

**Xalapa, Ver., June 17th 2021  
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**Dr. Armando Barriguete Meléndez**  
**Secretario General de la CONALMEX**  
**P R E S E N T**

It is with great pleasure that I write to submit the application of the City of Xalapa to the Creative Cities Network of UNESCO. Over time, Xalapa has been known as the Athens of Veracruz due to its long tradition and support of the arts, science, and humanities. The love our citizens feel for music is outstanding. Fortunately, numerous institutions have promoted and developed diverse music genres for a long time. Thus, I am pleased to submit our application to become a Creative City of Music.

Since I accepted the responsibility to head the Municipal Government of Xalapa, capital of the State of Veracruz, I made the commitment to support initiatives that would allow the growth of all forms of creative cultures. Convinced that the arts are an important means to develop community life, my administration is dedicated to promoting and strengthen the talent of the artists that have been born or have chosen to live here. Our great allies in this initiative are The Universidad Veracruzana, the Department of Education of Veracruz, civil society organizations and the private sector. We are all committed to improving the living conditions for our community and believe that music, among other forms of art, fosters the love for the city as a greater good.

We have been through difficult times during the pandemic. Overcoming inequality, contributing to social cohesion, and ending poverty requires giving priority attention to marginalized sectors of society. These sectors need to engage in activities that foster community life, actions that reverse environmental degradation as well as proposals that expand the job market and policies that address education underachievement.

Music is a vehicle of social integration. In daily life and festivities, it serves as means to forge and articulate a shared identity, as local communities come together and find spaces for interaction. Rhythms convey not only entertainment and trends; they also transport content that sensitizes and binds us to tradition and society.

**PRESIDENCIA**

Music is a particularly effective medium to reach out to youth. It encodes an appealing set of relationships and norms that inform sexuality, gender, body, and attire traits that comprise group identity. A project for an inclusive and a sustainable city cannot fulfill its objectives if it does not integrate youth in a long-lasting manner. Music plays a marvelous role to achieve this end. Through music, intergenerational interaction is enhanced. It brings people together and elicits dialogue among multiple spheres of social life. It fosters and accelerates the development of other art forms (cinema, theater, literature) while promoting other configurations of popular art, gastronomy, and eco-cultural synergy.

In the case of Xalapa, music has been a key factor to boost the creativity of our citizens. Here, in our city, music genres from all the regions of the Gulf coast of Mexico come together, from northern huapango to southern son jarocho. Rhythms and sounds from all the regions of the American Mediterranean – including jazz from the southern United States, rumba, salsa and reggaetón from the Antillean islands – converge too. Classical music also holds a prominent place. The city has the oldest symphonic orchestra in Mexico and hundreds of classical musicians have graduated from the School of Music at Universidad Veracruzana. They have moved on to work as practitioners in both public and private institutions, sharing their talent with the local public and our visitors. In the streets of downtown Xalapa, rock, mariachi and the marimba live along with danzón and son jarocho. Such a scene is the embodiment of the cultural diversity that the city has to offer.

We are certain that if Xalapa joins Creative Cities Network we would provide greater momentum to music as a means to build a culture of peace. After all, music shapes and binds groups that value and celebrate harmony. We would open the door for the creativity of our artists to be heard beyond our borders. We would also access a network to exchange experiences and good practices and advance towards a more inclusive and sustainable world.

I avail myself of this opportunity to you my consideration.

Sincerely,



**DR. PEDRO HIPÓLITO RODRÍGUEZ HERRERO**  
**MAYOR OF THE CITY OF XALAPA**