

# Manifesta 14 Prishtina 2022

## Press Release

7<sup>th</sup> of June 2023

Manifesta 14 Prishtina announces key insights from  
the independent public survey

From the 22nd of July until the 30th of October 2022, Manifesta 14 Prishtina opened its biennial programme to the public. Having been invited by the City of Prishtina, the initial brief of the biennial was to help Prishtina's citizens to reclaim and revitalise public spaces throughout the city, as well as create an alternative model for a permanent institution. The 25 venues of Manifesta 14 in Prishtina welcomed 139,000 visitors (807,000 visits) and the team organised more than 200 events within the biennial's public programme making Manifesta 14 the biggest cultural event in Kosovo in 2022.

Every edition of Manifesta commissions an independent external organisation to assess the overall impact that the biennial had on the Host City and the value it brought. For the previous edition of the biennial, Manifesta 14 Prishtina appointed the GAP Institute and UBO Consulting to conduct a Public Survey. The primary objective of this Public Survey was to evaluate the social and cultural impact of Manifesta 14 Prishtina by gaining insights into the demographic composition of its visitors, their perceptions of various aspects of the biennial programme and assessing the broader socio-cultural influence of Manifesta. Moreover, the Public Survey measured the economic impact and added economic value that Manifesta 14 brought to Prishtina and to Kosovo throughout the biennial and beyond.

*Manifesta's methodology to invite an external organisation to evaluate each edition independently is quite unique in the biennial landscape. We are proud that we are able to commission Kosovar GAP Institute and UBO consulting to give a critical reflection on how and in which way Manifesta 14 in Prishtina in 2022 has created a long-term legacy for the local cultural ecosystem and in which way the economical return on investment proved that cultural can be an economical force of power for the near future.*

– Hedwig Fijen, Founding Director of Manifesta

*Manifesta 14 Prishtina has been recognised as one of the most significant cultural and arts event in Kosovo involving many artists and professionals. Thus, generating the largest amount of positive press feedback both locally and internationally since the Independence of Kosovo in 2008 and largely contributing to culture, arts and the local economy.*

– GAP Institute

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With regards to the economic impact, the total economic impact of Manifesta 14 is 20.2 million euros: 3.7 million euros were expenditures of Manifesta 14 by the Ministry of Culture, Youth and Sport and the Municipality of Prishtina, while around 14.9 million euros was the total consumption made by biennial visitors in the city during the period of the biennial. The return on investment on public investment was calculated to be 4 times. Overall, the economy saw a significant boost as a direct result of Manifesta 14 Prishtina.

The study shows that both national and international perceptions of Kosovo changed because of Manifesta 14 Prishtina, as did the economic impact of arts and culture within the local society. An objective of Manifesta 14 was to engage with the local communities, 76% of the public survey participants agreed that the biennial had achieved this goal. Manifesta 14 brought first-time visitors from across the world to Prishtina; most foreign visitors (20% of all visitors) specifically travelled to Kosovo for Manifesta. Of the foreign visitors who were asked, 99% said they would visit Kosovo again and 100% would recommend visiting to others. With regards to the biennials impact on the perceptions of culture, the majority of people (88%) who were asked said that Manifesta 14 expanded their understanding of contemporary culture. Additionally, 78% of the respondents stated that they were very happy with the artistic interventions presented by the participants of Manifesta 14. When asked whether their interest in arts and culture and the history of their city increased after visiting Manifesta, 90% said yes, which is indicative of the impact that Manifesta 14 had on long-term perceptions.

The study concludes that Manifesta 14 Prishtina 2022 has been recognised as the most significant cultural and arts event to have

taken place in Kosovo since its independence. This claim is reflected in the significant amount of favourable media coverage it received, surpassing any other event in Kosovo since its declaration of independence in 2008. Through Manifesta 14, the cultural scene of Kosovo was presented to an international audience and the international perceptions of Kosovo have changed for the better. The legacy of Manifesta 14 Prishtina will continue at the Centre for Narrative Practice which remains a cultural institution run by local cultural professionals in the heart of Prishtina.

## Notes for the Editors:

### Annexe one:

Manifesta 14 Prishtina Public Survey  
(for the detailed figures and calculations by the GAP Institute)

### About Manifesta:

[manifesta14.org](http://manifesta14.org)

### Next Manifesta Host Cities:

Manifesta 15, Barcelona (Catalonia, Spain, 08.09 – 24.11.2024)  
Manifesta 16, Ruhr Area (Germany, 2026)

### For International press requests, please contact:

Pickles PR: Rhiannon Pickles: [rhiannon@picklespr.com](mailto:rhiannon@picklespr.com)

### For Albanian and Serbian press requests, please contact:

Nita Deda: [nitadedada@manifesta.org](mailto:nitadedada@manifesta.org)

### For German press requests, please contact:

Kathrin Luz: [kl@neumann-luz.de](mailto:kl@neumann-luz.de)

### For French press requests, please contact:

Nadia Fatnassi: [nadia@closeencounters.fr](mailto:nadia@closeencounters.fr)