



Interreg



EUROPEAN UNION

Danube Transnational Programme

CultPlatForm_21

The key to raising attention

Challenges and perspectives of audience development along the Danube

11-13 October, 2017

Pécs, Hungary

Preliminary programme



INTERREG DTP CultPlatForm_21 - 1st Transnational Project Conference

The key to raising attention – challenges and perspectives of audience development along the Danube

11-13 October 2017, Pécs/Hungary

Kodály Conference Center – 7622 Pécs, Breuer Marcell sétány 4.

The Transnational Project Conferences to be held in Pécs, Linz and Regensburg are the heart of EU-wide visibility and public relations in the framework of the INTERREG DTP project „Danube Culture Platform – Creative Spaces of the 21st Century” (CultPlatForm_21). At these events, main principles of the project will be realized: knowledge transfer, networking/information exchange among the partners, external experts, stakeholders, national policy makers, administrations, scientists and practitioners to cooperate on cultural and touristic issues and to couple networking with learning interactions.

The project conferences are expected to shape the image of the Danube area as an innovative/contemporary cultural and touristic place with positive dynamic for participative culture and tourism policy making.

The 1st Transnational Project Conference will take place on 11-13 October 2017, at the magnificent Kodály Conference and Concert Centre in Pécs/Hungary – organized and hosted by the the project partner Zsolnay Heritage Management Nonprofit Ltd, in close cooperation with the German project partner Ministry of Science, Research and the Arts Baden-Württemberg.

The central topic of the conference in Pécs will be audience development which is considered as a challenge for several cultural and touristic institutions and organizations in the Danube region, especially when it comes to the needs of existing and potential audiences of cultural heritage.

During this project conference experts and practitioners will discuss concepts, best practices and role models of audience relationships from all over Europe, but mainly from the Danube area, including education, programming and marketing aspects. From another perspective, the programme addresses strategic issues of the CultPlatForm_21 project such as effective transnational cooperation, innovative approaches to cultural heritage, the (re)invention of cultural routes or the application of new technologies in audience development work.

The city of Pécs is a unique, 2000 years old Central European town, a UNESCO World Heritage Site with its Early Christian Necropolis and the European Capital of Culture 2010. With its different spectacular layers of history from the Roman Empire to the heritage of communism, Pécs will not just be hosting the conference, but will serve as an interactive field of study and experimentation within the programme.

Preliminary programme

Wed, 11 October

1900

Public event

Cella Septichora/Zsolnay Quarter E 78 (tbc)

Welcome reception by the Mayor of Pécs,

Dr. Zsolt Páva;

Get together, artistic programme

Thu, 12 October

0900

Kodály Center

0930

Public conference

Transnational Project Conference

Registration, coffee

WELCOME

- Péter Hoppál HU, Hungarian Minister of State for Culture (tbc)
- Petra Olschowski DE, State Secretary, Baden-Württemberg
- Elisabeth Pacher AT (Lead manager of the Danube Culture Platform project and representative of the Federal Chancellery of Austria)

1000

Key note/panel 1

OUR SUBJECT: EUROPE

European initiatives and their audience

- Dea Vidovic HR (Kultura nova Foundation Zagreb)
- NN (European Year of Cultural Heritage 2018)
- Róbert Manchin HU (Culture Action Europe)
- Pia Leydolt-Fuchs AT (CaP.CULT, Marseille)
- Moderation: Márton Méhes HU (Danube Cultural Cluster, European Danube Academy)

1100

Key note/panel 2

OUR SUBJECT: DANUBE

Best practices of audience development from and perspectives for the Danube region

- Martin Sturm AT (OK Kulturzentrum Linz)
- Boris Camernik RS (Danube Competence Center Belgrade)

- Lyubomir Sirakov BG (EUSDR PA3 coordinator, Sofia)
- Moderation: Gábor Móczár HU (Zsolnay Heritage Management NLtd Pécs)

1200

Lunch and Meet & Match

Transnational Project Conference

1400-1530

Interactive workshop 1

PEOPLE

Social involvement: Keep the „old” and find the „new” audience! Involve and include people! Models, concepts and practices

New audience for performing arts highlighting music

- Tamás Tihanyi HU (Voisingers, Pécs)
- Frank Druschel AT (NÖ Tonkünstler Orchestra)
- Elisabeth Schweeger DE (Academy of Performing Arts Baden-Württemberg, Ludwigsburg)
- Eva Kesslová CZ (Berg Orchestra, Prague)

Cultural institutes as visitor centered creative spaces

- Mojca Jug SI (Bunker, Ljubljana)
- Christian Glass DE (Donauschwäbisches Zentralmuseum, Ulm)
- Peter Zawrel AT (Künstlerhaus, Vienna)
- László Nagyvárdi and Anita Szebényi HU (Zsolnay Heritage Management Ltd)

Community building, involvement and participation

- Irena Sertić HR (Creative Europe Project „Participatory Art for Invisible Communities”, Omnimedia Doo, Zagreb)
- Sabine Geller DE (Danube Women City Guide, Ulm)
- Ádám Kobrizsa HU (Budapest in 100 Words – Mindspace, Győr/Budapest)
- Luca Ricci IT (Kilowatt Festival – "Visionari project" - European project Be SpectACTive, Sansepolcro)

1530

Coffee break

1630-1800

Interactive workshop 2

HERITAGE

Outdoor city venues

Cultural heritage and the audience in the 21st century; Rising the visibility of heritage sites in the framework of CultPlatForm_21; How to make hidden attractions visible? (e.g. How to put Pécs onto the cultural-touristic map of the region?)

