

“The Faro Convention Approach and Urban Regeneration”

Greek initiatives in the Faro Convention spirit

**Hellenic Ministry of Culture and Sports
Directorate of International Relations and EU
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1. “Child, City, Monument” for elementary schools

- Wear and tear, vandalism, tagging, graffiti, posters



- Visual pollution of urban environment
- Sense of abandonment
- Loss of historic identity and memory
- Lower quality of life



Partners:

- City of Athens
- Ministry of Education
- Scientific bodies:
University of Athens,
Aegean University, Athens
School of Fine Arts,
- Other: WWF Hellas,
Piraeus Bank, MOnuMENTA

1. “Child, City, Monument” for high schools



- Aesthetic & civic engagement
- Open public dialogue
- Decision-making process
- Consensus
- Cultural heritage values
- City as space for democracy and culture

776 students

27 outdoor sites with sculptures

20 kindergarten & elementary schools

2 large-scale cultural events



2. “Paths of culture” – Walking Greece project

- Connect the past, the present and the future
- Engage local community



- Stimulate local sustainable tourism & economy
- Promote cultural & natural heritage

2. “Paths of culture”



<http://www.monopatiapolitismou.gr/?lang=en>

3. Pluggy project: Plug into Cultural Heritage

Facebook-like social platform with Augmented Reality, Geolocation, 3D Sonic and Gaming smartphone apps

Aim: promote citizens' active involvement in Europe's cultural heritage

Partners:

Institute of Communications and Computer Systems - Greece

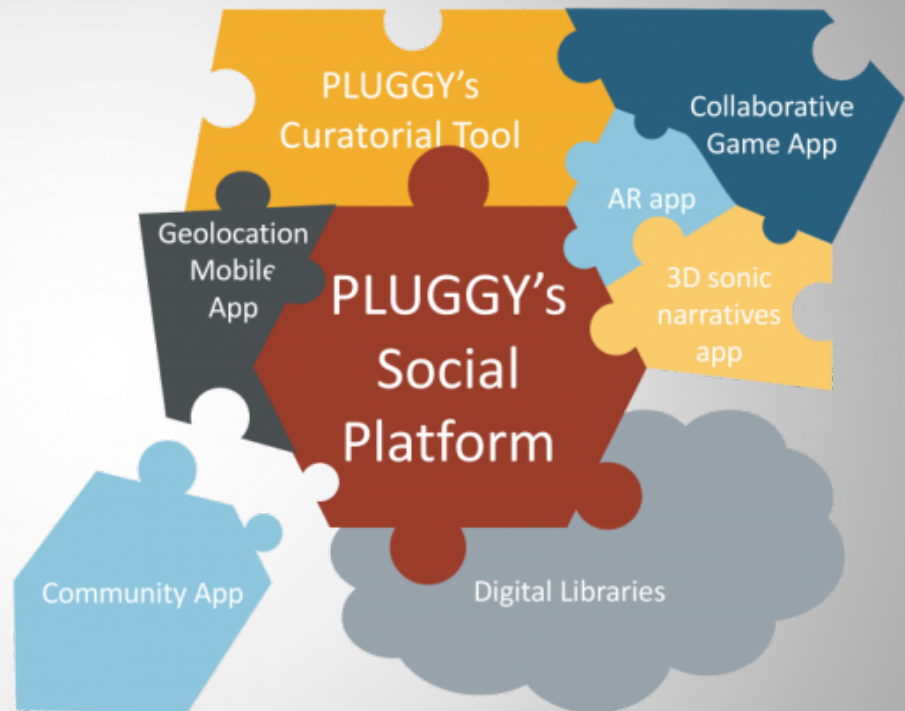
Technical University of Kosice – Slovakia

Universidad de Malaga – Spain

Vianet – Italy

Imperial College London – UK

Piraeus Bank Cultural Foundation – Greece and others



A 3-year EC Funded project
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thank you for your attention!

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