



Cultural Heritage Agency  
Ministry of Education, Culture and Science

EUROPEAN  
HERITAGE  
HEADS  
FORUM

**Grand Hotel Krasnapolsky**

Dam 9  
1012 JS, Amsterdam  
The Netherlands



**Eden Hotel**

Amstel 144  
1017 AE, Amsterdam  
The Netherlands



Programme

Theme 2011: Changes in Rural Heritage

2011

May 25th ~ 27th  
**2011 AMSTERDAM**

## EHHF, Amsterdam 2011

Dear colleagues,

As the director of the Cultural Heritage Agency the Netherlands, and as the host of the European Heritage Heads Forum-meeting 2011, I would like to welcome you to this meeting in Amsterdam.

The theme of the EHHF 2011: **Changes in Rural Heritage**, affects European countries one way or another. All over Europe we are witnessing the transformation of the countryside. Global change, climate change, urbanization and regulations coming from Brussels, have strong impact on the agrarian landscape as we know it today. Depopulation, destruction of archaeological sites and desolated farmhouses are common issues. How do we cope with these developments?

I sincerely hope that it will be an interesting meeting with inspiring speeches from all over Europe.

Welcome!

With best regards,

Cees van 't Veen  
Director

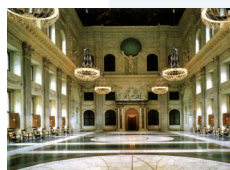


## PROGRAMME EHHF 2011 AMSTERDAM

# EUROPEAN HERITAGE HEADS FORUM

### Wednesday 25/5 Royal Palace Amsterdam

- |       |   |
|-------|---|
| 19.15 | Gathering at the lobby Krasnapolsky Hotel, Dam Square   |
| 19.30 | Reception at the Royal Palace on Dam Square (entrance: Nieuwezijds Voorburgwal 147, passport check) |
| 19.40 | Welcome by the Intendant Koninklijk Huis, Mr. J.A. Dijkstra   |
| 19.45 | Opening speech by Mr. Halbe Zijlstra, State Secretary of Education, Culture and Science             |
| 20.00 | Guided tours through Royal Palace   |
| 21.00 | Light supper at Krasnapolsky Hotel  |



### Thursday 26/5 Hermitage Amsterdam

- |       |  |
|-------|--|
| 08.15 | Pick up at the hotels: Eden Hotel and Krasnapolsky Hotel, guided walk to the Hermitage (see EHHF sign) |
|-------|--|

Morning session

#### **08.30 Registration & coffee/tea**

- |       |   |
|-------|---|
| 09.00 | <p>Welcome &amp; introduction</p> <ul style="list-style-type: none"> <li>- Social economic developments in rural Europe</li> <li>- Landscape as heritage in European perspective</li> </ul> |
| 10.00 | <p>Landscapes at risk or living landscapes?</p> <p>Managing the historic dimension of landscapes in a rapidly changing Europe</p>   |

Chair: Mr. Cees van 't Veen (NL)

Mr. Cees van 't Veen (NL)  
Keynote speaker  
Mr. Arie Oskam (NL)  
Keynote speaker  
Mr. Hans Renes (NL)

Keynote speaker  
Mr. Simon Thurley (UK)

10.15	Rural heritage from the angle of the European Landscape Convention & Faro Convention	Mr. Daniel Therond (Council of Europe)
10.30	<b>Break</b>	
11.00	Revitalizing heritage through branding	Mr. Jasper Eshuis (NL)
11.15	Fun and failure on the farm	Mrs. Tracy Metz (NL)
11.30	Evaluation EHHF Paris 2010	Mr. Philippe Bélaval (FR)
11.35	Joint Programming Initiative on Cultural Heritage and global change: a new challenge for Europe	Mrs. Antonia Recchia (IT)
11.50	Compilation of A4's latest developments in European countries	Mr. Ben de Vries (NL)

## 12.00 Lunch at Hermitage

Afternoon session

Parallel sessions:

13.30	<b>1. Archaeology, cultural landscapes and the natural environment</b>	Chair: Mrs. Isabelle Marechal (FR)
	Introductions (10 min.):	
	- The impact of modern agriculture on the subterranean archaeological heritage in Germany	Mr. Jürgen Kunow (GE)
	- Demolish, develop or preserve? Dealing with the consequences of structural change in rural areas in Denmark	Mrs. Anne Mette Rahbak Warburg (DE)
	- Cultural landscapes and nature, how to deal with oneanother	Mr. Henk Baas (NL)
	<b>2. Adaptation of rural buildings and farmsteads</b>	Chair: Mr. Simon Thurley (UK)
	Introductions (10 min.):	
	- Re use of historic farmhouses in the Netherlands	Mrs. Judith Toebast (NL)
	- Rural lifestyle in relation to urbanism	Mrs. Inger Liliequist (SW)
	- Conservation of historic farm buildings in the United Kingdom	Mr. Steve Trow (UK)

### 3. Implications of urban sprawl, depopulation and land abandonment

Chair: Mr. Guy Braeckman  
(BE)

Introductions (10 min.):

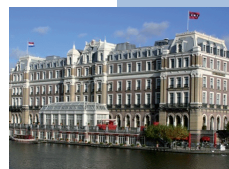
- Depopulation – a core problem of the ancient mining town Eisenerz (Styria/Austria)
- Depopulation: an opportunity or threat for heritage?

Mr. Andreas Lehne (AU)

Mr. Ben de Vries (NL)

Afterwards the three chairs will present the results in the plenary session

15.30	Introduction Canal Zone Amsterdam as World Heritage	Mrs. Esther Agricola (NL)
15.50	Short introduction to Jan Six & Rembrandt	Mr. Cees van 't Veen (NL)
16.00	Special visit to <b>Jan Six House</b>	
16.30	<b>Cruise on Amsterdam Canals</b> (spouse can come to the Hermitage, Address: Amstel 51)	
17.45	Drop off at Rokin, spare time	
19.00	Boarding the canal boat at Rokin (by invitation only)	
20.00	<b>Dinner at Restaurant La Rive,</b> Amstel Hotel (by invitation only)	



## Friday 27/5 Hermitage

08.15 Pick up at the hotels: Eden Hotel and Krasnapolsky Hotel, guided walk to the Hermitage (see EHHF sign)

Morning Session

Chair: Mrs. Inger Liliequist (SW) & Mr. Gerd Weiss (GE)

### 08.30 Coffee/tea

09.00 Opening, presentations (15 min.) on different aspects & developments in rural heritage:

Cooperation between Nature Directorate and Directorate of Cultural Heritage within Ministry of Environment

Mr. Jørn Holme (NO)

Interrelation of Heritage and Contemporary Creativity in Landscape in Latvia

Mr. Juris Dambis (LT)

Rural heritage in Poland: asset or burden?

Mrs. Paulina Florjanowicz (PO)

Revitalizing rural Cyprus: Agrotourism Scheme financed by EU Structural Funds/Cyprus + DVD

Mrs. Irene Hadjisavva (CY)

Rural heritage and cultural landscape in France

Mrs. Isabelle Marechal (FR)

Demographical changes in Germany: challenges for conservation in rural regions

Mr. Gerd Weiss (GE)

Italian policies for conservation of landscape and rural architecture

Mrs. Antonia Recchia (IT)

### 11.00 Break

11.30 Updates from Europe (10 min.):  
 . Reflexion Group EU Cultural Heritage  
 . HEREIN  
 . EHL  
 . EHLF  
 . EAC  
 . Monitoring Group on Cultural Heritage in the Baltic Sea states

Mrs. Brigitte Myle (BE)  
 Mr. Bruno Favel (FR)  
 Mr. Bruno Favel (FR)  
 Mr. Wolfgang Göhner (GE)  
 Mr. Leonard de Wit (NL)  
 Mr. Alfredas Jomantas (LT)

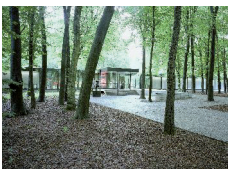


- 13.00**                    **Lunch in garden of Hermitage**
- 14.30                    Preparing the final statement
- 15.30**                    **Closing**
- 16.00                    Optional guided tour through Hermitage  
(exposition: Splendour and Glory,  
Art of the Russian Orthodox Church)
- 19.00                    Leaving the hotel together (Eden Hotel)
- 20.00                    Informal dinner at Restaurant-café  
In de Waag



## Saturday 28/5 Optional tour-programme

- 09.00                    Transfer from the Eden Hotel
- 10.00                    Visit museum Kröller-Müller or Palace  
Het Loo (+ gardens), Apeldoorn  
And/or visit new building Cultural Heritage  
Agency in Amersfoort, including lunch
- 16.00                    Drop off at Eden Hotel in Amsterdam



