

***Adaptive re-use and Transition of built heritage***  
***BUILT HERITAGE, IDENTITIES AND TERRITORIES***

**European Committee of the Regions**  
**Rapporteur: Dr. Babette Winter (DE/PES)**  
State Secretary for Europe and Culture  
in the Thuringia State Chancellery



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## Ideas that changed the world

- Martin Luther translated the Holy Bible
- J. W. von Goethe and Friedrich Schiller lived as writers and poets
- Carl Zeiss and Ernst Abbe invented optical lenses and founded optical industries
- Walter Gropius founded the BAUHAUS
- J. S. Bach was born





# Background

## Cultural heritage is

- a unique resource
- potential of becoming a key lever for more cohesive and sustainable regions in the EU
- strengthens identity in a region as well as in Europe as a whole

Die öffentliche Meinung in der Europäischen Union

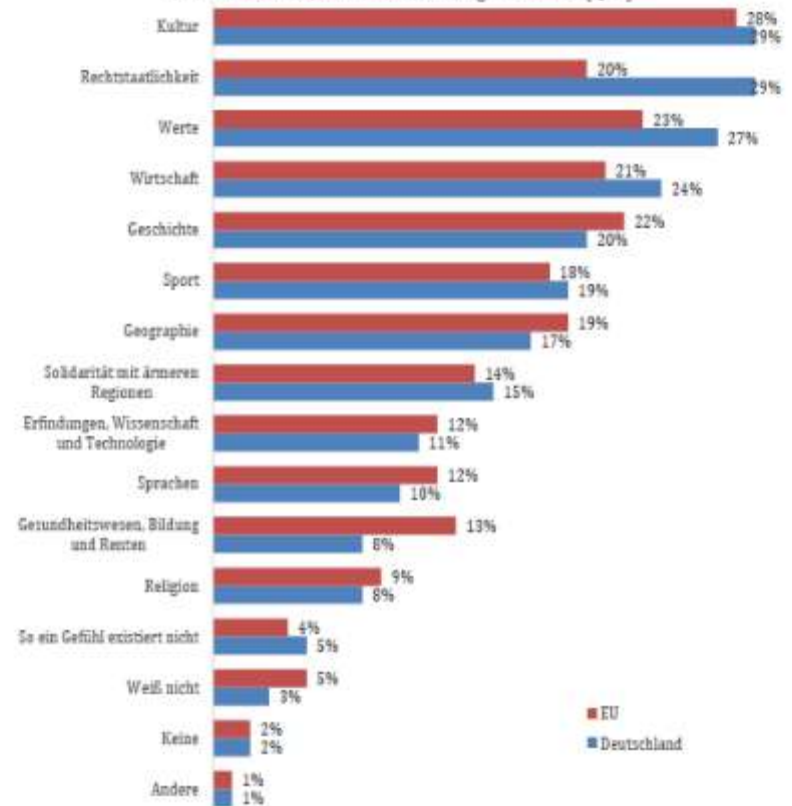
Standard Eurobarometer 88

Nationaler Bericht

Herbst 2017

Deutschland

Welche der folgenden Dinge erzeugen Ihrer Meinung nach am stärksten ein Gefühl der Gemeinschaft unter den Bürgern der EU? (QD5)



# European Year of Cultural Heritage in 2018 (EYCH2018)

- Unique opportunity to involve citizens of every generation
- Development of strategies at local and regional level and their contribution to other sectoral policies, with a focus on territorial development
- Events and projects emphasising Europe's cultural heritage and values
- Opportunity to spot on less known or unknown heritage sites, especially in remote areas

## Adaptive re-use of built heritage

- Fostering the knowledge and **awareness** for common cultural heritage both in society and politics
- not just the lack of financial resources for, but also the inadequate visibility of and lack of political awareness about, cultural assets are an obstacle to cultural heritage being developed as a region's strategic resource
- Development of **strategies** at local and regional level
- Fostering knowledge exchange between cities and regions  
**capacity building!**
- priority given to the restoration and preservation of monuments, the **management** and outreach work of cultural institutions is also crucial and is what decides whether cultural monuments are able to fully develop their cultural tourism, economic and social impact
- **support** for cultural heritage resources for regional development has to be made an important element of **cohesion policy after 2020** and other programmes within MFR

- **transparency** of decisions, Clear communication on facts, interests of the different stakeholders
- **reliability** on support for the investor (public or private)
- shared responsibility for all stakeholders in society – local and regional authorities and the Member States – but also requires specific private-sector funding and voluntary/civil society activity
- **participatory approaches** in local and regional authorities to establish a broad social base for cultural development concepts and of gaining more backing for and identification with **cultural investment**. This will lead to a sustainable boost to social interaction and to **society's responsibility** for local cultural heritage
- And if there is not yet the „perfect“ re-use concept: Don't be anxious to allow intermediate use!
- Talking about standards – of preservation, accessibility, workingspace...

