



EUROPEAN UNION  
European Structural and Investment Funds  
Operational Programme Research,  
Development and Education



KREAS



## REACH

Re-designing access to CH for a wider participation in preservation,  
(re)use and management of European culture

# How the small towns use and represent what they think is their Cultural Heritage



REACH project has received funding from the European Union's Horizon 2020 research and innovation programme, under grant agreement No 769827.



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DIGITAL MEETS CULTURE  
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Lud'a Klusáková (Charles University) – "Renaissance urbaine"  
as a strategy in rural regions.

Zdeněk Uherek (Charles University) – Ethnography of  
Heritage in Research of Small Towns

Jaroslav Ira (Charles University) – Actors, scales and modes of  
heritage representation: lessons from the critical mapping

Jiří Janáč (Charles University) – SWOT analysis adaptation for  
the small towns pilot.



## II. Experience of Associate Partners – Examples; Case Studies

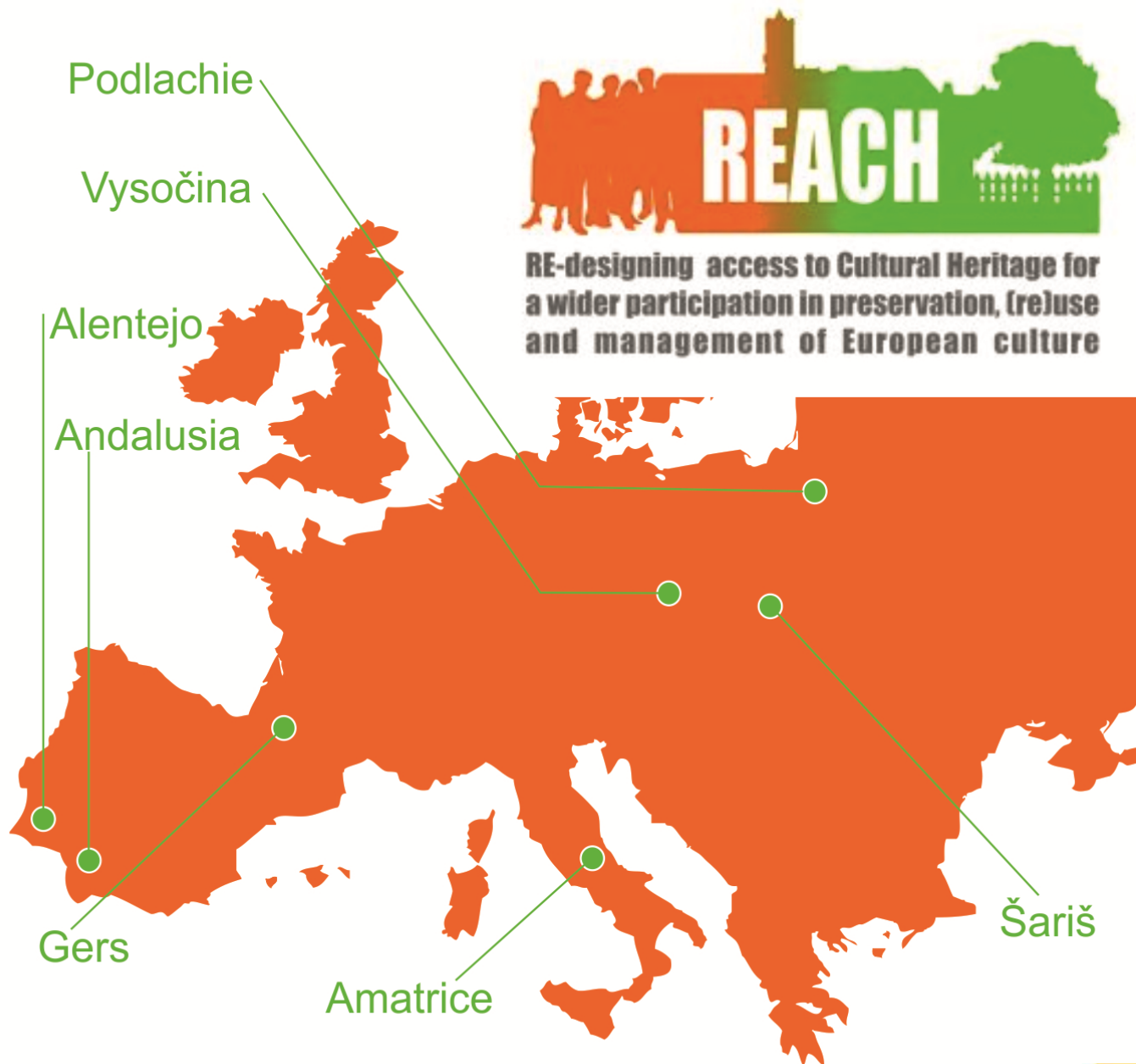
Tanja Vahtikari (Tampere University) - Local sense of heritage and belonging as resilience: the case of Old Rauma.

