

# HerO Heritage as Opportunity

## NEWSLETTER October 2010



Lublin, Poland (photograph: City of Lublin)

+++ Save the date: The HerO Final Conference will take place in the Lead Partner City Regensburg on 13th-14th April 2010. Further information will be available soon +++



Connecting cities  
Building successes







# EXPERT WORKSHOP IN LUBLIN

CONFERENCE ON 'CULTURAL ACTIVITIES' FOSTERED THE EXCHANGE OF EXPERIENCE BETWEEN THE HERO PARTNERS AND POLISH HISTORIC CITIES

Inner courtyard of the Dominican Convent in Lublin's historic city centre (Photograph: Barbara Bühler)

In early September the HerO partners met in the Polish partner city Lublin to discuss about cultural activities in historic cities and their role within the local integrated strategies of management. Apart from the renovation of historic buildings and the preservation of the historic urban landscape as a whole, this conference placed emphasis on the 'soft' cultural and social initiatives, which keep historic cities alive and make them attractive places to live, work and invest in.

The conference has been initiated by the City of Lublin in cooperation with the Marshal's Office of Lubelskie Voivodship (Lublin's 'Managing Authority') as an extraordinary meeting within the frame of the HerO network activities to foster the exchange of experiences between the HerO partner cities and the member cities of the Polish 'Forum for Revitalization'. In a two-day workshop, representatives of the HerO cities as well as the Polish historic cities, discussed their different approaches to cultural activities and the impact of those events on the quality of life in



Lublin (Photograph: Katarzyna Czerlunczakiewicz / Michal Trzewik)

historic city centres. The HerO partners from Graz, Liverpool and Vilnius reported on their concepts for and experiences with the 'European Capital of Culture', while representatives of the City of Lublin presented their application for this title in 2016.

The cultural activities of the hosting city of Lublin have been presented 'in action', as the annual event 'Festival of Tastes' took place at the same time. Walking tours and site visits in Lublin and a trip to the nearby Kozlowka palace and museum completed the conference programme. The participants experienced Lublin's unique cultural heritage assets but also its future challenges.

Further information on the conference are available on the HerO project website [www.urbact.eu/hero](http://www.urbact.eu/hero) (Section 'Our Activities').



HerO Conference in Lublin (Photograph: Barbara Bühler)





Lublin's historic city centre (Photograph: City of Lublin)

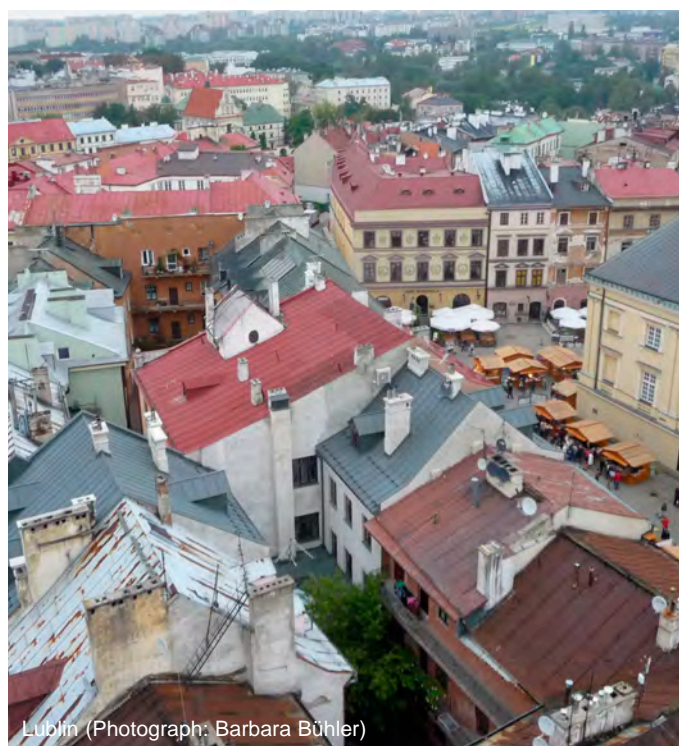
## LUBLIN

Lublin, located on the outskirts of the European Union, is the biggest city on the left bank of the Vistula River and the last stop before the eastern border of Poland. Throughout its history, Lublin oftentimes served as the pier, 'golden point' or a meeting point of the East and West. Therefore one of the mottos concerning the image of the city is 'Lublin – the gate of the East'. Already on the turn of the 12th and 13th centuries Lublin became of significant political and military importance. Due to its location on an important trade route between the Black Sea and Baltic Sea and the royal route from Vilnius to Cracow, the city became one of the major centres of international trade during the 14th and 15th centuries.

