



ARCHEODANUBE

E-NEWSLETTER

ISSUE 1 • OCTOBER 2020



ARCHEODANUBE IS ON!

SINCE JULY 2020

A new EU co-financed project, ArcheoDanube addresses new approaches to the concept of heritage preservation and presentation with regards to cityplanning and urban design principles.

The project will be implemented with the cooperation of 15 partners from 11 countries (+7 ASP partners). More information about the partnership can be found on the third page.

Start date: 01.07.2020

End date: 30.12.2022

BACKGROUND OF ARCHEODANUBE

INTERVIEW WITH KARIN AND KATHARINA

- **ARCHAEOLOGY**
- **CITY DEVELOPMENT**
- **TOURISM**

These are the key words of ArcheoDanube project. We will help small/medium cities in Danube regions to improve effectiveness of heritage sites' management with focus on archaeological parks as innovative tools in the urban parts of the cities for the preservation and sustainable use of cultural heritage and resources with synergies for development of archaeotourism.

- *What are the most important challenges ArcheoDanube will address?*
- *Why are archaeological parks important in the life of a modern city?*
- *Why is it useful for cities to work with ArcheoDanube project?*

Karin and Katharina will answer these questions for you!



ARCHEODANUBE
E-NEWSLETTER

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What do you think the most important challenges ArcheoDanube will address?

Karin: For me, the biggest challenge is to get people excited about their cultural heritage and to make them realise that every single Euro spent on preserving our cultural heritage is not a subsidy but the best possible investment in the economy, job preservation, job creation and quality of life. This is not easy to convey in the complexity of the context, because it is usually linked to long-term developments, but meanwhile we have good enough practices throughout Europe - including in the field of archaeology - to prove it. This is why ArcheoDanube has this strong stakeholder involvement approach, because only by involving those affected from the very beginning can we meet the real challenges, namely the destruction and decay of our cultural heritage.

Katharina: ArcheoDanube tackles the usually conflictual relationship between urban centers and archaeological heritage. The project namely aims to build a bridge between urban development and heritage preservation, on which all citizens and tourists can walk towards a fervid future without forgetting our common past. Some towns have already lost their archaeological heritage and have too late recognized that this loss is irreversible. In the end, the project fights for our right (and for the right of future generations) to have the possibility to enjoy archaeological heritage. But, we have to consider that the use-it-or-lose-it principle exerts sensible pressure also on the heritage sector, so the project searches for appropriate use and functions of archaeological heritage, that is within archaeological parks.

BACKGROUND OF ARCHEO- DANUBE

KARIN DRDA-KÜHN
KATHARINA ZANIER

Why are archaeological parks important in the life of a modern city?

Katharina: An archaeological park is like a window to the past of your city. The past is important for the identity of communities living in a place. The past is almost for all of us interesting: who would not use a time machine to visit the venue of ancient events? Here you are: archaeological parks enable you to do exactly this, a journey through the time. For this reason, this kind of sites have enormous potential for tourism. As we all witnessed, the current COVID-19 situation has shown unexpected vulnerability of the tourism sector, especially of long distance tourism. This raises the importance of the valorization of new, alternative tourism destinations especially in the frame of domestic tourism, with great capacities of growth also in "normal" times particularly as a sustainable and inclusive form of tourism. In this perspective archaeological parks can play really an important and attractive role.

Karin: Archaeological parks in the inner city area are first of all very close to people: they are usually visible, sometimes directly accessible. If they are carefully and thoughtfully developed, they can be a counter-project to hectic urban life. Personally, I always find that archeoparks radiate a great deal of peace and serenity, and I am convinced that many people feel this way and also enjoy it. Archeoparks in the city can be oases of peace, places of cultural education, venues for events - these are essential elements of an attractive city. I think it does us urban people good to sit on a summer evening on warm stones that our ancestors worked on 2000 years ago with inimitable craftsmanship. A brief moment of reflection places us in our own history - I know that many people feel this magic of looking at human history in archaeological sites very strongly. This is what makes our European cities unique - we are part of thousands of years of urban history.

