

EUROPEAN HERITAGE HEADS FORUM



POTSDAM / BERLIN
23 – 25 MAY 2012

PROGRAMME

THEME 2012:
PUBLIC ENGAGEMENT
WITH CULTURAL
HERITAGE

EUROPEAN HERITAGE HEADS FORUM

VEREINIGUNG DER
LANDESDENKMALPFLEGER
IN DER BUNDESREPUBLIK
DEUTSCHLAND



Deutsches
Nationalkomitee für
Denkmalschutz

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POTSDAM / BERLIN 2012

Dear colleagues,

as president of the Association of State Conservators in the Federal Republic of Germany and as host of this year's meeting of the European Heritage Heads Forum, I would like to welcome you most warmly in Potsdam and Berlin.

In times of societal changes and technical progress the effective communication with the public and responsible politicians becomes more and more important. In the knowledge of the fact that our cultural heritage can only be preserved by the joined work of active citizenship and governmental responsibility, it is the aim of conservation officers to arouse public interest in the preservation of monuments. Therefore it is necessary to address the public actively and acquaint the citizens with the history of monuments. Not only the objects themselves, but also



their handling contributes significantly to the understanding of their value and therefore is an important part of our educational responsibility. Beside adult education pedagogical work must mainly focus on children and teenagers. Young people have to be inspired to take responsibility for the preservation of our cultural heritage voluntarily.

Under the headline "Public Engagement with Cultural Heritage" our meeting in 2012 therefore focuses on these topics and critically examines the role the European Heritage Heads Forum can take on in order to protect Europe's cultural heritage by now and in the future.

Here's to a successful cooperation!
Best regards,

A handwritten signature in blue ink, appearing to read "Gerd Weiß".

Gerd Weiß

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DEUTSCHLAND

EUROPEAN HERITAGE HEADS FORUM

23/05 RECEPTION

We hope you had a save journey and wish you a pleasant stay in Potsdam and Berlin!



17:45

Gathering at the lobby
Steigenberger Hotel Sanssouci
Allee nach Sanssouci 1
14471 Potsdam, Deutschland
Tel.: +49 331 9091 - 0
Fax.: +49 331 9091 - 909
Email: potsdam@steigenberger.de

18:00

Guided tour through
Sanssouci Palace and Park

20:00

Reception at the New Chambers,
Sanssouci Park

GREETINGS FROM

Mr Bernd Neumann
Minister of State to the Federal Chancellor,
Federal Government Commissioner for
Culture and the Media

Prof. Dr. Hartmut Dorgerloh
Director General of the Prussian Palaces and
Gardens Foundation Berlin-Brandenburg

Prof. Dr. Gerd Weiß
President of the Association of State Conservators
in the Federal Republic of Germany

21:00

.....
LIGHT BUFFET
.....

THEME 2012: PUBLIC ENGAGEMENT WITH CULTURAL HERITAGE

24/05 PROGRAMME

- 08:15 **Shuttle bus to Glienicke Palace**
Meeting point: Lobby Steigenberger Hotel Sanssouci
- 09:00 **Welcome Mr Gerd Weiß (DE)**
.....
- SESSION 1: **CULTURAL HERITAGE PROTECTION IN THE EU**
Chair: Mr Gerd Weiß (DE), Mr Simon Thurley (GBR)
- 09:15 **The EU and cultural heritage: current approaches and challenges for the future. Ms Catherine Magnant (European Commission)**
- 09:30 **The interest or the impact of the European cultural heritage and its protection supported on the EU level. Mr Wolfgang Göhner (DE)**
- 09:45 **European cultural heritage research at stake? Ms Johanna Leissner (DE)**
- 10:00 **The Reflection Group "EU and cultural heritage", report and proposed actions. Ms Brigitte Myle (BE) / Ms Paulina Florjanowicz (PL)**
.....
- Discussion**
.....
- 10:45 - 11:15 **BREAK**
.....
- SESSION 2: **EHHF, EXPERIENCES AND FUTURE PLANS**
Chair: Ms Paulina Florjanowicz (PL), Mr Cees van 't Veen (NL)
- 11:15 **EHHF: the experiences gained after six years of international exchange and the consequences for the future. Mr Simon Thurley (GBR)**
- 11:30 **On the mission and experience of the EHLF. What are the challenges for the future? Mr Terje Nypan (NO)**
.....
- Discussion**
.....



