

# The Value of Cultural Heritage for Society: Implementation in Austria

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FARO CONVENTION MEETING

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Vilnius, Lithuania

The Faro Convention Approach and Urban Regeneration





Cultural Heritage In the urban society: characterize by transformation, formation, takeover, revival, invention

Relationship between own and foreign : living traditions from other countries

daily public Qigong in Viennas Volksgarden



# How it all began...

Adopted 2005, Entry into force 2011

Austria signed 2014, ratified 2015

Survey by the Austrian Federal Chancellery-

österreichische kulturdokumentation

Workshop January 2016





## Why ratify?

- New concept of cultural heritage
- Social value
- Community Building, civil society
- Cultural participation
- Common responsibility
- New vision for sustainable development



# *Major Topics*

Cultural  
diversity  
and social  
cohesion

Environment,  
heritage and  
quality of life

Democratic  
participation

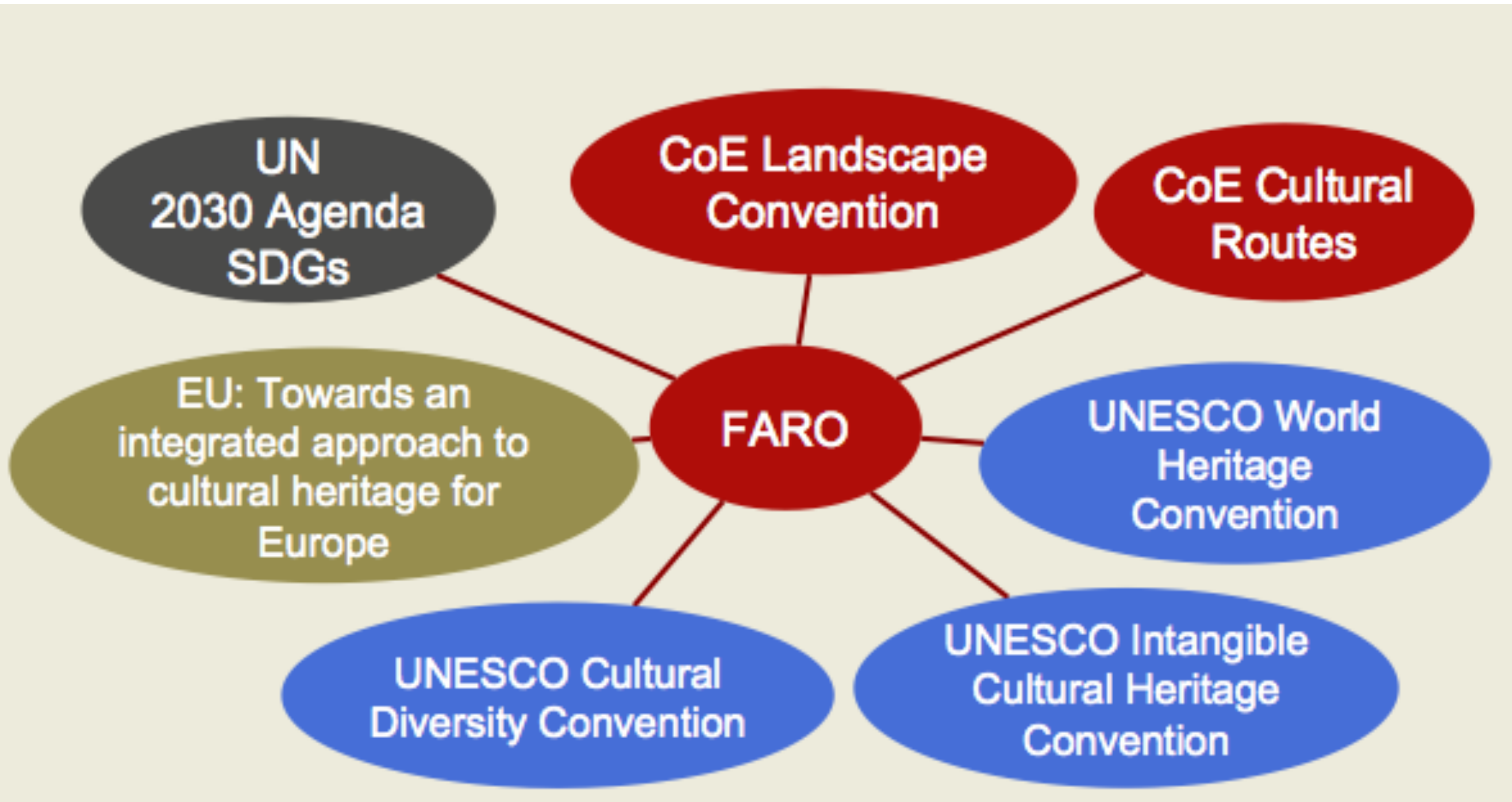
Information  
society

Cultural  
heritage and  
information  
society

Education  
and  
Research

Sustainable  
use of  
cultural  
heritage

## *International and European Context*



# *Survey: Value of the Cultural Heritage - State of art in Austria with Best-Practise Projects*

- <http://www.kunstkultur.bka.gv.at/site/8070/default.aspx>





# Recommendations from the survey





**Superar**

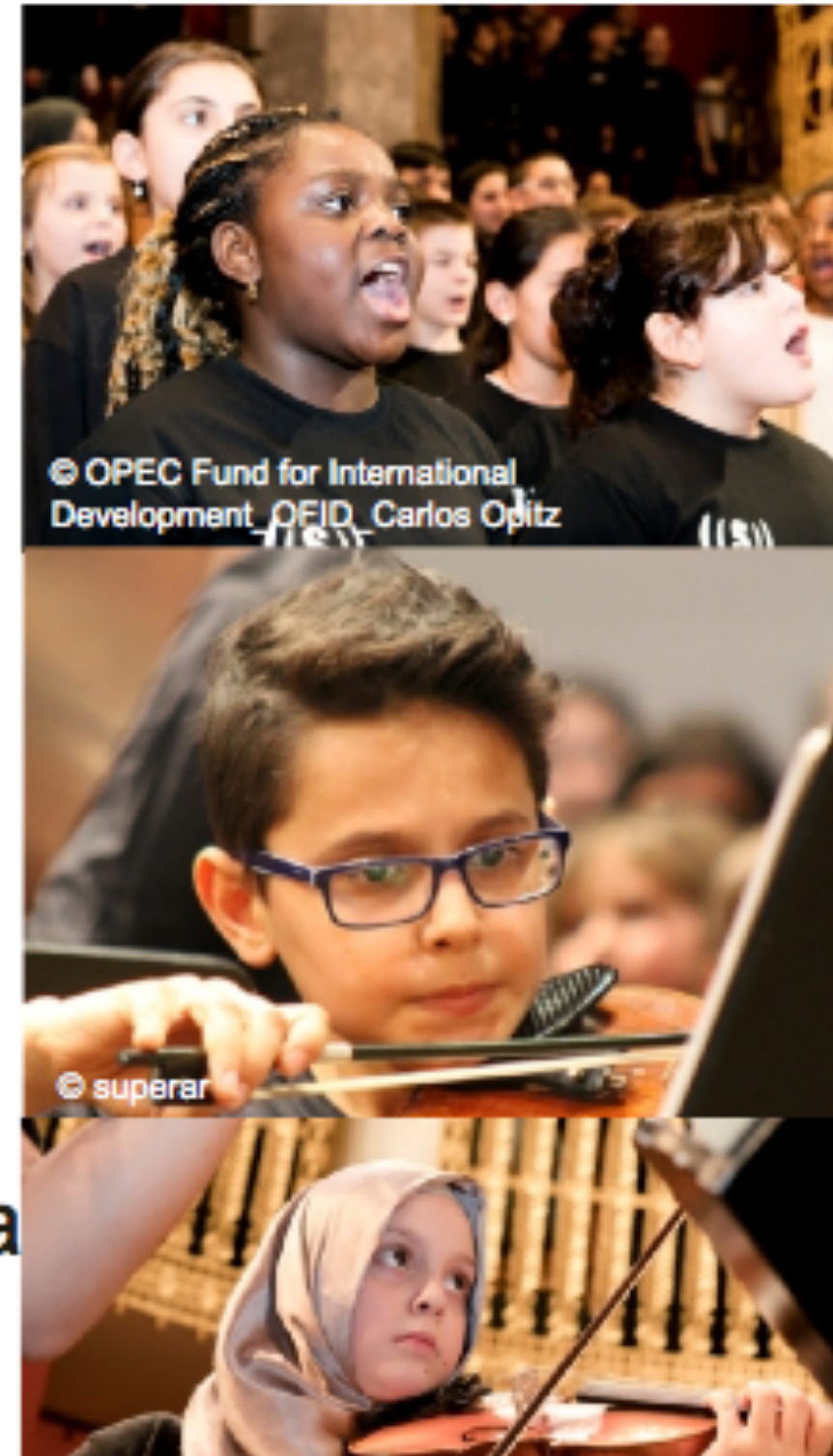
**Bringing young people together to make music**



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# Superar

- encourage, motivate and connect young people through music