Why is it useful for cities to work with ArcheoDanube project?

Karin: To put it quite banally, ArcheoDanube gives cities access to an incredible pool of knowledge which, in the form chosen, would not be so easy to organise or finance on the market. Representatives of the cities involved in ArcheoDanube, whether they are administrations, citizens, museums or service providers, will have access to a European network of experts who will provide practical support in the valorisation of cultural heritage. Cultural heritage is part of our common European identity. And it is something else we should not underestimate: Projects such as ArcheoDanube are an expression of European solidarity by sharing experience, knowledge and funding.

Katharina: It is not so easy to make archaeological heritage understandable, usable and attractive. Archaeological remains are injured and fragile relics, with special needs in relation to conservation procedures if we would like to display them. They are not usable as they are (unlike other types of heritage, e.g. a castle that can be renovated and used in a similar as it was designed for): a new concept of use and cornice has to be designed. Strong efforts are necessary to explain and visualize their interpretation (or better all of their interpretations, as archaeologists have normally different opinions). That's all quite demanding! In the ArcheoDanube we will focus on all these tasks and design a reference methodology in order to support proper decision making.

BACKGROUND OF ARCHEO- DANUBE



KARIN DRDA-KÜHN

Dr. Karin Drda-Kühn, managing director of Kultur und Arbeit e.V. – Association Culture & Work, is a trained art historian with a special interest in preservation activities beyond the traditional instruments and means. As coordinator and partner of European projects like EUROPETOUR, HERITAGE-PRO, HECTOR and SKIVRE she focuses on cultural tourism, on cultural, industrial and religious heritage valorization, and on community building. In 2017 she was nominated as a member of the working group “Skills, Training and Knowledge Transfer: Traditional and Emerging Heritage” of European Commission General Directorate Education and Culture.

Dr. Katharina Zanier works as assistant professor for classical archaeology at the Department of Archaeology of the Faculty of Arts of the University of Ljubljana and at the Institute for the Protection of Cultural Heritage of Slovenia, where she also acts as team manager for the ArcheoDanube project. Her basic research interest is focused on Roman architecture, building techniques, architectural furnishings and sculpture. She has led several excavations in Italy and Slovenia. She has also joined numerous transnational and cross-border collaboration projects. In focus of these projects was the sustainable use and valorisation of archaeological heritage for educational and touristic purposes. Since 2017 she is a member of the editorial board of the Slovenian Journal for the Protection of Monuments and of the publication series Archaeology on Slovenian Highways.

KATHARINA ZANIER



PARTNERS' NEWS

INTRODUCTION OF THE ARCHEODANUBE PARTNERSHIP

MOP (SLO)

LEAD PARTNER OF ARCHEODANUBE

Dober dan

Welcome in Ptuj, in the oldest city in "I feel SLOVEnia". Ptuj is an old town of new experiences.

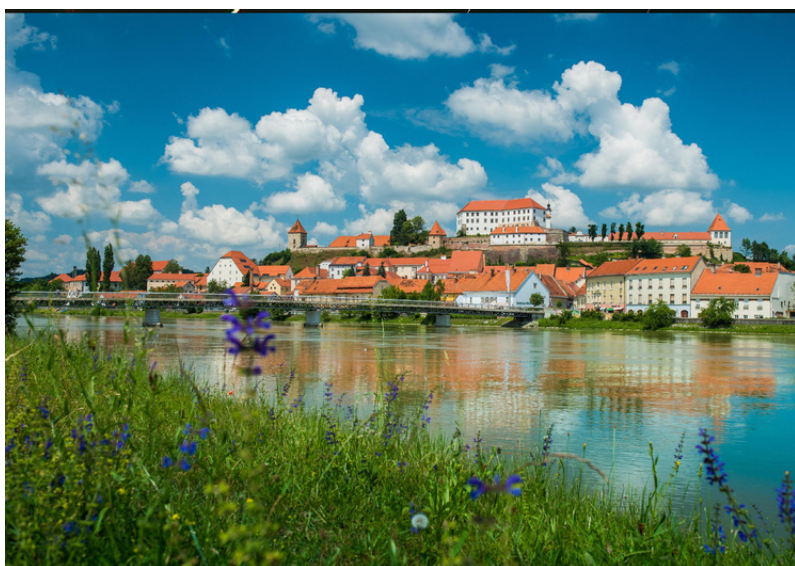
This is CM Ptuj, City Municipality Ptuj. The City Municipality Ptuj is a lead partner in the ArcheoDanube project, which is a very complex and responsible task that gives us also opportunity to upgrade our knowledge and spread our international network.