.....
12:45 - 13:45 **LUNCH**
.....

SESSION 3: **CULTURAL HERITAGE PROTECTION AND POLICY**
Chair: Ms Sonja Vanblære (BE), Mr Terje Nypan (NO)

13:45 **Current trends in Swedish culture heritage conservation. Mr Lars Amréus (SE)**

14:00 **New approach to heritage, new approach to protection: the French experience. Mr Philippe Bélaval (FR)**

14:15 **Development and actual status of measures in the field of protected areas in the Czech Republic. Mr Petr Pavelec (CZ)**

14:30 **Schutz des kulturellen Erbes in Österreich. Der Weg in die Zukunft. (Cultural heritage protection in Austria. The path to the future). Ms Barbara Neubauer (AT)**
.....

Discussion
.....

15:30 - 16:00 **BREAK**
.....

16:00 **Shuttle bus to New Palace, Sanssouci Park**
Meeting point: Entrance Glienicke Palace

16:40 **Guided tour through exhibition "Friederisiko", New Palace, Sanssouci Park**

18:30 **Shuttle bus to Cecilienhof Place, New Garden**

19:00 **Guided tour through Cecilienhof Palace, New Garden**

19:45 **Diner at the castle hotel Cecilienhof, New Garden (by invitation only)**

THEME 2012: PUBLIC ENGAGEMENT WITH CULTURAL HERITAGE

25/05 PROGRAMME

- 08:15 **Shuttle bus to Glienicke Palace**
Meeting point: Lobby Steigenberger Hotel Sanssouci
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- SESSION 4: PUBLIC ENGAGEMENT AND EDUCATION
Chair: Mr Kalev Uustalu (EE), Ms Katarína Kosová (SK)
- 09:00 **Vermittlung des kulturellen Erbes – Annotationen zu kultureller Bildung als Wissenskultur.**
(Public Engagement with cultural heritage. Annotations to cultural education as culture of knowledge).
Mr Rainer Wenrich (DE)
- 09:15 **Point d'actualité sur le Label du patrimoine européen et Herein.** (News about the European Heritage Label and Herein) *Mr Bruno Favel (FR)*
- 09:30 **Monitoring Group – a regional approach for cultural heritage.** *Mr Alfredas Jomantas (LT)*
- 09:45 **How to get a European perspective on Danish heritage using digital platforms.**
Ms Anne Mette Rahbæk Warburg (DK)
.....
- Discussion**
.....
- 10:30 - 11:00 **BREAK**
.....
- SESSION 5: COMMUNICATION STRATEGIES AND BEST PRACTISE EXAMPLES
Chair: Ms Barbara Neubauer (AT), Mr Philippe Bélaïval (FR)
- 11:00 **Mit Engeln und vor Ort – neue Formate der Öffentlichkeitsarbeit im Land Brandenburg** (With angels and on location – new formats of public relations in Brandenburg) *Mr Thomas Drachenberg (DE)*
- 11:15 **Communicating Heritage. What for and for Whom?**
Ms Paulina Florjanowicz (PL)

FOR DEPARTING GUESTS:

We offer a shuttle bus from Glienicke Palace to Potsdam central station at 15:20.

If you want to use it, please don't forget to take your luggage to Glienicke Palace in the morning.

