

FORTE CULTURA

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

Project Newsletter 2

December 2014



FORTE CULTURA®



The European Culture Route Fortified Monuments opens a new tourist experience world of exiting Fortified Heritage

The European culture tourism is subtly getting a new attraction – the European culture route **FORTE CULTURA**. Fortified monuments across Europe are full of life with enthusiastic events, festivals, concerts and performances, interesting museums and exhibitions, offers for children and families, reproduction of historical reencontres as well as commemoration of human fates.

New world of travel

The new European cultural route **FORTE CULTURA** leads to particular architectural points of protection for life and goods, shows the composition of bulwarks and cannons with romantic castles and palaces as well as sacral buildings. The soldiers' hard everyday life in draughty casemates will be tangible. But first of all, **FORTE CULTURA** is a sign of the establishing and comprehensive experience of fascinating fortification monuments.

So far the experience of fortification monuments is not mainstreamed in tourism, at best a side issue. Travelers and explorers, avoiding touristy mainstream and taking time for special things, have fun to unravel well-known things. The new European culture route is the result of a transnational co-operation between thirteen project partners from eight Central European countries, co-funded by the European Union.

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Europe, we are coming!

Culture Route generates economic effects of Fortress maintenance

Fortified monuments all over Europe have a joint tourism brand for the first time: **FORTE CULTURA®**.

The European Culture Route **FORTE CULTURA®** draws the tourism market's attention to eventful fortified monuments. It offers a platform for international marketing of fortresses and strengthens their economic power.

The first ones to sign a cooperation agreement with the Culture Route **FORTE CULTURA** were 5 fortified monuments of the Franconian region (g) (left picture). The fortified cities Kronach, Kulmbach, Coburg, Weissenburg and Lichtenau belong to the sub-brand "Franconian Fortress Architecture".

More than **1.500 monuments of "architectura militaris"** in Central Europe have an enormous potential for cultural and active tourism. Besides big citadels and tremendous mountain fortresses, the cities, castles and fortresses with a special fortress architecture attract the tourists.

Also fortified cathedrals, churches and monasteries are very exciting. In many bunkers and on former borders (Iron Curtain) memorials remind of disastrous wars.

FORTE CULTURA provides an insight into those spectacular, often secret, mysterious sites and appeals therefore to visitors.

FORTE CULTURA forms a new **central platform** for international marketing of fortified monuments via the tourism portal www.forte-cultura.eu.

Travel programs, an event calendar, a media library, fortress portraits or a property platform offer the members new possibilities of international presentation.

Culture Route Development in transnational Cooperation

13 Project partners from 8 European countries contributed their skills

Over two and a half years, seven fortifications and six experienced institutions from eight Central European countries supported the development of the new tourist culture route fortified monuments **FORTE CULTURA**. The culture route development follows a systematic working programme with 34 specific tasks. It includes 11 transnational meetings and conferences, coordinated by the European Cooperation Centre of Fortified Heritage - ECCOFORT.

Important support and experiences gave the European Institute of Cultural Routes in Luxembourg, in person Mrs Capp, which certified more than 25 European cultural routes. **FORTE CULTURA** aims to fulfil the quality conditions of certification in the future.

In 2014, more than 45 travel recommendations between the Baltic and Adriatic Sea were elaborated. Therein 94 fortified monuments are present. ECCOFORT executes the tasks of the culture route agency (office@eccofort.eu).



FORTE CULTURA – It goes on in trans-national cooperation!

Network foundation conference in Kostrzyn nad Odra (PL)

The further culture route coordination will be organised by the new founded **European Fortress Tourism and Fortress Marketing Network e.V.**, Berlin.



"FORTS-2-MARKET" - under this slogan the legal association operates. It guarantees to continue networking, marketing and tourism development in **FORTE CULTURA** in a wider range. With the adoption of a statute and membership fees, there is now also the possibility to invite fortified monuments, cities, organisation and experts to participate in the transnational cooperation for a strong network. The first managing committee of the association was elected, consisting of five representatives from Germany, Hungary and Poland (details see page 8).

**FORTS2
MARKET**

European Fortress Tourism and
Fortress Marketing Network e.V.