The City Municipality Ptuj recognizes cultural heritage as an important development component, both in strategic documents and in practice. CM Ptuj participated in international projects such as AD HOC (2006-2009) and VITO (2009-2012) with an emphasis on the preparation of a strategic plan for the development of the old city center based on cultural heritage.

A conservation plan for the Panorama Archaeological Park has already been prepared. In order to illustrate the city structure of the Roman Petoviona, a system of walking paths with signboards was set up in 2019. Copies of Roman monuments and urban equipment were placed next to those walking paths in the area of Panorama.

CM Ptuj participates as a co-financer of archaeological researches and other activities in the area of the Panorama hill, mainly led by renowned national institute. In 2019, the oldest Slovenian town celebrated the 1.950 th anniversary of the town's first mention in writing in the historical chronicles of Tacitus, with numerous events, exhibitions and workshops. The City Municipality Ptuj also supports other projects and activities related to the revival of the rich cultural heritage of Ptuj (carnival, Roman Games, Medieval games etc.).

The City Municipality Ptuj intends to establish an archeological park on Panorama hill, so we expect a transfer of a good and successful practices in other countries and to carry out a pilot activity with an innovative presentation of archaeological heritage in the urban area. With the ArcheoDanube project we want to strengthen the positive attitude of citizens towards the archaeological heritage and belonging to the treasure throve of millennia - to the city in which we live today.



PARTNERS' NEWS

INTRODUCTION OF THE ARCHEODANUBE PARTNERSHIP

EMFIE (HUN)

JÓ NAPOT KÍVÁNUNK!

Greetings from the sunny Szeged, Hungary! This is EMFIE, the First Hungarian Responsible Innovation Association.

EMFIE is a knowledge provider in the ArcheoDanube project. We are Communication Work Package Leaders.

From our past, we are very proud of the fact, that EMFIE was idea owner, developer and implementer of the RegioStars Award Winner CityWalk project, so EMFIE is very experienced in high-quality EU projects.

We'd like to create value and enjoy the project. We'd love if our environment liked the project and we could help to develop and spread the concept of preserve, support and valorize cultural heritage through archeological parks to the European Union member states.



GVD (CRO)

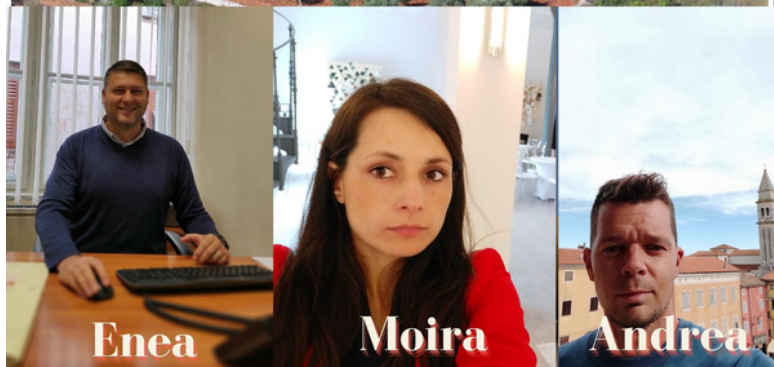


DOBAR DAN!

