

Cultural Routes  
of the Council of Europe  
Itinéraires culturels  
du Conseil de l'Europe



**CULTURAL ROUTES OF  
THE COUNCIL OF EUROPE**

# 13<sup>th</sup> ANNUAL ADVISORY FORUM

*Visegrád, Hungary, 25-27 September 2024*



EUROPEAN  
INSTITUTE  
OF  
CULTURAL  
ROUTES



INTANGIBLE  
CULTURAL  
HERITAGE  
IN HUNGARY



CULTURAL ROUTES OF  
THE COUNCIL OF EUROPE  
IN HUNGARY



**VISEGRÁD**



# SKANZEN VIGADÓ



## WELCOMING WORDS

**Dr. Eszter CSONKA-TAKÁCS,**  
Director, Directorate of Intangible Cultural  
Heritage, Hungarian Open Air Museum,  
member of the EPA Governing Board

# SKANZEN VIGADÓ



## WELCOMING REMARKS

**Dr. Miklós CSERI,**  
General Director, Hungarian Open Air  
Museum

# SKANZEN VIGADÓ



## WORKSHOPS PRESENTATION

**Dr. Zsuzsanna BATÁRI NAGYNÉ,**  
Director, Department for Science and  
Interpretation, Hungarian Open Air  
Museum



# WORKSHOPS ON GOOD PRACTICES IN THE EXHIBITION UNITS OF THE HUNGARIAN OPEN AIR MUSEUM (SKANZEN)

**16:00 – 17:30**

Cultural Routes  
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CULTURAL ROUTES OF  
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## COFFEE BREAK

*Visegrád, Hungary, 25-27 September 2024*

**17:30-18:00**



EUROPEAN  
INSTITUTE  
OF  
CULTURAL  
ROUTES



CULTURAL ROUTES OF  
THE COUNCIL OF EUROPE  
IN HUNGARY



VISEGRÁD



# THEMATIC SESSION: INNOVATIVE APPROACHES TO YOUTH PARTICIPATION IN CULTURAL HERITAGE ACTIVITIES: CHALLENGES AND OPPORTUNITIES



## MODERATOR

**Mr. Peter DEBRINE,**

Senior Project Officer, Leader of Sustainable Tourism  
Programme, UNESCO World Heritage Centre

# THEMATIC SESSION: INNOVATIVE APPROACHES TO YOUTH PARTICIPATION IN CULTURAL HERITAGE ACTIVITIES: CHALLENGES AND OPPORTUNITIES



## SPEAKER

**Mr. Matías RUBIO,**

Youth representative, Advisory Council, Council of Europe



# CULTURAL HERITAGE AND DEMOCRACY

## **Convention on the Value of Cultural Heritage for Society (Faro Convention, 2005)**

Art.1 (...) “the contribution of cultural heritage to the construction of a peaceful and democratic society”

# CHALLENGES TO YOUTH PARTICIPACION?

→ **in democratic processes**

Barriers and mutual trust loss between youth and decision-makers.

Loss of spaces for youth participacion

Populism and cultural battle agains democratic processes.



# CHALLENGES TO YOUTH PARTICIPACION?

→ **related to cultural heritage**

Decisions made in urban areas without cultural mediation in rural areas.

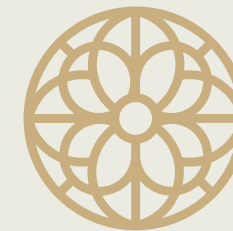
Lack of youth participation in the preservation of cultural heritage.

Local is not cool anymore.

# OPPORTUNITIES TO YOUTH PARTICIPACION?



**Preserve - transmit**



**to transform and update.**



# BEING IN DECISION-MAKING

*How do we break down the huge divide between young people and institutions?  
How to include young people in cultural heritage management?*

**INTEGRATION OF A YOUTH PERSPECTIVE – REYKJAVIK DECLARATION.**

# CITIZENS LABS

- As a form of co-learning and doing together.
  - A workspace for producing prototypes.
  - Committed to returning value to the commons as open-source materials.
  - To know the place and the people that inhabit it and to work with a local agents.
- + makes it easier for unorganised people and small projects to access funding.