From 1448 until the end of the 18th century, every year four major fairs were organized, which were visited by Ruthenian, Armenian, Greek, German, French, Dutch, Scottish, Hungarian and English merchants. Those immigrants added to the already diversified ethnic and religious background of the city, resulting in an intermingling of culture and commerce. This multi-cultural melting pot defined the city's characteristic and unique values, which are particularly well reflected in its architecture, topography and social and cultural development. The greatest symbol of such mingling of cultures and traditions are Russo-Byzantine murals in the Church of the Holy Trinity in the Lublin Castle. The Latin gothic architecture of Western Europe was ornamented with a polychrome based on the artistic canon of the Eastern rite. This combination of styles and cultures is unique in Europe.

Nowadays, with approximately 355,000 inhabitants, Lublin is the largest Polish city east of the Vistula river. The significant part of the historic city center originated in the middle ages and extended in the 16th and 17th century. The decline of the city's importance in the late 18th and 19th century helped to preserve the ancient urban texture, but at the same time led to a growing neglect and social and structural problems. The upgrading of historic urban textures has been one of the priorities of local policies since the 1990's.

Lublin is a candidate for the title of European Capital of Culture in 2016. The city symbolises the European idea of integration, universal heritage of democracy and tolerance and the idea of dialogue between the cultures of the West and East. The motto of Lublin's application is "A City in Dialogue", with four areas of reflection: the City and Countryside, Remembrance and Anticipation, Facing East and Culture of Knowledge. Lublin is a unique place where cultures and religions meet. It is a city where unique initiatives and activities take place. The rich history and cultural heritage constitute an endless source of inspiration for new generations. Being one of the poorest regions of the European Union, being granted the title of European Capital of Culture is an important chance for the development of the city.



Lublin (Photograph: Barbara Bühler)





# GRAZ CITY GUIDE ON iPHONE

URBAN TOUCH. THE MODERN WAY OF SIGHTSEEING

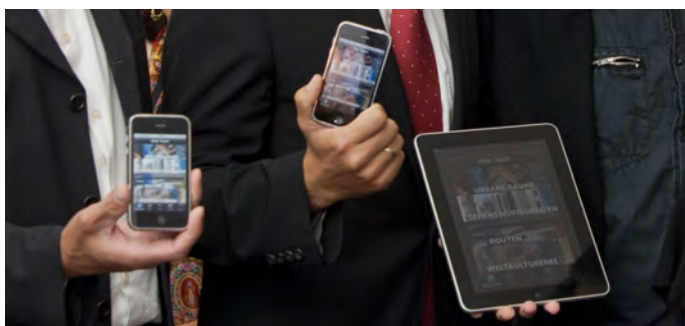
The historic city centre of Graz (Photograph: City of Graz)

The city of Graz now offers visitors the opportunity to explore the modernity and cultural historic flair of the city in an innovative and playful way, making use of the newest iPhone application "Urban Touch - Graz City Guide on iPhone". Within seconds the Urban Touch provides useful information about Graz' World Heritage Site, showing maps, photos and historical data.

The Urban Touch is initiated by the company ARCH'IN Information Architecture Helmut Pierer and developed in collaboration with technology partner Exthex GmbH. The application includes a large selection of clear high quality photos of more than forty attractions in the World Heritage area and many other snapshots of the Styrian State capital. Furthermore the users have access to the entire city map of Graz and a large amount of high-resolution aerial photographs, which offers them the possibility to take a

close look at the different objects before defining their actual path. Because the digital city guide is an offline version, it has no roaming costs. The development is a further step in e-services towards citizens and is a basis for the development of other e-services. The intention is to continue with the improvement and strengthening of the

application to create even more benefits. This could be for example a calendar of events, an expansion of the sites and images (showing not only the exterior but also the interior of the monument), the adding of attractive places for youth and the implementation of the most common e-government solutions. Urban Touch currently works on the iPhone and iPad OS4. The appropriate version for iPhone 3G is coming soon. In addition it is already planned to make the electronic guide operational with Android and Windows Mobile.



Presentation of the Graz App. for iPod (Photograph: City of Graz)





# LIVERPOOL: RENOVATION OF BASCULE BRIDGE COMPLETED

Liverpool's World Heritage Site (Photograph: English Heritage)

Liverpool's docks owner Peel Holdings has recently completed the renovation of the historic bascule bridge on Regent Road in the central docks and the bridge has reopened to traffic. The 78-year-old bridge was closed for inspection and repair in May 2008 and subsequently condemned due to natural corrosion.

