

Forte Cultura

European Culture Route of Fortified Heritage
Capitalising of fortified cultural heritage
for sustainable development and competitiveness of cities and regions



Provincia di Verona - p_vr
REGISTRO UFFICIALE
N. 0090048 - 16/09/2014



300547904800



PROJECT PARTNER:

City Kostrzyn nad Odra
Austrian State Archives
Salzburg's Palaces and Castles Management
Jaromer Municipality
Humboldt-University at Berlin
City of Kronach
TIAW-Thuringian Institute for Academic Studies and Education reg.ass
ECCOFORT – European Cooperation Centre of Fortified Heritage reg.ass.
„Fort Monostor” Military Cultural Centre Komarom
Province of Verona
Institute for Protection of Cultural Heritage of Slovenia
Lviv Regional State Administration

CONTACT:

LEAD PARTNER
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ECCOFORT

PROJECT MANAGEMENT
GKU Standortentwicklung GmbH, Berlin

Alla c.a. dei Rappresenti
delle Istituzioni delle città fortificate
ed Enti gestori dei siti fortificati

Oggetto: Invito alla International Conference e Workshop del progetto comunitario FORTE CULTURA di cooperazione transnazionale del patrimonio fortificato nell'Europa Centrale - Verona, 8 e 9 ottobre 2014.

Egregie SS.LL.

la Provincia di Verona in qualità di partner del progetto comunitario Forte Cultura ha il piacere di invitare le SS.LL. a partecipare alla

International Conferences and Workshop
Culture Route Fortified Heritage "FORTE CULTURA"
Implementation
Effects of fortified heritage
for urban, rural, cultural and social development

che si svolgerà l' 8 e il 9 ottobre 2014 a Verona,
presso la Gran Guardia e la Loggia di Frà Giocondo

Il progetto comunitario FORTE CULTURA comprende le più significative ed attraenti realtà fortificate nell'Europa Centrale che i 12 partners del progetto, provenienti da 8 nazioni dell'Europa Centrale, hanno valorizzato attraverso analisi, studi e *best practise* che ora vengono portati all'attenzione delle città fortificate italiane ed europee, per far comprendere i potenziali effetti socio-economici, gli utilizzi, le valorizzazioni.

L'obiettivo è quello di puntare ad una nuova offerta turistica d'eccellenza, oggi particolarmente competitiva, anche attraverso la



proposta di un network delle fortificazioni venete e dell'Italia del centro-nord.

Per questo abbiamo il piacere di invitare le SS.VV ad aderire fin d'ora a questo importante network culturale e turistico che può divenire una nuova ed importante opportunità turistica delle fortificazioni tra il Mar Baltico ed il Mar Adriatico nei mercati del turismo culturale sostenibile e del turismo ecologico.

L'Istituto Europeo degli Itinerari Culturali del Lussemburgo sostiene il progetto in qualità di Istituzione Associata al progetto.

Altresì, vi sarà un momento ufficiale significativo della firma della "Letter of Intent" da parte delle istituzioni che intendono rafforzare e allargare il networking di FORTE CULTURA.

Nell'auspicare di incontrarvi personalmente, vi invitiamo, per ragioni organizzative, ad inviare conferma di partecipazione entro e non oltre il 30 settembre 2014, all'indirizzo fortecultura@provincia.vr.it o al fax 045 92.88.320.

Per qualsiasi ulteriore informazione siete pregati di contattare gli organizzatori allo stesso indirizzo di posta elettronica.

Cordiali saluti

Il Vice Presidente

e

Assessore alla Cultura e Beni Ambientali

della Provincia di Verona

Marco Ambrosini

Allegati:

- Programma della Conferenza
- Modulo di registrazione

FORTE CULTURA

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



Central Europe Programme
Project "FORTE CULTURA"



International Conferences and Workshop

Culture Route Fortified Heritage "FORTE CULTURA" Implementation

Effects of fortified heritage

for urban, rural, cultural and social development

Province of Verona, October 8th – 9^{10h}, 2014

PROGRAMME

Wednesday, October 8 th 2014		
(Output 5.6.1)		
Culture Route Fortified Heritage "FORTE CULTURA"		
Location: Palazzo della Gran Guardia – Piazza Brà		
<i>Time</i>	<i>Programme</i>	<i>Speakers/moderator</i>
09:00	Registration	
09:15	Introduction	Mr Peter Ros Project manager AT FORT - Atelier Fortresses - Interreg IV C e International Project manager New Dutch Waterline <i>Moderator and speaker</i>
09:30	Institutional Welcome	Flavio Tosi Mayor of Verona Giovanni Miozzi President Province of Verona Alberto D'Alessandro Council of Europe Office of Venice
10:00	Relevant Tourism-cultural politics for the Development of Veneto Region and International Networking	Mr. Marino Finozzi Veneto Region Assessor of Tourism and Foreign Trade
10:20	The European Culture Route of fortified Heritage "FORTE CULTURA" - contribution to the capitalising of fortifications in transnational cooperation	Mr Hartmut Röder European Cooperation Centre of Fortified Heritage – ECCOFORT
11:00	The European Culture Routes supports Europe as the world's most important region for cultural tourism	Mrs Sorina Capp European Institute of Cultural Routes Luxembourg
11:30	<i>press talk</i>	
	<i>coffee-break</i>	
12:00	"The economic perspectives of the fortified heritage tourism: bottle-necks, sustainability and potentialities"	Mr Jan Van der Borg University Ca' Foscari Venice – Italy University of Leuven Belgium
12:40	Venice and Forte Marghera – International Crossroad of Fortified Heritage - Present and future international networking The Centre for research, valorisation and documentation of Forte Marghera: a lighthouse also for tourism development of fortified heritage sites	Mr Pietrangelo Pettenò Marco Polo System geie