# THEMATIC SESSION: INNOVATIVE APPROACHES TO YOUTH PARTICIPATION IN CULTURAL HERITAGE ACTIVITIES: CHALLENGES AND OPPORTUNITIES



## SPEAKER

**Mrs. Katharina HORNSCHEIDT,**  
Board member, European Route of Industrial  
Heritage



Thematic Session: Innovative approaches to youth participation in cultural heritage activities: challenges and opportunities

# The ERIH Young Professional Network

Katharina Hornscheidt  
ERIH Board Member | Research Associate at HTW Berlin

13th Advisory Forum | Cultural Routes of the Council of Europe | 26 September 2024



European Route  
of Industrial Heritage

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Co-funded by  
the European Union

succession  
planning

target group-  
orientated  
educational  
formats

assure  
knowledge  
transfer

promoting industrial  
heritage as a modern,  
appealing field of work

fostering  
intergenerational  
dialogue

## Some challenges for the European Route of Industrial Heritage (ERIH)

reaching out  
to new  
targetgroups

storytelling –  
dark side of  
the moon

supporting  
european  
green deal

promoting  
sustainable  
tourism

### Let's ask the next Generation ...



# How do we attract people for a Young Professional Network for ERIH?





## Milestones of ERIH YP Network

- **Project** @ European Industrial Heritage Summer School, August 2023
- **Pitch** @ ERIH Board Meeting, October 2023
- **Presentation** @ ERIH Annual Conference, November 2023
- **Implementation** by ERIH Board, March 2023
- Three **Digital Roundtables** in 2024

Upcoming:

- **ERIH YP Workshop** @ ERIH Annual Conference, October 2024



# Opportunities, Goals & Ideas for the Future...

establishment of digital roundtable

cooperation with other international young professional networks

bringing more young professionals to ERIH Annual Conference

shared responsibilities in YP network

mentoring program

creative formats for intergenerational dialogue

summer/winter schools and training programs

Europe-wide internship, thesis and job database



# Looking forward to an exchange!

[young-professionals@erih.net](mailto:young-professionals@erih.net)

[Katharina.Hornscheidt@htw-berlin.de](mailto:Katharina.Hornscheidt@htw-berlin.de)

Picture credits: ERIH, bzi/Lea Gleisberg, Karsten Feucht, Anja Liebau



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# THEMATIC SESSION: INNOVATIVE APPROACHES TO YOUTH PARTICIPATION IN CULTURAL HERITAGE ACTIVITIES: CHALLENGES AND OPPORTUNITIES



## **SPEAKER**

**Eleonora BERTI,**  
Director, Destination Napoleon Route





©TheBox



## Destination Napoleon Build with Bits project

Eleonora Berti, PhD  
Director, European Federation  
of Napoleonic Cities  
President, French Federation  
of European Cultural Routes





# The Build with Bits - Destination Napoleon Spain project



Europeana's 'Built with Bits' programme invites students and educators to combine collaborative learning experiences and digital technologies with the values at the heart of the New European Bauhaus movement.



The result has been an immersive virtual space where visitors can discover, in an engaging and entertaining way, the history and heritage of the Napoleonic period in Spain, with a special focus on Aranjuez, involving young people in the action.



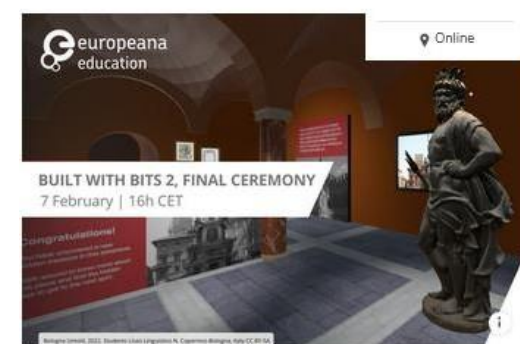
**NEWS**  
Created: 17 March 2023  
Ermina Duester  
Georgia Evans

**Explore Vietnamese Betel Nut Culture in an immersive educational project**

Built-with-bits

With March marking Women's History Month, we hear from researchers at the RMIT University about their winning Built with Bits project, 'Vietnamese Betel Nut Culture and Tradition,' created in collaboration with the Vietnamese Women's Museum.

