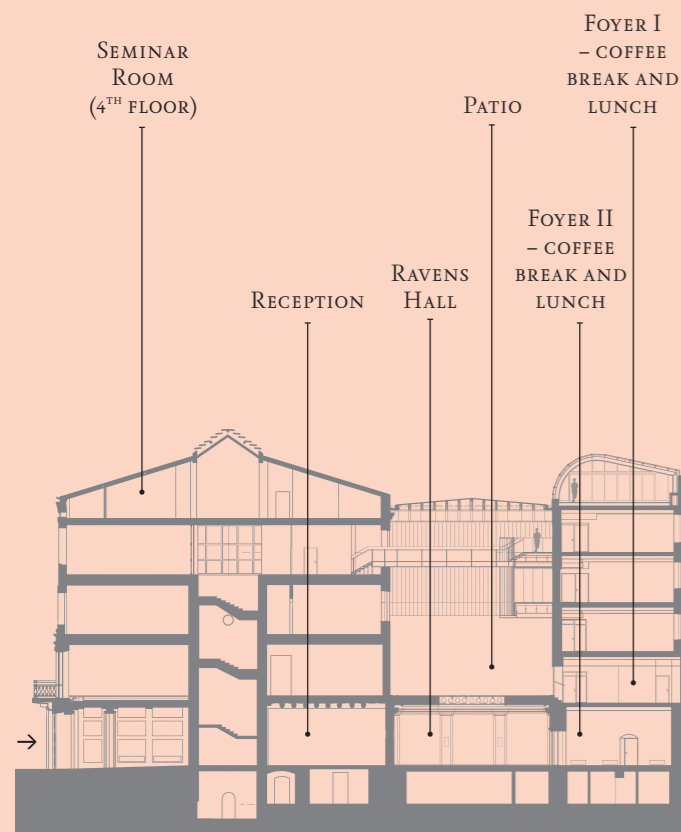


11 June, 2013 (Tuesday)

All day Arrival of Forum participants

16.30-19.30 Registration

19.00-20.00 Keynote lecture: **PROF. DR. JOSEPH RYKWERT**
SI MONUMENTUM REQUIRIS... (United Kingdom)



International Cultural Centre

12 June, 2013 (Wednesday)

8.00-9.00 Registration

9.00-9.30 Opening ceremony → RAVENS HALL (GROUND FLOOR)

9.30-11.30 Panel discussion: *The limits of reconstruction?* → RAVENS HALL (GROUND FLOOR)
Chair: **PROF. DR. MAŁGORZATA OMILANOWSKA** (Poland) | **DR. TAMÁS FEJÉRDY** (Hungary), **KRISTÍNA MARKUŠOVÁ** (Slovakia), **PROF. DR. BOGUSŁAW SZMYGIN** (Poland), **DR. JIŘÍ VAJČNER** (Czech Republic)

11.30-12.00 Coffee break

12.00-14.00 Parallel sessions

Session 1 Intangible cultural heritage
→ SEMINAR ROOM (4TH FLOOR)

Chaired by: **DR. KRZYSZTOF KOWALSKI**
Introductory paper by **DR. KRZYSZTOF KOWALSKI** *Inventing a common European memory: reflections on the "European Heritage Label" initiative* (Poland)
DR. WOJCIECH M. MARCHWICA *Musical tradition of Central European intangible heritage* (Poland)
PROF. DR. JURAJ HAMAR *The national representative list of the intangible cultural heritage as a significant instrument of the visibility of intangible cultural heritage* (Slovakia)
DR. MACIEJ BUGAJEWSKI *Intangibility and the question of the limit* (Poland)

14.00-15.00 Lunch

15.00-17.00 Parallel sessions

Session 1 Intangible cultural heritage

VERONIKA FILKÓ *Using networks in the process of developing the national inventory of ICH in Hungary* (Hungary)
JULIA WŁODARCZYK *Polish national strategy for identifying and inventorying intangible cultural heritage* (Poland)
ANNA KURZAC *Intangible cultural heritage of Łódź in the context of research on oral histories: creation of the Memory Archive of Łódź citizens* (Poland)
ANDREW DIXEY *Crafts, artisans and communities* (United Kingdom)
Conclusions

19.00 Meeting at the tram stop "Uniwersytet Jagielloński" (ul. Piłsudskiego)

19.30-20.00 Visit in the Museum of Municipal Engineering (ul. Wawrzyńca 15)

