



# TRANSROMANICA

## The Romanesque Routes of European Heritage

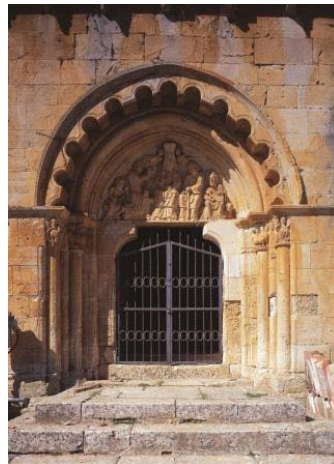
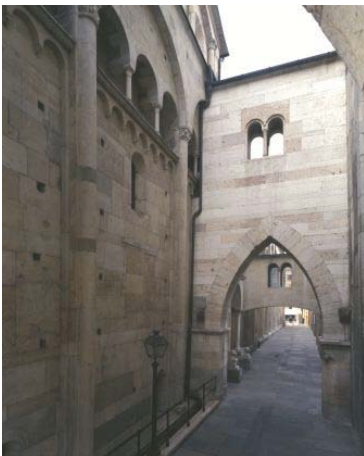
Juliane Koch  
Brno, 05.12.2012





# Overview

- Aims
- Administration
- Activities
- Outlook

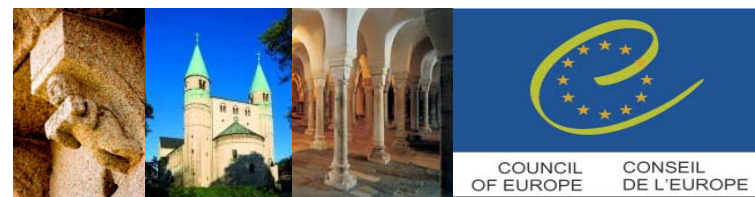




# History



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





# 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**





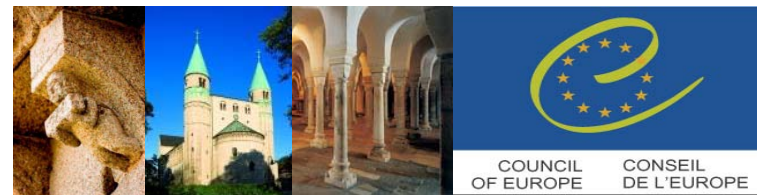
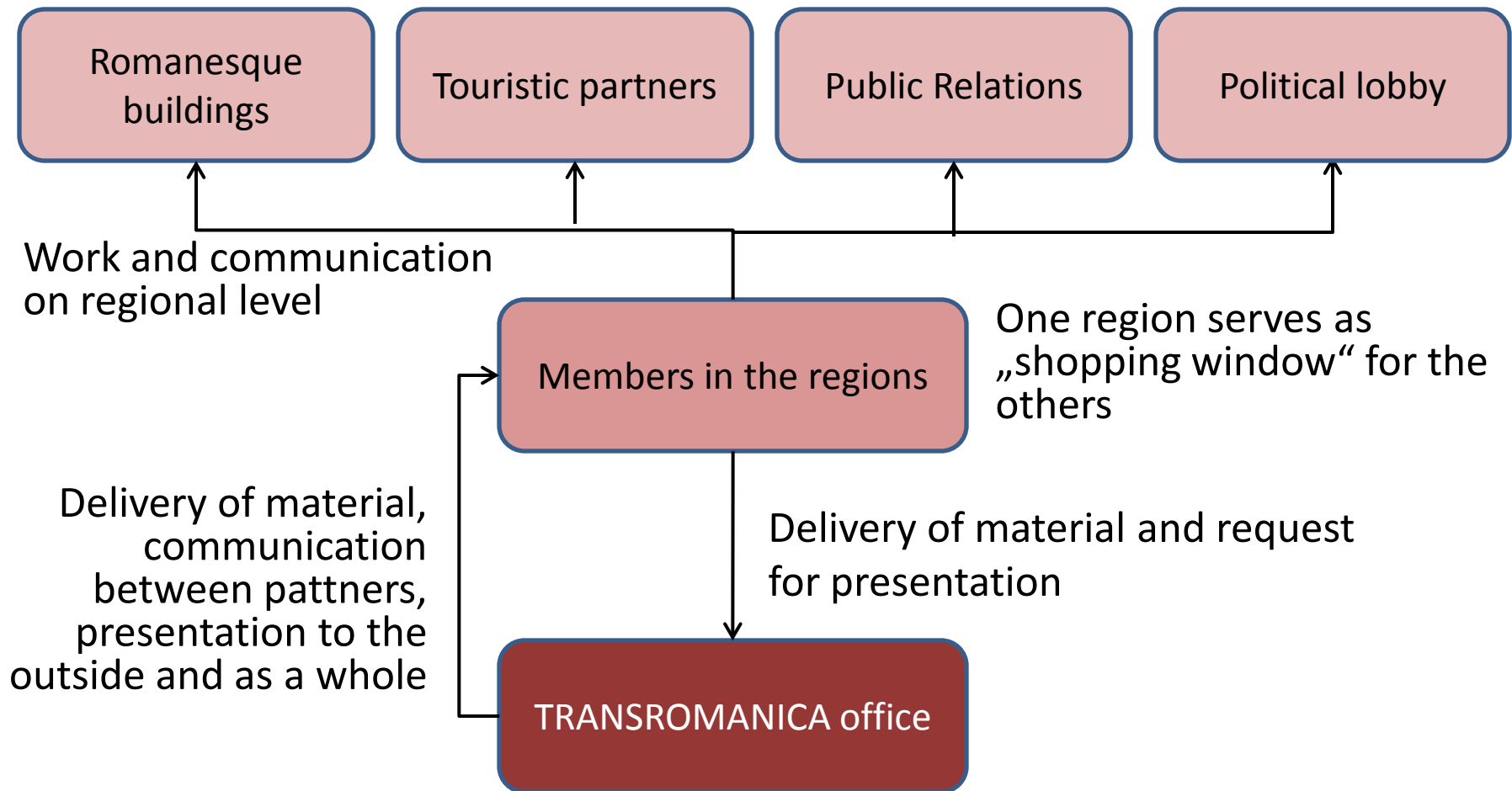