- for children with little or no access to cultural education
- collaborative performances
- Network: 10 locations outside of Austria (SLK, CH, LIE, RO, BH).





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# Cinema of Locations



# Cinema of Locations

- initiated by the Austrian Film Archive
- use public spaces of the history of film for the presentation of film heritage
- Culturally rich sites as starting point for discussions and guided tours



Kino der Orte\_Eos Kino



Kino der Orte\_Camera Kino



Kino der Orte\_Laurenzerberg-Keller



# Werkraum Bregenzerwald – Handicrafts in the Bregenzerwald



# Werkraum Bregenzerwald Handicrafts in the Bregenzerwald

- Craft and trade association
- Uniting craftsmen of different guilds
- combine old handicraft traditions with innovative concepts
- Common identity
- Sustainable development of crafts



Werkraum Bregenzerwald © Peter Loewy



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# City Agenda in Wels

## The Roman Cultural Heritage in Wels





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# City Agenda Wels

## The Roman Cultural Heritage in Wels

- Participation of citizens in sustainable development of city
- Paths: eg. Roman Cultural Heritage Walk OVILAVA
- Linked by a new information system “Citymarks”







love padlocks

Globalisation, digitalization, migration, individualization, urbanization...

dynamic, ongoing process

sharpen the sense for cultural practice, which strike the society and which are valuable for the cultural community

focus on new forms of culture of the daily live, participation, public spirit, discussion about values



urban gardening



# Thank you

for your attention!

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