



Large-scale action

ΠΟΙΗΤΙΚΟΙ ΔΡΟΜΟΙ

(POETIC PATHWAYS)

Kalamata, October 11 – November 15, 2025



Organized by KALLIERGON syn

Idea-Action Planning: Vasiliki Kateri



With the support

and under the auspices of the Ministry of Culture



Under the auspices of the Municipality of Kalamata



In collaboration with the Messinia Chamber of Commerce

KALLIERGON syn Non-Profit Organization

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Description

The innovative cultural project "Poiitikoi Dromoi" (Poetic Pathways) organized by the non-profit organization KALLIERGON syn in Kalamata, begins on October 11 and will run until November 15, 2025. The activity is under the auspices and support of the Ministry of Culture, endorsed by the Municipality of Kalamata, in collaboration with the Chamber of Messinia and local entities.

Inspired by Vassiliki Kateri, "Poiitikoi Dromoi" is a creative fermentation where everyone can participate. Its long duration and unique approach make it a lively, easily accessible participatory experience that transforms poetry into a means of communication, entertainment, and free expression. Its goal is to promote poetry and reading awareness in conjunction with exploring public space.

Art & Entrepreneurship will walk together through paths of collaboration and mutual support, energizing the fabric of Kalamata at all levels. Through poetry, everyone interested will have the opportunity to "build" upon a collective, constantly evolving field. From its traditional form to improvised rap lyrics (Rhythm And Poetry), poetry will subtly penetrate citizens' daily lives and appeal to all, both initiated and uninitiated.

The closing of the activity will include a tribute to the significant Messinian poet, Giorgos Markopoulos.

The organizers' vision is for the activity to operate within a network of cities in Greece and abroad, serving as a bridge of cultures, showcasing Greek literature on an international level. Everyone's participation is a valuable part of this creative journey. The organizing team of KALLIERGON syn extends an open invitation to organizations, educational institutions, businesses, artists, expatriates, philhellenes, and all who wish to join forces—whether through participation in events or by supporting and contributing in other ways—for an unforgettable experience. The website poiitikoidromoi.gr will soon be available.

This project serves as raw material for a fermentation where all ingredients of the recipe will come from everyone, and that is where we hope the secret of success lies. It is essential to feel that we are—because we truly are—part of what is happening. Think of it as a large canvas where everyone can add their touch, sharing the same passion and vision.

This initiative offers a unique opportunity to cultivate creativity and cultural sensitivity, while simultaneously promoting collaboration and communication among people, giving a boost to thematic tourism and the local economy. By integrating poetry into everyday life, the cultural identity of the region is strengthened and new perspectives for artistic expression are offered. Poetry becomes accessible to a broader, non-initiated audience and, in an original and functional way, highlights the collaborative and communicative relationship between art and

entrepreneurship. Commercial stores and local businesses will play a key role, invited to host and showcase poetry within their spaces.

Centered on the theme of poetry, we invite the artistic community to engage with the questions and challenges posed by the past to the present and future of art. In this context, the business community is also actively involved in a harmonious collaboration. This creates an opportunity for a collective experience among people who might not have met or believed they had anything in common, encouraging collective creation.

Special sections will include international organizations staffed by philhellenes and expatriates, who will act as ambassadors of Greek literature and culture in countries where Greek language and tradition may not be widely known. This will generate opportunities for exchanging ideas, experiences, and cultural stories, fostering a sense of global community centered around Greek poetry, language, and identity.

The title "Poiitikoi Dromoi" has a dual significance: it refers both to the paths of the art of poetry and to the physical routes within the city that will host poetic expressions. Figuratively, it symbolizes the roads of poetry revealed through the pens of our poets. Literally, it refers to streets lined with shops that will display poetry in their windows or inside their premises, and beyond. The activity aims to energize the city's fabric at all levels, celebrating with poetry everywhere—squares,

neighborhoods, parks! The overall atmosphere will resemble a grand celebration, and Kalamata will rejoice in the most poetic way!

Poems and verses will “permeate” residents’ daily lives, and the art of poetry will invite everyone to discover it around and within themselves. During this period, Art & Entrepreneurship will walk together through paths of cooperation and mutual support. Through this joint effort, KALLIERGON syn aims to develop channels of dialogue and interaction between businesses and the wider public. In this way, consumers will become readers, and readers will become consumers.

The activity will be complemented by parallel actions and events, planned in consultation with interested organizations, businesses, and artists. Using innovative combinations of different art forms, we develop a framework where cultural diversity is expressed.

Our team will suggest—before and during—the ways that participating shopkeepers and entrepreneurs can support the initiative. Shop owners and entrepreneurs are also warmly invited to collaborate by proposing creative ways to “host” poetry in their professional spaces, with the necessary condition of maintaining a good aesthetic result. International organizations staffed by philhellenes and expatriates will also participate in a special section. This will serve as a bridge between different cultures, enhancing the presence of Greek poetry in the international cultural landscape. Participants will act as ambassadors of Greek literature and culture in countries where Greek

language and tradition may not be widely known. This will create opportunities for exchanging ideas, experiences, and cultural stories, strengthening the sense of a global community centered on Greek poetry, language, and identity.

The Benefits

- Poetry becomes accessible, immediate, and inclusive.
- Support and promotion of emerging poets and creators.
- Broader interaction and engagement with the audience.
- Support and development of contemporary artistic creation through collaborations across various arts.
- Strengthening knowledge for a more sustainable environment through socially responsible, large-scale activities.
- Creating a framework for collaboration and synergies between “different worlds” with a common denominator: poetry.
- Supporting and utilizing the human resources of the region, contributing to the economic revitalization of the local community.
- Promoting the work of new poets and fostering new artistic trends in poetry.
- Enhancing social cohesion and promoting acceptance of diversity.
- For the first time on such a scale, Messinian poets will “converse” with the wider public through an original encounter.
- Opportunities for informal discussions (“gatherings”) about poetry, in a simple and understandable manner.

- Demonstrating and reinforcing that poetry concerns everyone, not just the initiated.
- Inspiring and encouraging people to try writing poetry, possibly discovering the poet within themselves. We also encourage those who keep their verses hidden in drawers to bring them to light and share them with us. Through these ways, our new poets may emerge!
- Developing a framework for broader collaborations with schools, non-profit cultural organizations, etc., promoting creative expression through music, poetry, and other arts.
- Providing the business community with a different profile, supporting and promoting art and culture in their city through outward-looking and team efforts.
- Increasing thematic (literary) tourism.

The “NOTs” of the project:

- It is NOT boring.
- It is NOT one-dimensional.
- It is NOT sterile.
- It is NOT "pretentious."
- It is NOT a festival.
- It is NOT addressed to a few.
- It is NOT only for experts.
- No one is left out.
- It does NOT require prior experience.
- It does NOT require specialized knowledge.

- It is NOT isolated from everyday life.
- It is NOT confined to a specific space.
- It does NOT have a short duration.
- You HAVE NOT experienced this before.
- It will NOT be forgotten.

See you on the streets of Kalamata in October, with poetry!

On behalf of the KALLIERGON syn Team,

Vasiliki Kateri

Executive Director & CEO of KALLIERGON syn