Walking workshop through Pécs in 3 subgroups with case study, interactive discussion and activity

Ancient heritage coming alive (along the Danube)

At Cella Septichora Early Christian Burial Chapel Visitor Center

- Attila Üveges HU (Zsolnay Heritage Management NLtd, Pécs)
- Danko Ćosić RS (Donji Milanovac/Golubac-Projekte, Danube Competence Center, Belgrade)
- Lyubomir Sirakov BG (Vidin Revitalisation Project, Ministry of Tourism, Sofia)
- Stefan Traxler AT (Upper Austrian Museum, Head of Ancient Roman Archeological Excavation Project, Enns)
- Klaus Haller DE (Celtic Museum Heuneburg)

Cultural Routes and Labels

At the Old Granary

- Helena Knez and Rok Matjaž SI (European Cultural Route of Reformation – running INTERREG Central Europe project)
- Bulcsú Remenyik HU (Hungarian Limes Association, Budapest)
- Emmanuelle Robert FR (UNESCO, Creative Cities Network)
- László Nagy HU (Pan-European Piknik Memorial Park, European Heritage Label site)

Industrial heritage coming alive as creative places (brown field investments)

At Zsolnay Cultural Quarter

- With a short introduction by Gábor Móczár HU (Zsolnay Cultural Quarter)
- Darko Polić RS („Chinese Quarter” Project, Novi Sad)

- Chris Müller AT (Tabakfabrik, Linz)
- György Szabó HU (Trafó Contemporary Performance Center Budapest)

1830

Zsolnay Quarter

Dinner and cultural programme:

Fri, 13 October

0900

Kodály Center

Transnational Project Conference

Registration, coffee

0930-1100

Public conference

Workshop 3

CITIES

Change the audience's role: from spectator to active participant (The challenge of audience development in European Capitals of Culture as creative hubs of the 21st century)

Sustainable ECOCs? – What happened afterwards concerning culture, architecture and tourism? Buildings/venues – audience relations

Sustainable ECOC-concepts for future ECOCs?

ECOC „hangover”: Sustainable structures, projects and audience?

- Walter Putschögl AT (ex Linz 09, Upper Austrian Museums, Linz)

- Katarzyna Mlynczak-Sachs PL (ex Wrocław 2016)
- Christian Potiron FR (ex Košice 2013, Novi Sad 2021, Centre for Contemporary Arts, Bratislava)
- Moderation: András Horváth HU (architect, Pécs)

Future concepts for sustainable changes in the city's audience

- Jelena Ognjanović RS (Gallery of Matica Srpska, Novi Sad)
- Slaven Tolj HR (MMSU Rijeka)
- Viltė Migonytė and Vaidas Petrulis LT (Kaunas 2022)

The Power of City Networks for Culture

- Florin Morosanu RO (European Capital of Cultures – Candidates Network, Cluj)
- Margaux Rouchet FR (LiKE Culture — European cities and regions for culture)
- Max Aufischer AT (Cultural City Network, Graz)

1100

Coffee break

1130-1300

Workshop 4

INNOVATION

Tools, technologies and creativity for audience development (e.g. digitalization, contemporary

*artistic interventions, unusual ways of making
the hidden visible)*

Artistic interventions rising attractiveness

- Regina Hellwig-Schmid DE (Donumenta, Regensburg)
- Aideen Barry IE (Changing Tracks Project)
- Clemens Bauder AT (Höhenrausch/Rooftop Project, Linz)
- Carola Schmidt AT (artist, Vienna)
- Sara Božanić SI (Institute for Transmedia Design, Ljubljana/Murska Sobota)

Innovative use of digital – digital mediation

- Ivana Bestvina Bukvic HR (Creative Danube App – University of Osijek)
- Axel Vogelsang CH (Audience+: Museums and the Participatory Web, Luzern)
- Clara Herrmann DE (digital solitude program, Akademie Schloss Solitude, Stuttgart)
- Franz Humer AT (Outdoor Museum Petronell-Carnuntum)

Youth for innovation – innovation for youth

- Dóra Halas HU (Soharóza Experimental Choir Budapest)
- Veronika Trubel AT (eljub – European Youth Encounters, Literary Projects, Melk/Vienna)
- Hanna Schönberg DE (Network for Innovations in Culture and Creativity in Europe)

1300-1330

Conclusio

Closing words by the Representatives of the CultPlatForm_21 project; passing the relay from Pécs to Upper Austria/Linz

1330-1430

Lunch

END OF PUBLIC CONFERENCE

In cooperation with:

European Union's Strategy for the Danube Region, Culture & Tourism

European Danube Academy, Ulm

Kulturreferentin Südosteuropa, Ulm