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Capitalei



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CULTURAL MANAGEMENT ACADEMY

Engaging with Heritage

2-6 July 2018, Arcub, Bucharest

	Mo, 02.07.2018	Tu, 03.07.2018	We, 04.07.2018	Th, 05.07.2018	Fr, 06.07.2018
am	10.00 - 11.30 Introduction of the Seminar by: Evelin Hust, Director of Goethe-Institut Opening discourse on: Cultural Heritage Matters - Piet Jaspert (BE), Key Note Speaker of the CMA, Board Member of Europa Nostra	9.30 - 11.00 Module 2: Methods of awareness raising and advocacy Theoretical and practical approach - Peter Strasser (AT), Centre for Cultural Heritage Protection	9.30 - 11.00 Module 3: Development through cultural programming and education in Heritage Theoretical approach - Stefano Musso (IT)	9.30 - 11.00 Module 4: Fundraising for Heritage Theoretical approach - Marek Ostafil (PL)	9.30 - 11.30 Module 5: Appetizer on digital tools & heritage Theoretical approach & Presentation of projects such as: Cultural heritage between reality and digital, etc. - Helene Hahn (DE)
	11.30 - 11.45 Coffee break	11.00 - 11.15 Coffee break	11.00 - 11.15 Coffee break	11.00 - 11.15 Coffee break	11.30 - 11.45 Coffee break
	11.45 - 13.00 Program presentation by: Miki Braniște, Curator of the CMA Introduction of the participants	11.15 - 13.00 Exercise on how to: - engage the community - engage the local authorities (advocacy) - organize a public campaign - communicate with the press + Q&A	11.15 - 13.00 Workshop with the participants to develop practical skills	11.15 - 13.00 Practical exercise on how to build a convincing project - Marek Ostafil (PL)	11.45 - 13.00 Workshop: The meaning of digital cultural heritage - drawing exercise: - Helene Hahn (DE)
	13.00 - 14.00 Lunch break	13.00 - 14.00 Lunch break	13.00 - 14.00 Lunch break	13.00 - 14.00 Lunch break	13.00 - 14.00 Lunch break
pm	14.00 - 15.30 Module 1: Legal framework for	14.00 - 16.00 Practical examples from	14.00 - 15.30 Examples of cultural interventions	14.00 - 16.00 Presentation of grant	14.00 - 15.00 Summary of the 5 days

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<p>Heritage in Romania and main players in the field. Resources and responsibilities. - Raluca Iosipescu (RO), National Institute for Heritage</p>	<p>Romania: - András Farkas (RO), Grup Pont <i>Castle in Transylvania:</i> strategies and development models + Q&A</p>	<p>in heritage places – Romania: - Mirela Duculescu (RO), ProPatrimonio Foundation Presentation on: <i>Cultural Landscape and Historic Landmarks</i></p>	<p>sources - Anamaria Răvar (RO), European Programs by structural funds</p>	<p>Feedback, conclusions</p>
<p>15.30 - 15.45 Coffee break</p>	<p>16.00 - 16.15 Coffee break</p>	<p>15.30 - 15.40 Coffee break</p>	<p>16.00 - 16.10 Coffee break</p>	<p>15.00 - 15.10 Coffee break</p>
<p>15.45 - 18.00</p> <p>Legal framework for Heritage in Romania and main players in the field + Q&A - Raluca Iosioescu (RO), National Institute for Heritage</p>	<p>16.15 - 17.20</p> <p>Practical examples from Romania: - Raluca Bărbulescu (RO), Asociația ARCHE Presentation of <i>Casino Rush</i></p>	<p>15.40 - 16.30</p> <p>Examples of cultural interventions in heritage places – Romania: - Caroline Fernolend (RO), Mihai Eminescu Trust Presentation of the project: <i>Whole Village Concept</i> + Q&A</p>	<p>16.10 - 17.30</p> <p>Alternative funds: - Cristina Văileanu (RO), Fundația Comunitară București</p>	<p>15.10 - 17.30</p> <p>Idea Camp – Workshop How to work in teams to develop a common project idea</p>
	<p>17.30 - 18.30</p> <p>Practical examples from Romania: - Maria Pascu (RO), Asociația ARCEM Presentation of <i>Catalog București</i></p>	<p>16.40 - 18.00</p> <p>1. Education in Heritage: - Raluca Iacob (RO), Metrucub Association Presentation of the project: <i>Heritage Classes/ Lecțiile patrimoniului</i> Realized in partnership with D`arhitectura Association</p> <p>2. Sharing resources and methods: - Vera Marin (RO), Association for Urban Transition Presentation of <i>Urboteca</i> project</p>	<p>17.30 - 18.30</p> <p>Eugen Vaida (RO), Monumentum Association Presentation of the project: <i>Ambulance for Monuments</i></p>	

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and of the process of collaboration with the Ministry of Education for the insertion in the curricula of the optional manual of architecture