[READ MORE](#)



**Built with Bits 2, Final Ceremony**

Built-with-bits

In this unique hybrid event, Europeana Education presented the final results of the second edition of Built with Bits, an innovative mentoring programme and educational challenge that was open to all countries around the world, educators and students of all levels, and professionals like 3D/VR artists and designers.

[VIEW EVENT](#)



**Built with Bits, Brussels**

Built-with-bits

How would you make Brussels better? In this kick-off event for Built with Bits, organised by Macedonia, Europeana and partners, take part in a dynamic citizen lab based on the New European Bauhaus values of inclusivity, sustainability and togetherness.

[Add to calendar](#)

[VIEW EVENT](#)

The project started in 2023, in frame of the Spanish Presidency. In 2023-2024, schools from Aranjuez (SP) and Lodi (IT) built virtual rooms for discovering Destination Napoleon Cultural Route and napoleon history and cultural heritage in Aranjuez.



# Project's partners



Destination  
Napoleon

Europeana

Istituto di Istruzione  
Superiore  
di Sant'Angelo  
Lodigiano Pandini  
Piazza  
Lodi, IT

Municipality of  
Aranjuez, SP

Colegio Sagrada  
Familia FESD and  
Colegio Maestro  
Rodrigo, Aranjuez, SP



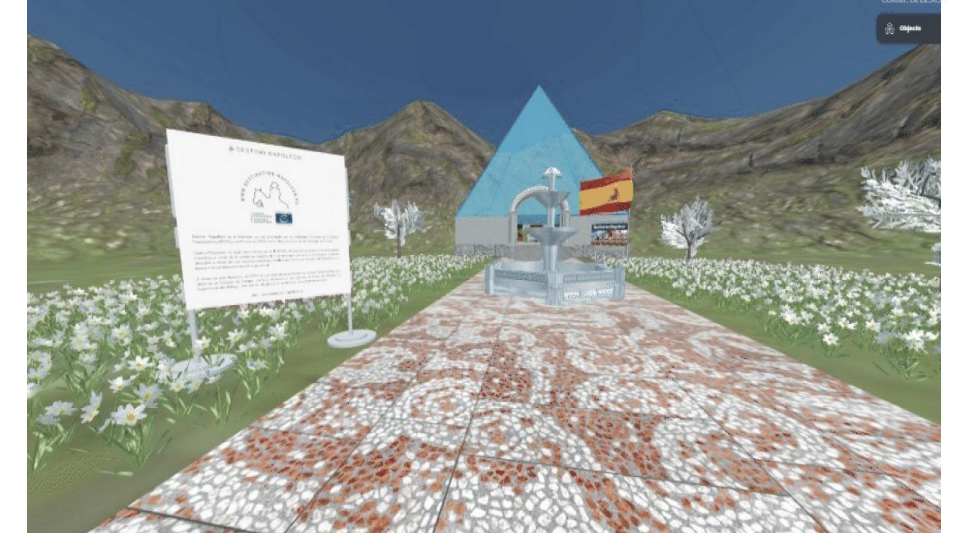


# Engaging youth – Discovering local history and heritage



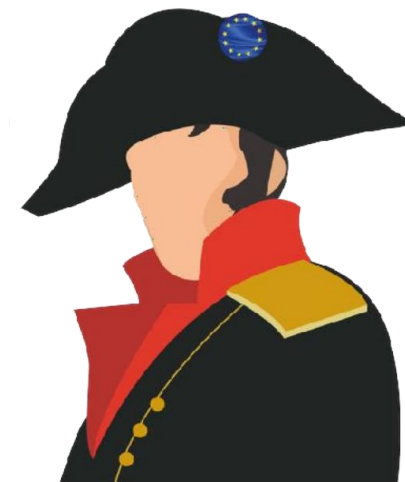


# Virtual spaces - Destination Napoleon in Spain and Aranjuez



The contents used to create the virtual environments is copyright-free, sourced from the Europeana platform, the European Federation of Napoleonic Cities-Destination Napoleon website or created by the students.

The texts prepared by schools are short, didactic and catchy, addressing a wide audience. The language of reference has been English, with the possibility of translation into Spanish and French.