Branding Concept of FORTE CULTURA

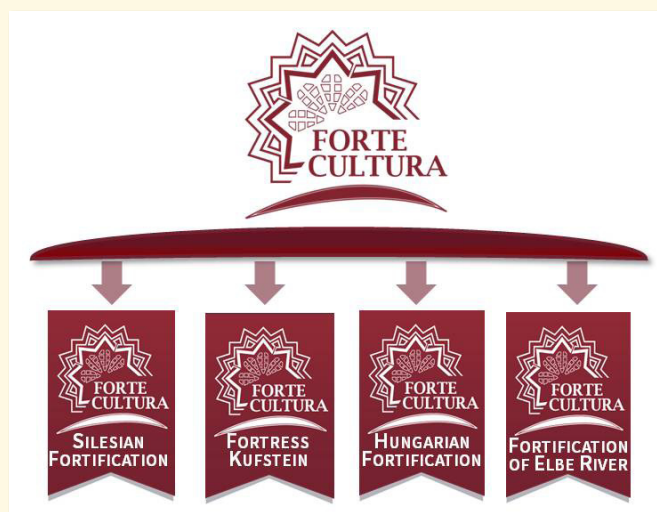
FORTE CULTURA® is a registered trademark.

The label is designed as a "Leading Brand", as umbrella for different sub-labels.

It becomes possible to add the designations for single fortification, regional groups of fortified monuments, fortification of historical empires etc. to the main logo. This way allows to brand sub-labels at the tourism markets in a corporate design.

Each Fortress or fortress group should be visible.

Branding concept in partnership



Main tourism segments and types of journeys

FORTE CULTURA focuses on two main tourism segments, which are furthermore increasing:

Culture tourism:

including City Tourism, Sightseeing Tourism, Heritage Tourism, History Tourism, Event Tourism, Landscape Tourism, Wellness / recreation, Culinary Tourism etc.

Active tourism:

including Cycling, Hiking, Boating, Sports, Adrenalin sport, Caravanning, Biking, Nature Tour etc.

The fortified monuments are places for enormous offers in these segments. A wide variety of target groups will be addressed, such as the children and families, youth, sportsmen, health conscious people, experts, adventure oriented people or culture oriented seniors, as well as groups like pupils and students.

As Types of Journeys sightseeing journeys, weekend trips, study tours for experts, bicycle tours, hiking tours or boat trips are provided

In the future it is planned to cooperate with tour operators for bookable tours.

Culture Route Development in transnational Cooperation

Agreed Development Strategy in 2015 / 2016

Until the end of 2014 the culture route **FORTE CULTURA** suggested travel programmes in 12 European regions and landscapes. Such as the Baltic Sea coast line, the river landscape of Elbe, the culture landscape of Silesia, Franconian landscape, classic holiday regions like Hungary, Slovenia and North Italy (see graphic right).



In a press conference September 2014, Mr. Ambrosini (Province of Verona, 2nd f.r.) and Mrs Pavesi (City of Verona, r.) pro-claimed their interest for implementation of **FORTE CULTURA** in the region of Verona.

Principle aims of culture route implementation

In the further development of **FORTE CULTURA** the biggest challenge is the implementation into the tourist markets. At the same time a step by step expansion is intended. The participating fortifications agreed the following tasks:

- establishing the culture route management
- establishing of the culture route marketing
- increasing the quality and diversity of tourist offers
- completion of the travel programs in Central Europe
- expansion into neighboring regions and states

Such an ambitious culture route project with Europe-wide dimension needs a further support from European funding programmes. The management board is mandated to negotiate with European, national and regional bodies for future sponsorship.



Status of developed **FORTE CULTURA** travel recommendations at the end of 2014

Catalogue of FORTE CULTURA travel recommendation



As an important step in the culture route development, the first catalogue with 45 travel recommendations in 12 European regions and landscapes are developed. Nearly 100 fortified monuments are included.

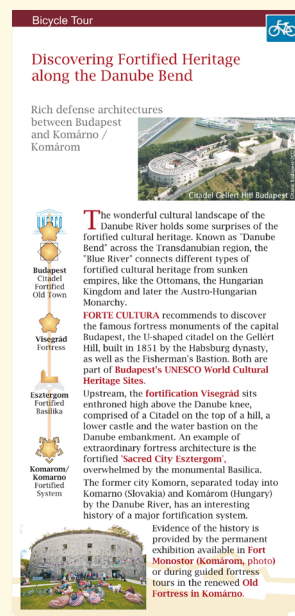
Some tour operators and incoming agencies are interested in a cooperation with the culture route **FORTE CULTURA** as a new brand on the tourist market in culture tourism and active tourism. Selected travel ad-ices are visible on the website

www.forte-cultura.eu.