In addition to repairs and replacement of parts of the steel structure, the timber engine house on top of the bridge has been given a new natural slate roof and aluminium rain-water pipes making it a key feature of the overall design. The motorised equipment was retained inside the engine room and the bridge painted in its original colours. Bascule is the French term for seesaw, referring to the counter-weight balance once used to raise the bridge to allow boats to pass underneath.

Ian Pollitt, development investment surveyor at Peel, said: 'We have worked very closely with a number of organisations to ensure that this historic asset remained in keeping with its heritage status and are pleased that it is now back in working order and can be used once again.'

The bridge is the only surviving example of a rolling Bascule lifting bridge in Liverpool and is an integral feature of the Stanley Dock Conservation Area and the World Heritage designation.



The Bascule Bridge at Liverpool's Stanley Dock before and after renovation (Photographs: Liverpool City Council)







# MONUMENTS' FLYERS IN REGENSBURG

A VARIETY OF SHOPS AND BOUTIQUES IN THE OLD TOWN IS LOCATED IN HISTORICAL BUILDINGS WITH OUTSTANDING ARCHITECTURAL FEATURES. A FACT THAT IS OFTEN HIDDEN AND EVEN LOCALS ARE UNAWARE OF

Regensburg, Germany (Photograph: City of Regensburg)

From the 10th of October, the customers of Regensburg's boutiques will be provided small flyers with information about the monument they are visiting - an initiative of the city of Regensburg.

During the Middle Ages, the city of Regensburg became an important trading city, located at a crossing point for the long-distance trade. The wealth of the merchants was reflected in an impressive architecture. Nowadays, the old town of Regensburg still reflects the atmosphere of the ancient market town, offering visitors a striking variety of shops. An abundance of those modern retail outlets is located in historical monuments. For example, the toy retailer Selmair is located in a former chapel. While searching for a nice gift, visitors can discover ribbed vaulted roofs and sculptural decorations from the early 13th century.

About 600 companies with a total shop space of more than 75,000 square metres make the old town into a real shopping experience. About 450 retail companies are located in monuments. The shop pattern of the old town differs significantly from the usual pattern of German cities. Besides the common national and international companies, a variety of regional retail chains and traditional family companies offer a particularly large share of interesting gifts. This retail scene offers an in Germany rarely encountered individuality in terms of target groups, product lines and



A retail shop in one of Regensburg's historical monuments  
(Photograph: City of Regensburg)

concepts. More than any other city, Regensburg combines historic buildings with modern commerce.

In Regensburg's mission statement for the retail of 2008 the idea was founded to reach the goal: 'Preserve and shape traditions – enable the future' ('Tradition erhalten und gestalten – Zukunft ermöglichen'). This meant that focus should be put on 'the positive and proactive representation of the monuments that make the World Heritage ensemble'. During the World Heritage Day of 2009, which focused on the theme 'Trade and exchange', a start was made with the campaign 'Retail in Monuments'. More than 50 shops took part in this campaign. The city prepared an historical overview of all monumental shop buildings and their current use. The information was distributed by flyers inside the shops and through large posters in the display windows of the shops.

The action at the World Heritage Day was a great success and received positive responses from both retailers and customers. Consequently, the city decided to further devel-

op the initiative. This resulted in the development of specially prepared leaflets that will be permanently offered to the visitors. The retailers were actively involved with their wishes and ideas in the development of the little brochures. A design office provided the appropriate professional implementation of the idea.

The leaflets will be available in German and English from the 10th of October. In total 24 companies participated in the action. The flyers will provide the interested visitors with an overview of the history of the buildings and the current use. An additional page lists all retail businesses and provides more information for those interested in Regensburg. Furthermore, windows-advertisements will make people aware of the participating retailers.

For more information about the promotion, the participating companies and information material please visit the municipal website at

[www.regensburg.de/sixcms/detail.php/37866](http://www.regensburg.de/sixcms/detail.php/37866).

**STADT  
REGENSBURG**

**UNESCO-Welterbe Altstadt Regensburg mit Stadthof**  
2006 wurde die Altstadt Regensburg mit Stadthof von der UNESCO mit dem renommierten „Welterbe“-Titel ausgezeichnet. Einst blühende europäische Handelsmetropole und politisches Zentrum des Heiligen Römischen Reiches ist Regensburg heute deutschlandweit die am besten erhaltene mittelalterliche Großstadt. Einzigartige historische Baudenkmäler und architektonische Besonderheiten laden zum Entdecken ein.