# To sum up!



Europeana's 'Built with Bits' project allowed to:

- Engage members of our network in a educational pan-European project;
- Encourage synergies among local authorities, teachers, pupils, local experts, and across boundaries;
- Stimulate creativity of young people, proactively involving schools and empowering them;
- Create a new storytelling and new tools for the transmission of Napoleonic heritage, made by young people for young people;
- Test a methodology and tools that can be transferred to other members and territories.



A photograph of a man and a young boy in a museum. The man, wearing a black tank top, has his hands pressed against a glass display case. The boy, wearing a white t-shirt, is looking up at the man. Inside the case is a white marble bust of Napoleon wearing a bicorne hat. The background is a museum gallery with other exhibits and people.

Thank you for your attention

[www.destination-napoleon.eu](http://www.destination-napoleon.eu)  
[contact@napoleoncities.eu](mailto:contact@napoleoncities.eu)  
#DestinationNapoleon



# THEMATIC SESSION: INNOVATIVE APPROACHES TO YOUTH PARTICIPATION IN CULTURAL HERITAGE ACTIVITIES: CHALLENGES AND OPPORTUNITIES

## SPEAKER



**Mrs. Lorena ZUCCOLO,**  
member, ATRIUM Route





*Using architecture to teach  
about totalitarianism:  
the ATRIUM European Cultural Route*

Lorena Zuccolo

13th Cultural Routes of the Council of Europe  
Annual Advisory Forum  
Visegrád, 25-27 September 2024



# ATRIUM aim

The traces of 20th century regimes are still visible in European cities. ATRIUM aims to:

- explore the symbolic and historical significance of these structures through the concept of 'dissonance'
- use architecture to stimulate critical reflection on the regimes that built them



# Special focus on young people

2019 Award for the “Best Practices in Cultural Tourism”: *Memowalk ATRIUM Plus*

Participatory creation of a tourism product for school trips

Main objective: to involve young students in the creation of a tour in their own city, specifically aimed at their peers who will be able to explore ATRIUM's heritage





## An extraordinary opportunity

Antonio started building his own city, Torviscosa, with the video game Minecraft. His work made it possible to:

- define a broader project, with the collaboration of a local association and Antonio's school
- involve other students in the activity with Minecraft
- organise some meetings for students on the theme of totalitarianism and architecture used as propaganda
- organise guided tours for students and their families

# THEMATIC SESSION: INNOVATIVE APPROACHES TO YOUTH PARTICIPATION IN CULTURAL HERITAGE ACTIVITIES: CHALLENGES AND OPPORTUNITIES

## SPEAKER



**Mr. Antonio ROGGIO,**  
project designer, Minecraft



# CULTURAL ROUTES OF THE COUNCIL OF EUROPE 13<sup>th</sup> ANNUAL ADVISORY FORUM





# THEMATIC SESSION: INNOVATIVE APPROACHES TO YOUTH PARTICIPATION IN CULTURAL HERITAGE ACTIVITIES: CHALLENGES AND OPPORTUNITIES



## SPEAKER

**Mrs. Chiara MARTELLI,**  
graduate, Università per Stranieri di Siena /  
Leonardo Da Vinci Route



Leonardo da Vinci Route

# Following in the footsteps of the Genius



# Leonardo da Vinci Route

Creation of a **walking route** which links significant **rural areas** and small **towns** linked to Leonardo's identity:

Why?

1. Connect **Leonardo** with the theme «**nature**», main topic of his work
2. Integrate **past and present cultural landscape**
3. Develop **sustainable tourism products** and **active tourism** (trekking, cycling routes)

