

UNESCO CREATIVE CITIES NETWORK

JUNE 29, 2021

Dear Committee Members,

Creativity is a strategic element in sustainable urban development. The City Government of Xalapa, has turned culture as a means to further this end. As the director of the Mooi Collective, I endorse without hesitation, Xalapa's application to join UNESCO Creative Cities Network as a Creative City of Music.

The City of Xalapa possesses all the features to be a considered a Creative City of Music: a historic and deeply embedded music tradition expressed through composers, musicians, maestros and institutions dedicated to music, education and festivals; and organizations that are engaged in a diverse set of music genres.

The capital of the state of Veracruz is widely recognized for being the seat of the Xalapa Symphonyc Orchestra, the School of Music of Universidad Veracruzana, the Higher Institute of Music of the State of Veracruz, the Center for Children's Music Initiation, the International Jazz Festival and numerous music bands that are recognized throughout Mexico. These institutions, along with the City Government, are committed to advancing social development though the arts, especially music.

I am certain that Xalapa will be successful with its commitment to being a Creative City of Music.

**Mooi Collective** is a platform committed to artistic empowerment, development of the music industry, and cultural exchange in Mexico. For the last 10 years, we have worked on strengthening the artistic community in our country by generating national and international alliances that develop talents and promote the image of the country throughout the world.

We collaborate with national and international artists and media such as Cigarettes After Sex, Blondie, Garbage, Santa Sabina, Caifanes, The Rasmus, MTV, Bahidorá, Corona Capital and many more.

It is in our deepest interest to support and encourage the development of Xalapa as it is one of the richest cultural capitals of Mexico.

Sincerely,



Renee Mooi

Director

Mooi Collective S.A. de C.V.

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