

Forte Cultura

Capitalising of fortified cultural heritage for sustainable development and competitiveness of cities and regions



Fortified Cultural Heritage goes to market

NEWSLETTER 1

June 2013



Capitalising on the cultural heritage of Fortifications

The Central European landscape is rich with historical fortresses and fortified structures. This unique cultural heritage has been recognized by UNESCO and represents the special identity and attractiveness of Central Europe's cities and regions.

It is a testament to European history, and marks important historical events and fallen empires, like the Prussian or Austro-Hungarian epoch.

The Central Europe Programme 2007-2014 funding allows transnational cooperation to develop new instruments and solutions to capitalise on this heritage with several activities until the end of 2014.

It includes the development of touristic products and their market implementation, like a designated Culture Route "Forte Cultura" between the Baltic Sea and the Adriatic Sea. Of importance are the development of e-marketing instruments, implementation of the best practices in the monument management and monument economy, improvement of monument financing and generation of income. A special task is the gathering and recording of the best practices in the monument protection, restoration and conservation in scientific data banks.

The project invites all interested fortress organisations, public authorities and specialised institutions to join the project activities and to participate in the planned benefits for the future maintenance of the Central European fortified cultural heritage.

European dimensions and scientific contributions to the project

In times past, fortresses separated regions, today they join Europe together.

The project aims at a trans-national political, economic and scientific cooperation for the transformation and integration of historical fortresses into modern European society.

Successful project start with a Kick-Off meeting in the fortress city Kostrzyn nad Odra / Poland

Project "Forte Cultura" being constituted

The funding project of Central Europe Programme "FORTE CULTURA" started the trans-national cooperation with a kick-off meeting at a place that has a strong symbolic meaning for European integration: the city Kostrzyn nad Odrą on the German-Polish border.



Twelve Project partners from eight Central European countries and seven Associated Institutions from five nations started the ambitious working program, creating six work packages for the next two years.

Dr. Andrzej Kunt, mayor of the city of Kostrzyn nad Odra acting as Lead Partner, confirmed in his opening presentation, that this project stands for high-quality European cooperation to support the preservation of fortification heritage in the context of the demands of modern society. There is a high potential for new offers in cultural tourism.

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WWW.FORTE-CULTURA-PROJECT.EU

PROJECT MANAGEMENT STRUCTURE AND PARTNERSHIP

City of Kostrzyn nad Odra - experienced project Lead Partner

The fortress city of Kostrzyn nad Odra has experience in the realisation of INTERREG Projects since Poland joined the European Union in 2004. The first project under the lead of the city was the transnational cooperation project "Baltic Fort Route" in the Baltic Sea Region. Kostrzyn is responsible for the whole project realisation, the correct project contracting, financing and reporting.

Constitution of Steering Committee



During the kick-off meeting the 12 project partners set up a Project Steering Committee as a general assembly responsible for questions regarding project realisation, evaluation of results, discussion about main project outputs and its legal, financial and organisational obligations.

Technical Board

The Technical Board is the executive body between the Steering Committee Sessions. It has 6 members to monitor and support the project progress and to analyse, discuss and decide on the up-to-date questions in the running phases of the project. The Technical Board reports on the project progress, advises on solutions to problems and submit proposals for decisions at the assembly.

Members of Technical Board



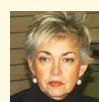
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Manager Work Package 5
Mr Hartmut Röder
ECCOFORT



Manager Work Package 6
Mr Dr. Matej Zupancic
Institute for the Protection of Cultural Heritage of Slovenia



Project Communication Manager
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TIAW Erfurt

Project Partner

	City of Kostrzyn nad Odra www.kostrzyn.pl	Poland		Thuringian Institute for Advanced Studies and Education - TIAW reg. ass. www.tiaw.de	Germany
	Austrian State Archives - War Archive www.kostrzyn.pl	Austria		European Cooperation Centre of Fortified Heritage ECCOFORT reg. ass. www.eccofort.eu	Germany
	Salzburg's Palaces and Castles Management www.salzburg-burgen.at/de/hohensalzburg/	Austria		"Fort Monostor" Military Cultural Center Komárom www.fort-monostor.hu	Hungary
	Jaromer Municipality www.jaromer-josefov.cz	Czech Republic		Province of Verona www.tourism.verona.it	Italy
	Humboldt-University at Berlin www.agrar.hu-berlin.de	Germany		Institute for the Protection Cultural Heritage of Slovenia www.zvkds.si/en/ipchs/	Slovenia
	City of Kronach www.kronach.de	Germany		L'viv Regional State Administration www.loda.gov.ua	Ukraine

