Latvia

Defining the path for the next 100

The Latvian Institute

Latvia is a green, safe, creative and modern country by the Baltic Sea, in the North of Europe

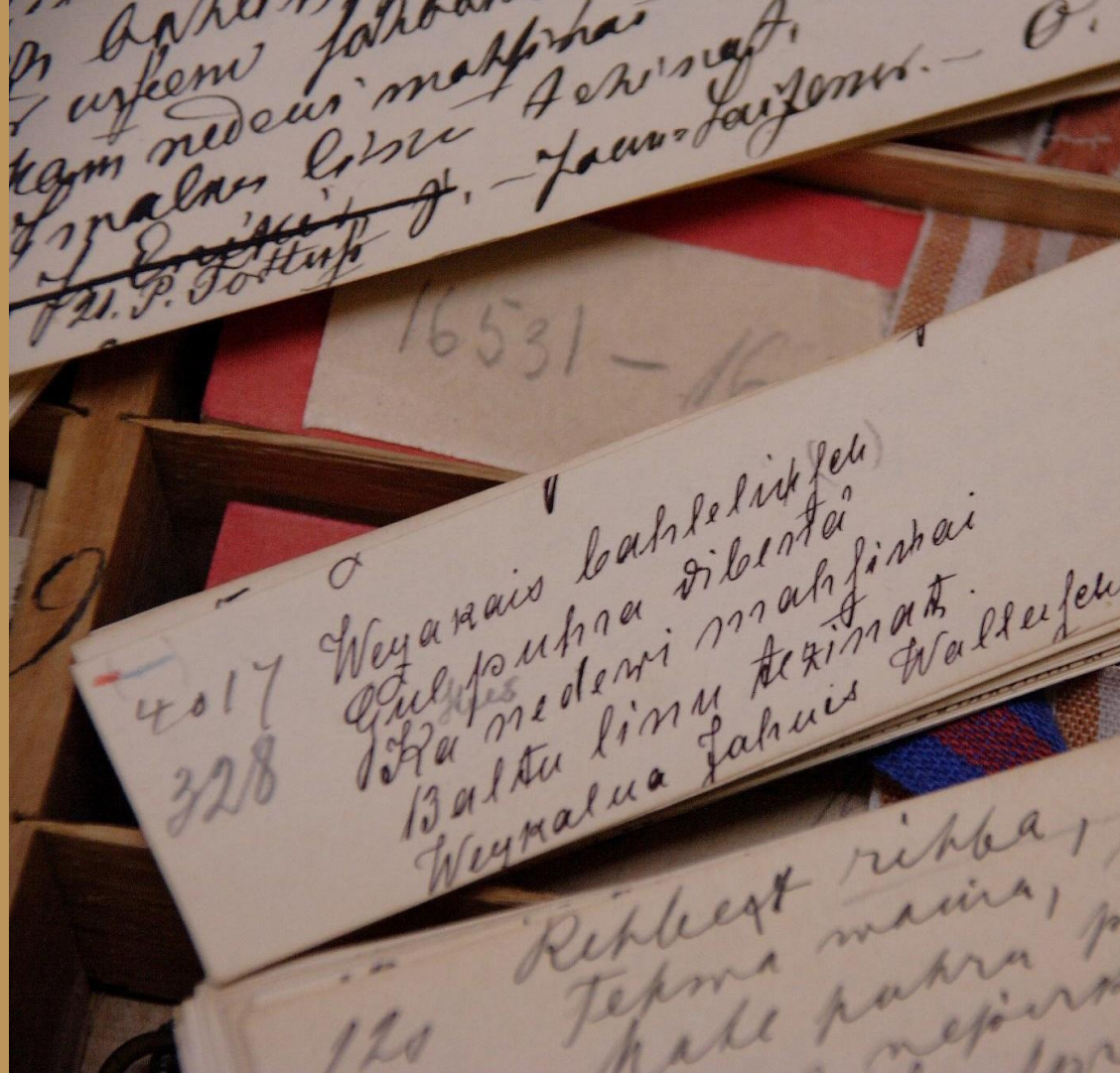
The Republic of Latvia
was founded
on November 18, 1918

Ancient roots

More than 1.2 million Latvian Dainas, or folksongs, collected at the end of the 19th century

Contains the code to the Latvian ancient wisdom in all spheres of life

A part of the UNESCO Memory of the World Register



Nature

source of strength & key to Latvian identity

Individual vs collective

National dress - the symbol of Latvian centuries-old heritage

Hand-crafted and unique, every piece made for a specific wearer, embraces and continues tradition of the region

Power of togetherness

National Song and Dance Celebration

Melting-pot of influences

Architecture - reflection of diverse influences absorbed throughout centuries

Riga – the world capital of *art nouveau*

Riga has the second largest number of wooden houses among European capitals

Every individual has a role

in forming the nation

The Baltic Way, 1989

What do Latvians do?

