

This diploma thesis deals with the relationship between culture, creativity and urban development with a special focus on the project of European Capital of Culture (ECoC) and its implementation in Pilsen. This study evaluates the positive effects and potential obstacles of this initiative, particularly in the case of Pilsen which has been awarded this prestigious title for 2015. This study discusses the state of the project and the situation in the city during the preparation period. It not only discusses the positive and negative aspects of candidacy, but it also attempts to capture some deep-rooted reasons that have led to current issues. The situation in Pilsen is becoming very problematic and further progress seems uncertain. The most burning issues in Pilsen that occur in other post-socialist cities as well, are lack of understanding, lack of political support, politicizing efforts, commercialization, parochialism and insufficient financial resources. Implementation of this project on a “European level“, within these countries appears difficult. This thesis, therefore, proposes some recommendations that may conduce to a more successful realization of the project.

Key words: culture, creativity, city, European Capital of Culture, Pilsen.