Identifying sign of the centenary of the State of Latvia

The concept of use of the identifying sign is based on a conviction, the main emphasis in the Celebrations Programme will be placed on personalities, people and their work. Therefore, the identifying sign itself is not a symbol or central identity, but it helps to merge individual events, measures, products, activities in unified strong communication, demonstrating their affiliation to the centenary celebrations of the State of Latvia. A manual for the use of the identifying sign which determines specified criteria for the use of the sign, has been developed. Information regarding the conditions for the use of the identifying sign is included on the website of the centenary of the State of Latvia www.lv100.lv.

The visual image of the centenary is based on the infinity mark which attests to our determination to fulfil the eternal life wished upon Latvia and to transfer the message of everlasting love towards it. The infinity symbol is joined with the number 100 and provides for different possibilities of interpretation in formats and materials.

The basis of this graphical inscription is the letter font “Cīrulis” the forms of which have been adopted from the works by Ansis Cīrulis, applied graphics designer who lived and worked a century ago. Ansis Cīrulis was one of the most influential artists and designers of Latvia. His signature as of a graphic artist, painter and applied arts master not only strengthened the Latvian identity during the first free state, but also influenced the understanding of several generations regarding the concept of what is national.

The identifying sign of the centenary of the State of Latvia is the code of the centenary message, therefore, it must be especially recognisable. It may be simultaneously used as an efficient instrument for promotion of the recognisability of the State of Latvia and its centenary by using it on products manufactured and designed in Latvia, in international exhibition pavilions, on clothing of athletes, on clothing of musicians performing abroad, in advertising campaigns, etc. Pins and representative accessories with the identifying sign of the centenary of the State of Latvia may be used by the higher State officials during international visits.

The use of the identifying sign is open to everyone who honestly implements the activities related to the centenary celebrations of the State of Latvia, if they conform to the objective of the centenary, the copyright provisions laid down in the law are conformed to, the sign is not used for commercial purposes, unless such agreement has been especially stipulated.

VI PROVISION OF THE CELEBRATIONS PROGRAMME

The key to success of the centenary celebrations of the State of Latvia is participation, collaboration of the people of Latvia, as well as self-initiatives in the creation and implementation of the celebrations. The people of Latvia – we are these people each on our own and also representatives of our professional expertise, representatives and defenders of our interests. Similarly, successful and efficient co-operation of public administration institutions is of decisive influence on the use of the centenary as a unique opportunity for strengthening of different sectors – the image of the State, local tourism, improvement of the local environment and cultural space, strengthening of the official language, deepening of knowledge regarding history, etc.

Minister for Culture

D. Melbārde