

Sustainable protection and promotion of
ART NOUVEAU
heritage in the Danube Region



A stream of cooperation

WHY ARE WE DOING IT?

Throughout the Danube region, Art Nouveau is a defining feature of many urban landscapes. Art Nouveau movement in this area mainly stemmed from the Viennese Secession, prevalent and influential in urban planning and architecture at the end of 19th – beginning of 20th century. Secession monuments are generally revered as jewels of architecture, craftsmanship and art. Yet, their potential for becoming sites of vibrant communal life, as well as tourist attractions is often left unexplored and unrealized.

As Art Nouveau is present in the urban settings of many countries from the Danube region, it possesses a strong cohesive force for connecting them. A partnership of 13 partner organizations from 8 countries recognized this potential. Responding to the needs for sustainable and harmonized protection, revitalization and promotion of Art Nouveau, this partnership devised a series of interconnected cross-sectoral activities covering the full cycle of its protection and revival.

WHAT'S OUR SCOPE?

One of our goals is **to further strengthen and extend the cooperation** among the stakeholders from *the cities in the Danube region sharing the Art Nouveau heritage*, so their efforts in conserving the heritage are coordinated, build upon complementarities, shared knowledge and experience.

Sustainable management of the Art Nouveau heritage, the reconciliation of the conflicts between the need to protect the cultural values and the needs stemming from modern urban development require specialized skills of the involved stakeholders. The project will increase their capacity to tackle this challenge more effectively.

The goal is **to coordinate and enhance promotion of Art Nouveau heritage** in *the urban areas of the Danube region* through common and harmonized tools and campaigns. The joint and synchronized promotional activities will amplify the messages and their impact.

WHAT ARE OUR RESOURCES?

The project is implemented with the support of the **DANUBE Transnational Cooperation Programme**.

The total budget of the project is of **1.649.559 Euro**, out of which **1.206.795,15 Euro** represents support from **ERDF** Funds, while **195.330 Euro** is the support from **IPA** Funds. The remaining part of the budget will be ensured from the national contributions of the participating partners.

The project will be implemented in between **1st of January 2017** and **30th of June 2019**.

The partnership covers main geographical area of the specific expression of Art Nouveau in Danube region, it balances multi-level governance and multi-disciplinary expertise and ensures responsible and efficient use of resources. The project involves a wide mix of competences and expertise, making the partnership well equipped for investigating the most efficient methods for protection and promotion of the Art Nouveau heritage in the Danube region.

WHAT ARE WE DOING?

A digitalization process will be carried out, resulting in a **digital repository of the most valuable pieces of Art Nouveau heritage** throughout the Danube region. The digital repository will function as a common content point and will be connected with other cultural portals. It will contain movable and immovable Art Nouveau heritage, digital cultural contents from the Danube region in different formats (3D objects, videos, texts, photos, descriptions).

The project will elaborate a **strategic document** outlining the steps to be taken **to better preserve and promote the Art Nouveau heritage in the Danube region**. The state-of-art of Art Nouveau heritage was not yet comprehensively evaluated on the level of the entire Danube region. The activity will include a screening of the specific heritage on macro-regional level, based on which it will define a strategic document and an Action Plan, as policy instruments to support the protection and promotion of the Art Nouveau heritage in the Danube region.

In order to increase the capacity to better conserve this outstanding heritage, the project will conduct two comprehensive analysis: a study on **Art Nouveau building decorations**, involving renowned experts from throughout the Danube region and beyond, which will reveal techniques and procedures applied for the conservation of the Art Nouveau buildings in the area; and a **study on the utilization of public spaces in the modern urban centres** from the Danube region with high concentration of Art Nouveau buildings.

By using the expertise of the partnership, the project will pilot the elaboration and adoption of policy instruments for protecting Art Nouveau heritage in the context of urban development. Oradea and Subotica will develop their **urban plans for protected areas** outlining, among others, the functions and permitted infrastructural interventions within the public spaces in the central parts of the cities, concentrating a high density of Art Nouveau heritage.

An **integrated database of certified experts** in a large variety of **fields related to Art Nouveau**, from *researchers*, to *restorers*, and from *art historians*, to *architects* will be developed within the project. The database will be continuously enlarged and updated, even after the finalization of the project.

In order to **strengthen and update the knowledge available** within the Danube region in relation to Art Nouveau, a series of **5 master classes** will be organized in five topics of high relevance for the protection of Art Nouveau: *restoration, architecture, urban planning, art history/museology and public management of cultural heritage*. These will serve the scope of updating the knowledge with the newest trends, methods and technologies available, and to ensure a balanced access to this improved know-how throughout the Danube region.

The project will develop the **Art Nouveau Danube web mobile app** as an interactive, location based geographic application ready for use by tourists, tourist guides, general public, municipals, heritage experts and authorities as well. The app has a particular focus on raising awareness and the interest of Art Nouveau heritage at local level in the Danube area.

The partnership will organize a series of events related to the celebration of the **World Day of Art Nouveau** in *June 2017* and *June 2018*. The events will include small exhibitions and workshops, free guided tours and other events having the potential to attract and involve the local communities and tourists. Information about the events will be available on the webpages and the social media instruments of the partners.

The project will develop a **presentation film about Art Nouveau** in the Danube region. It will insist on the specificities of the manifestation of Art Nouveau movement within this geographic area, presenting its most important elements. The film will be available on the webpages of the partners, as part of the digital repository developed within the project, and will be promoted via national and regional media channels (including social media).

PARTNERS

AUSTRIA

- MUSEUM OF APPLIED ARTS/CONTEMPORARY ARTS VIENNA – www.mak.at

BULGARIA

- NATIONAL ACADEMIC LIBRARY
AND INFORMATION SYSTEM FOUNDATION – www.nalis.bg

CROATIA

- MUSEUM OF ARTS AND CRAFTS ZAGREB – www.muoz.hr

HUNGARY

- MUSEUM OF APPLIED ARTS BUDAPEST – www.imm.hu
- SZEGED AND SURROUNDINGS TOURISM NONPROFIT Ltd – www.szegedtourism.hu

ROMANIA

- MUNICIPALITY OF ORADEA – www.oradea.ro
- NATIONAL INSTITUTE OF HERITAGE ROMANIA – www.patrimoniu.gov.ro

SERBIA

- CITY OF SUBOTICA – www.subotica.rs
- REPUBLIC INSTITUTE FOR PROTECTION OF
CULTURAL MONUMENTS – www.heritage.gov.rs

SLOVENIA

- URBAN PLANNING INSTITUTE OF REPUBLIC OF SLOVENIA – www.uirs.si

ASSOCIATED STRATEGIC PARTNERS

BELGIUM

- RESEAU ART NOUVEAU NETWORK – www.artnouveau-net.eu

ROMANIA

- MINISTRY OF REGIONAL DEVELOPMENT,
PUBLIC ADMINISTRATION AND EUROPEAN FUNDS OF ROMANIA – www.mdrap.ro
- ICOMOS ROMANIA – www.icomos.ro

For further information on the project, please visit

www.interreg-danube.eu/art-nouveau