Associated Partner

	Austrian Ministry of Education, Arts and Culture www.bmukk.gv.at	Austria		State department for monument protection www.bda.at	Austria
	KulTour.pl – Organisation for Culture and Study Tours www.kultour.pl	Poland		Association of Hungarian Travel Agencies (MUISZ) www.muisz.com	Hungary
	Bavarian Department of State owned Palaces, Gardens and Lakes www.schloesser.bayern.de	Germany		Ad Pirum – Institute for Intellectual Activities www.adpirum.si	Slovenia
	European Institute of Cultural Routes www.culture-routes.lu	Luxembourg			

THE WORKING PROGRAMME OF PROJECT FORTE CULTURA

Work package 3

Capitalisation and market implementation of fortified heritage to support economic growth of cities and regions

- Focus:** Fortified monuments are a cultural resource which should be capitalised on with the help of new means to generate income, to stimulate investments and to create new jobs in such fields as monument management, monument economy and financing, fortress marketing with modern electronic instruments and with establishment of a transnational fortress network
- Main Results:**
- Strategies to improve monument economy, financing and investments
 - Development of innovative management models and utilisation concepts
 - Creation of e-marketing tools for fortified heritage market implementation
 - Implementation and dissemination of e-marketing instruments
 - Foundation of a Central European network of fortified heritage

Work package 4

Strengthening the impact of fortified heritage for urban, rural, cultural and social development

- Focus:** Implementation of fortified heritage into urban modernisation to enhance the attractiveness and identity of cities and regions; to increase the cultural and social quality in people's mind by modern utilisation of the heritage
- Main Results:**
- Implementation of fortified heritage into cities and regions modernisation
 - Enhancing of the cultural and social identity associated with fortified heritage
 - Transnational Information System and database of fortified heritage in Central Europe
 - Strategies for infrastructural interconnection of fortress heritage
 - Knowledge transfer to develop fortified heritage

Work package 5

Creation of Central European cultural route to capitalise on fortified heritage

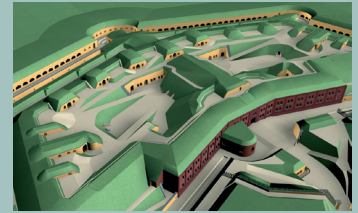
- Focus:** Development of a cultural route "Forte Cultura" as a tourist product to foster the fortress tourism as economic basis of cities and regions, to generate investments, income, employment, social and cultural outcomes in interregional cooperation
- Main Results:**
- Development of culture route Central European fortified heritage
 - Elaboration and implementation of tools for route organization
 - Marketing concept, branding, marketing instruments and certification of the culture route Forte Cultura
 - Product placement and implementation of culture route at markets
 - Creation of route management and building of institution

Work package 6

Exploitation of traditional knowledge and expertise for protection of fortified heritage

- Focus:** Saving and using traditional knowledge, expertise and technologies for conservation of fortress monuments, organising trans-national experience exchange and research in fortress reconstruction and restoration, as well as promoting initiatives for European heritage protection
- Main Results:**
- Identification, collection and experimentation of historic construction technologies
 - Organisation of trans-national exchange to share knowledge and expertise
 - Capacity building to save traditional knowledge and expertise
 - Protection of fortified heritage by joining the European Heritage Label

Fascinating Architecture



Events in Monuments



Attractive Nature



New Life in Historical Fortresses



Culture and Art in Casemates



Historical Sites



THE FORTIFIED CULTURAL HERITAGE OF CENTRAL EUROPE

Fortresses, Fortress Systems, fortified Cities and Monuments with fortified Elements, 500 a.C. till 20th Century



Fortress Hohensalzburg

It belongs to the UNESCO World Heritage Salzburg – famous for its prominent citizen W. A. Mozart as well as for its baroque architecture. The Fortress is well preserved. Elements from the 15th century to the 18th century form a particular ensemble and reflect the architecture as well as the culture of Austrian history. Aside from being an excellent museum, the fortress is nowadays the venue for festivals and concerts with an extraordinary ambience.



Fortress System Verona

The famous fortress system of Verona is a part of the regional quadrilateral defence system with Mantua, Legnano and Villafranca. During the Austrian period it was surrounded by massive walls, are well preserved and can be visited as so called Park of the walls, to learn the functionality of fortifications. Military buildings in neo Romanesque style are visible inside the historical city. Additionally, one finds, west of Verona, some well-preserved Austrian fortress relics, originally built against the Italian Kingdom.