We represent the small City of Vodnjan - Dignano located in the south part of the Istrian County in Croatia.

We are really proud to be part of an international partnership with different actors such the ARCHEODANUBE partnership.

Preserving numerous local cultural heritage sites is one of the main aims of our city. With this objective in mind, we have participated in many transnational projects such as 'REVITAS' and 'YOUINHERIT'.



Within the framework of the project, our institution will implement a pilot action with the aim of making local cultural heritage more attractive and presenting it in a dynamic way.

PARTNERS' NEWS

INTRODUCTION OF THE ARCHEODANUBE PARTNERSHIP

ACW (GER)

GUTEN TAG!

The team of Association Culture & Work Team extends a warm welcome to you all from the beautiful Tauber river valley in the German state of Baden-Württemberg. Our federal state is not only famous for excellent cars and as the home of many famous writers, but also for many archaeological sites from the Stone Age, Roman and Celtic times. After all, the oldest art objects of mankind, made of mammoth ivory, have been found here and we are proud that people from all over the world find their way to our archaeological UNESCO World Heritage sites. Culture & Work acts as a so-called knowledge provider in the ARCHEODANUBE project.

We are happy to make our many years of knowledge in the fields of cultural heritage preservation, cultural tourism and the creative industries available to the project partners and all interested parties. We are firmly convinced that this knowledge can be used for the further development of cities and regions, for new jobs in the service sector and a living environment in which cultural heritage creates identity and cohesion. Archaeological parks can make all this possible in an extraordinary way, and this is what we want to show in the ARCHEODANUBE project.



BATTI (BUL)

Здравейте!

The team of BATTI - Bulgarian Association for Transfer of Technology and Innovation greets you from the coast of the Black Sea in Varna, Bulgaria! We're going to be part of the city pilot partners group in the ArcheoDanube and will implement the results and knowledge of the project in our city.

Our organization participates in several international projects that can be divided in two main areas - social (public safety, accessibility and others) and historical heritage.

For ArcheoDanube, we'd like to capitalize on our expertise and contacts, developed under other archaeological projects, and bring together experts, researchers and decision-makers in order to valorize and better promote our heritage both to locals and to foreigners. We'll strongly rely on clear and attractive communication. With this we want to bring archaeological parks to the top of the priorities when it comes to urban planning and tourism development.

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INTRODUCTION OF THE ARCHEODANUBE PARTNERSHIP

MS (SRB)

ДОБАР ДАН

The Museum of Srem is situated in the centre of Sremska Mitrovica in northern part of Serbia and holds artefacts from famous Roman town Sirmium.

We are IPA project partner with a pilot project. The Museum have been opened for 74 years and the highlight was internationally proclaimed state organised exhibition Roman imperial cities and palaces.

Our goals in the project are to make Roman history of our town visible, sustainable and loved by everyone, even by developers of modern city.



RDAPR (CZE)

Dobrý den z Plzně!

We are working for the Regional Development Agency of Pilsen Region, which is located directly in the heart of Pilsen, in the old city centre. Pilsen is only one hour far from Prague and if you are still not convinced to visit, it is a capital of world's best beer, Pilsner Urquell! As a partner of ArcheoDanube, Mrs. Lenka Krizkova is the one responsible leader of the project in Czech Republic and Mrs. Karolina Duschkova is responsible for the communication part. We have a lot of experience with international projects including CityWalk, European Cultural Route of Reformation (ECRR), Effectiveness of Policy Instruments for Cross-Border Advancement in Heritage (EPICAH) and many others.

We are confident in our guiding role for the mayors of the involved cities, we help to promote the cultural and environmental site not only in Pilsen region, but also amongst the project partners from other countries and we always bring home all the good practices from the projects to implement them.