The fortified monuments are invited to participate in the common development of attractive tourist programmes under the label **FORTE CULTURA**.

Example of a FORTE CULTURA travel advice

As an example, a bicycle tour along the unique Danube river landscape invites to visit fortified monuments, like the Austrian fortress barrier against the Ottomans in Komárom and Komarno, the wonderful fortified Basilica in Esztergom and the UNESCO world cultural heritage protected fortified City in Budapest.



FORTE CULTURA - journeys to the European fortified heritage

Suggestions for cultural trips through wonderful Central European landscapes

FORTE CULTURA in North-Italy - Malatestiens, Scaligeres, Venetians, Austrians



Emilia Romagna

Fortified Cities and Castles between the Adriatic Sea and the Appennines

Castelfranco Emilia - Terra d. Sole - Forlì - Torriana - Montefiore Conca - Gradara

Republic of Venice

a Cradle of the modern Fortification Architecture

Pesciera del Garda - Verona - Padua - Venice - Treviso - Palmanova

Conquest of the Sea Side

Cruising to the Coastal Fortification in the Gulf of Genoa

Livorno - Sarzana - La Spezia - Genoa - Savona - Finale Ligure

Fortified Ideal Cities

Pearls of History in the Arch of the Adriatic Sea. Unique city design in an extraordinary defence architecture

Livorno - Sabbioneta - Palmanova - Gradisca - Karlovac

FORTE CULTURA - Journeys in Landscape of Trans Danubia (HU)

Transdanubian Fortified Heritage - full of surprises and life

Journey from Danube via Ballaton to the Southern Hungarian historical destinations

Komárom - Pannonhalma - Sarvar - Szigliget - Szigetvár - Pécs

Fascinating Fortified Heritage along the „Danube Knee”

Genuine Fortification Heritage between Budapest and Komárno/Komárom

Budapest - Visegrad - Esztergom - Komárno - Komárom

Colourful Diversity of Hungarian Fortified Heritage

Fortresses, Citadels, Fortified Castles, Major Fortress Systems

Budapest - Komárno / Komárom - Eger



FORTE CULTURA - Journeys in Silesia (PL)



Prussians and Habsburgs Fortification Systems in Lower Silesian

Srebrna Gora - Kłodzko - Nysa - Kozle

Silesians Fortified Palaces and Castles

Czocha - Grodziec - Bolkow - Ksiaz

Fortified Palaces and Castles

Beauties of Fortified Architecture in the Silesian Landscape

Ksiaz - Bolkow - Swiny - Grodziec - Czocha

Fortified Silesian Palace Fürstenstein - Ksiaz

Royal glory and dark secrets in the underground

Ksiaz

FORTE CULTURA - journeys to the European fortified heritage

Suggestions for cultural trips through wonderful Central European landscapes

FORTE CULTURA - Journeys during the Landscapes of Thuringia (DE)

Fortress Monuments and Sites of the Reformation in Central Germany

Historic interfaces and new ways of looking at famous monuments in a significant cultural landscape

Erfurt - Heldrungen - Querfurt - Lutherstadt Mansfeld - Torgau - Lutherstadt Wittenberg

Fortress Monuments between Erfurt and Mainz

Kurmainzian and Hessian fortress history with varied architecture from the Middle Ages to modern times - Citadels, fortified towns and fortified castles - an architectural heritage in manicured landscapes

Erfurt - Spangenberg - Ziegenhain - Marburg - Mainz

Bastions and cannons under the Holy Cross

A monumental fortress Kurmainzian, Bamberg and Würzburg prince bishops to protect clerical glory and power

Erfurt - Kronach - Kulmbach - Würzburg - Mainz



FORTE CULTURA - Journeys along the Elbe river Landscape (CZ/DE)