13:00	Conclusion	Mr Peter Ros
13:10	Light -Lunch including Contact Meeting – Representatives of Fortification with Tour Operators, Marketing Agencies and Media	<i>Organised working tables for meetings of tourism operators</i>
14:00	<p>Opening Ceremony</p> <ul style="list-style-type: none"> • Travelling Exhibition Central European Fortified Heritage • Poster Exhibition: North Italian Cultural Heritage Fortification - full of life <p>Including: Contact Meeting Representatives of Fortification with Tour operators, Marketing Agencies and Medias</p>	
15:00	Excursion with bus to the Fortified Heritage in the province as destinations Rivoli and Peschiera sul Garda	
19:00	<i>Buffet</i>	<i>Peschiera del Garda</i>
21:30	Came back to Verona with bus	

Thursday, October 9th 2014

(Output 4.6.1)

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

Conference “Fortified Heritage Integration Strategies”

Summing-up Conference of Work Package 4 results

Location: Verona, Piazza dei Signori – **Loggia di Frà Giocondo**

<i>Time</i>	<i>Programme</i>	<i>Speakers/moderator</i>
09:00	<i>Registration</i>	
09:15	Welcome and introduction to the conference Strengthening effects of fortified heritage for urban, rural, cultural and social development (a summary and Socio-economic effects - Output 4.1.2 <i>IN</i> - Proposal for an <i>Italian Network</i> of fortified heritage	Mrs Elisabetta Pellegrini Workpackage manager Province of Verona
09:40	The best practice of the cultural-touristic rehabilitation of Forte Marghera and future perspectives	Mr Daniele Sferra ATS Forte Cultura Province of Verona <i>speaker and moderator</i>
10:10	Presentation of the Study of Verona (Output 4.2.1 / 3.2.3)	Mr Fiorenzo Meneghelli ATS ForteCultura Province of Verona
10:50	FORTE CULTURA meets other EU Funded projects related to fortified heritage: ADRIFORT – “state of art” of the fortified heritage tourism development of	Mrs Maria Elisa Munari Regione del Veneto

	the IPA countries	
11:20	<i>coffee-break</i>	
11:40	Heritage Implementation (Output 4.1.5)	Mrs Kati Langer TIAW Erfurt
12:00	Residences in Fortresses (Output 4.2.2)	Mrs Agnieszka Zurawska Kostrzyn nad Odrą
12:20	Nature in Fortress Heritage (Output 4.3.2)	Mr Frank Riesbeck Humboldt University at Berlin
12:40	Involving of Citizens into the fortress utilisation (Output 4.3.4)	Mrs Erika Farkas Fort Monostor Komaróm
13:00	Transnational Information System of fortified Heritage (Output 4.4.3)	Mr Veikko Junghans Humboldt University at Berlin
13:20	Summary and Conclusion	Mr Hartmut Röder European Cooperation Centre of Fortified Heritage – ECCOFORT
13:30	<i>Light-lunch</i>	
<p>OPEN WORKSHOP (Output 3.2.4) “Best practices Income generating” Location: : Verona, Piazza dei Signori – Loggia di Frà Giocondo</p>		
<i>Time</i>	<i>Programme</i>	<i>Speakers</i>
15:00	Visit of Fortifications in Verona (with Italian and English guide) Bastione delle Maddalene – Verona	
16:00	Presentation of the Study of Kronach (Output 3.2.2)	Mr Alexander Suess Kronach
16:20	Discussion of studies and examples Recommendations for fortress owners Documentation of Keywords and Strategies for the Handbook	Workshop-Moderator All participants
17:00	Summary and Conclusion	Mr Hartmut Röder European Cooperation Centre of Fortified Heritage – ECCOFORT

International Conferences and Workshop

Culture Route Fortified Heritage "FORTE CULTURA" Implementation

Effects of fortified heritage

for urban, rural, cultural and social development

Verona, October 8th-9th, 2014

Registration Guests

Dear guests,

Please fill in and send this form until September 28th, 2014 at the latest, via fax or e-mail to:

Mrs Isabella Ganzarolli

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Phone: +39 - 045 / 92.88.314

Fax: +39 - 045 / 92.88.320

Mrs Agnieszka Zurawska-Tatala

E-mail: fortecultura@wp.pl

Phone: +48 - 95 / 727 81 24

Fax: +48 - 95 / 727 81 93

Please fill in for each single person or institution:

Institution			
Name Mr/Mrs			
Position/ Function			
Address			
E-Mail			
Tel.		Fax	
Skype-name			

*Please put an **X** for your participation:*

Participation in the International Conference	8th October			with Tour	
				with evening buffet	
Participation in the Open Workshop	9th October				
We are interested to participate in the European Culture Route Fortified Monuments "Forte Cultura" and the cooperation	yes		no		
We are interested for more information to "Forte Cultura" and future cooperation in the network	yes		no		

Special requests/ information:

Date	Signature
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