- 11:30 **Erben, erkennen, schützen; ein gemeinsamer Prozess in Luxemburg.** (Inherit, recognise and protect; a common process in Luxembourg) *Mr Patrick Sanavia (LU)*
- 11:45 **Creativity is the Key.** *Ms Marilyn Lewis (GBR)*
.....
- 12:30 - 13:30 **LUNCH**
.....
- SESSION 6: NEWS AND UPDATES FROM EUROPE / PREPARING THE FINAL STATEMENT
Chair: Mr Jürgen Kunow (DE), Mr Simon Thurley (GBR)
- 13:30 **HEREIN (AISBL)** *Mr Bruno Favel (FR)*
- 13:40 **EAC** *Ms Katalin Wollak (HU)*
- 13:50 **CEN-TC 346 Standardisation of Cultural Heritage**
Mr Vasco Fassina (IT)
- 14:00 **EHLF** *Mr Wolfgang Göhner (DE)*
- 14:10 **Preparing the Final Statement**
- 15:00 **Closing**
.....
- 15:20 **Shuttle bus to Potsdam central station for departing participants.** Meeting point: Entrance Glienicke Palace
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OPTIONAL PROGRAMME

- 15:30 *Guided tour through Glienicke Palace*
- 16:15 *Shuttle bus (and ferry boat) to Peacock Island*
- 16:45 *Guided tour through Peacock Island Palace*
- 18:00 *Shuttle bus to Steigenberger Hotel Sanssouci*
- 19:30 *Joint walk to Restaurant "Zum Fliegenden Holländer"*
Meeting point: Lobby Steigenberger Hotel Sanssouci
- 19:45 *Informal diner at Restaurant "Zum Fliegenden Holländer"*



26/05

OPTIONAL PROGRAMME

- 09:00 Shuttle bus to Museum Island, Berlin
Meeting point: Lobby Steigenberger Hotel Sanssouci
- 10:00 Visit Museum Island (New Museum)
- 13:00 Lunch at Restaurant "12 Apostel", Georgenstraße 2
- 14:15 Shuttle bus to Berlin central station
Meeting point: Entrance Restaurant "12 Apostel"

We offer a shuttle bus from the Museum Island to Berlin central station at 14:15 (No shuttle service back to Potsdam.)
We recommend to take your luggage to Berlin in the morning.

ABOUT POTSDAM

Potsdam is undoubtedly one of Germany's most beautiful cities. Located on the doorstep of the metropolis Berlin and along the banks of the Havel river and its surrounding lakes, the capital city of the State of Brandenburg is nestled in a charming cultural landscape dotted with palaces and historic gardens, which have been on the UNESCO's World Cultural Heritage list since 1990.



When strolling past the scenic landscape, guests may come across and marvel at Potsdam's twelve palaces. Commissioned by the king, famous master builders like Knobelsdorff, Schinkel, or Persius, and great landscape architects like Lenné, Eyserbeck and Fürst von Pückler-Muskau, designed a magnificent diversity of architectural monuments and gardens. Key attractions and crowd pullers are the Sanssouci Palace – summer residence of King Frederick II – and the Cecilienhof Palace, venue of the Potsdam Conference.

The historic quarters Russian Colony Alexandrovka, the Dutch Quarter – renowned for its red brick buildings, and the former Bohemian Weavers' Quarter, strongly contributed to a European atmosphere in Potsdam.

But each of the Potsdam residential quarters has its own charm. While baroque buildings predominate in the inner city, Potsdam's new residential quarter in the Bornstedter Feld is characterized by modern accommodation units. However, regardless of the architectural environment, all of Potsdam's approximately 144,000 inhabitants agree – Potsdam is a charming city wherever you are.



RECOMMENDABLE RESTAURANTS

Meierei craft brewery & restaurant in the New Garden

The Meierei craft brewery & restaurant is situated right at the banks of Lake Jungfernsee with a magnificent view of Königswald and Glienicke Volkspark. Guests are received in a rustic and homely atmosphere reminiscent of the Prussian-rural tavern style.

Operating hours: Monday to Sunday from 10 a.m. to 11 p.m.

*Im Neuen Garten 10, Jungfernsee, 14469 Potsdam
Tel.: +49 331 704 32 11*

Restaurant „Der Hammer“

Culinary respite in the Kutschstall's courtyard. The modern restaurant, located in the tastefully restored smithy of the former royal carriage and horse stables courtyard ensemble, proves ideal for a culinary stopover in Potsdam's city centre.

