



## ► PRESS RELEASE 'CULTU(U)R(E)'

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Brussels is a true melting-pot of different cultures and languages. The variety of cultural activities in our capital reflects the diversity and colorfulness of its inhabitants. Since theatre plays, cultural events and expositions are often language independent, the cultural sector aims to attract people from all language groups. Cultural organizations concede to the multilingual Brussels context by releasing "Cultu(u)r(e)", a useful dictionary containing key phrases and vocabulary specific to the cultural sector in three languages: Dutch, French and English.

The pocket dictionary "Cultu(u)r(e)" is part of a number of initiatives the cultural sector has undertaken, often in cooperation with the House of Dutch. The Brusselse Erfgoedcel (part of the Vlaamse Gemeenschapscommissie) yearly organizes Dutch courses for receptionists and ushers. Similar Dutch and French language courses were offered to staff from the cultural sector by the Brussels Kunstoverleg en the Réseau des Arts Bruxelles. Although these courses are successful, they are not attended by everyone of the target group, due to the fact that cultural and heritage organizations often rely on small teams or volunteers, for whom it isn't easy to attend trainings on a regular basis.

"Cultu(u)r(e)", the pocket dictionary developed by the Brussels House of Dutch, tries to offer a solution to this problem. Similar dictionaries have previously been published for Brussels shopkeepers, hotel and catering staff and medical staff from the Brussels hospitals. According to the director of the House of Dutch, Gunther Van Neste *"the dictionaries feed the growing need of Brussels public sectors experiencing multilingualism more and more as an asset in a customer friendly approach. The dictionary may not equip employees with all finesses of the Dutch language, but it provides them with basic support."*

"Cultu(u)r(e)" was asked for by the Brussels Kunstenoverleg and the Réseau des Arts à Bruxelles. Both of these organizations have been stimulating the cooperation between different cultural houses in Brussels for some time. In February 2007, they persuaded more than one hundred French-speaking, Dutch-speaking and multilingual art organizations belonging to different language communities to sign a cooperation agreement. This exceptional initiative resulted in the 2008 Gouden Ketje voor Cultuur, an annual award conferred by the Vlaamse Gemeenschapscommissie. This prize money allows the pocket dictionary to be distributed for free within the cultural sector.

With almost a hundred museums in Brussels, attracting more than 3 million visitors a year, the Erfgoedcel Brussel of the Vlaamse Gemeenschapscommissie and the Brusselse Museumraad support this initiative. They want to improve the visibility and the attractiveness of Brussels museums. A multilingual approach serves this goal perfectly.

"Cultu(u)r(e)" is the result of a fruitful cooperation between many different partners who want to contribute to an open and positive image of the cultural houses and museums of Brussels. The booklet feeds a specific need of this sector. Many Brussels organizations were therefore involved in the preparation, including the Beursschouwburg, the Carliermuseum, De Munt, the Erasmushuis, the Kaaitheater, the Koninklijke Musea voor Kunst en Geschiedenis, the Koninklijke musea voor schone kunsten van België and the Théâtre National.

### **Practical information**

- The pocket dictionary costs 2.50 euros and can be ordered by e-mail ([info@huisnederlandsbrussel.be](mailto:info@huisnederlandsbrussel.be)) or by telephone (02/501 66 60).
- The first part of the pocket dictionary contains a series of key phrases like “Can I help you?”, “We offer group rates.”, “Use of the cloakroom is compulsory” or “May I see your ticket, please?”. In addition to these key phrases, the user will find a thematical word list of the words frequently used in the cultural context.
- Previously released pocket dictionaries: Un zeste de néerlandais (hotel and catering staff), Prêt à parler (shopkeepers), Opération NL/Operatie FR (medical staff).

### **Contact**

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