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Danube Transnational Programme **CultPlatForm_21**

Creating Memorable Experiences

An Interdisciplinary Journey to Art and History

3rd Workshop of the Policy Learning Platform

Developing Cultural Routes Strategies

Regensburg, 12 October 2018

- Discussion Paper -



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1 Introduction

Cultural heritage is a non-renewable and non-replaceable resource. Tangible, intangible or digital, it forms the collective memory of people. From a cultural and social perspective it is of outstanding value for our society. From an economic viewpoint non-reproducible resources represent the distinctive and unique assets of a destination. Within the context of the European Year of Cultural Heritage 2018 the “Danube Culture Platform” places the multi-layered history of the Danube region at the center. While awareness of responsibility has so far crystallized around the built environment, the project’s interest is the hidden heritage. According to the project’s definition hidden sites are invisible because they are situated below ground level (e.g. archaeological sites), destroyed, banned or repressed for political or societal reasons, disappeared, little known or of immaterial nature. The project aims at discovering hidden heritage, making the invisible visible and expanding cultural routes. Remembrance and the awareness for cultural diversity and history are important aspects. The main objective of the project is the development of an innovative multilevel policy framework for cultural routes in the Danube region. This was followed by further objectives and activities:

- Driving force for Culture and Tourism: Creation of the Policy Learning Platform as network and think tank of stakeholders from EUSDR countries. A series of workshops and conferences reflected on the themes of “Discovering Hidden Heritage” (Vienna, April 2017), “Audience Development” (Pécs, October 2017), “Facilitation of History” (Linz, June 2018) and “Creating Memorable Experience” (Regensburg, October 2018).
- Discovery of cultural and touristic potential of the Danube region: by means of the study “Our Hidden Danube Heritage – Guidebook on resourcing hidden heritage for tourism” and a collection of hidden heritage sites (Wikipedia)
- Visibility of the hidden: pilot projects, artistic and technological (3D applications), followed the theme of “Heritage Reloaded” and the concept of making the invisible visible and usable in terms of cultural tourism.

2 Placing Hidden Heritage in Context

Hidden heritage is the point of departure for contemporary approaches. Hidden heritage is placed in a cultural and historic context to establish grounds for recognizing, framing and revealing connections between the cultural heritage in its known forms and its hidden part. The aim is to create engaging and memorable experience. Qualities of vision, innovation, opportunity, recognition and passion for change come into play¹. The uniqueness of a destination may require interpretation, the creation of unique “creative” and “interactive” experiences related to the product, or the integration of the cultural product with other tourism experiences².

The Danube Culture Platform seeks innovation, experiments, new strategies and tools to convey heritage to a 21st century audience. It wants to share stories, define important themes and engage in artistic processes for the interpretation of heritage through

- the mediation of contemporary arts allowing visitors to meet, experience artworks and get involved
- digital reconstructions or applications linked to the specific experience of a place.

Hidden heritage sites are to be discovered and facilitated to communities of interest. To achieve this new narratives have to be created and the value of common memories for societies and individuals communicated. The aim is sensory perception, the creation of a holistic visitor experience and in the end to shift perspectives. The Danube Culture Platform seeks innovation, experiments, new strategies and tools. Remembrance and the creation of new narratives are important aspects.

A cultural – touristic approach fosters an environment for demanding and offering new touristic products based on hidden heritage. Audience development and experiential tourism taking visitors outside of conventional cultural offerings are therefore regarded as important issues.

3 Link to EU-Strategy for the Danube Region - EUSDR

¹ Cultural Routes Management: from theory to practice, New Tourists and New Tourism for Cultural Routes, Wided Majdoub, p. 116

² Ibid, Tourism and Cultural Routes: Clusters, Cultural Districts and Tourism Systems, Alessia Maiotti, p. 67

The project is closely linked to the EUSDR and reflects actions and targets of PA 3 “Culture and Tourism”. It addresses PA 3 action “To build on cultural diversity as strength of the Danube Region” and targets n. 3 “Develop new and support existing Cultural Routes relevant in the Danube Region” and n. 7 “Promoting exchange and networking in the field of contemporary arts in the Danube Region”. The Policy Learning Platform is a central element of the project and was designed as network and think tank of stakeholders from culture and tourism, governmental and non-governmental and 14 EUSDR countries. Its role is strategy development and exchange of expertise giving momentum to expansion and visibility of cultural routes.

4 Developing Cultural Routes Strategies

European Cultural Routes³

Cultural Routes are powerful tools for promoting and preserving shared and diverse cultural identities. Itineraries represent an approach of the notion of both heritage conservation and cultural tourism. They are a model for grass-roots cultural co-operation, providing important lessons about identity and citizenship through a participative experience of culture. Cultural Routes are laboratories to re-interpret traditions, art, heritage, and encourage activities and artistic projects which explore the links between heritage and contemporary culture, highlighting the most innovative practices in terms of creativity, in contemporary cultural and artistic practice, particularly as regards instruction for young Europeans in relevant fields. One of the objectives of the programme is to reflect on the values of the Council of Europe in the field of heritage and culture: according to the Council of Europe, heritage is not a static entity, but a living and dynamic one, in permanent evolution. The routes also represent concrete tools for the implementation of charters, conventions in the project’s context in particular the Europe Enlarged Partial Agreement on Cultural Routes (EPA) (CM/Res(2013)66, the Council of Europe Framework Convention on the Value of Cultural Heritage for Society (Faro Convention) (CM/Res(2013)67).

