



CULTURE
for Cities and Regions

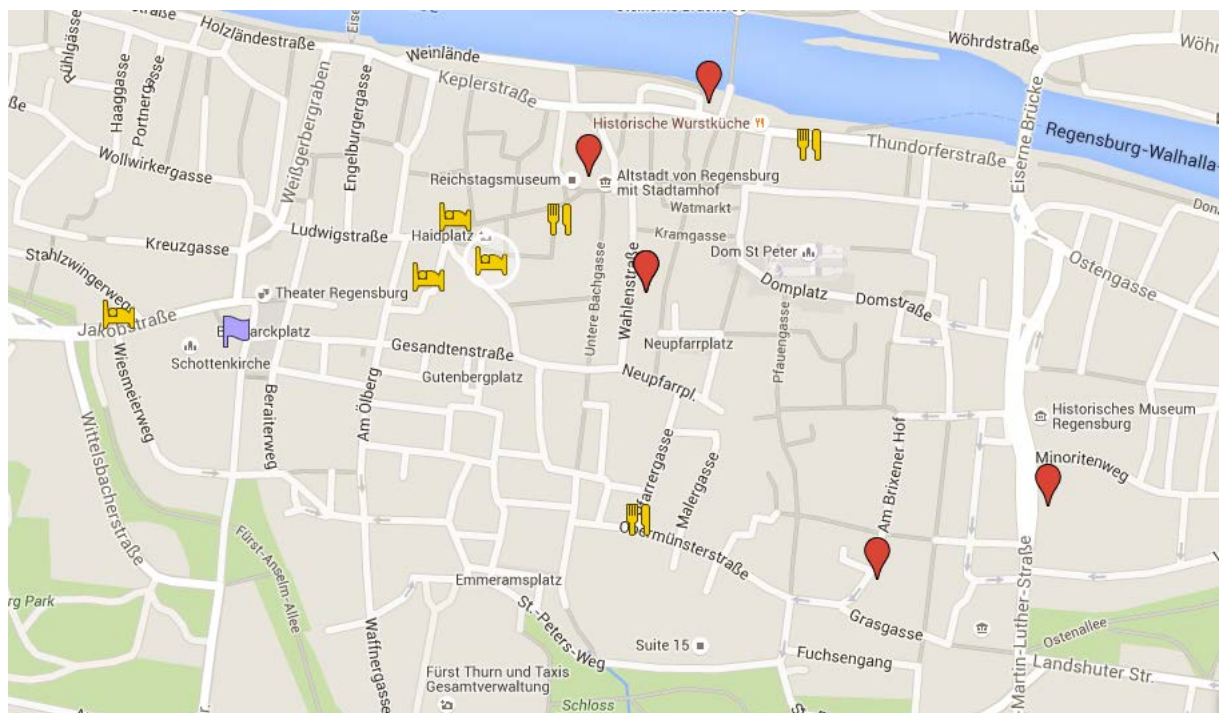


Culture for cities and regions Study visit in Regensburg June 8th-10th

Themes:

- Management of large-scale heritage sites in city centres
- CCIs and cluster strategy, youth and education and international cooperation around CCIs
- User-driven approach to cultural policies

Tuesday May 31 st	Webinar	
16:00 (Brussels time) UTC + 2	Moderation: Cécile Houpert (EU- ROCITIES) / Christina Ostrower (Cluster management CCI Regensburg)	Answers to all your questions about Culture for cit- ies and regions, Regensburg, the study-visit and the programme. Duration: 45 minutes to an hour www.webex.com



Tuesday June 7th	Arrival day	
18:00 time to be discussed/tour to be confirmed)	"Traditional" guided city tour Nicole Litzel, City of Regensburg, Department for Economic and Research Affairs	On request - please let us know your interest in advance Nicole Litzel is happy to welcome you to an exclusive "traditional" guided tour through the historic city centre, our Old Town UNESCO world heritage - great to start off with our study visit!
20:00 @ DEGGINGER, Wahlenstraße 17	Informal Dinner (and of course a glass of Bavarian water or beer) Organizing Team, Sebastian Knopp (Cluster manager for CCI)	At DEGGINGER, on Tuesday, there is a monthly After-Work-Meeting of the Regensburg CCI players for exchange and networking. A good idea for an optional informal dinner to initially meet with CCI players.