Our main goal in ArcheoDanube project is to help to present the old city castle and chapel in Old Pilsen, currently known as the city of Sary Plzenec. We will try to create a specific, enlightened tools, which will present the chosen heritage location in a better light to all citizens and tourist and which will help to the development of the local urban plan. At the end of the project, we would like to show, that only 10 mins from Pilsen is a wonderful green historical location, which has a lot to offer!

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INTRODUCTION OF THE ARCHEODANUBE PARTNERSHIP

RRMH (BUL)

Здравейте!

Greetings from Bulgaria! Rousse is the largest Bulgarian city located on the Danube River, which, like any port, is characterized by cultural diversity and millennial heritage. The Rousse Regional Museum of History has nine sites that represent the local heritage from prehistory to the present day.

We will carry out a Pilot action in Rousse, where with the help of 3D visualizations and reconstructions, we will shorten the distance between research and wide audiences.

The Rousse Museum is the organizer of the most important forum for a meeting of museums in the country. The Museum exhibition forum demonstrates and discusses museum innovations and cultural products.



STC (AUT)

HALLO!

Hi everybody and warm greetings from Vienna, Austria! We are Sustainication e.V., an association for science communication and sustainability. Sustainication is based on three pillars: knowledge transfer, networking and inspiration. In ArcheoDanube, the core competence of Sustainication e.V. lies in the field of science transfer and communication. In our work we draw on our manifold experience in the development of ICT tools, conducting participatory research designs and creatively communicating in the field of urban development.

The backbone of our work is a holistic concept of sustainability that respects social, cultural and economic aspects and the built environment. So, we are looking forward to enhancing the Danube cultural heritage through archaeological parks in the Danube Region of Southeast Europe!

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WPRED (HUN)

JÓ NAPOT KÍVÁNUNK!

Welcome to Szombathely, the ancient roman city in Hungary! We are the West-Pannon Nonprofit Ltd. a public development agency working in West Hungary.

We lead the work package WPT3, Education and Pilot Actions in ArcheoDanube project.

WPRED has been working on domestic, cross-border and transnational projects in Western Transdanubia since 2011. Our approach is community based and sustainable development with a strong emphasis cooperation. We were very proud to present one of our best case projects, the action plan for the Hussar Barracks in Szombathely at the URBACT city festival 2018 in Lisbon.

We would like to help future generations to better understand archaeology with their past and heritage. To integrate archaeological parks in urban environment in sustainable way is a key tool for that and also helps to develop archeotourism. Let's do it together!



IAIAC (ROU)

Bună ziua!

Greetings from the historical city of Cluj-Napoca! We are happy to represent the Romanian Academy and the Institute of Archaeology and Art History from Cluj-Napoca in the important task to help integrate the heritage of the past in the fabric of the present cities. The Institute of Archaeology and Art History is in charge of developing the methodology and assisting the pilot cities in the good-practice implementation of urban archaeological parks.

The Institute of Archaeology and Art History is a leading research institution within the Romanian Academy. Our institute has coordinated numerous archaeological field projects and participated in important national and international research projects, such as the collaboration of the past years with the University of British Columbia in two important projects, Apulum Mithraeum Project and Apulum Roman Villa Project.

As an institution actively involved in the discovery and documentation of the past, our wish in this project is to take a step further towards the proper conservation of the archaeological finds in a way that serves both the heritage and the development needs of the current cities. For people to care about heritage, it is essential that they understand it and acknowledge it as a contributing element to their lives. We hope that we, the ArcheoDanube team, can intermediate an attractive presentation of the past and, by doing so, generate positive interest towards it.

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MNUAI (ROU)

CIAO!

Romania is a fascinating country, being the area of interference between the Central European world and the Eastern European and Balkan world, and this has left its mark on the multiculturalism of our country. Alba Iulia is the heart of Romania, being considered "the other capital", because Alba Iulia is the place where the modern Romania was born, being the place where the Great Unification was signed in 1918. Provides the support of knowledge and technology in order to implement the pilot project of the Alba Iulia archaeological park. The National Museum of the Unification Alba Iulia was founded in 1888 and initially had only two buildings. It currently has three buildings with a total developed area of 12,504 square meters and has gone from a simple city museum to the rank of national museum. The first archaeological researches were carried out starting with 1888, by Adalbert Cserni, the first director of the museum, being considered the founder of urban archeology in Romania.