Operating hours: Monday to Saturday from noon until midnight, Sunday from 10 a.m. until midnight.

*Am Neuen Markt 9a/b, 14467 Potsdam
Tel.: +49 331 200 68 87*

Specker's Landhaus

Relaxed atmosphere and creative kitchen. The beautifully renovated country house with its casual ambience and adjacent summer garden for guests offers an excellent selection of specialties like savoy roulade from veal and sophisticated creations like fillet de turbot viennoise with spinach and lime curry sauce.

Operating hours: Tuesday to Saturday from noon to 1.45 p.m. and from 6 p.m. to 10 p.m.

*Jägerallee 13, 14469 Potsdam
Tel.: +49 331 280 43 11*



INFO >>

TAXI POTSDAM

Tel.: +49 331 29 29 29
www.taxi4me.net

TAXI BERLIN

Tel.: +49 30 20 20 21 22 - 0
www.taxi4me.net

PUBLIC TRANSPORT CENTRAL STATIONS ↔ AIRPORTS

Potsdam ↔ Berlin-Schönefeld
regional train "RB22"

Potsdam ↔ Berlin-Tegel
urban railway "S7" + bus line "109"

Berlin ↔ Berlin-Schönefeld
regional train "RE7"

Berlin ↔ Berlin-Tegel
bus line "TXL"

OPENING HOURS SHOPS

*Monday - Saturday: (generally) 09:00 - 19:00
Sunday: closed*

EMERGENCY CALL

Tel.: 112



EHHF
www.ehhf.eu

Association of State Conservators
 in the Federal Republic of Germany
<http://www.denkmalpflege-forum.de>

German Foundation for Conservation
<http://www.dnk.de>

Association of State Archaeologists in Germany
<http://www.landesarchaeologen.de>

Prussian Palace and Gardens
 Foundation Berlin- Brandenburg
<http://www.spsg.de/index.php>

Prussian Heritage Foundation
<http://hv.spk-berlin.de/deutsch/index.php>

Steigenberger Hotel Sanssouci
<http://www.steigenberger.com/Potsdam/?source=SH>

Restaurant Zum Fliegenden Holländer
<http://www.zum-fliegenden-hollaender.de>

City of Potsdam
<http://www.potsdam.de>

HOSTS

Vereinigung der Landesdenkmalpfleger in der BRD
*c/o Landesamt für Denkmalpflege Hessen,
 Schloss Biebrich, 65203 Wiesbaden*

Geschäftsstelle des Deutschen Nationalkomitees für Denkmalschutz
*bei dem Beauftragten der Bundesregierung für Kultur und Medien (BKM)
 Graurheindorfer Straße 198, 53117 Bonn*

Verband der Landesarchäologen
*c/o LVR-Amt für Bodendenkmalpflege im Rheinland
 Endericher Straße 133, 53115 Bonn*