# Members





# Workflow





# Activities

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



Prager Botschaft, 10/12

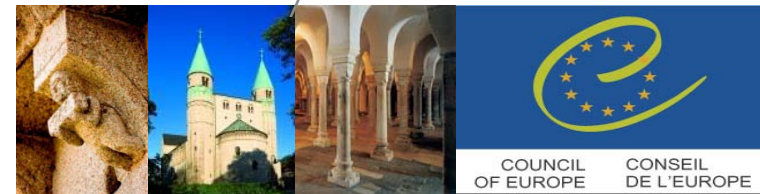


Konferenz USA 1/12



Event Brüssel 9/11

10.12.2012





# Activities

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







# Activities - Signposting

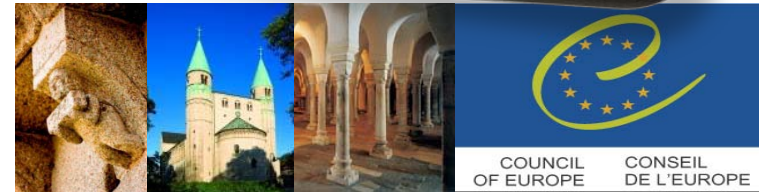
- Guideline and uniform signposting at more than 80 Romanesque sites





# Activities – Audio Guides

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









# Maps

- Inserts in maps of regional Romanesque roads
- „Romanesque and Taste“
- „Romanesque and Bike“



12/10/2012

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# 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





# Outlook

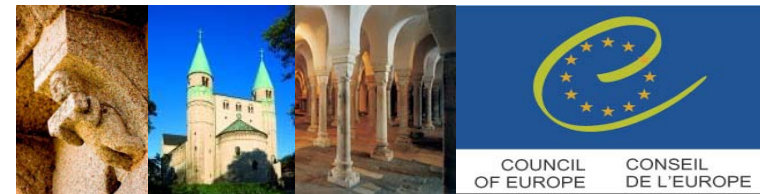
- New members in 2013



Pavia, Italy



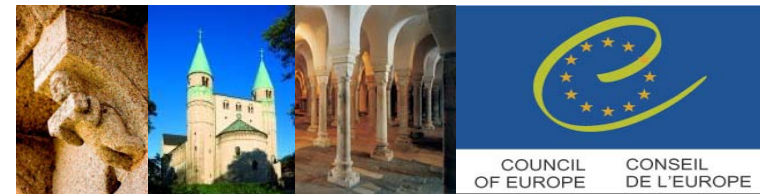
Alba Iulia, Romania





# 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

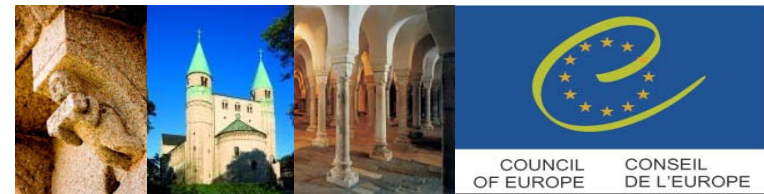






# In short

- 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!



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