Currently, the National Museum of Unification Alba Iulia runs most of the archeological sites in Romania, some of them together with specialists from Germany, USA, Canada, England, etc. In the last 14 years he has carried out several annual or multi-annual projects with national or international financing. Through the work of the employees of the Museum and through the patrimony owned, the National Museum of Unification Alba Iulia is one of the most important museums in Romania. Implementation of a pilot project in order to illustrate the good practices for the realization and enhancement of an archeopark, in this case, the fortress of Alba Iulia which is the largest fortress in Romania.



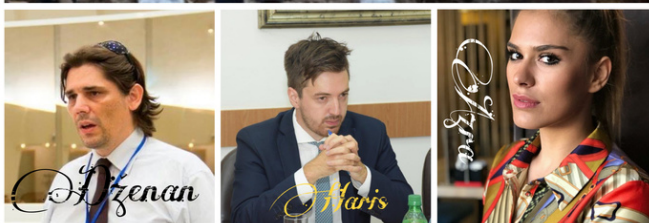
Alina Mioara Gabriel Corina



MNUAI ArcheoDanube project team
Alba Iulia



Alexandru Ioana Radu Maria Rares



We are hoping to utilize the full potential of our archaeological parks, through experiences and advice of our EU partners and to welcome all of them and many more to enjoy Bosnian vast cultural and historical heritage.

OC (BIH)

Dobar dan iz Sarajeva!!!

Greetings from the Olympic City of Sarajevo from Bosnia and Herzegovina! We are greeting you from the Municipality of Centar Sarajevo.

The Municipality of Centar Sarajevo is a project partner in the ArcheoDanube project. In 2020, credited to the EU project, the Municipality of Centar Sarajevo is awarded as the a Leader in the field of youth employment in our country. Through the ArcheoDanube project, we hope to be awarded as a Leader in archeology for next year in Bosnia and Herzegovina.

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INTRODUCTION OF THE ARCHEODANUBE PARTNERSHIP

URBAN_LAB (MDA)

Bună ziua!

Greetings from Chisinau, Moldova. We are Urban Lab Chisinau, an association that actively promotes the role of cultural heritage for a sustainable and balanced development.



Within the ArcheoDanube project, Urban Lab has both the role of city partner, as well as knowledge provider in the field of urban development. The city of Chisinau has a rich archaeological heritage, but its role in local development is not fully harnessed. Through this project, we wish to raise the profile of archaeological parks by demonstrating their potential for an increased attractiveness of our city and for development of local tourism. In particular, we will pay a special attention to the former bastion fortress on the Visterniceni Hill and we will explore ways in which its ruins can be integrated into the new urban dynamics of Chisinau.



ZVKDS (SLO)

Zdravo!

Greetings from the Institute for the Protection of Cultural Heritage of Slovenia. In the ArcheoDanube project we act as knowledge provider and as leader of work package 1 about framework planning in the field of archaeological heritage. Our team currently consists of project manager and archaeologist dr. Katharina Zanier, financial manager and economist mag. Zala Koželj as well as communication manager and archaeologist mag. Rok Ratej. Even if the main goal of our institution is the protection of cultural heritage, we became increasingly an important actor in its interpretation, presentation and revitalization.

This was achieved mainly within several (more than 30) cross-border, transnational and other EU projects, in which we acted as project partners or also as lead partners. Our goal in the project is to show local communities the potentials of archaeological heritage for economy and the possibilities of its inclusion into urban development. We would like to encourage the growth of a respectful bond to cultural heritage, that was handed down to us and which we would like to preserve for future generations.



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