Wednesday June 8th	Focus on UNESCO World Heritage in Regensburg	
09:00 - 10:00 @ Neues Rathaus, R004, D.-Martin-Luther-Straße 3	Ice breaking session Moderation: Sebastian Knopp (Cluster manager for CCI) / Matthias Ripp (Senior Heritage Manager - World Heritage Coordinator)	Welcome session to set the scene, present the agenda and to familiarise you with the Regensburg context. We would like to ask all guests to introduce you in the following manner: "picture yourself in 2 minutes"- all guests: <ul style="list-style-type: none"> ✓ one key feature of your region/city regarding world heritage and CCI also: BRING TWO PHOTOGRAPHS, of yourself and a best-practice-project of your city ✓ main question for the study visit and the host city of Regensburg ✓ anticipated knowledge or value to achieve from the study visit and exchange with participants At the end we open up for Q & A.
10:30 - 11:00	Transfer walk 750m	

<p>11:00 - 12:15</p> <p>@ BZW, Salzstadel, Brückstraße 2</p>	<p>World Heritage Visitor Centre, Regensburg</p> <p>Tour and presentation:</p> <p>Matthias Ripp (City of Regensburg, Senior Heritage Manager - World Heritage Coordinator)</p>	<p>The World Heritage Visitor Centre in Regensburg was developed during three years by a multidisciplinary team moderated by the city authorities. The visitor experience is following a holistic approach supported by original items and media installations. The total investment was €2.4m and it was inaugurated in May 2012 and received more than 1.7m visitors since.</p> <p>For the preparation of the visit we recommend to read two documents:</p> <p>http://urbact.eu/hero-case-study-visitor-centre-world-heritage-regensburg</p> <p>http://www.herman-project.eu/outcomes/other-documents.html?file=files/publisher/downloads_with_login/Visitor%20Centre%20Regensburg.pdf</p>
<p>12:15 - 13:15</p> <p>@ BZW, Salzstadel, Brückstraße 2</p>	<p>Lunch</p> <p>Historische Wurstkuchl</p>	<p>Is this the oldest CCI-Cantine in town? The over 500 year-old historical "Wurstkuchl" is the place where in the Middle Ages Regensburg stonemasons, architects and dockers treated themselves to refreshment.</p> <p>www.wurstkuchl.de</p>
<p>13:30 - 14:00</p> <p>@ BZW, Salzstadel, Brückstraße 2</p>	<p>Reception</p> <p>Mayor Jürgen Huber</p>	<p>Jürgen Huber, Mayor of Regensburg will present his ambition for Regensburg developing as a green city, regarding Regensburg being famous for its tradition as "stone city".</p>
<p>14:00 - 16:00</p> <p>@ Konferenzraum, Salzstadel, Brückstraße 2</p>	<p>World Heritage Management Plan Regensburg</p> <p>Matthias Ripp (City of Regensburg, Senior Heritage Manager - World Heritage Coordinator)</p>	<p>Presentation Matthias Ripp:</p> <p>Over the three-year preparatory phase of the Management Plan guidelines, targets and measures were successively defined for the UNESCO World Heritage Site Old Town Regensburg with Stadthof through a process of direct dialogue between the various parties. Overall, the preparatory process was considered very successful, as indeed was the result. The UNESCO World Heritage aspect in Regensburg was thereby more strongly experienced as a task for the whole community -both within the administration, as well as throughout the entire urban community.</p> <p>For the preparation of the visit it is recommended to read two documents:</p> <p>https://www.regensburg.de/sixcms/media.php/280/STADT_RGBG_MANAGEMENTPLAN_WELTERBE_GB</p>