Fortress Rosenberg Kronach

The baroque Fortress Rosenberg is a great representative of the Frankonian fortification heritage. The fortifications encircle a castle. They are an extraordinary ensemble exposing the evolution of military defence architecture in Central Europe from the 13th to the 18th century. Napoleon himself used the fortress as a camp in 1806. Birthplace of Lucas Cranach the Elder, today the Fortress Rosenberg is a well attended place for cultural tourism.



Foto: Tomas Vojtisek



Fortified Ideal City Josefov

The Austrian Emperor Joseph II built Josefstadt as a rare "Fortified Ideal City". It was created by the French architect de Querlonde to protect the northern territories against Prussia. The casemates and underground defence systems form a labyrinth of estimated to be 45 km in length. The garrison accommodated about 10.000 soldiers. The neo-classical buildings are used mainly as residences.



FROM BALTIC TO ADRIATIC SEA



Citadel Petersberg Erfurt

The fortress Petersberg, formed as a citadel to protect and control the city of Erfurt is today a peaceful and beautiful place. Most of the defence architecture has been preserved. From the reconstructed walls and bastions, visitors may observe the picturesque medieval parts of the city. Gardens and flower-beds atop of walls and bastions offer relaxation and recreation in this enchanting historical setting. Museums and guided tours explain the prominent role of the fortress in the last 4 centuries.



Fortress System Kostrzyn n.O.

On the embankment of the river Odra and Warta, in the 15th century, was built the Fortress Cüstrin. In the following centuries, the Fortress was extended to a fortified city with a garrison and additional forts. At the end of the Second World War the fortified town was completely destroyed. Today it's a memorial that let's one feel the destructive power of war, somewhat like Pompeii. The City manages the reconstruction effort and organises some annual events.



Fortress System Komárom

Fortress Monostor is a part of the fortress system of Komárno (SK)/ Komárom (H) across the river Danube. It was built to defend the Austrian territories and the capital Vienna against Turkish troops in the 16th century. In the last 100 years, the fortress has served mainly as a garrison. Right now the Hungarian fortresses offer space for exhibitions and festivals.



Fortress System Lviv

Lviv region's strategic position as the gateway to the Carpathians has caused it to change hands many times over the centuries. Many famous and important fortifications are located in this region. Fortress systems from the 19th century like the eastern part of Premysl and Lviv's citadel are a testimony to the Habsburg-Hungarian epoch. A plethora of fortified castles, a fortified Ideal City like Brody and other fortifications attracts many tourists to the region.

Fortified Heritage

500 - 1500 a.C. - Medieval Age *dismantled*

- Medieval Walled Town
- Medieval Castle/ Palace

1500 - 1918 a.C.

- Fortress
- Component of Fortress
- Fortress System
- Fortified City
- Fortified Ideal City
- Fortified Monuments
- Defence Lines
- Regional Defence System

Protection Status

- Project Partner Forte Cultura
- Central Europe
- UNESCO World Heritage
- UNESCO Tentative List

There is no requirement of completeness in the present research of ECCOFORT.

ECCOFORT invites the partners of project Forte Cultura to support the research and identification of Central European fortified cultural heritage and to complete the databases.

SPECIAL PROFILED INSTITUTIONS SUPPORT THE PROJECT RESULTS

Austrian State Archives War Archive

Vienna



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Competences

With about 180.000 boxes of files and 60.000 books on 50 kilometres of shelves, the Vienna War Archive ("Kriegsarchiv") may indeed legitimately claim to be the biggest military archive in Central Europe. The most important department consists of collections, in particular the collection of maps and plans, pictures, manuscripts and very significant legacies of military writings.

Contribution to the project Forte Cultura

The Austrian State Archive is an excellent partner for studying the fortress history, the architecture and the technologies of fortress construction. Such information is the basis for reconstruction, restoration and monument protection concepts. A trans-national exchange of experiences will be organised under the steering of the Austrian State Archive and an Initiative Conference will be held to join the European Heritage Label aimed at protecting the category.

TIAW Thuringian Institute for Advanced Studies and Education reg.ass.

Erfurt



Contact:

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Competences

The TIAW is a recognized Institute for Advanced Studies, with projects in the priority areas of Labour and Economic Development, Education and Regional Development. Commissioned by the city of Erfurt, the Institute realised many projects to revitalise, use and restore the Citadel Petersberg in Erfurt.

