



Heritage and participation in the municipality of Maastricht



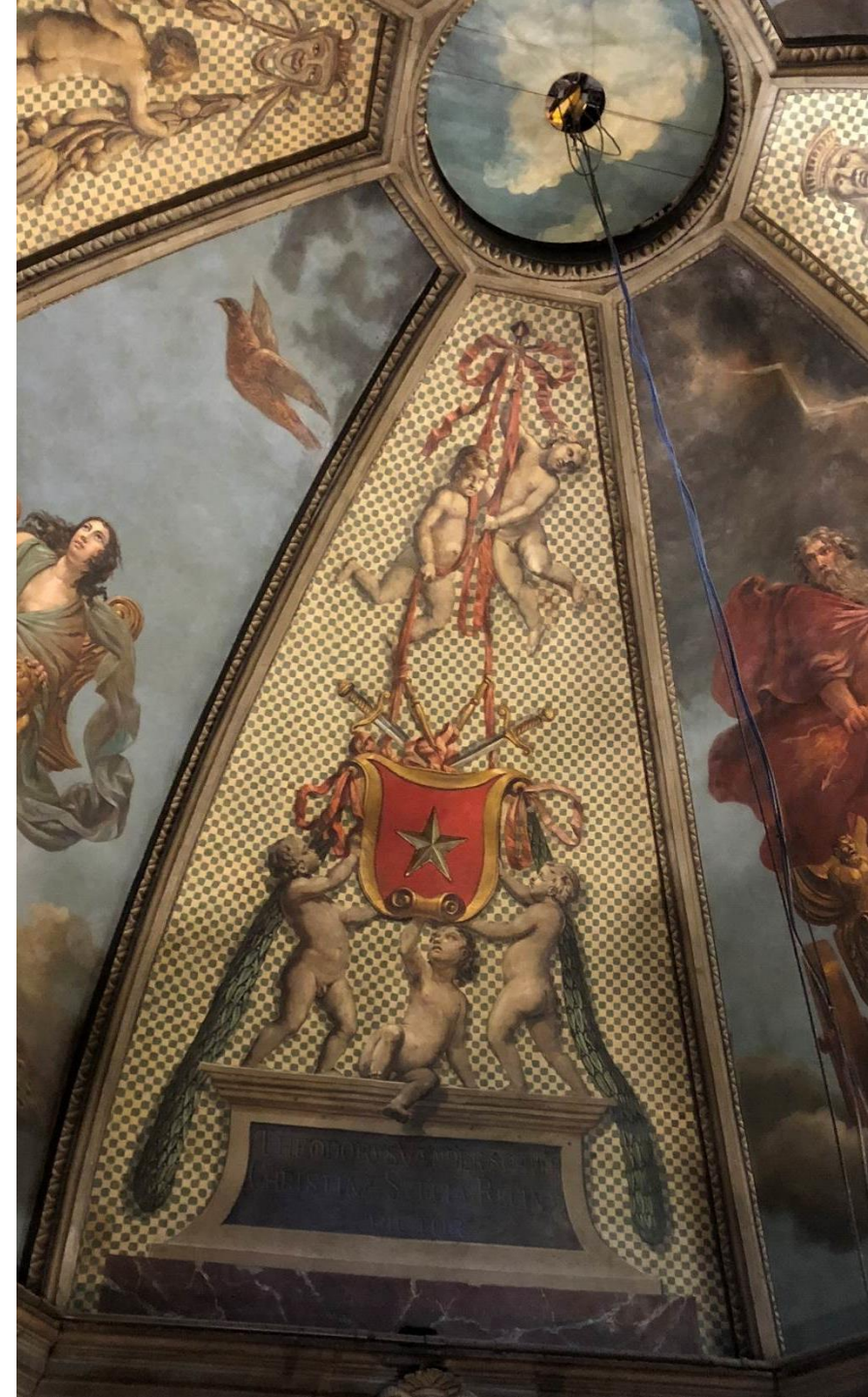
Gemeente Maastricht

Eric Wetzels



Damaged heritage

The Maastricht heritage paradox



Maastricht image:

- Roman origin
- Historical center
- Over 5000 monuments
- Historical landscape



Maastricht identity:

- Sieged town
- Heritage city
- Dual lordship
- Proud city



Data on Maastricht

Maastricht	amount	Mtr. born
Inhabitants	122.000	50-60%
Students	Ca. 20.000	5%?
Tourists	ca. 4.000.000	from NL: 3.000.000 elsewhere: 1.000.000
Overnight stays	1.148.000	from NL: 659.000 elsewhere: 489.000



Data on offer of heritage in Maastricht



Maastricht	amount
Monuments	over 5.000
Historical landscape	in town + surrounding
Museums	10
Institutions	14 managing collections 17 public (to be visited)
Collections	archaeology, religion, industry, ceramics, glass, silver, coins, books, newspapers, archives, photographs, sculptures, tin, clocks, swords, etc.
Immaterial heritage	carnival, processions, food, language
Apps or virtual musea	4

Data on use of heritage in Maastricht

Maastricht	amount	remarks
Heritage organisations	22	Lectures, research, publications, exhibitions
Publications	thousands	Period of 250 years
Virtual communities	9	40.000 active members



Cultural Biography:

- Innovative website
- Temporary exhibitions
- Fixed display + collection depot



zicht op maastricht
biografie

ACTUEEL HET PROJECT DIGITALE BIOGRAFIE WANDELINGEN-MOBIEL

DIGITALE BIOGRAFIE
THEMA'S

ROMEINSE VESTING

RELIGIEUS CENTRUM

GARNIZOEN STAD

ACTUEEL

Mie Sjoen Mestreech
Altijd al willen weten in Maastricht favoriete bekende Maastrichtse nieuwe serie 'Mie Sjoen Mestreech' kom je het te weten

De caravan in een...
De welbekende Zicht op Maastricht - caravan - caravan nieuw Limburgs uiteren en gaat 'on tour'. Lees meer

Interview Jac van den Boogaard
Jac van den Boogaard MaastrichtMoetJehOral History project Maastricht. Lees meer

Stadskrant De Ster

BERT GARNIER (vaan)...

limbvrg

Data on heritage consumption in Maastricht



Maastricht	amount	%
Museal visits	200.000	50
Guided tours	200.000	50
Heritage visitors	ca. 400.000	100

Data on potential heritage consumption in Maastricht



Maastricht	amount	á 10%	á 25%
Inhabitants	122.000	12.200	30.500
Visitors	4.000.000	400.000	1.000.000
Total	4.120.000		
Potential consumers		412.200	1.030.500

The heritage paradox

“An enormous reservoir of heritage -

- - knowledge, - stories
- - books, - objects & collections
- and heritage interest,

but not or insufficiently used by inhabitants, nor consumed by visitors”.



The twofold medicine:

1. Increase and improve communication and marketing on the existing heritage offer.
2. Test and try a fixed museal display on Maastricht history in a public fysical space.



A new balance





Thank you
for your attention

“We have so much, we use so little”.
“We want so much, we do so little”.