



**PRESS RELEASE**  
**JOKE SCHAUVLIEGE**  
**FLEMISH MINISTER FOR ENVIRONMENT, NATURE AND CULTURE**  
**Wednesday 23 April 2014**

## **Guy Mortier wins the Flemish Culture Award for General Cultural Achievement 2013-2014 at Cultuurforum 2020**

On Wednesday 23 April, Flemish Minister for Environment, Nature and Culture Joke Schauvliege presented Flemish journalist and TV personality Guy Mortier with the Flemish Culture Award for General Cultural Achievement 2013-2014. The jury praised Mortier for his talent and his unrelenting commitment to promote music, literature, film and theatre and to trigger the social debate. The presentation of the Culture Award was the conclusion of the fifth public event of Cultuurforum 2020, which focused on 'the value of culture'. Around 600 people from the cultural sector came to Leuven to listen to keynote speaker Catherine de Zegher and to attend a dozen parallel sessions.

As an annual tradition, Flemish Minister Joke Schauvliege had a meeting with the sector for an interim evaluation and adjustment of the breakthroughs for cultural policy in 2020, which were formulated during the first edition of the Cultuurforum in 2010. The central theme of the fifth public event at the cultural centre 30CC and M in Leuven was 'the value of culture'. The participants discussed the evolution in the breakthroughs of Cultuurforum 2020 on the basis of the following topics: the value of culture, crowdfunding, creative partnerships, Arts Flanders, life at the library, arts policy and children, social media strategies, the UiTPAS, cultural participation, open culture data, migration and a state guarantee for works of art.

**Keynote speaker Catherine de Zegher** is the Director of the Museum of Fine Arts in Ghent. In 2013, she acted as Curator of the main project at the 5<sup>th</sup> Moscow Biennale and as Curator of the Australian Pavilion at the 55<sup>th</sup> Venice Biennale. In 2010, she organised the highly praised retrospective entitled 'On Line. Drawing Through the Twentieth Century' at the Museum of Modern Art in New York. From 2011 to 2012 she was Artistic Director of the 18<sup>th</sup> Biennale of Sydney.

### **2013-2014 Flemish Community Award for General Cultural Achievement**

To conclude the event, Minister Joke Schauvliege presented the 2013-2014 Flemish Community Award for General Cultural Achievement 2013-2014 to journalist and TV personality Guy Mortier. Mortier succeeded in doing what most people could not: to leave an impressive mark on Flanders' culture during half a century. He was barely 18 when he started to work as a freelance journalist in 1961. His first mission: to introduce rock 'n roll to these parts of the country. He did so through his columns in the weekly magazine Humo, but also as the host of the radio programme 'Schudden voor gebruik' ('Shake before use').

In 1969, Guy Mortier was promoted to editor-in-chief of his first love. He would remain in this post until 2003. During all these years rock music was his leitmotiv. Thanks to his pithy record reviews whole generations of youngsters became acquainted with what was to become the soundtrack of their youth.

Humo's Rock Rally revealed itself as a true lifeline of national rock. From Noordkaap to Novastar and School Is Cool: each of them won the finals of the biennial music contest.

Among the general public, Guy Mortier was chiefly known for his witty remarks on radio and television panels. However, it was mainly his role as editor-in-chief that left a profound cultural impression. Thanks to his talent of putting cultural matters in the limelight, Mortier became - to use the jury's words - "this unique meeting point for the vox populi and the avant-garde." During all this time, Guy Mortier was above all the hidden power behind what looked like a motley bunch: talented journalists, writers, cartoonists and photographers from Flanders and the Netherlands which he brought together and challenged to stand out. They gave their era and audience voice and colour. According to the jury, his most special talent "is his rare gift of turning something which others did not find funny into something funny, in order to see the seriousness of humour".

Flemish Minister for Environment, Nature and Culture about Guy Mortier: "No boundary was safe for this 'velvet' rebel. Through his language and humour, he critically moulded generations of youngsters, and offered golden creative opportunities to a whole army of talented journalists, writers, photographers, designers and cartoonists".

### **Culture Awards Flanders 2013-2014**

The 2013-2014 Flemish Community Award for General Cultural Achievement presented at the Cultuurforum 2020 is the first of a series of Flemish Culture Awards, of which the laureate is announced at a major event in the sector. This award carries the amount of 12,500 euros. For the General Cultural Achievement Award an amount of 20,000 euros is appropriated by the Government of Flanders. Each laureate receives the bronze statuette 'La ultima isla' by Philip Aguirre.

The Award for Local Cultural Policy is next in line. It will be presented on the occasion of the LOCUS-toer event held by the centre of expertise on local cultural policy on Friday 20 June 2014, in Turnhout.

The presentation of the Flemish Culture Award for General Cultural Achievement was produced in cooperation with CultuurNet Vlaanderen (coordination), Handelsreizigers in ideeën (production) and the city of Leuven.

More information is available at: [www.cultuurforum.be](http://www.cultuurforum.be) - [www.cultuurprijzen.be](http://www.cultuurprijzen.be)