

Dr MOJCA STUBELJ ARS

Researcher · Cultural Producer & Curator · European Capital of Culture Specialist · Poet & Visual Artist

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PROFILE

Interdisciplinary researcher, cultural producer and curator working at the intersection of European cultural policy, cross-border cooperation, participation, multilingualism and artistic practice. Head of Xcenter, the creativity hub of GO! 2025 European Capital of Culture Nova Gorica–Gorizia, with direct experience in ECoC programming, international partnerships, audience development and legacy. Co-author of major 2025 research on 40 years of European Capitals of Culture.

Former Fulbright Research Scholar, PhD in Environmental Sciences, poet and visual artist.

CURRENT POSITION & ECOC EXPERIENCE

Head of Xcenter · Cultural Manager · Producer · Researcher | GO! 2025 Nova Gorica–Gorizia | 2022–present | Nova Gorica, Slovenia

- Leads Xcenter, the GO! 2025 creativity hub, developing interdisciplinary cultural, educational and participatory programmes across the Slovenian–Italian border.
- Directly involved in ECoC implementation, international cooperation, audience development, community participation and long-term legacy; produced three projects from the official GO! 2025 programme.
- Coordinates artists, cultural organisations, educational institutions and local/international partners, including regular cooperation with EGTC/EZTS GO.
- Developed multiple collaborations with Chemnitz 2025 and projects supported by EU–Japan Fest, connecting European and Japanese cultural partners.
- Member of the GO! 2025 Cross-Border Citizens' Assembly, contributing to ECoC legacy, multilingualism, accessibility and long-term cross-border cooperation.

ECOC RESEARCH & KNOWLEDGE TRANSFER

- Co-author, 40 Recommendations from 40 Years of ECoC: White Paper (2025), based on evidence gathered from 64 past, current and future European Capitals of Culture.
- Co-author, "Culture Policy at a Crossroads: 40 Years of European Capitals of Culture and the Strategy Forward," *Economia della Cultura* 35(1), 2025, pp. 147–166.
- Contributed quantitative and statistical analysis used to identify and structure key recommendations for the future ECoC framework.
- Coordination Committee member, skills2GO!, a capacity-building programme for cultural professionals focused on cross-border projects, audience development, networks, legacy, monitoring and evaluation.

EDUCATION, FELLOWSHIPS & SELECTED HONOURS

Doctor of Science (PhD), Environmental Sciences | University of Nova Gorica | 2007–2013 | Slovenia
Thesis: Decision Support for the Implementation of Sustainable Development in Protected Areas, Regarding Environmental Education and Ecotourism.

Fulbright Research Scholarship | University of Hawai'i at Mānoa | 2011–2012 | Honolulu, USA
Nine-month research fellowship within doctoral studies, focused on environmental management, sustainability, ecotourism and decision-support systems.

BSc, Environmental Sciences | University of Nova Gorica | 2000–2006 | Slovenia

- Young Scientist Award 2014, Alpine Convention — first prize among 42 young scientists from eight Alpine countries.
- Golden Innovation Award, North Primorska Chamber of Commerce and Industry — innovative multilingual early-learning concept.

SELECTED CULTURAL PRODUCTION & CURATORIAL WORK

xMobil from Xcenter & PostMobility | GO! 2025 Official Programme | 2022–2025

- Producer of two interconnected art–science–technology programme lines; more than 50 events, exhibitions, residencies, workshops and public-space interventions over three and a half years.
- Co-editor with Peter Purg of xMobil from Xcenter & PostMobility: Program Book 2022–2025; author of the essay “Creative Placemaking in Practice: Producing Art-Sci-Tech in a Cross-Border Region.”

MITSUME at Xcenter | GO! 2025 / EU–Japan Fest | 2025

- Co-curated an international participatory project with Japanese artist Hiroyuki-Mitsume Takahashi, including youth manga workshops, live painting, murals and PianoX.
- Developed collaboration linking contemporary visual culture, youth participation and the cross-border identity of Nova Gorica–Gorizia.

Festival & Youth Programmes | Xcenter / GO! 2025 | 2022–present

- Curates and produces Days of Technical Culture and the multilingual festival Experiments with Languages; develops weekly science–technology–art workshops and youth/maker programmes.
- Supports emerging artists through Xcenter’s intermedia gallery and builds international partnerships in culture, education and creative industries.