**UNESCO World Heritage Site Old Town of Regensburg with Stadthof**  
The Old Town of Regensburg with Stadthof was awarded the illustrious title of "UNESCO World Heritage Site" in 2006. Once a flourishing trading metropolis and the political centre of the Holy Roman Empire, today Regensburg is Germany's best preserved medieval city – inviting visitors from all over the world to explore its unique historic monuments and distinctive architecture.

→ Altstadt von Regensburg mit Stadthof  
Welterbestätte seit 2006

**Einkaufserlebnis Welterbe**  
Das Flair der Baudenkmäler entdecken

→ **Design Schmuck  
Egretzberger**  
Tändlergasse 4

**mit Giebel. Zwei Bau-  
3. Jahrhunderts, auf  
12. Jahrhunderts.**

an an der nordwestlichen Tändler- und Kramgasse ist unmissbar aus einem etwas engeren und kleineren westlichen Innenraum aus dem 16. Jahrhundert, deutlich älteren Kellern. Ein Hingebauten an gleicher Stelle.

**isitativen Patrizierhauses.**  
ragen umfassenden Über- präsent auf drei Halbkolumnen fliche Teil des Anwesens ge- reicht deutlich tiefer nach Häuserblock hinein und stößt em Wohntrakt des Patrizieran- lumburger Turm zusammen. enen Teilabschnitt von dessen Gebäudekomplex. Dies gilt auch für das nächste Haus Kramgasse 3, so dass sich daraus eine wahrhaft repräsentative Gesamtanlage ergibt.

**Corner house with gable. Two parts from the 16th century built over cellars from the 12th century.**  
The building on the northwest corner of Tändlergasse and Kramgasse is in fact two houses joined together, a larger house to the east and a smaller one to the west. Both date back to the 16th century, but stand over much older cellars. An indication of earlier buildings on the same site.

**Part of an imposing patrician house.**  
The western part of the building features an overhang encompassing all storeys that rests impressively on three half-columns. It is much lower towards the north where it reaches right into the block of houses and runs into the living

**Design Schmuck Egretzberger.**  
Frische Ideen, exklusive Marken.

**Die Unternehmer Egretzberger** gründeten 1985 ihr erstes Schmuckgeschäft. Einige Jahre später zog das Geschäft in die Nähe des Regensburger Doms, wo 2008 die Geschäftsräume erweitert und umgebaut wurden. Heute werden die Schmuckstücke in hellen Räumen mit kunstvollen Bögen beeindruckend präsentiert. Neben bekannten exklusiven Marken wird auch besonders kreativer Schmuck von ausgewählten Goldschmieden aus ganz Deutschland angeboten.

**Design Jewellery Egretzberger.**  
The Egretzberger entrepreneurs founded their first jewellery in 1985. A few years later the shop moved to the vicinity of the Regensburg cathedral, where the shop premises had been expanded and converted. Today the impressive showroom for the jewellery is located in bright rooms with beautiful arches. In addition to exclusive well-known brand names the range also includes creative jewellery from selected goldsmiths from all over Germany.





# BALTIC HIGH-RISE

HARMONY OR CONFLICT? THE JOURNAL OF NORDREGIO PUBLISHED A SPECIAL ISSUE ON HIGH-RISE DEVELOPMENTS IN THE BALTIC AND NORDIC CAPITALS

Stockholm's famous skyline is changing (Photograph: Odd Iglebaek, Journal of Nordregio)

The Nordic Centre for Spatial Development, Nordregio, has launched a series of articles about high-rise developments in the northern regions of Europe. These reflections by local city architects are now bundled into the issue *High-rise developments in the Baltic and Nordic capitals*.

The main theme is city centre densification and potential conflicts. The old towns of Riga, Tallinn and Vilnius are all on the UNESCO list of World Heritage Sites and are challenged by new downtown developments in their vicinities.

Also the cities of Copenhagen, Reykjavik, Helsinki, Oslo and Stockholm are questioning the debate whether high-rise is in 'harmony or conflict' with their historical towns. Since all of the new 'skyscrapers' were located in or very close to the so-called 'protection' or 'buffer-zones' allotted to the heritage sites, the new structures naturally generated a significant amount of discussion.

For more information or to download the publication, please visit the website of Nordregio at

[www.nordregio.se](http://www.nordregio.se).







# EAHTR VISITS GRAZ

TAKE PART IN THE STUDY VISIT WITH THE EUROPEAN ASSOCIATION OF HISTORIC TOWNS AND REGIONS

Graz, Austria (Photograph: City of Graz)

The European Association of Historic Towns and Regions in association with the Mayor of Graz is organising a study visit to the World Heritage City of Graz. This is an important opportunity for Mayors, Senior Politicians, and professionals working in the field of cultural heritage to share their experience and see at first hand how one of Europe's most important cultural capitals manages a World Heritage historic city.