20.00 Dinner: Stara Zajezdnia restaurant (ul. Wawrzyńca 12)

Session 2 Management of large-scale cultural heritage properties
→ RAVENS HALL (GROUND FLOOR)

Chaired by: **DR. GÁBOR SOÓS** and **PETER VAN DUN**
Introduction by **DR. GÁBOR SOÓS** (Hungary)
PETER VAN DUN *Vistula delta: a landscape worth developing* (Netherlands)
GÁBOR SZILÁGYI *Management of the Hortobágy National Park - the Puszta World Heritage site* (Hungary)
LISA SCHUBERT *The green heritage label: implementation of a system of voluntary sustainability standards at World Heritage sites* (Germany)
MICHAEL SCHIMEK *Voluntary involvement as the key tool for managing the World Heritage cultural landscape Wachau* (Austria)

Session 2 Management of large-scale cultural heritage properties

Introduction by **PETER VAN DUN** (Netherlands)
PROF. DR. BOHUMIL KOVÁČ, **PROF. DR. PETER VODRÁŽKA** *Land-use plan as a means for cultural heritage areas management* (Slovakia)
DR. DOMINIKA HOŁUJ *Options of using the local plan of land use development to administer changes in the areas of historic urban foundations: the example of Polish large cities* (Poland)
GABRIELLA ANTAL, **VERONIKA BORZSÁK**, **PIROSKA VARGA BORSOD** *2050 - opportunities of industrial rehabilitation in North-East Hungary* (Hungary)
DR. TODOR CHOBANOV *The experience of Sofia: how the metro became city's heritage biggest friend* (Bulgaria)
PROF. DR. CARLO GIANNONE *Some economic considerations on the World Heritage List* (Italy)
Conclusions

Session 3 Attractive cities - the role of heritage → PATIO (1ST FLOOR)

Chaired by: **JOANNA SANETRA-SZELIGA** and **DR. JAN SUCHÁČEK**
Introductory paper by **JOANNA SANETRA-SZELIGA** *Retropolis - how some Polish cities could use their heritage to foster development* (Poland)
DR. DOBROŚŁAWA WIKTOR-MACH *Cultural resources and the idea of creative city* (Poland)
DR. NATAŠA UROŠEVIĆ *Cultural identity, heritage management and sustainable development: a case study of Pula, Croatia* (Croatia)
JOANNA ZĘTAR *Lublin 2.0, an interactive reconstruction of Lublin's history: a case study of using heritage for creating a positive image of Lublin* (Poland)
DR. TOMÁŠ PAVLÍČEK *The city as a social space for creation of cultural values: between intimate and institutional tradition - a case of one city* (Czech Republic)

Session 3 Attractive cities - the role of heritage

Introductory paper by **DR. JAN SUCHÁČEK** *Polish and European cities: a Central European perspective* (Czech Republic)
PROF. DR. EWA CHOJECKA *The heritage of Tychy - the once "socialist town" and its contemporary evaluation* (Poland)
AGNIESHKA KIERA *Urban identity and design code as a tool of creative conservation and revalorisation of historic cities* (Australia)
PROF. DR. MARZANNA JAGIEŁŁO, **PROF. DR. WOJCIECH BRZEZOWSKI** *Wrocław - an inherited legacy* (Poland)
DANIELA TOMŠIČ *Creating a living room of the city: mixture of history and modernity in the case of Ljubljana* (Slovenia)
Conclusions

The 2nd Heritage Forum of Central Europe is a biennial international conference where specialists from Central Europe, as well as researchers and experts on the region from all over the world, discuss the issues of cultural heritage. The Krakow conference is the voice of Central Europe on the philosophy, management, protection, economics and politics of cultural heritage.

The leading theme of the 2nd Forum in 2013 is *The Limits of Heritage*. The second decade of the 21st century favours considerations not only on the system of heritage protection itself but also on its significance and philosophy: What is to be protected? In what way should the relations between the present and the past be built? In the context of international and local lists of properties, sites and forms of cultural heritage - where does this heritage end and when does the present become heritage?

The discussions will be held in six parallel thematic sessions: *The limits of heritage, Heritage and politics, How to sell heritage?, Attractive cities - the role of heritage, Management of large-scale cultural heritage properties, Intangible cultural heritage*. The thematic meetings will be introduced by a panel discussion called *The limits of reconstruction?*, devoted to the currently urgent issue of retrieving the original shape of tangible heritage properties.