MANY THANKS TO

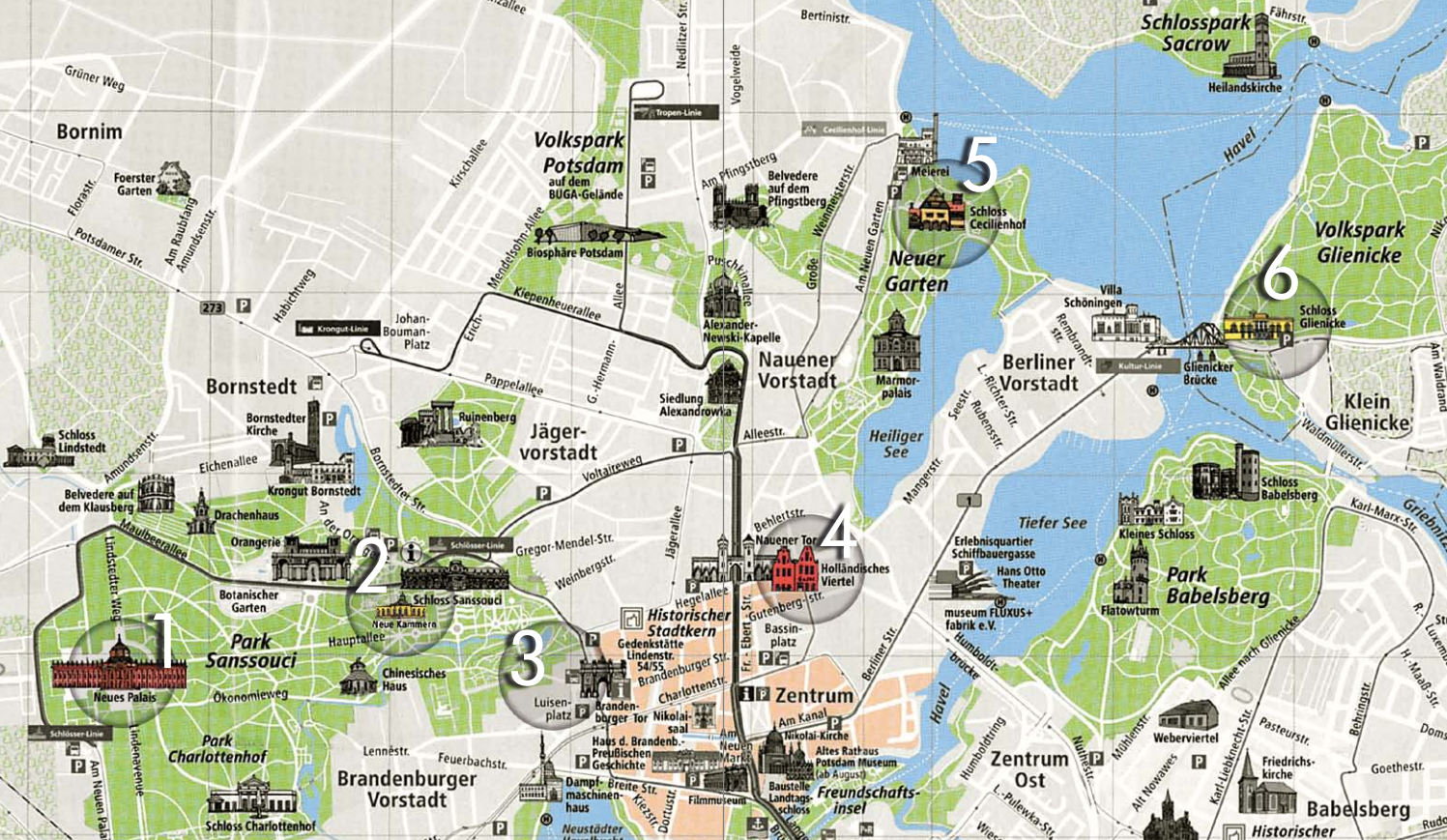


STIFTUNG
 PREUSSISCHE SCHLÖSSER UND GÄRTEN
 BERLIN-BRANDENBURG

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 und Gärten Berlin Brandenburg

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MAP POTSDAM

- 1 New Palace**
 Am Neuen Palais, 14469 Potsdam
 Tel.: +49 331 969 42 02
- 2 New Chambers**
 Park Sanssouci, 14469 Potsdam
 Tel.: +49 31 96 94-206
- 3 Steigenberger Hotel Sanssouci**
 Allee nach Sanssouci 1, 14471 Potsdam
 Tel.: +49 331 9091-0
- 4 Restaurant Zum Fliegenden Holländer**
 Benkerstraße 5, 14467 Potsdam
 Tel.: +49 0331 27503-0
- 5 Cecilienhof Palace**
 Neuer Garten, 14469 Potsdam
 Tel.: +49 331 3705-0
- 6 Glienicke Palace**
 Königstraße 36, 14109 Berlin
 Tel.: +49 30.805 86 75-0



VEREINIGUNG DER
—— LANDESDENKMALPFLEGER ——
IN DER BUNDESREPUBLIK
DEUTSCHLAND



**Verband der
Landesarchäologen**
in der Bundesrepublik
Deutschland



**Deutsches
Nationalkomitee für
Denkmalschutz**