Winter

Wonderful outdoors – skiing, snowboarding, ice-fishing

Time for culture – museums, theatre, concerts, opera

Saturdays in a bathhouse (with cooling off in an ice-hole afterwards)

Riga – birthplace of the Christmas tree

Tradition to decorate firtree on Winter Solstice originated in Riga, in 1510

Spring

Wonderful outdoors – hiking, biking, bird-watching

Growing everything fresh and green

Collecting birch sap in early spring

Summer

Wonderful outdoors: kitesurfing, SUP boarding, beach volleyball, rafting

Summer festivals: Positivus, Ghetto Games, Labadaba

Midsummer celebration

More than 500 km of sandy beaches

SPAs, picnics, or solitary walks along the Baltic Sea

Autumn

Mushrooming and berry-picking in the forests

Beginning of the new school year and culture season (Survival Kit, Homo Novus, Riga IFF, opera, theatre)

Patriots' Week in November

#senosana

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Mežgaile Ramona Simona added **3 new photos** — feeling ...
September 9 at 4:56pm

Ātrums - 40 baravikas 40 minūtes Arī odze šķersoja ceļu un sīči laimē, ka auto dubļains, var izpausties Tā mēs ceļojam pa... See more

175 | 2 Comments

Latvian Mushroom Traditions
August 24, 2015 at 4:24pm

My dear friends from Latvia! You all are very welcome to post your mushroom pictures here on Latvian Mushroom Traditions page! Mushroom picking stories,... See more

Photos

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People Are Saying

See All

Liena Brūvere added **3 new photos**.
September 9 at 3:04pm

Ar laivu uz mežu, ar izkapti sēnēs!! #latgalēatkallīst #baravikas

36 | 2 Comments 1 Share

Marija Kārkliņa is with **Māris Kārkliņš**.
September 3 at 4:55pm

Sēņu dievs bij labvēlīgs #baravikas

Rīga-Gauja European Region of Gastronomy 2017

Rīga
Sigulda
Cēsis
Valmiera

www.rigagauja.lv/en/

Transform-ations

Revival of the old to create the new:

Design & lifestyle
Pharmacy & beauty products
Innovations & business

Weaving of the unique Lielvārde sash

New era of start-ups & innovation

- New start-up law
- Government-funded business incubators
- Globally exported innovative products

Two Latvian entrepreneurs included in the Forbes 30 Under 30 list – Alise Semjonova (Infogr.am) and Sabīne Pole (Sorry as a Service)

Excellence

3 Latvian singers in Metropolitan Opera in one season

Elīna Garanča, Kristīne Opolais, Andris Nelsons and Pēteris Vasks are some of the most famous Latvian musical figures globally

Excellence

Olympic medals per million inhabitants, average:

Latvia – 14
USA – 8
Russia - 3

Riga Techgirls celebrate better gender balance in IT sector

53% of top management positions in Latvia are held by women

Where our strength lies

Foreign youth think it lies in:

- Great internet speed and wi-fi
- Good public transport service
- Four different seasons
- Clean and sandy beaches
- Knowledge of languages
- Beautiful people
- Know-how on edible mushrooms and healing properties of plants

Where our strength lies

Local youth think it lies in:

- Closeness to nature
- Pagan roots
- Clean environment and biological / eco products
- Trendy hipster communities in Riga
- Excellence in sports and music

Latvija 100

In 2018, Latvia celebrates a hundred years since it became an independent state.

LATVIA CELEBRATES

100

YOU CLICK! LATVIA

YEARS!

2018

LATVIA CELEBRATES 100 YEARS! 2018

COMMUNICATING LATVIA'S CENTENARY

With festivities at home and around the world, *Latvia100* presents the best in culture, lifestyle and innovation.

We started on May 4, 2017, with the culmination on November 18, 2018.

LATVIA CELEBRATES 100 YEARS! 2018

INGREDIENTS FOR IDENTITY

What ingredients define an identity in today's globalized world?

What are the roles of individual and collective identities in the context of the future of Latvia and Europe?

POSTDIGITAL SOCIETY? an attitude that is more concerned with being human, than with being digital

LATVIA CELEBRATES 100 YEARS! 2018

GREENOVATIVE

New business models for sustainable development

Synergy of nature and innovation in various fields of economy

Clean environment as a prerequisite for good quality of living and healthy society

Nature as the source of inspiration in art and culture

LATVIA CELEBRATES 100 YEARS! 2018

GRASS-ROOTS POWER

Society's ability to organize itself to do big things

Grass-roots activities to solve collective problems – democracy platform MyVoice /manabalss.lv/, charity platform Ziedot.lv, street sports movement Ghetto Games, the Big Clean-up campaign

New lifestyle trends – eco food clubs in cities, cycling culture development in Riga long before appropriate infrastructure was designed

YOU AND NOW

LATVIA CELEBRATES 100 YEARS! 2018

FUEL FOR SOUL

Culture and spirituality as balancing elements in the era of consumerism and materialism

Culture: the answer to economic crises. New concert halls and art centres in Latvia's regions – boost for local economy and society

Search for spirituality – peaceful co-existence of different religions throughout centuries.