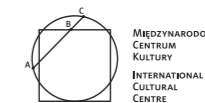


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13 June, 2013 (Thursday)

9.00-11.00 Parallel sessions

Session 4 *Heritage and politics* → RAVENS HALL (GROUND FLOOR)

Chaired by: PROF. DR. MARIE-THERES ALBERT and PROF. DR. JACEK PURCHLA

Introductory paper by **PROF. DR. MARIE-THERES ALBERT** *The global strategy of world heritage: challenges and weaknesses of the 5 C's* (Germany)

PROF. DR. SERGIU NISTOR, IRINA-OANA CALINESCU *Whose heritage, what history, which heritage community?* (Romania)

DR. RIIN ALATALU *Assimilation of the heritage of the enemy* (Estonia)

TOBIAS STRAHL *Anti "aura" – heritage in the age of war politics (former Yugoslavia 1991–1999 (2004))* (Germany)

SELMA HARRINGTON *Heritage of the assassination: Sarajevo's drama or serial?* (Ireland)

11.00-11.30 Coffee break

11.30-13.30 Parallel sessions

Session 4 *Heritage and politics*

Introductory paper by **PROF. DR. JACEK PURCHLA** *Central Europe and its heritage: the dilemmas of transformation* (Poland)

JELENA SAVIĆ *In search of an appropriate past: deconstruction and reconstruction in Banja Luka* (Bosnia and Herzegovina)

ANDREJA RIHTER *The legacy of socialism between oblivion and memory in Slovenia* (Slovenia)

PROF. DR. MARJETA CIGLENEČKI *Forma viva Maribor: monument to industrial development in Maribor in the last third of the 20th century* (Slovenia)

13.30-14.30 Lunch

14.30-16.00 Parallel sessions

Session 4 *Heritage and politics*

DR. EWA KLEKOT *Heritagisation of the things folk* (Poland)

PROF. DR. ELŻBIETA RATAJCZYK-PIĄTKOWSKA, DR. KSENIA KATARZYNA PIĄTKOWSKA *Unwanted German heritage: Tannenberg Denkmal* (Poland)

DR. MAŁGORZATA KARCZEWSKA *Erasing history: how maps ignore the German cultural heritage in Masuria* (Poland)

Conclusions

16.00-16.30 Coffee break

16.30-17.30 Summary session – concluding remarks by sessions' rapporteurs

17.30-18.00 Coffee break

18.00-19.00 Closing ceremony by the V4 Ministers of Culture → RAVENS HALL (GROUND FLOOR)

• Presentation of the results of the 2nd Heritage Forum of Central Europe • Presentation of the International Visegrad Prize for 2012 to the Jan Amos Komensky Museum in Uhersky Brod (Czech Republic)

Session 5 *The limits of heritage* → PATIO (1ST FLOOR)

Chaired by: DENNIS RODWELL and DR. TAMÁS FEJÉRDY

Introductory paper by **DENNIS RODWELL** *The limits of heritage: what limits?* (United Kingdom)

DR. KALLIOPÍ FOUSEKI *Heritage UnLIMITED: what is heritage?* (United Kingdom)

BEATA LABUHN *When everything becomes heritage: how a serious consideration of the mechanisms behind "the shifting limits of heritage" invites a new site-sensitive attitude* (Netherlands)

PROF. ZHOU LU *Identification of cultural heritage* (China)

PROF. DR. LÁSZLÓ BEKE *New heritage concept in Central Europe: between philosophy and politics* (Hungary)

Session 5 *The limits of heritage*

Introductory paper by **DR. TAMÁS FEJÉRDY** *Detecting and respecting the changing limits of heritage* (Hungary)

DR. KATARZYNA JAGODZIŃSKA *Paradoxes of contemporaneity in museums of art: temporal limits* (Poland)

DR. ANDRZEJ SZCZERSKI *Past into present: contemporary art and heritage limits* (Poland)

DR. NIKOLA KRSTOVIĆ *Open air museums: "simulacra of everything"* (Serbia)

DR. MARKO ŠPIKIĆ *The limits of altruism and conflicts of values in the perception of cultural heritage of contemporary Croatia* (Croatia)

Session 5 *The limits of heritage*

PROF. DR. ANDRZEJ KADŁUCZKA *Architectural heritage in the modern world: thresholds and barriers* (Poland)

ÁDÁM ARNÓTH *Conservation, re-conservation, re-building* (Hungary)

JANA KORINKOVA *The latest attempts of non-governmental initiatives to list art in the public space of Brno from the period of 1945–1989* (Czech Republic)

