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## The Etxepare Basque Institute launches 'BASQUE. Creativity & Culture', a new publication aimed at raising the international profile of Basque culture

— The annual publication **BASQUE. Creativity & Culture** supports the Basque Country's strategy to promote itself internationally through culture

— Geared to international audiences, it will be distributed at trade fairs, academic networks, Basque Country delegations abroad, the Basque diaspora and international projects led by the Institute

Donostia/San Sebastián, 27 February 2026-. The Etxepare Basque Institute has launched 'BASQUE. Creativity & Culture', an annual magazine created to promote the Basque Country abroad and share a fresh, contemporary narrative on the international stage. The publication is part of the Institute's mission to promote the Basque language, culture, and creativity worldwide. It complements other initiatives focused on strengthening the presence and recognition of Basque culture in key international cultural, artistic, and academic circles.

With 'BASQUE. Creativity & Culture', Etxepare takes another step forward in its commitment to making culture a key strategic asset for the Basque Country abroad. Published bilingually in Basque and English, the magazine celebrates a unique identity while fostering global dialogue. It will be mainly available in digital format on the Institute's website and the [basqueculture.eus](https://basqueculture.eus) platform. It will also have a limited print run for distribution at international fairs, universities with Basque studies programmes,

Basque Country delegations abroad, the Basque diaspora and international initiatives promoted by the Institute.

### **One piece within a broader strategy**

The new publication is part of the BASQUE brand, an ecosystem that promotes Basque culture and creativity abroad. The main professional associations in the cultural sector take part in this framework, together with the Basque Government and the Institute itself. The magazine aims to provide a thoughtful and contextualised look at the Basque Country's contemporary cultural strengths, targeting international audiences, cultural influencers, academics, and creative professionals.

Beyond promoting specific projects, 'BASQUE. Creativity & Culture' is designed as a tool for building a narrative that presents the Basque Country as a contemporary European cultural player with a distinct identity, a unique language and a strong commitment to international dialogue and cooperation.

"Culture is one of the Basque Country's main strategic assets on the international stage. With 'BASQUE. Creativity & Culture', we want to offer a window onto the world that showcases the vitality and diversity of our contemporary creation and helps to strengthen the Basque Country's position on the global cultural map," explained Irene Larraza, director of the Etxepare Basque Institute.

### **A first issue focused on contemporary creation**

The first issue features conversations and profiles that reflect the diversity and vitality of today's Basque cultural ecosystem. This issue explores the dialogue between tradition and innovation through the music of Zetak, showcases visual artists from new creative generations, features a conversation with artist Gala Knörr on diaspora and identity, and includes a report on the international network of Basque studies programmes and chairs supported by the Etxepare Basque Institute.



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Through these contents, the magazine offers an approach to Basque culture from a contemporary perspective, focusing on its protagonists and the creative processes that connect the local with the global.

Published annually, 'BASQUE. Creativity & Culture' aims to become a reliable tool for cultural diplomacy, supporting the Basque Country's international presence and strengthening its image as a creative, dynamic, and culturally connected region. This aligns with the Euskadi Globala framework promoted by the Basque Government.

### **Etxepare Basque Institute**

The Etxepare Basque Institute is a public agency that promotes Basque language, culture and creative talent internationally and fosters lasting ties with other countries and cultures. To this end, the Etxepare backs high-quality artistic projects, facilitates mobility for artists and cultural professionals, and promotes teaching of the Basque language and culture. The Institute also encourages collaboration with international stakeholders in the pursuit of cultural and academic endeavours.

#### **+ Info**

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