Contribution to the project Forte Cultura

TIAW acts as a manager in work package 2 and as communication manager. It coordinates the internal and external communication. Its specific contributions are the development of effective management organisation for fortresses, the connection of fortress development and city development and the integration of the citizens in the fortress utilisation.

Humboldt-University at Berlin, Department Ecology of the Utilization of Resources

Berlin



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Competences

The scientific department "Ecology of the Utilization of Resources" deals with nature protection and nature management in historical monuments. A Scientific Consultation Centre advises the fortress organisations on solving the typical conflict between nature and monument as well as on revitalisation and sanitation of devastated landscapes and military areas.

Contribution to the project Forte Cultura

Humboldt University in Berlin act as manager in work package 3 (capitalising and market implementation of fortified heritage) including the coordination of concept development and cooperation to qualify the fortress management, the monument economy and financing. Its specific task is the development of a Trans-national Information System Fortresses, a universal centralised database of the fortified heritage in Central Europe.

ECCOFORT European Cooperation Centre of Fortified Heritage reg.ass.

Berlin



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Competences

The European Cooperation Centre of Fortified Heritage (ECCOFORT) is a non-profit NGO of experts and institutions to promote the transnational cooperation in the field of fortified cultural heritage. ECCOFORT initiates and manages cooperation projects, advises fortress organisations in the fields of utilisation concepts, of development of fortress tourism and of effective fortress marketing.

Contribution to the project Forte Cultura

ECCOFORT is the manager of work package 5: development of the cultural route "Forte Cultura" as a tourist package to visit fortresses between the Baltic and the Adriatic Sea. It includes the branding of a new tourist label, the tools for route organisation, the creation of marketing products and websites as well as the set up of a management body. Furthermore ECCOFORT develops innovative e-marketing platform for the fortified heritage in Central Europe.

Institute for the Protection of Cultural Heritage of Slovenia Department of Monument Protection

Ljubljana



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Competences

The institute was established under the past Cultural Heritage Service with 7 regional offices and a Conservation Centre with a Restoration Centre, a Research Institute and a Preventive Archaeology Centre. They perform public services in the area of protection and conservation of immovable cultural heritage as well as the related movable and intangible heritage.

Contribution to the project Forte Cultura

The Institute acts as manager in work package 6 (Exploitation of traditional knowledge and expertise for fortified heritage protection), including a deficit analysis in the knowledge of reconstruction, renovation and protection technologies. A new centralised database for best practices in fortress restoration using historical technologies will be created and established in the institute. The project results should be published in a handbook illustrating typical historical technologies of fortress restoration.

PROJECT ACTIVITIES IN THE START UP PHASE

work package 3:

Analysis of audio-visual information technology workshop

Kronach, November 2012

This workshop was about the planned pilot investment of project partner City Kronach for an audio-visual guide system in the fortress Kronach. The transnational workshop analysed the state and the offers of possible technologies. Experts presented the different systems, their advantages and disadvantages.



The city of Kronach discussed different possible applications and solutions for innovative tourist guides in the context of fortress monuments.

The need of technical adaptations to provide the "Smartphone generation" with adequate information and interactive offers were also discussed. The workshop laid the groundwork for the development of the pilot project.

work package 4:

Transnational seminar for the quality criteria of the culture route Forte Cultura

Josefov, December 2012

On 3rd and 4th December 2012 the project partner started the development of the main project, the new Culture Route "Forte Cultura" of implementing the fortress heritage track in the tourist markets of Central Europe.



Tourist attraction: Underground sightseeing in the Wall with candlelight's

ECCOFORT explained the principle frame and content of the culture route. Mr Rohrscheidt (KULTOUR.PL) presented the Polish experiences in the organised tourism of fortifications.

The partner agreed to a first agenda of quality criteria for the further development steps of the culture route Forte Cultura. Fortress City Olomouc participated as an interested partner in possible future cooperation.

work package 4:

Transnational Workshop to analyse socio-economic effects of fortifications on cities and regions

Verona, January 2013

The workshop analysed possible social and economic effects of fortifications on cities and regions to recover their forgotten or lost heritage.

Case studies from The Netherlands, Germany and Italy were presented, by which the success of revitalisation and recovering were intensively explained and discussed. It became clear, that a successful recovery of a fortification's heritage is reliant on the political framework of a city, region or nation.



