

4th HERMES Symposium - Final Conference

HERITAGE AND MEDIA IN EUROPE – CONTRIBUTING TOWARDS INTEGRATION AND REGIONAL DEVELOPMENT



Weimar, Germany, 5th-8th October 2006

PROGRAMME

(draft version, 31/07/2006)

Venue: Institute for European Urban Studies (IfEU),
Bauhaus-University, Weimar/D

European Centre for Youth Education
(EJBW), Weimar/D

Organisers:

- Bauhaus-University Weimar (Germany)
- Classic Foundation Weimar (Germany)



Thursday, 5th October 2006

(arrival of conference participants)

7.00 p.m.: KEYNOTE SPEECH

N.N. (to be announced)

Culture and heritage as factors for social and economic growth. Implications for the future of EU Structural Funds

Friday, 6th October 2006

(8.00 a.m. – 9.00 a.m.: registration of participants)

9.00 a.m.: OPENING session

Gerd Zimmermann, Bauhaus-University Weimar/D:
(to be confirmed)

Welcome address

Hellmut Seemann, Classic Foundation Weimar,
Weimar/D:

Welcome address

Dieter Hassenpflug, Inst. of European Urban Studies,
Bauhaus-University Weimar/D:

Welcome address

10 a.m. – 12 noon:

HERMES: BASIC OUTLINE & MAIN ACTIVITIES

Burkhardt Kolbmüller, Classic Foundation Weimar, Weimar/D:

HERMES – main activities, results, conclusions

Short presentations (à 10-15 min) of HERMES according to Work Packages:

- Sebastian Schröder-Esch, Bauhaus-Universität Weimar,
- Vasilis Sgouris, DEMEKAV Volos, Greece,
- Agnieszka Szewczyk, Malopolska Institute of Culture, Poland,
- Jan Brüggemeier, Heritage Radio Network,
- Hansjörg Viertler, Cultural Centre Grandhotel Toblach, Italy

1-2 additional speakers commenting on the project

12.00 noon: PRESS CONFERENCE

1.30 p.m. – 3.30 p.m.:

WORKSHOP SESSION 1 (parallel)

workshop A: Culture and heritage in the context of regional development

organisers: Burkhardt Kolbmüller, Sebastian Schröder-Esch
speakers / discussants: N.N.

topics:

The development potential of culture and heritage; EU Structural Funds; commodification and commercialisation of heritage – opportunities and threats; presenting heritage – applying new technologies; cultural heritage as a factor for integration and identity-building in Central and Eastern Europe; heritage as an element of cultural education and learning

workshop B: Mediating Europe – cultural journalism online

organiser: Jan Brüggemeier
speakers / discussants: N.N.

topics:

from European journalism to European audiences; active citizenship and participatory journalism; hybrid media strategies: on-line journalism meets conventional media; cultural alliances for Europe

4.00 p.m. – 6.00 p.m.:

WORKSHOP SESSION 2 (parallel)

(continuation of workshops A and B)

8.00 p.m. – ∞: RECEPTION

Official reception at the Town Castle of Weimar (Burgplatz 4), hosted by the Classic Foundation Weimar

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Saturday, 7th October 2006

9 a.m. – 9.30 a.m.: KEYNOTE SPEECH

Spyros Mercouris, Athens, Greece: (to be confirmed)
Cultural networks for Europe and the media

9 a.m. – 10 a.m.: PRESENTATION & DISCUSSION OF WORKSHOP RESULTS

Workshop A, workshop B

10.30 a.m. – 12.30 p.m.: HERITAGE AND MEDIA IN EUROPE – Contributing towards Integration and Regional Development? (panel discussion)

moderation: N.N.

5 panelists: N.N.

3.00 p.m. – ~ 7 p.m.: BUS EXCURSION TO THE ENVIRONS OF WEIMAR

Half-day bus excursion to Oßmannstedt and other heritage sites near Weimar

9.00 p.m. – ∞: RECEPTION

Hosted by Radio Lotte (venue to be announced)

Sunday, 8th October 2006

9.30 a.m. – 11.30 a.m.: PROJECT BRUNCH

Informal meeting with the aim of discussing future activities and projects, resulting from HERMES topics and/or partnerships, with particular regard to the next EU funding period 2007-2013

12 noon – 13.30 p.m.: GUIDED TOUR OF WEIMAR

Guided walking tour through the historic centre of Weimar (in English)

(departure of conference participants)

CONTACT

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