Steve Hagimont (Toulouse University) - Participatory strategies in the making of mountain environment as tourist and common heritages

Blanca del Espino Hidalgo (Sevilla University) – *Cultural Heritage, Society and Resilience. The cases of Lucena (Andalusia, Spain) and Mértola (Alentejo, Portugal).*

Halina Parafianowicz (Białystok University) – Supraśl and Tykocin: meeting of cultures in Podlachia's heritage





Spatial  
distribution of  
selected cases  
for pilot on  
towns and their  
heritage



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# „Renaissance urbaine” as a strategy in rural regions

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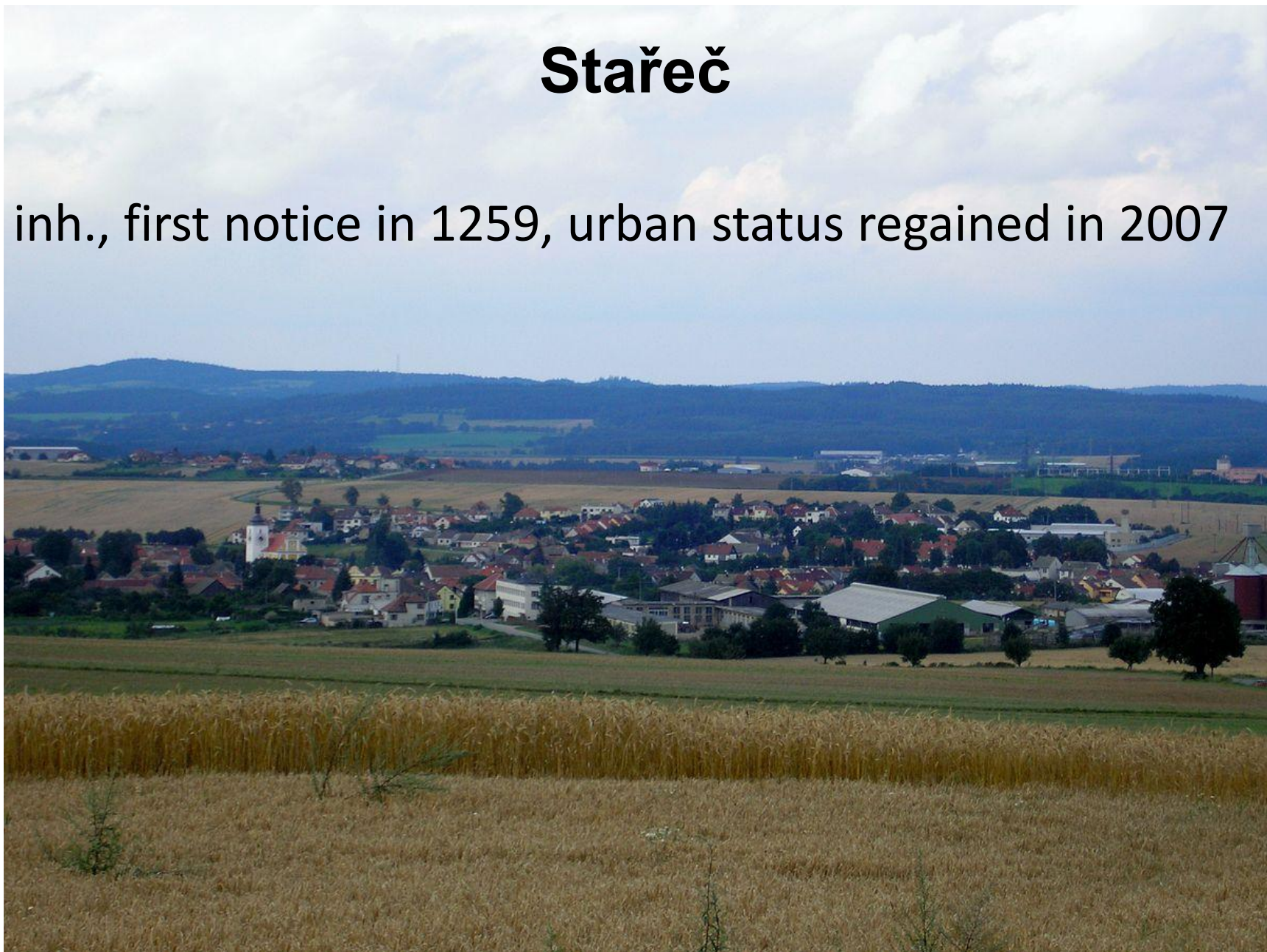