Following Napoleon's footsteps along the Elbe River

Saxony's fascinating fortress monuments under the influence of the conqueror

Königstein - Stolpen - Pirna - Dresden - Torgau - Wittenberg

Discovering outstanding Fortified heritage

along the Bohemian a Saxon lover Elbe river

Josefov - Pardubice - Terezin - Königstein - Pirna - Dresden

Prussian saber rattling along the Elbe River

Fortress construction on the way to a European Empire

Magdeburg - Tangermünde - Dömitz - Stade - Glückstadt - Cuxhaven

FORTE CULTURA - Journeys in the landscape Franconia (DE)

Enjoyment of Art and Love of Life - The Culture Fortresses in Franconia

Attractive museums, exhibitions - stirring events

Coburg - Kronach - Kulmbach

Fortress Frontlines in Franconia resulting from reformation and counter-reformation

Fortresses of the protestant church

Coburg - Kulmbach - Nuremberg - Lichtenau - Weißenburg

Fortress Frontlines in Franconia resulting from reformation and counter-reformation

Fortresses of the roman clergy

Aschaffenburg - Würzburg - Kronach - Forchheim - Schnaittach - Eichstätt



European Contact-Tour of FORTE CULTURA 2014

ECCOFORT meets 12 fortifications in 6 Central European Countries

As a project partner, the European Cooperation Centre of Fortified Heritage reg.ass. -ECCOFORT- was responsible for the development of the culture route **FORTE CULTURA** and the belonging marketing instruments. As such ECCOFORT performed the first European Contact-Tour of **FORTE CULTURA**, which started with a big event during the Kostrzyn Fortress Days and with a salute from the historical canon, on 30th of August 2014. The representatives of **FORTE CULTURA** visited twelve fortresses and fortress cities in 6 European countries.

In each location contact meetings were held to promote the fortress tourism under the brand **FORTE CULTURA**. The fortresses offered an official reception with their mayors and formal representatives present. Press conferences with local, regional and specialized journalists were held, as well as with TV and broadcasting bodies. Furthermore, local programmes were completed by meetings with local and regional tour operators and strategic tourism partners. The development and the market implementation of the Culture Route **FORTE CULTURA** making great progress. The European Contact Tour 2014 was successful. A movie documents the tour.



Start event in Prussian Fortress System Kostrzyn nad Odra (PL)



During the public event of the start-meeting in Kostrzyn nad Odra, many people were interested in information about the culture route **FORTE CULTURA**, the travel programmes and the marketing articles.

Fortified Palace Ksiaz (PL)