(fltr) Mr Ciambetti, Mrs Dr Ganzarolli, Mr Ambrosini, Mr Scamperle

Therefore, the attendance of regional politicians was a good signal for the whole Province of Verona and for the Project Forte Cultura. This assures us that the general aims of the workshop and also of the whole project are well understood and acknowledged by public authorities.

The architectural value of the "Austro-Hungarian Fortress Heritage" partly lying in the Province of Verona, was pointed out in relation of the UNESCO-World Heritage List.

work package 2:

2nd Network Meeting

Berlin, March 2013

On 10th and 11th March 2013, all project partners met at the Humboldt University in Berlin to assess the realisation of planned activities in the first milestone and to evaluate the results.

All Work package Managers presented their current status in fulfilling their assigned tasks. Furthermore, the overall project progress was presented and discussed.

A first online conference broadcast was carried out, permitting other interested bodies and persons to participate in the conference.



**Forte Cultura - project partner
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The attendance of Mrs Stillerova from EU Joint Technical Secretariat in Vienna helped to answer remaining questions regarding finances, reports and project administration. The meeting attested to a good progress of the transnational cooperation.

work package 5:

Exploring the world's biggest tourism fair

Berlin, March 2013

In preparation of the Culture Route Forte Cultura and the development of new marketing instruments for fortification heritage some project partners visited the International Tourism Fair (ITB) on the 10th March 2013 in Berlin.

They analysed the tourist offers in the field of historic fortifications and monuments, how they are used by different

CONTINUING PROJECT ACTIVITIES IN 2013

marketing instruments.

On several stands very interesting talks were held about the possibility to promote the cultural heritage "Fortresses" and to cooperate in the future in the development of combined tourist products like Forte Cultura.

A great interest of tour operators for the new tourist product Forte Cultura was discovered. On the other hand, there is a need for better solutions on the e-marketing front.



Discussion with Serbian Tour operator

work package 3:

Development of management models and utilisation concepts Berlin, March 2013

A transnational workshop held at Humboldt University in Berlin on the 12th of March 2013 showed the huge variety of different management models of fortresses carried out by the project partners.



The different management approaches are needed due to the life cycle phase of a monument – for instance: reconstruction, development or maintenance. The discussion led to a general idea that management can be either used as a method and tool for finding the proper operation model or as a process to integrate the monument to an existing structure.

Solving financing problem is, of all aspects, the most urgent task. Therefore the strategy of monument capitalising is a process to activate resources for better monument economy. In reference to life cycle assessment the proper management

model shall integrate also economical cycles. The most crucial part of being effective is having the right utilisation concept with economical effects and benefits.

At the Forte Cultura network, we are doing pioneering work in this field and we foresee developing a corresponding memorandum on European level.

work package 3:

Task Force e-Marketing established

On the 13th February 2013 the workshop "Tool development for e-marketing of fortress monuments" took place at Humboldt University in Berlin.



The purpose was to establish solutions, tools, concepts and strategies for all fortified monuments, to use modern communication opportunities to present their offers to a broader public and to attract more people.

During that workshop the Fortress Königstein (Germany) and the Fortress Kufstein (Austria) presented their experiences and the efforts they undertook to use modern communication channels. Other experts spoke about internet marketing and social media. The need for separate special working groups for the specific field of internet marketing was established during discussions. The "Task Force e-marketing fortified heritage" was founded under the leadership of Forte Cultura project partner ECCOFORT reg.ass.

It will be mandated to solve different tasks of the working programme in the field of e-marketing.



Mr Dirk Röder, ECCOFORT reg.ass.
Leader of Task Force

work package 4:

Workshop Transnational Information System Fortress Heritage (TIS)

Berlin, April 2013

During the workshop on the 30th of April in Humboldt University in Berlin the development and implementation of a new universal information database for Central Europe's fortification heritage was discussed. The project partners wish that the content and the structure of the database portrays all aspects and facts of the fortified cultural heritage.

The German fortress association "INTERFEST e.V." proposed its data storage concept. The database TIS Fortress Heritage should centralise diverse information and will be a common platform to collect and disseminate fortress information.



Attentive listeners: Oliver Zauzig (left), president of INTERFEST reg.ass., and Maximilian Brunner, CEO Salzburger Castles and Palaces Management

The participants agreed to harmonise the TIS Fortified Heritage with the planned database "Traditional knowledge and expertises for fortified monument conservation" (output in work package 6) under responsibility of the Slovenian Institute for Monument Protection.

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