SELECTED ECOC & INTERNATIONAL ENGAGEMENT

- GO! 2025 Nova Gorica–Gorizia — core cultural production and international cooperation; direct work on cross-border legacy.
- Chemnitz 2025 — multiple collaborative projects and knowledge exchange between the two 2025 title cities.
- Novi Sad 2022 — visiting artist and workshops for children; Tartu 2024 — ECoC conference participation; Oulu 2026 — ENTER Summer School collaboration.
- Long-term work across the Slovenia–Italy border with EGTC/EZTS GO, schools, universities, artists, cultural organisations and civic initiatives.
- Has lived, studied or worked in Slovenia, Serbia, Denmark and the United States.

PREVIOUS PROFESSIONAL EXPERIENCE

Founder / CEO / Project Developer | 2Stars d.o.o. / multilingual education start-up | 2017–2021 | Slovenia

- Developed multilingual books, digital tools and educational concepts; led product development, strategic planning, fundraising, international partnerships and market development.

Independent Researcher, Educator & Consultant | Dr Mojca Stubelj Ars s.p. | 2014–2017 | Slovenia

- Research and consulting in environmental sciences, sustainability, education and innovation; qualitative and quantitative analysis, academic writing and public-engagement concepts.

Young Researcher | University of Nova Gorica / Slovenian Research Agency | 2008–2013 | Slovenia

- Doctoral research in sustainable development, environmental decision-making and ecotourism; statistical analysis, decision-support methodologies, scientific publishing, international cooperation and undergraduate teaching.

RESEARCH EXPERTISE

Qualitative and quantitative research · semi-structured interviews · stakeholder fieldwork · statistics · evidence-based decision-making · cultural policy · ECoC evaluation and legacy · cross-border governance · cultural participation · audience development · sustainability · ecotourism · pro-environmental behaviour · health and nutrition.

SELECTED PUBLICATIONS & WRITING

- Montalto, V., Ferrarini, R., Donà Dalle Rose, C., and Stubelj Ars, M. (2025). 40 Recommendations from 40 Years of ECoC: White Paper. Chemnitz. ISBN 978-3-00-086256-4.
- Montalto, V., Donà Dalle Rose, C., Ferrarini, R., and Stubelj Ars, M. (2025). "Culture Policy at a Crossroads: 40 Years of European Capitals of Culture and the Strategy Forward." *Economia della Cultura* 35(1): 147–166. DOI: 10.1446/118115.
- Purg, P., and Stubelj Ars, M., eds. (2025). *xMobil from Xcenter & PostMobility: Program Book 2022–2025. GO! 2025*. Includes Stubelj Ars, "Creative Placemaking in Practice: Producing Art-Sci-Tech in a Cross-Border Region."
- Stubelj Ars, M. (2013). "Evaluation of Hikers' Pro-Environmental Behaviour in Triglav National Park, Slovenia." *eco.mont* 5(1): 35–42.
- Stubelj Ars, M., and Bohanec, M. (2010). "Towards the Ecotourism: A Decision Support Model for the Assessment of Sustainability of Mountain Huts in the Alps." *Journal of Environmental Management* 91(12): 2554–2564.
- Šterlanko, H., Stubelj Ars, M., Besednjak-Kocijančič, L., and Golja, P. (2012). "Nutritional Supplement Use among Slovenian Adolescents." *Public Health Nutrition* 15(4): 587–593.

CREATIVE PRACTICE

- Poet writing in several languages; member of The Poetry Society (UK). Poetry practice engages language, belonging, identity and place.
- Visual artist working in acrylic, watercolour and drawing, with an interest in cultural memory, identity and interdisciplinary expression.
- Author of five multilingual children's books and creator of multilingual educational concepts developed through earlier entrepreneurial work.

NETWORKS & MEMBERSHIPS

- The Poetry Society (UK) — member.
- RADICA APS (Italy) — member.
- Kinološka zveza Slovenije / Cynological Association of Slovenia — international FCI judge for German Boxers and English Bulldogs; recipient of the KZS Silver Honour; breeder under the kennel name Amoteamo.

LANGUAGES

Language	Level	Use
Slovenian	Native	Research, cultural production, poetry
Serbian	Native	Professional and cultural communication
English	C2	Research, publishing, international cooperation
Italian	B2–C1	Cross-border professional communication
German	Basic–intermediate	Reading / general communication
Spanish	Basic–intermediate	Reading / general communication

SELECTED SKILLS

European cultural policy · ECoC strategy and legacy · cultural production · curating · cross-border cooperation · international partnerships · programme development · participatory practice · youth engagement · research design · qualitative and quantitative analysis · statistical analysis · academic and professional writing · public speaking · multilingual communication · interdisciplinary teamwork.

ONLINE

www.mojcastubeljars.com | www.go2025.eu | www.xcenter.si