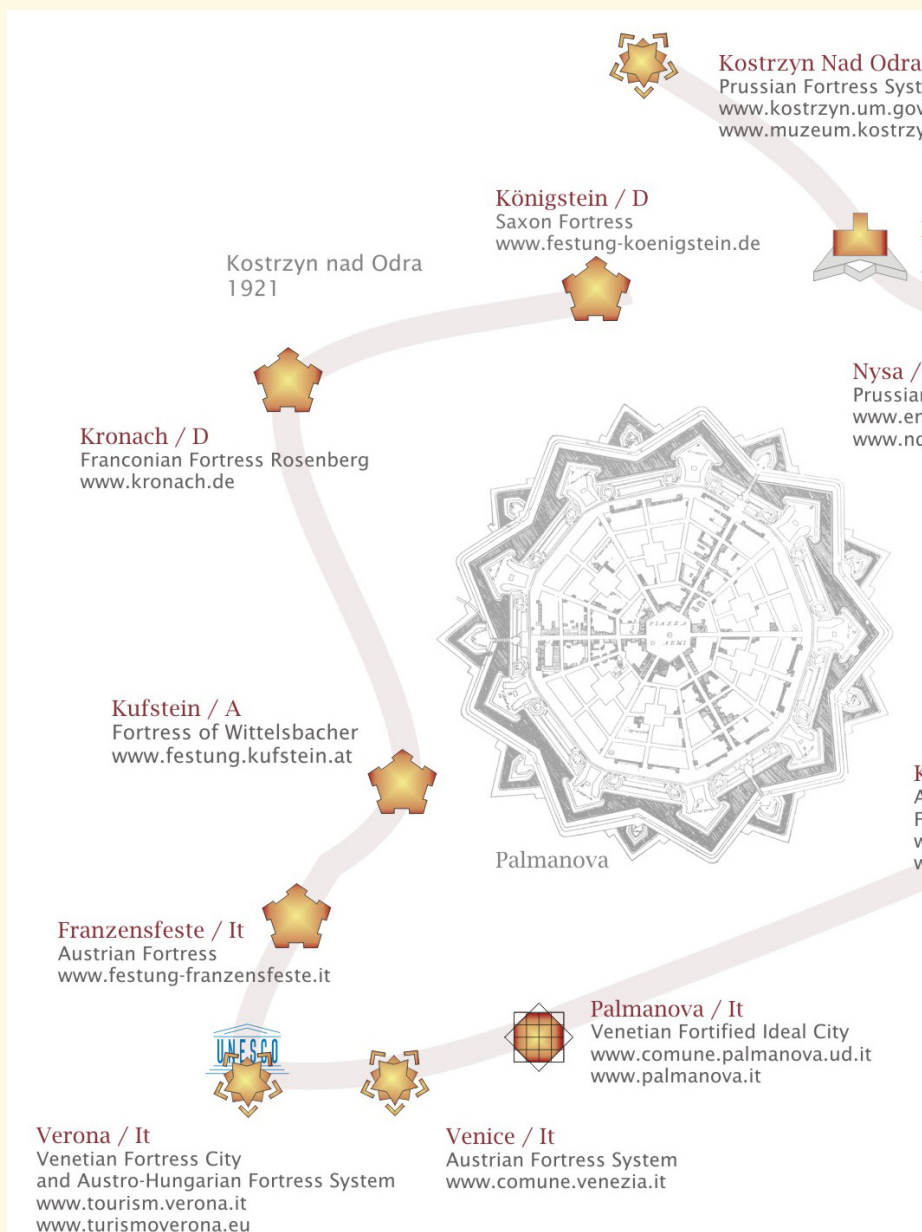


The well managed beautiful fortified palace Ksiaz is located in Silesia, with many other interesting fortified monuments. The participation in the culture route **FORTE CULTURA** is the basis for the new sub label "Silesian Fortification".

Prussian Fortress System Nysa (PL)



During the contact meeting in the Bastion Jadwiga in Nysa, the "Declaration of Interest" for participation in the tourist culture route **FORTE CULTURA** was signed by further Silesian fortification, represented by: Mr. K. Niebora (Mayor of city Srebrna Gora) Mr. A. Juszynek (Vice Mayor of city Nysa) and Mrs. J. Janik (Nyski Dom Kultury, Nysa).



Austrian Fortress System Olomouc (CZ)

The impressive Fort No. 17 (Křelov), a part of the fortress ring around Olomouc, was the place for a cooperation meeting with fortress owners, experts and the representatives of city Olomouc. Fort Křelov offers a museum, restaurant and a pension. During the press conference the owner Mr Vit Cihal, Mr Papousek and the Vice mayor of city Olomouc, Mr Šnevajs expressed their interest in a participation in FORTE CULTURA.



Austrian Fortress System Komarom (HU)/ Komarno (SK)

Fort Monostor Komarom, the active Hungarian partner in FORTE CULTURA, represented by the former director Istvan Varga, signed the cooperation agreement with FORTE CULTURA. Further Hungarian Fortifications participated in the meeting and planned to join FORTE CULTURA.



/ PL
em Küstrin
y.pl
n.pl

Ksiaz / PL
Fortified Palace „Fürstenstein“
www.en.ksiaz.walbrzych.pl

PL
n Fortress System Neisse
.twierdzanysa.com
lk.nysa.pl

Olomouc / CZ
Austro-Hungarian
Major Fortress System Ölmütz
www.forty.cz

Komarom / HU - Komarno / SK
Austro-Hungarian
Fortress System Komorn
www.fortmonostor.hu
www.komarom.sk



Fortress System Verona (IT)

Warmly welcomed was FORTE CULTURA from the representatives of the Province of Verona and the city Verona. They explained their strong interest in adding the fortress tourism under the culture route FORTE CULTURA as an additional offer to the tourist markets.



Fortress Fortezza/ Franzensfeste (IT)

The beautiful Austrian fortress, directly beside the Brenner highway, on the Italian-Austrian border and European cycle way, signs also the "Declaration of Interest" for the participation in the culture route FORTE CULTURA.