Conclusions

Session 6 *How to sell heritage?* → SEMINAR ROOM (4TH FLOOR)

Chaired by: PROF. DR. GREGORY J. ASHWORTH and DR. MONIKA MURZYN-KUPISZ

Introductory paper by **PROF. DR. GREGORY J. ASHWORTH** *"You can sell your past but be cautious"* (Netherlands)

TERÉZIA REPÁŇOVÁ *Marketing communication of the UNESCO World Heritage sites* (Slovakia)

JITKA ZIKMUNDOVA *Český Krumlov – the way from heritage to destination* (Czech Republic)

JANA ŠUBRTOVÁ *The use of heritage in promotion strategies of cities on the example of Frýdlant in Bohemia* (Czech Republic)

DR. ARTUR SZKLENER *Chopin's heritage in modern culture and economy* (Poland)

Session 6 *How to sell heritage?*

Introductory paper by **DR. MONIKA MURZYN-KUPISZ** *Multicultural heritage of Galicia in the contemporary museum activities in Southern Poland* (Poland)

DR. JOLANTA SROCZYŃSKA *Limits of social access to cultural heritage* (Poland)

RAFAŁ SZRAJBER *Video games and their implementation in the protection, popularisation and reconstruction of cultural heritage* (Poland)

PROF. DR. PAUL ZALEWSKI *Getting it across: on the necessity of introducing heritage education in schools* (Germany)

Session 6 *How to sell heritage?*

DR. IZABELLA PAROWICZ *Disappointment-satisfaction-delight: nuances and power of the cognitive and affective perception of conservation services* (Germany)

PROF. DR. YOO JINIL *The travel patterns, places to visit and prospects for the future for Korean tourists who visit the Visegrad countries* (Korea)

PROF. DR. SÁNDOR PÁLFY, PÉTER PÁLFY *The Moszkva (Széll Kálmán) Square as the remembrance of Budapest* (Hungary)

Conclusions

14 June, 2013 (Friday)

Accompanying programme: Conference tours

9.30 am – 2.00 pm

Half-day Krakow city tour: jewels of the historic city

9.30 am – c. 2.45 pm

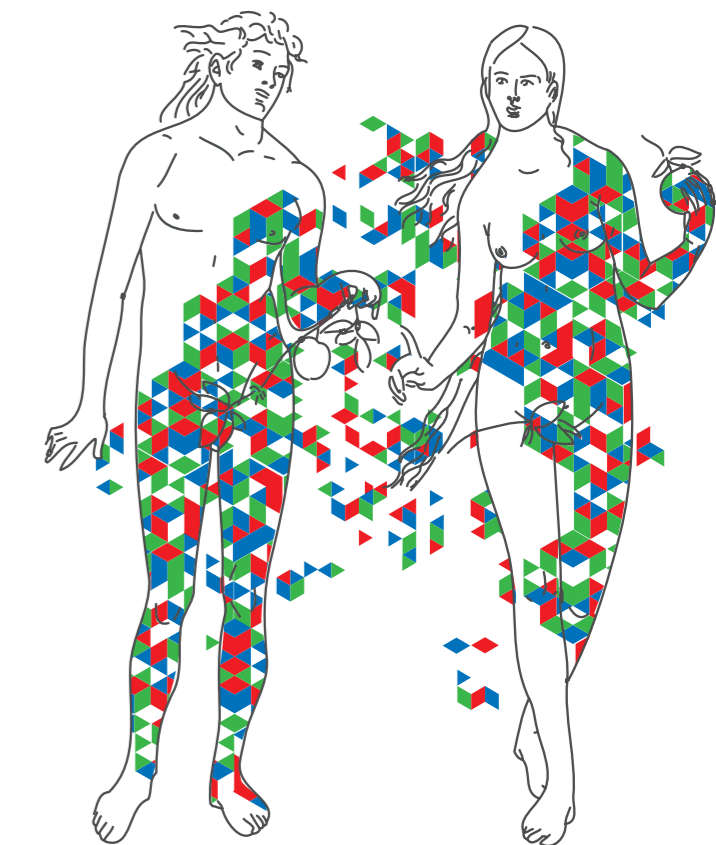
New museums in Krakow



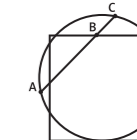
PROGRAMME

The Limits of Heritage

The 2nd Heritage Forum of Central Europe
11-14 June, 2013 Krakow (Poland)
International Cultural Centre



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