	<p>Nils Scheffler (Graduate Engineer of Spatial Planning, registered town planner and DGNB Auditor for sustainable neighbourhoods)</p>	<p>_screen.pdf</p> <p>http://proprojekt.de/files/qualitaetssicherung_und_konfliktmanagement.pdf</p> <p>Presentation Nils Scheffler: Presentation about the involvement of stakeholders / citizens in the elaboration of the management plan of the UNESCO World Heritage Site »Old Town of Regensburg with Stadtamhof</p>
16:00 - 16:30	<p>Coffee break Catering Herrmann</p>	
16:30 - 18:30	<p>Guided city tour</p>	<ul style="list-style-type: none"> • Restoration and preservation versus modern living and habitat <p>Which decisions regarding urban development had which impact? What influence do these developments have on today's life in the World Heritage?</p> <p>(Guides: Joachim Buck, Matthias Freitag)</p>
19:00 - 21:00	<p>KunstvereinGRAZ „dinner and talk“</p> <ul style="list-style-type: none"> • short introduction and presentation of KunstvereinGRAZ, Albert Blank • get together with local CCI players and world heritage representatives • Dinner, HTW 	<p>The KunstvereinGRAZ e.V. in Regensburg is an association with art, about art and for art's sake. For, with and against current tendencies - a cutting-edge (ad)venture.</p> <p>Created by artists and friends of art and culture. The KunstvereinGRAZ is a platform for exhibitions, concerts, lectures, film evenings, symposia and other performative events.</p> <p>www.kunstverein graz.de</p> <p><i>Get together Vince Farbenblind</i>, artist in residence: Creating a World Heritage merchandising item through silk-screen / painting</p> <p><i>Get together Stephanie Reiterer</i>, founder of the architectural communication agency "Architektur vor Ort", lecturer at the University Regensburg for art and design and being a professional designer for participation processes</p> <p><i>Get together Olaf Kranz</i>, Co-Founder Fashion Label BRACHMANN in Berlin and lecturer at the University of Regensburg, economic sciences searching on CCI</p>

		<i>Music - to be announced</i>
22:00 optional & for free @ Theater Regens- burg, Foyer Neuhauss- aal, Bis- marckplatz 4	Bayerische Theater- tage • GANKINO CIRCUS: >IRRSINN & IDYLL< dance and concert- cabaret	„Anarchistic, crazy, brilliant“, that is how <i>Süddeutsche Zeitung</i> describes a concert by Gankino Circus. But what means concert in this context? A performance of these four musicians is not that much a concert but a world music play, a cabaret spectacle, a subcultural sensation! http://www.gankinocircus.de/
23:00 highly op- tional Bismarck- platz	Late night get- together	Being THE outdoor meeting space for students at warm summer-nights, the Bismarckplatz is just the place to be.

Thursday June 9th	World Heritage and CCI in Regensburg	
09:00 - 10:10 @ DEG- GINGER, Wahlen- straße 17	CCI in Regensburg Sebastian Knopp (City of Regensburg, Cluster manager for CCI)	We will introduce you to the Regensburg Cluster Management for CCI, offering support, moderation and exchange. This includes data and facts concerning CCI in Regensburg as well as the Bavarian context and concrete projects such as DEGGINGER, a creative space in the city centre as well as the KreativForum, a lobby association of CCI players. We question the challenges to face and the role of CCI players, as growing network as nucleus of all cluster activities - who is supporting who? And Future and Strategy - where are we heading to and where do we want to go?
10:10 - 10:30	Impulse-presentation Olaf Kranz, University of Regensburg, eco- nomic sciences	The World Heritage - an urban space for young creative minds? Is the World Heritage ready to process the energy being offered by CCI-players? short impulse-presentation to get the discussion started
10:30 - 11:30	Q & A on CCI in Regensburg	Discussion on questions such as: • Influence of CCI on World heritage and vice versa?