³ Compare Ibid, p. 39

In view of a cultural – touristic approach the project follows a new cooperation of culture and tourism with the aim of supporting and expanding cultural routes. The European Institute for Cultural Routes is an important partner in this process. The project is looking for response to manifold themes: the interpretation of historic places and events in a contemporary way (culture), the experience of culture (international audience/ tourists), the development of new destinations along the Danube (tourism). The “Danube Culture Platform” is placed within the context of the European Year of Cultural Heritage 2018 and is connected to the submission of the Western part of the Roman Danube Limes in Bavaria, Austria, Slovakia and Hungary to the UNESCO World Heritage list in 2018.

5 Our Hidden Danube Heritage and its experiential potential for itineraries

5.1 Possible connections with existing European Cultural Routes

The Study/Guidebook on resourcing cultural heritage for tourism – “Our Hidden Danube heritage”⁴ was developed by the Danube Competence Center with contributions from project partners. The study in the form of a guidebook identifies hidden heritage and comprises three sections: 1) Introduction, Contextualisation, Tourism Potential, Communication, Interpretation, 2) Cultural Routes Benchmarks, 3) Data Base on Hidden Heritage along the Danube. In addition, in order to assess the culture and tourism potential of selected heritage sites the Danube Competence Center drafted guidelines for the outline of action plans for pilot projects in order to give partners a framework.

The guidebook defines a two-step questionnaire⁵ for identifying hidden heritage sites or events of history within the Danube Culture Platform. Here is an outline:

⁴ Title according to the application „Mapping Danube cultural routes hot spots“

⁵ Please see p. 21 – 25

Step-one Questionnaire on Hidden Heritage
Site/ historical event
Why is the site/ event valued as heritage?
How is the site/ event connected to the Danube region
Existing interpretations and storytelling materials (data/ tools/ facilities)
Identified best practices in interpretation and/ or storytelling
Tourism product potential
Link to the transnational theme Migrations/ Lifestyle/ Connecting Structures/ Immaterial Heritage
Link to the transnational theme Other
Link to the Cultural Routes of the Council of Europe <u>The European Route of Jewish Heritage (2004): AT, BiH, BG, CZ, DE, HU, HR, RO, RS, SI, SK, UA</u> <i>(potential link lifestyle, sinagogues, cemeteries, monumnets, etc.)</i> <u>ATRIUM Architecture Totalitarian Regimes 20th Century (2014): BiH, BG, HR, RO</u> <i>(potential link: Ion Curtain, memories of the 20th century linked to the division of Europe, etc.)</i> <u>The Roman Emperors and Danube Wine Route (2015): BG, HR, RO, RS</u> <i>(potential link: Roman Heritage)</i>

European Route Historical Thermal Towns (2010): DE, CZ, HU, HR, RO

The Réseau Art Nouveau Network (2014): AT, DE, HU, RO, RS, SI

The European Cemeteries Route (2010): AT, BiH, DE, HR, RO, RS, SI

Via Habsburg (2014): AT, DE

Step-two questionnaire for valorizing of selected hidden heritage of events of history and its tourism potential⁶

Conservation

Conservation status

Accessibility

Visits

Interpretation

Nearby touristic areas of interest

The Danube Culture Platform project has collected close to 140 hidden heritage hotspots allocated to 14 themes.

⁶ Please find the matrix for interpretative potential index in the guidebook on p. 24/ 25

Collection on themes of the Danube Culture Platform project
Shipping on the Danube
Bridges – the ways above the Danube
Historical industrial architecture – symbols for prosperity of the Danube region
Tollgates – Junctions for trade and communication
The Danube and its transformation
The discovery of the Danube for recreation
Personalities
Migration, Creation, Expulsion
Military defense
Limes and Roman & Celtic & Thracian settlements/ necropolis
Religious objects
Shore sites: special shore configuration or qualities which can be interesting for artists and as an “Artist in Residence” site
Museum/ Art Space/ Possible Institution for art-activities and exhibitions/ potential partners
Point of a special river feature Such as outstanding power plants (dams), old & new harbours, ferries and ships

An interactive map integrating collected spots was produced by Upper Austrian Culture Quarter, Linz.