Fortress Kufstein (AT)

Fortress Kufstein is partner of the FORTE CULTURA project and also interface to VIA IMPERIALIS, a tourist network for cultural heritage in Austria. During the contact meeting future cooperation on different ways were discussed.



Fortress Rosenberg, Kronach (DE)

A highlight of the European contact tour was the official public signing of a cooperation agreement between 5 Franconian fortresses and FORTE CULTURA in Kronach. They agreed a future cooperation under the brand "FORTE CULTURA - Franconian-Fortification".



Fortress Königstein (DE)

Representatives of the fortifications along the Elbe River Dömitz, Magdeburg, Torgau, Pirna, Josefov (CZ) and from the fortress Königstein welcomed FORTE CULTURA in the wonderful mountain fortress Königstein. They agreed a future cooperation under the brand "FORTE CULTURA - Elbe-Fortification".



Fortified Ideal City Palmanova (IT)



Next tour destination was the impressive star shaped Fortified Ideal City Palmanova. During the meeting with the mayor Mr Martinez, Mrs Danielis, and Mrs Del Frate some points of future cooperation were discussed.

The possibility of a participation under the FORTE CULTURA sub-label "Fortified Ideal Cities" awoke many interest.

Fortress System Venice (IT)

The famous lagoon city Venice is one of the tourism hotspots in the world. Forte Marghera, as exciting Austrian water fortress, offers a place for culture and recreation. FORTE CULTURA shall support more publicity and attention of the tourism stream to Venice.

European Fortress Tourism and Fortress Marketing Network e.V.

FORTS2 MARKET

European Fortress Tourism and
Fortress Marketing Network e.V.

FORTS-2-MARKET = Cooperation for Success

The European Fortress Tourism and Fortress Marketing Network is an association of fortified monuments and experienced institutions, founded in 2014 from bodies of 5 European countries. The network manages the European culture route fortified monuments - **FORTE CULTURA**.

As a non-government organization the association wants to increase the European fortress tourism and the quality of the fortress marketing. Tourism shall generate new income in order to preserve and use the cultural heritage fortified monuments.

Our network connects a touristic quality product under the leading Brand **FORTE CULTURA** with qualified fortress marketing.

European culture route **FORTE CULTURA** - an efficient tourism product

With the European cultural route **FORTE CULTURA** an international brand of fortress tourism and a competitive touristic product was made, which will be further developed by a transnational cooperation. The cultural route offers every fortified monument the chance to connect and develop new joint touristic products.

"FORTS-2-MARKET"- a strategy for international fortress marketing

The network offers a broad range of modern marketing instruments and targeted marketing activities, specifically geared to the needs of fortified monuments. The participating monuments will acquire a broad presence on international tourism markets.

The fortified monuments of Europe are very welcome to use the cultural route **FORTE CULTURA** and the activities of FORTS-2-MARKETS in a profitable way.

The network is a registered association under the German law of associations and a non-government organization. It is open to corporations (fortress organizations, communes and experts), which want to support the fortress tourism and fortress marketing.

Founding members are among others representatives of the Fortress City Kostrzyn nad Odra (PL), the European Cooperation Centre of Fortified Heritage e.V -ECCOFORT- Berlin (DE), the Fortress City Kronach (DE), representatives of the Fortress Region Lviv (UA), and the Fortified Ideal City Josefov (CZ), the fortress organization Fort Monostor Komarom (HU), experts of the Humboldt-University at Berlin (DE) and the Thuringian Institute for Advanced Studies and Education (DE).

More information on that can be found on:

- www.forte-cultura-project.eu
- www.central2013.eu

Website of the CENTRAL EUROPEAN PROGRAMME

Management Board of the European Network



Mr Dr. Frank Riesbeck, Humboldt-University Berlin (DE)
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Mr Hartmut Röder, ECCOFORT reg.ass, Berlin (DE)
1. Deputy Chairperson

Mrs Erika Farkas, Fort Monostor Komarom (HU)
2. Deputy Chairperson

Mr Dirk Röder, ECCOFORT reg.ass, Berlin (DE)
Treasurer

Mrs Agnieszka Zurawska-Tatala, City Kostrzyn nad Odra (PL)
Secretary

Honorary president of the network is the mayor of the city
Kostrzyn nad Odra (PL), Mr Dr. Andrzej Kunt.

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