## Creation of a **walking route** following **Leonardo's historical footsteps**



Leonardo's  
cartographic  
representation of his  
birthplace: Vinci,  
Tuscany



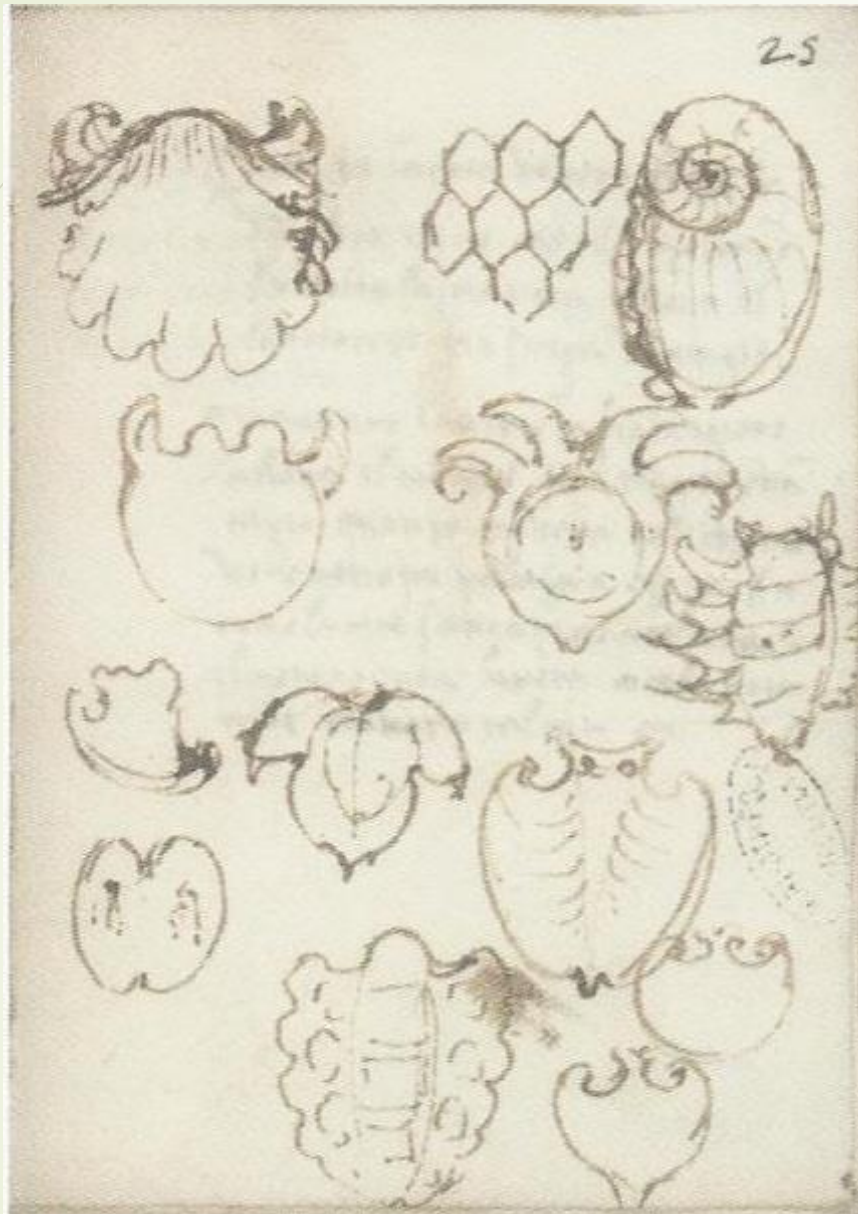
A photo of Vinci, Tuscany



Creation of a **virtual journey** into the past through the use of **apps** or **information panels**



On the left, the town of Montevettolini (Tuscany) taken from the Leonardo's drawing *Il Paesaggio*; on the right a Google Earth photo of the same town.



Drawing of fossil shells found by Leonardo near the Arno river, in Tuscany

The **landscape** in which Leonardo lived is rich with elements found in his paintings, studies, and drawings.

An incisive **storytelling** is mandatory!



# FOLKLORE PROGRAMME

## 19:00 – 20:00

### **Matyó Dance Ensemble**

Matyó heritage inscribed on the Representative List of the Intangible Cultural Heritage of Humanity (2011)

### **Parapács Band**

Hungarian string band tradition inscribed on the Representative List of the Intangible Cultural Heritage of Humanity (2022)

### **Dance workshop**

Open to all Forum participants

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# 13<sup>th</sup> ANNUAL ADVISORY FORUM DINNER IN THE SKANZEN RESTAURANTS

*Visegrád, Hungary, 25-27 September 2024*

**20:00 – 21:30**



EUROPEAN  
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MINISTRY OF CULTURE  
AND INNOVATION



SKANZEN



INTANGIBLE  
CULTURAL  
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