A Wikipedia page is under construction:

https://en.wikipedia.org/wiki/User:Olivera_Gracanin/sandbox/Danube_Hidden_Heritage

The final link (once it is fully uploaded) will be:

https://en.wikipedia.org/wiki/Danube_Cultural_Heritage



In the course of a workshop on “Cultural Routes” on 6 June 2018 in Linz following connecting themes were highlighted:

- Hidden Heritage and historic traces
- Crossroads as a connection between East, West, North, South
- The river as connection and division
- Development because of the river and for the river (ships, harbours ...)
- Migration throughout history
- Conglomeration (Romans, Habsburg, 20th century, Europe ...)
- Bridges as story about architecture and a connection between people
- The route of kings and emperors

Themes for expanding European Cultural Routes

- Roman heritage (Upper Austria, Regensburg, Tabula Traiana/ Iron Gate)
- Jewish and Christian heritage (Vidin and Pécs)

- The route of 45 fortresses (Golubac fortress, fortified cities)

Questions for discussion:

- Where do we stay? (findings of the project)
- What is our aim? (two cultural routes strategies)
- How can we reach our aim? (definition of the two strategies)
- Do you have further ideas?
- Are there connections to the Routes4You project?
- What do you think about a cultural route on Hidden Heritage?

- What is the value of
 - **the expansion of European Cultural Routes** and
 - **the proposed Interpretation Framework?**(decision which approach to choose)
- In which way should the Hidden Heritage be highlighted?
- Should another theme be highlighted?
- Do we miss something?
- Do we need more/ other themes?
- Do you have other proposals?
- What are means for interpretation?
- What are the next steps?

5.2 Proposal for an Interpretation Framework for Hidden Heritage in the Danube region⁷

The Danube Culture project has been committed to develop strategies for two transnational cultural routes. The aims are interdisciplinary exchange of culture and tourism for the expansion of cultural routes, discovery of hidden heritage and making the invisible visible through contemporary means. Pilot projects are a visible testimony of the historic memory of the Danube region and deliver sustainable impulses for a new, contemporary interpretation of hidden heritage. At the heart of the vision is the promotion of innovative formats and audience development for cultural heritage through collaborative partner effort.

This leads to the proposal of an Interpretation Framework for cultural routes in the Danube region and interpretative themes based on the **Hidden Heritage** as an interdisciplinary field and contributing to the development of new narratives:

- **Primary theme: Invisible cultural heritage**
- **Secondary theme: Personalities from the Danube region** (female, male, historic, contemporary, important, known, unknown ...)

The framework⁸

The term “framework” is used to describe a flexible and broad approach for guidelines on audience development and interpretation. It broadens themes and messages, explores the “bigger picture”, the societal context and communicates various aspects of history in a unique way. The commitment

⁷ The proposal is inspired by the keynote of Dr. Nigel Mills, heritage consultant, at the conference in Linz “World Heritage and Facilitation of History for the Audience of the 21st Century” on the Interpretation Framework for the Hadrian’s Wall

⁸ Hadrian’s Wall Interpretation Framework, Overview and Summary p. 2 and 5, published by Hadrian’s Wall Heritage Limited, 2011

on audience development is central to the Interpretation Framework. The approach to implementation is based on engagement and inclusivity.

Interpretation

Interpretation helps to foster understanding, create visitor experiences and make them engaging, memorable and fun. It is more than storytelling as interpretation seeks to engage people in the meaning of things relating to their own lives such that the place, object or people being interpreted are better understood and respected. It uses evidence, facts and most up-to-date knowledge and understanding as the basis to explore the known and unknown, inspiring peoples` imaginations, evoking emotions, sparking ideas and prompting reflection that help inform people`s beliefs, values, attitudes and behaviours.⁹ Personal connections help visitors empathise with past lives and experiences.

Interpretation Framework on Hidden Heritage – Proposals of themes

The central element of the interpretative concept is the **Hidden Heritage** in the Danube region, **tangible, intangible, visible, invisible, digital or little known. Contemporary arts and new technologies are important means of interpretation.**

Primary theme: Hidden Heritage: Invisible Culture & History

- **Making Connections**
 - Cultural heritage and its legacy
 - Difficult pasts

⁹ Hadrian`s Wall Interpretation Framework, Overview and Summary p. 5, published by Hadrian`s Wall Heritage Limited, 2011

- **Crossroads to Present, Past and Future – East/ West, North/ South**
 - Migration
 - Conglomeration
 - Creation and Expulsion
 - Iron Curtain
- **Power and Control**
 - Trade and Commerce
 - Stability and Economic Prosperity
 - Resistance and Civil Commitment
 - Limes
 - Tollgates
- **People and Daily Life**
 - Lifestyle
 - Cooking & Recipes
 - Rituals
 - Leisure
- **The Story of the River**
 - The River as Connection
 - River Features and Ships
 - Bridges, historical architecture
 - Shore Sites
 - Islands
 - Transforming Landscapes
 - Fishing
- **Values and Images**
 - World Heritage Sites, identification of aspects and elements of outstanding universal value of a particular site

Secondary theme: Hidden Heritage: Personalities from the Danube region

- **Historic and contemporary**
 - Kings, emperors, artists, inventors, scientists ...
- **Female and male**
 - Special attention to important women from the Danube region
- **Known and unknown**
 - Engaged personalities

Means of interpretation

- Contemporary arts
- Digital reconstructions
- Re-enactment
- Artist in residence programmes
- Images
- Personalised storytelling
- Museums and art spaces
- Setting up networks
- ...