



**Metro do Porto**

## Metro do Porto: Light Rail being part of City's Cultural Life

Metro do Porto is proud of its cultural role developed since the very first beginning of commercial operation in 2003.

The light rail network, the trams and stations are part of Porto's cultural agenda, offering venues to 1,4 million habitants of the metropolitan area.

Music, theatre, dance, exhibitions, artistic performances and installations usually surprise public transport clients, bringing into their daily lives a wide range of new cultural expressions.

In 2008, more than 200 cultural events took place in light rail stations and vehicles. From pop concerts to cinema festivals, photography contests to poetry shows, clients are used to find and get amazed with multicultural venues. Metro do Porto established partnerships with the most relevant cultural institutions of the city and has strong links to young and alternative artistic movements.

Metro do Porto cannot move out of the rails. But it's used to be part of Porto's life. People are impressed with our choices and they love taking part of the light rail life style.

For this particular presentation we've selected three important cultural activities that took place in Metro do Porto network.

In December 2007, Porto light rail celebrated the fifth anniversary of its inauguration. Metro do Porto brought together all the regional schools of arts and universities in order to offer to the city a complete and diverse special agenda. More than 40 events - music, photography exhibitions, installations -, took place in the network, involving thousands of people. At the end of the day, the first 100 clients of Metro do Porto system, together with national and local authorities, were invited to a classical music gala concert in Casa da Música.

The 2008 International Music Day, in October the 1st, was entirely celebrated on the light rail system. Porto National Orchestra came into network several lines, with sets of musicians travelling in the vehicles during part of the day. Properly dressed, seated amongst regular customers, as they were in a concert, they played



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stretches of Beethoven's 5th symphony causing a total surprise.

Before, children from some Porto schools, amateur musicians and public in general were invited to leave their musical statements in some musical offices installed on the main underground stations.

The celebration ended at S. Bento station. All the orchestra, travelling by light rail from different points of the network, joined together at the station for the final venue. Then, directed by maestrina Joana Carneiro, they performed the entire 5th symphony to a large and delighted audience.

From January until the end of April, Metro do Porto is running another innovative cultural project, conceived to increase reading habits. On the longest lines, monitors are offering books, Portuguese and international literature classics, to clients, that can transform their journeys into more enjoyable, interesting and rich moments. People are allowed to take the books home and bring them back to the next trip. Also, in some stations there are temporary libraries installed, where clients may require new titles. This is a totally free program, which also includes book presentations, autograph sessions with well known writers, book fairs and declamation events.

According to the most recent studies Metro do Porto clients satisfaction reaches 76,4%. In last 2008 survey, people were asked about their opinion concerning Cultural Actions in the light rail network. More than 90% think they are «interesting» and «very interesting».

That's why Metro do Porto light rail system is recognized as an important stage for cultural expression in Porto. It is really bringing arts into people's day life.

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