The visit takes place between the 4th and 6th of November 2010 and will offer the participants the chance to see at first hand how Graz is dealing with the challenges of managing their historic World Heritage centre. An important element of the study visit will be face to face discussions

to share experiences and approaches to managing cultural heritage. The visit will include presentations about the World Heritage site of Graz and the city's masterplan, excursions to the historic town centre and actual construction sites as well as a visit to Eggenberg Castle.

Interested persons can register till the 11th of October 2010. For more information or to download the booking form please visit [www.historic-towns.org](http://www.historic-towns.org).

EAHTR was formed by the Council of Europe in 1999 and now has over one thousand historic member cities in thirty European countries. The organisation aims to promote the sustainable urban conservation and management of European historic cities through international collaboration and cooperation. The HerO network cooperates closely with the EAHTR.



The historic city centre of Graz (Photograph: City of Graz)



EUROPEAN  
ASSOCIATION  
Historic Towns & Regions





# THE HERO NETWORK

THE URBACT II THEMATIC NETWORK 'HERO - HERITAGE AS OPPORTUNITY': STRENGTHENING THE ATTRACTIVENESS AND COMPETITIVENESS OF HISTORIC URBAN LANDSCAPES

The rapidly changing basic conditions of modern times pose a big challenge on the management of historic towns in Europe. The imbalance of progress and the preservation of the historic urban fabric often result in either economic stagnancy or the loss of cultural heritage values and with it the loss of identity.

In this context, the network HerO aims to develop integrated and innovative management strategies for historic urban landscapes. The main objective is facilitating the right balance between the preservation of built cultural heritage and the sustainable, future-proof socio-economic development of historic towns in order to strengthen their attractiveness and competitiveness. Emphasis is placed on managing conflicting usage interests and capitalizing the potential of cultural heritage assets for economic, social and cultural activities ('Heritage as Opportunity').

## The HerO Partners are:

- Regensburg (Germany), Lead Partner
- Graz (Austria)
- Naples (Italy)
- Vilnius (Lithuania)
- Sighisoara (Romania)
- Liverpool (United Kingdom)
- Lublin (Poland)
- Poitiers (France)
- Valletta (Malta)

To capitalize on the experiences of other historic towns in Europe and to widely disseminate the network's results, the HerO network cooperates closely with the 'European Association of Historic Towns and Regions EAHTR', an organization formed by the Council of Europe in 1999 that represents almost one thousand historic towns in Europe. Further information at [www.historic-towns.org](http://www.historic-towns.org).



HerO project meeting in Lublin, Poland in September 2010  
(Photograph: Katarzyna Czerlunczakiewicz / Michal Trzewik)





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Subscribe for the HerO Newsletter:  
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With a background in historical geography and tourism, Matthias officiates as Regensburg's World Heritage Manager since 2007. As Project Coordinator of the HerO network he accounts for the topics chosen for our exchange activities.



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With degrees in architecture and world heritage studies Barbara works for Regensburg's world heritage office. Being the HerO Project Manager, Barbara is responsible for our network's overall management, for communication activities and financial reporting.

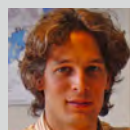


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Klaus graduated in mechanical engineering and has got 12 years of experience in managing EU-funded projects. Since 2006 Klaus is European Officer of the City of Regensburg. He initiated Regensburg's Lead Partnership for the HerO network and provides advice on project management issues.

### The HerO Lead Expert



#### **Nils Scheffler**

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With a degree in spatial planning Nils works independently as an urban planner in Berlin. Nils is skilled in integrated management processes and he has worked as consultant for several EU-funded projects. Nils is the Lead Expert of the HerO network.



AN URBACT II PROJECT

URBACT is a European exchange and learning programme promoting sustainable urban development.

It enables cities to work together to develop solutions to major urban challenges, reaffirming the key role they play in facing increasingly complex societal challenges. It helps them to develop pragmatic solutions that are new and sustainable, and that integrate economic, social and environmental dimensions. It enables cities to share good practices and lessons learned with all professionals involved in urban policy throughout Europe. URBACT is 181 cities, 29 countries, and 5,000 active participants.

URBACT is co-financed by the ERDF Funds and the Member States.

[www.urbact.eu/hero](http://www.urbact.eu/hero)



EUROPEAN  
PROGRAMME  
FOR  
SUSTAINABLE  
URBAN  
DEVELOPMENT