## UNESCO World Heritage „Wartburg“



- Anniversary 500 years of Reformation in 2017
- **Luther-Trail (1000 km in Thuringia)**
- **INTERREG-Project „European Luther-Trail“**
- Material/immaterial cultural heritage
- Identification
- Knowledge in history, education
- Tourism (also in remote area)
- Research
- Enforcement of craft enterprises due to preservation of historic sites



## Cultural Heritage Projects in INTERREG-Programs (with participation of Thuringia)

### European Cultural Route of Reformation - INTERREG V B (Central Europe)

**project objective:** promotion of cultural tourism and enforcement of a common cultural identity by holding on to the common cultural heritage of Reformation

**project results:** i.a. pilot investments (multimedia-informationpoints, information panels), establishing of a an umbrella brand (mobil-app/webpage), application for the certification/acceptance of the route by the Council of Europe

**EU-Funding:** 1,9 Mio. € (2016 – 2019)

**project partners:** 12 partners (church institutions, regional development and tourism agencies, research institutions, public administrations) from seven countries (Austria, Czech Republic, Germany, Hungary, Italy, Poland, Slovenia) + 13 associated partners

**project partners in Thuringia:** Thuringian Landcompany (Lead Partner), Church and Tourism e.V.





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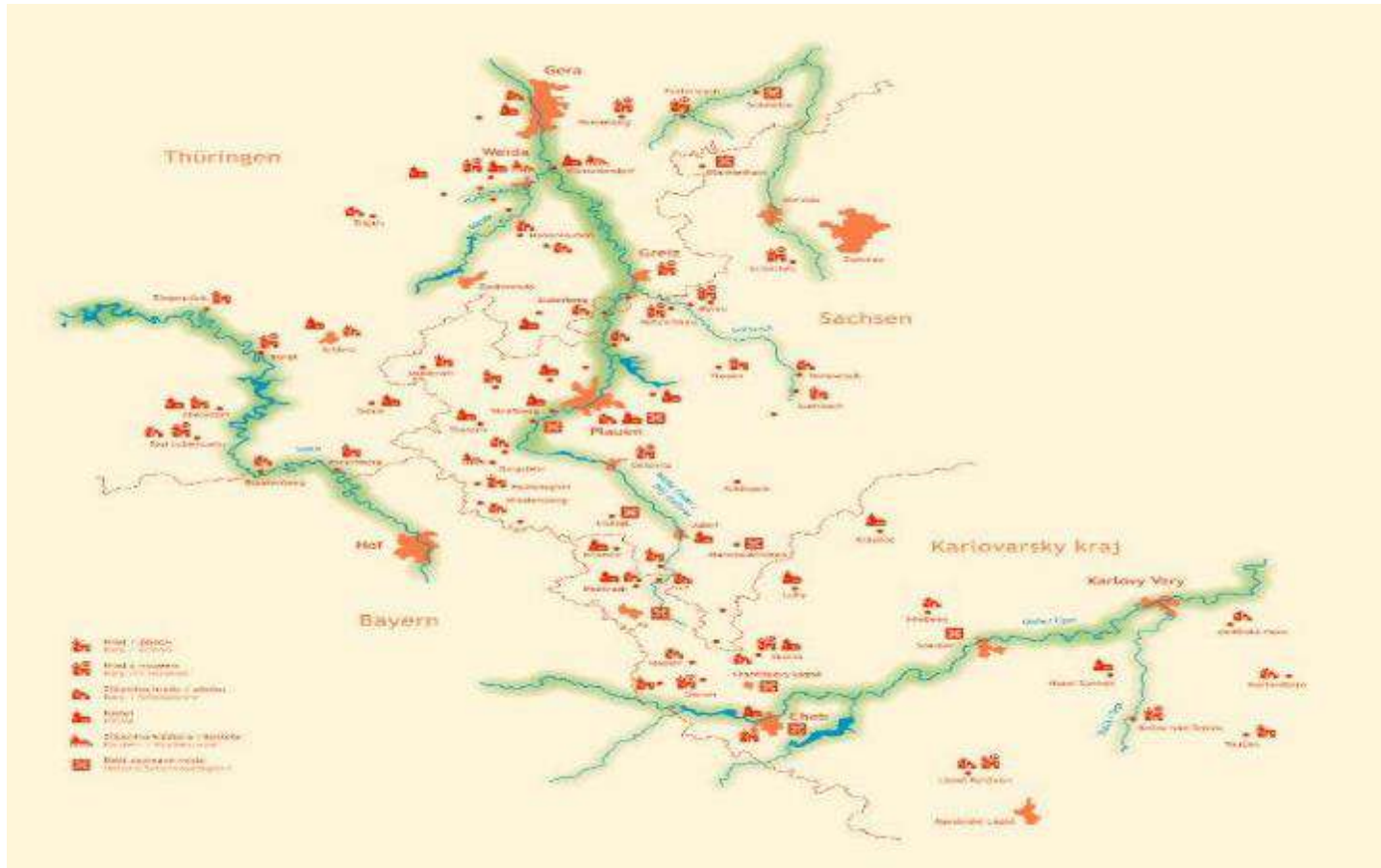
# Cultural Heritage Projects in INTERREG-Programs (with participation of Thuringia)

Freistaat Thüringen



Staatskanzlei

## Cultural Route of the „Vögte“ (Reeves) - INTERREG VA (Cooperation Program Saxony – Czech Republic)



# The Old Castle in Dornburg



**Conference site of the  
University of Jena**  
25km distance to Jena  
Dornburg: 900 inh



Preservation with „light“ interventions in  
the building and adding new parts to the  
building

*Dr. Babette Winter (Thuringia, DE),  
State Secretary for Europe and Culture in the Thuringia State Chancellery, 20/06/2018*

# The Old Castle in Dornburg

**“adding new parts to the  
building” = “be flexible”  
“concentrate on the most  
valuable parts to be preserved”**

Hotel and Restaurant is missing  
Looking for investors  
For Marstall (horse stable)





## Eiermannbau Apolda



Part of  
Internationale Bauausstellung IBA



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## Thuringian Example 4



### Diary Farm Arnstadt



- Arnstadt: 24.500 inh
- 1928 by the architect Martin Schwarz
- Not used since 1990
- Private investor, public support
- Cultural and social use
- Apartements/Hotel
- Part of “Grand Tour of Modernism”



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# Thank you!

[www.bauhaus100.de](http://www.bauhaus100.de)

[www.iba-thueringen.de](http://www.iba-thueringen.de)

[www.milchhof-arnstadt.de](http://www.milchhof-arnstadt.de)

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