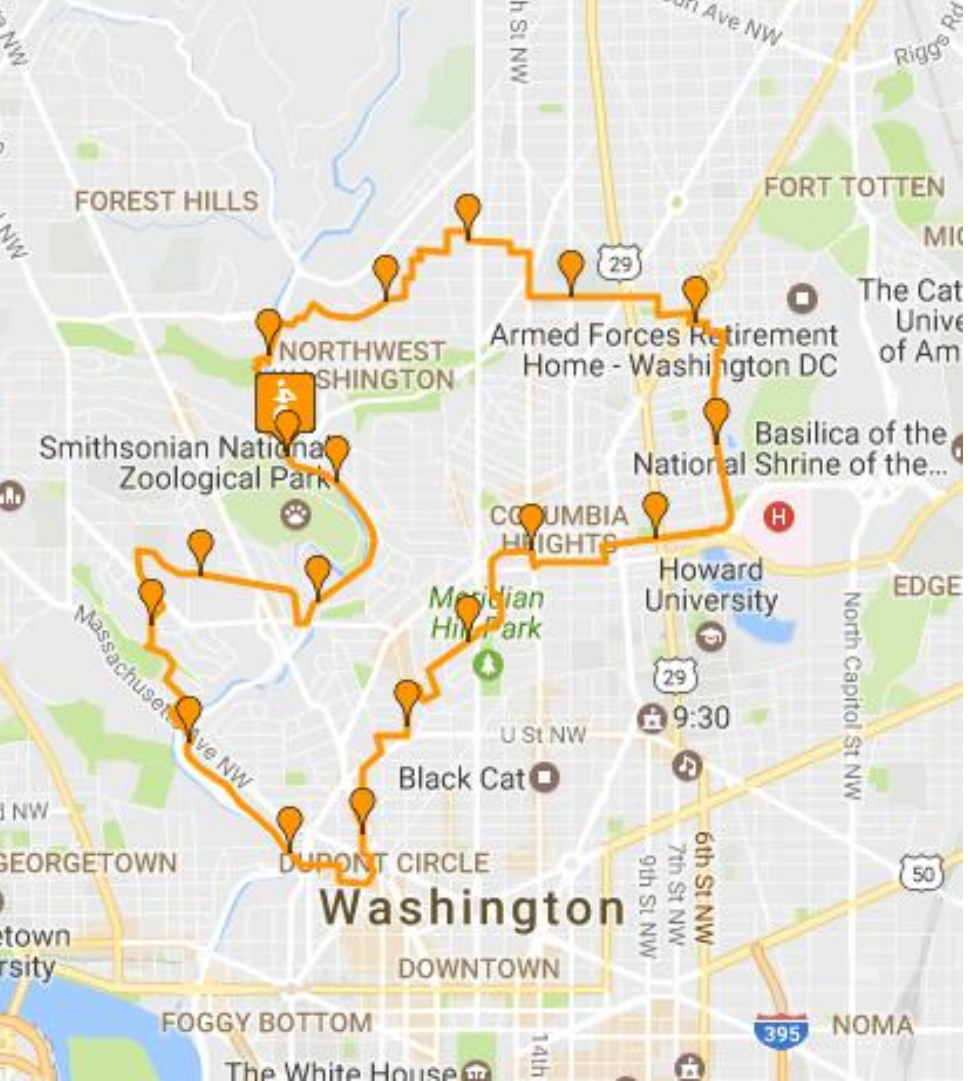
LATVIA CELEBRATES 100 YEARS! 2018

KEY PROJECTS (I)

The Latvian School Bag – offers Latvia's schoolchildren personal experience of theatre, music, visual arts, dance, architecture, cinema, literature

A National Costume for Everyone – to raise awareness about the traditional Latvian folk dress and to inspire everyone to acquire one's own folk costume by 2018

Latvian Films for Latvia's Centenary – 16 feature-length films of diverse genres highlighting the history of Latvia, its statehood and national identity



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KEY PROJECTS (II)

TuEsi.LV (YouAre.LV) – 100 inspirational video stories of young people living and working in Latvia, encouraging the rest of us with their example to pursue one's dreams regardless of location

Jog Latvia in the World – May 5, 2018, run or walk a route resembling the geographic shape of Latvia, leaving virtual imprints of Latvia around the world

LATVIA CELEBRATES 100 YEARS! 2018

KEY EVENTS

Official opening of Latvia's Centenary celebrations – on May 4, 2017

Embrace Latvia – opening event when we will plant 100 oak trees around the border of Latvia, for strength and protection. Followed by the White Tablecloth Celebration.

Song and Dance Celebration (July 2018) – the central event of LV100 Programme

Active cultural programme – May, June, July, November 2018

LATVIA CELEBRATES 100 YEARS! 2018

KEY EVENTS

The Big Talka (or Clean-up) – April 2018, making Latvia cleaner and greener for its 100th jubilee on November 18, 2018

LV100 international programme – concerts and performances of the best Latvian performing artistists around the globe

Culmination of LV100 celebrations – November 18, 2018

LATVIA CELEBRATES 100 YEARS! 2018

FOR MORE INSPIRATION

Latvia.eu – a virtual gateway to Latvia

LV100.lv – digital platform of Latvia's centenary

Facebook – If you like Latvia, Latvia likes you

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