

TRANSROMANICA The Romanesque Routes of European Heritage

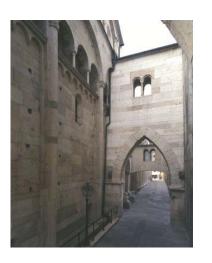
Juliane Koch Brno, 05.12.2012

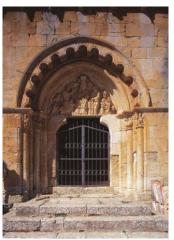




Overview

- Aims
- Administration
- Activities
- Outlook

















History









- 2003-2006: INTERREG IIIB "TRANSROMANICA"
- 2007: Foundation of the association
- 2008-2011: INTERREG IVB "CrossCulTour"
- 2012-2014: INTERREG IVC "e-CREATE"

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Aims of TRANSROMANICA

- supporting and fostering Europe's Romanesque cultural heritage
- making aware of Romanesque heritage, and making it accessible
- using Romanesque heritage for cultural purposes

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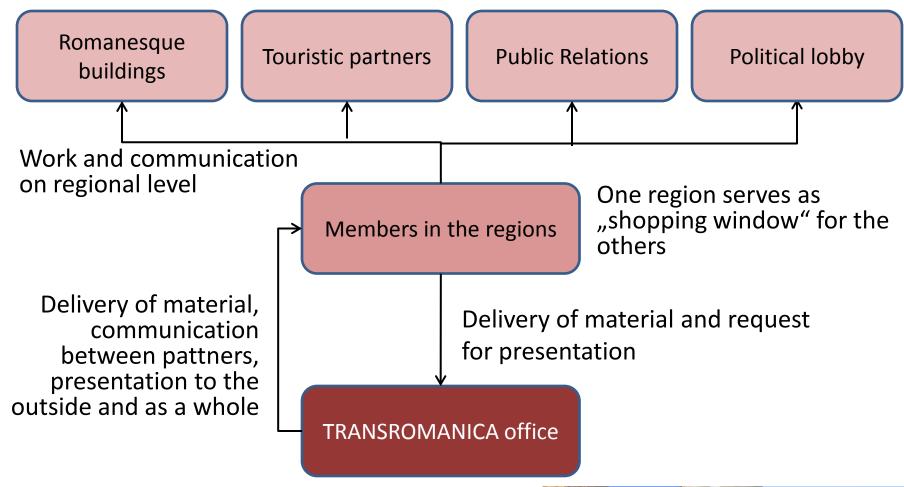
Members







Workflow



6





Activities

• Communication:

- Press, support of publications
- Elaboration of promotional material
- Administration of tri-lingual website
- Visits of fairs and conferences



Prager Botschaft, 10/12



Konferenz USA 1/12



Event Brüssel 9/11





Activities

- Co-operations
 - European Institute of Cultural Routes
 - "Ferienstraßen Deutschland"
 - European Centre of the Romanesque Merseburg
 - VCH Hotels
 - Tour operators





Activities - Signposting

 Guideline and uniform signposting at more than 80

Romanesque sites











Activities – Audio Guides

- Audio guides: more than 700 audio files
- Online portal for download





Bike trails

 Thematic staging of bike trails, e.g. "Palaces, Castles and Wine"







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Maps

Inserts in maps of regional Romanesque roads

- "Romanesque and Taste"
- "Romanesque and Bike"





Torre Ghirlandina e Piazza Grande

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di militante cuarre delle citté a serico lusgo d'immarché, si abb della morrare si la Primilia a dis réconció del marchiago como Chambrida. 44° 40' 38.44" N. 11° 2' 36.03" E

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Musei del Duomo

12/10/2012 Page 14



Education

- Summer Schools
- Training of volunteers and young graduates
- Further education for tour guides









B₂B

- Creation of tourist packages by tour operators
- Sales Manual for Tour Operators
- Presence at fairs
- B2B-newsletter
- Workshops at overseas-fairs



12/10/2012 Page 16



Outlook

• New members in 2013



Pavia, Italy



Alba Iulia, Romania





Ausblick

- Stronger visualisation in monuments
- Production of promotional material
- Conferences
 - Re-constructing Romanesque churches after the damages of earthquakes
 - 20 years Straße der Romanik: economic impact
 - International Congress on Romanesque art





Outlook

- New technologies:
 - App for Romanesque monuments
 - QR-Code on TRANSROMANICA
- Conception of an international "Open Day on Romanesque Art"
- Further communication and network activities





Challenges

- Top-bottom vs. bottom-up
- Long-life political support
- Sustainable, dedicated structures
- Interests of single sites vs network-character
- Romanesque as stand-alone topic





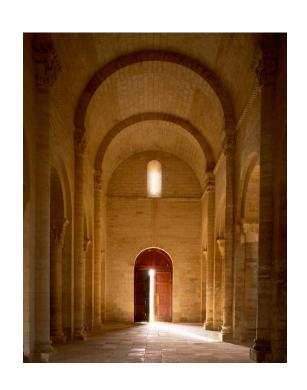
In short

- International marketing platform
- Quality brand "European Cultural Route"
- Contact to new European partners
- Access to European funding
- Personal assistance





See you soon along the TRANSROMANICA!



TRANSROMANICA e.V.

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