

Pôle **international** francophone de formation et d'échanges **des gestionnaires** de sites patrimoniaux

International Workshop

12-14 September 2016

Žďár nad Sázavou Estate, Czech Republic

“Preparing the Future
of our Heritage:
Sharing Site Management
Tools and Experiences”



Under the auspices of:



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The International Centre for Training and Exchange of Francophone Heritage Site Managers would like to invite you to:

PREPARING THE FUTURE OF OUR HERITAGE: SHARING SITE MANAGEMENT TOOLS AND EXPERIENCES AN INTERNATIONAL WORKSHOP

Žďár nad Sázavou Estate, Czech Republic, 12-14 September 2016

Type of event:

A two-days participatory workshop based on case studies where discussion has an important place.

Dates: 12-13 September 2016 with an optional visit on 14 September. The workshop will officially end on the evening of the second day and the third day will consist of a field trip.

Organizers:

The seminar will be co-organized by the Grands Sites de France Network (RGSF) and the Žďár nad Sázavou Estate.

- The Grands Sites de France Network (RGSF), <http://www.grandsitedefrance.com> is an association, bringing together local authorities responsible for both day-to-day operations and long term evolution of landscape heritage sites in France. Since 2010, it is in charge of the International Centre for training and exchange of francophone heritage site managers <http://www.polepatrimoine.org>. It organizes trainings in integrated management of heritage sites and field workshops, coordinates a network of online exchanges and accompanies international cooperation projects between sites.
- The Žďár estate, owned by the Kinsky family, includes a complex of Cistercian buildings, the chateau and its dependencies, a basilica, the oldest primary school in Žďár region as well as a base of local volunteers firefighters. The origins of the city of Žďár can be found here, in a former Cistercian monastery dating back to the 13th century, which later became the Žďár estate. The estate is located in vicinity to the Zelená Hora WHS. The Kinsky family contacted other local stakeholders to interest and involve them in a joint project for the reconstruction and revitalization of the entire complex and launch local development dynamics. The New Generation Museum opened its doors in the summer of 2015. A new museum concept for the Czech Republic presenting the Cistercian Order and the Baroque Era, it combines audiovisual aids and historical contents and exhibits and it is a key to understanding the entire complex of the former monastery and today's Žďár Estate. <http://www.zamekzdar.cz/en/>

This event is organised under the auspices of both the Czech and French national commission for UNESCO and the Czech Ministry of Culture.

ProPamatky.cz is our media partner for this workshop.

Venue:

Žďár nad Sázavou Estate, Zámek 8, 591 02 Žďár nad Sázavou, Czech Republic

<http://www.zamekzdar.cz/en/plan-your-visit/how-to-get-here>

Participants:

- 30 people from 6 countries (Bulgaria, Czech Republic, France, Latvia, Moldova and Poland)
- People and organizations involved in the conservation, management and opening to the public of heritage sites
- For more details, please see the list of participants

Goals:

- Use the positive friction of cultures and a variety of approaches to develop the integrated management of heritage sites.
- Stimulate a dynamic of cooperation and sharing among different heritage stakeholders in Central and Eastern Europe, esp. sites managers.
- Imagine new models of funding and new ways of managing heritage sites at a time when the availability of public money is reduced.

Working language: English

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PROGRAMME

Day 1 – Monday 12 September 2016

- 12:30 Light lunch (*New Generation Museum's Café - Kavárna v Muzeu Nové Generace*)
- 14:00 Opening of the seminar (*Fresco Baroque Halls - Freskové barokní sály*)
- 14:30 Brief introduction of each participant
- 15:00-17:30 Workshop Nr. 1 : "Shared Values: How to identify the meaning, values and genius loci of my site and how to share them". Moderator: Vincent Guichard, Director of Grand Site de France Bibracte-Mont Beuvray
 - o Introduction of the theme
 - o Round table presentations
 - o Two "Best practices" presentations
 - Constantin Kinsky - The Work on Values and Genius Loci in Žďár
 - Chloé Campo-de Montauzon - Val de Loire WHS Outstanding Universal Value
 - o Debate
 - o "What have I learned from this workshop" Round table
- 17:30-19:00 Welcome drink and visit of the New Generation Museum (*New Generation Museum - Muzeum Nové Generace*)
- 20:00 Opening dinner (*New Baroque Halls - Nové barokní sály*)

Day 2 – Tuesday 13 September 2016

- 8:30-9:30 Visit of the Chateau "In Santini's Footsteps"
- 9:30-12:30 (*Fresco Baroque Halls - Freskové barokní sály*) Workshop Nr. 2: "From the site's meaning and value to a management plan - the integrated management of a heritage site". Moderator: Chloé Campo-de Montauzon, Director of French association of World Heritage Sites
 - o Introduction of the theme
 - o Round table presentations
 - o Two "Best practices" presentations
 - Alexandru Nicolaescu & Ion Stefanita - Site management in Moldova
 - Vincent Guichard - Integrated management of Bibracte, Grand Site de France
 - o Debate
 - o "What have I learned from this workshop" Round table
- 12:00 Lunch (*New Baroque Halls - Nové barokní sály*)
- 13:30-16:00 (*Fresco Baroque Halls - Freskové barokní sály*) Workshop Nr. 3: "Building a sustainable tourism destination". Moderator: Constantin Kinsky, Žďár nad Sázavou Estate's Owner
 - o Introduction of the theme
 - o Round table presentations
 - o Two "Best practices" presentations
 - Anne Vourc'h - Grands Sites de France and Tourism
 - Gilles Marty - Tourism Routes in Europe, notably the example of Norway
 - o Debate
 - o "What have I learned from this workshop" Round table
- 16:00-17:00 "Expert Witness View" by Marielle Richon, ICOMOS and ex-UNESCO + Seminar conclusions
- 17:30 Visit of Zelená Hora WHS (departure at 17:15 from *Fresco Baroque Halls - Freskové barokní sály*)
- 19:00 Dinner (for those staying until Wednesday)

Day 3 – Wednesday 14 September 2016

- Field trip to the City of Litomyšl (WHS), departure at 8:30

Your contacts

- Lucie Pára (Grands Sites de France Network) luciepara@grandsitedefrance.com +33 6 42 92 24 01 (Czech, English, French) - for everything about the workshop and its content
- Zuzana Kopuncová (Zámek Žďár) kopuncova@zamekzdar.cz +420 739 030 890 (Czech, English) - for everything linked to your accommodation, food and other "practicalities"