

Press Release

Ljubljana, 8 March 2017

THESE OLD HOUSES NEED NEW STORIES FORGET HERITAGE CONFERENCE ON BEST PRACTICES

Ljubljana, 21 March 2017
City Museum, Gosposka 15, Ljubljana

The Forget Heritage Conference on Best Practices *These Old Houses Need New Stories* will be held in Ljubljana, Slovenia, on 21 March 2017. The main aim of the conference, organized by the **Regional Development Agency of the Ljubljana Urban Region (RDA LUR)** in cooperation with the **Institute for Economic Research (IER)**, both Slovenian partners in the project, is to encourage (re) use of cultural heritage sites (1) for new community contents, (2) to present up to date examples of successful management of cultural heritage sites and (3) to encourage integration of different communities - from local to a variety of creative and life-style communities for new economic practices - with an emphasis on the fields of cultural and creative industries. The conference is aimed primarily to owners and operators of cultural heritage sites as well as decision and policy makers in this field.

The European project Forget Heritage involves ten partners from seven Central European countries. At the conference nine cities will present their best practices on how to successfully manage the cultural heritage sites. In addition to Ljubljana (SI), Genoa and Milan (IT), Nuremberg (DE), Warsaw and Bydgoszcz (PL), Rijeka (HR), Pécs (HU) and Usti nad Labem (CZ).

The keynote speaker of the conference will be **Tiva Montalbano**, Director of Heritage Strategy at The Prince's Regeneration Trust, United Kingdom. In her introductory lecture *Making the Past Sustainable for the Future: Examples of Heritage-led Regeneration (successes and failures) in the UK*, she will present a number of practical experiences in the management policies of the cultural heritage sites; will also speak on funding, grants and community engagement. The lecture is organized in collaboration with the British Council Slovenia.

The lecture will be followed by presentation of nine Best Practice examples from seven Central European countries, which will highlight the international perspective on the use and revitalisation of the historical sites. The conference will conclude with a round table dedicated to a discussion on (1) creative renewal and/or re-use of buildings of cultural heritage - both in terms of infrastructure and programme, (2) the role and involvement of cultural heritage sites in the local environment and community, (3) how to attract new audiences in the areas of cultural heritage and (4) to various management models of historical sites with an emphasis on sustainable and long term impact.

For more information please contact:

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More information about the project:

<http://www.interreg-central.eu/Content.Node/Forget-heritage.html#SUMMARY>

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