## Amsterdam map



### 1. Krasnapolsky Hotel

Dam 9

Tel: +31 (0)20 5549111

### 2. Royal Palace

Dam 101 (Entrance: Nieuwezijds Voorburgwal)

Tel: +31 (0)20 6204060

### 3. Eden Hotel

Amstel 144

Tel: +31 (0)20 5307878

### 4. The Hermitage

Amstel 51 (Entrance: Nieuwe Keizersgracht 1)

Tel: +31 (0)20 5307488

### 5. Restaurant La Rive (Amstel Hotel)

Professor Tulpplein 1

Tel: +31 (0)20 5203264

### 6. Canal boat (Reederij P. Kooij)

Rokin opposite nr. 125

Tel: +31 (0)20 6233810 / +31 (0)20 6234186



## Amsterdam

Amsterdam is the capital and largest city of the Netherlands, with an urban population of 767,457 and a metropolitan population of 2,158,592. The city is in the province of North Holland in the west of the country. It comprises the northern part of the Randstad, the sixth-largest metropolitan area in Europe, with a population of approximately 8.1 million according to larger estimates.

Its name is derived from Amstelredamme, indicative of the city's origin: a dam in the river Amstel. Settled as a small fishing village in the late 12th century, Amsterdam became one of the most important ports in the world during the Dutch Golden Age, a result of its innovative developments in trade. During that time, the city was the leading centre for finance and diamonds.

In the 19th and 20th century, the city expanded, and many new neighbourhoods and suburbs were formed. The 17th-century canals of Amsterdam (in Dutch: 'Grachtengordel'), located in the heart of Amsterdam, were added to the UNESCO World Heritage List in July 2010.

The Amsterdam Stock Exchange, the oldest stock exchange in the world, is located in the city centre. Amsterdam's main attractions, including its historic canals, Rijksmuseum, Van Gogh Museum, Stedelijk Museum, Hermitage Amsterdam, Anne Frank House, its red-light district, and its many cannabis coffee shops draw more than 3.66 million international visitors annually.

### Opening Hours Shops

Tuesday – Saturday	09:00 - 18:00
Thursday evening till	21:00
Sunday*	12:00 – 17:00

\* Most shops in the Centre of Amsterdam are open Sunday

### Typical Dutch Restaurants:

The Pancake Bakery  
Prinsengracht 191-A, Amsterdam  
Tel: +31 (0)20 6251333  
Open from 12.00 tot 21.30



Café/ restaurant Van Kerkwijk  
Nes 41, Amsterdam  
Tel: +31 (0)20 6203316  
Open from 11:00 am till late



Sampurna, Indonesian Restaurant  
Singel 498, Amsterdam  
Tel: +31 (0)20 6253264  
Open from 16:00 till 23:00



## Information

For questions or assistance, please contact the following persons:



Cultural Heritage Agency  
*Ministry of Education, Culture and Science*

Cultural Heritage Agency the Netherlands,  
Ben de Vries: + 31 (0)6 22517773  
Contact: [b.de.vries@cultureelerfgoed.nl](mailto:b.de.vries@cultureelerfgoed.nl)



Steven Wickel :  
Mobile: + 31 (0)6 53397711  
Office: + 31 (0)35 5381550

## Free Wifi in the Hermitage

This programme is made with great care. Nevertheless it is possible that changes may occur.

### **More Information:**

EHHF:	<a href="http://www.ehhf.eu">www.ehhf.eu</a>
Cultural Heritage Agency:	<a href="http://www.cultureelerfgoed.nl">www.cultureelerfgoed.nl</a>
Royal Palace:	<a href="http://www.paleisamsterdam.nl">www.paleisamsterdam.nl</a>
The Hermitage:	<a href="http://www.hermitage.nl">www.hermitage.nl</a>
Restaurant La Rive:	<a href="http://www.restaurantlarive.com">www.restaurantlarive.com</a>
In de Waag restaurant:	<a href="http://www.indewaag.nl">www.indewaag.nl</a>
Museum Kröller-Müller:	<a href="http://www.kmm.nl">www.kmm.nl</a>
Palace Het Loo:	<a href="http://www.paleishetloo.nl">www.paleishetloo.nl</a>
More info:	<a href="http://www.newworldencyclopedia.org/entry/Netherlands">www.newworldencyclopedia.org/entry/Netherlands</a>