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# Stařeč

1653 inh., first notice in 1259, urban status regained in 2007



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# Stařeč – square: school – church – townhall - pub



# Třebíč



## Two competing identifications:

- medieval roots of cohabitation of Christian and Jewish community
- industrial tradition of shoemakers, worker's town





# MOISSAC

route jacquaire – WHL  
grave of Kabyle singer  
memory of holocaust – saved Jewish children



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# Small towns with global ambitions through UNESCO WHL – f.e. **Bardejov** °cohabitation of Christian and Jewish community



- Svidnik** – war heritage / dark heritage
- ° Orthodoxy x Latin Christendom
  - ° Multiethnicity – Slovak, Ruthenian, Roma
- ...





# Cases in peripheral and border regions

## COMPARE and CONTRAST

„Jeux d’échelles“ – local, micro/macro regional, outreach to national, supranational

**Principal case: Vysočina region** in the Czech Republic, towns with UNESCO heritage Telč, Třebíč, „bourgade“ Brtnice, Association Catchment of Stařečský Brook ), supplemented with examples from other small towns in the country.

**Complementary cases: regions in CE** - Poland (Podlachia, Sub-Carpathia – northern slopes), Slovakia (Šariš southern slopes of Carpathian belt)

Central Italy (MISE), south west of France and south west of Spain (central Pyrenees; Andalusia on the border with Portuguese Alentejo).



## Hypothesis based on first set of cases

**„Renaissance“ is a goal – not always achieved**

**Strategies seem to be inclusive – use whatever possible**

Profit out of their handicap (low density of population, absence of industry, lack of investment etc.)

Profit of change in taste - admiration for idealised country-life.

Multi faceted presentation of cultural heritage

Art of representation / Argumentation with history

Memory and memorials / Festivalisation

Information society



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Thank you for attention



**Projekt pt. „Wschodniosłowiańskie dziedzictwo kulturowe – konserwacja, renowacja, digitalizacja zabytkowych cerkwi”**

**Beneficjent:** Prawosławna Diecezja Lubelsko-Chełmska

**Termin realizacji projektu:** maj 2014 – grudzień 2015

**Partner projektu:**  
Parafia Prawosławna pw. św. Mikołaja w Białowieży

**Zakres prac przy cerkwi w Białowieży:**

- remont dachu
- remont elewacji zewnętrznej – etap I
- remont ogrodzenia – etap II
- konserwacja porcelanowego ikonostasu

**Cel projektu:**  
Odbudowa utraconej tradycji prawosławnej w Europie z jednoczesnym wsparciem rozwoju turystyki kulturowo-religijnej.

**Białowieża**

- Grabarka
- Kobyłany
- Sławatycze
- Lublin
- Hrubieszów
- Tomaszów
- Lubelski

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 **eea grants**

 **Ministerstwo Kultury i Dziedzictwa Narodowego**

 **KONSERWACJA I REWITALIZACJA DZIEDZICTWA KULTUROWEGO**

**2018** 

**EUROPEAN YEAR OF CULTURAL HERITAGE**

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