		<ul style="list-style-type: none"> • Which USP with potential for innovation could be developed regarding ones history and tradition? • In the context of preservation, how can a city like Regensburg get attractive for young minds and students? • Why would creative minds come to Regensburg?
11:30 - 12:00	Transfer walk 500 m	
12:00 - 12:45 @ Obermünsterplatz 7	Lunch Hauser's Kochlust	Urban soul kitchen in a backyard atmosphere close to World Heritage and CCI http://hausers-kochlust.de
12:45 - 13:00	Transfer walk 500 m	
13:00 - 14:45 @ DEGINGER, Wahlenstraße 17	Involvement of CCI stakeholders / Kreativforum, CCI lobby-association Andreas Eckl, architect Clemens Rudolph, film production and digital artist Carola Kupfer, ghost-writer and author	Involvement of CCI stakeholders in the political, social, cultural and economic context of Regensburg A self-presentation of KreativForum: projects, self-concept, roll in the context of the cluster and politics, organisational structures. Followed by a discussion on bottom up - top down policy regarding the plans to implementing a CCI space. • Q & A @ all participants: Please bring your best practice ideas!
14:45 - 15:00	Transfer walk 200 m	
15:00 - 15:45 @ Kurfürstenzimmer, Alten Rathauses	Reception Lord Mayor Joachim Wolbergs	Official reception with our Lord Mayor Joachim Wolbergs at the Old Rathaus, the place where in the Middle Ages the Eternal Diet of Regensburg took place.
15:45 - 16:30	Transfer	
16:30 - 18:30 @ OTH Design, Halle A, Prüfenger Straße 58	Industrial Design in World Heritage - Option 1 Matthew Burger, technical university of applied sciences, indus-	Industrial Design in Regensburg Matthew Burger co-founded the ID programme at OTH with Prof. Jakob Timpe ID in Regensburg in 2011. ID creates sensual symbols, images, shapes and solutions. Embedded in the faculty of architecture and mechanical engineering, ID puts concepts, objects and products in a cultural context. Tasks

	<p>trial design</p> <p>Daniela Deutzer, communication design</p> <p>Christin Kammer, City of Regensburg, urban development</p>	<p>focus on issues of social responsibility and ecological consequences.</p> <p>Presentation "ID in Regensburg":</p> <ul style="list-style-type: none"> • History of the OTH • ID, part of the department of architecture • Focus and USP? • "Where we are right now" • "Where we want to go" <p>Which development is necessary for Regensburg to become a Design city? Which contexts are Students looking for?</p> <p>What could be a USP, referring to World Heritage that transfers Regensburg to a certain place to study design at?</p> <p>What ideas do young designers provide, that could be valuable to the World Heritage?</p> <p>Creative ideas for urban development - young design in the World Heritage</p> <p>Christin Kammer will present a recent design-contest idea, where young designers were asked to create a temporary bench for the open places in the World Heritage...</p> <p>Presentation "Temporary bench"</p> <ul style="list-style-type: none"> • Department for urban planning • Idea and purpose of design-contest • Submissions • Challenges <p>Questions to all guests:</p> <ul style="list-style-type: none"> • What is the USP, regarding your CCI institutions of education? • How does young design affect your World Heritage? What Challenges do you have to face? What about restrictions?
<p>16:30 - 18:30</p> <p>@ RTG, Wahlenstraße 17, W211</p>	<p>Tourism in World Heritage</p> <p>- Option 2</p> <p>Daniel Wiese, Regensburg Tourismus GmbH</p>	<p>Tourism in and with our UNESCO world heritage. How does it work out? What are the characteristics in Regensburg? The Regensburg Tourismus GmbH (100% affiliate of the city municipality) and Stadtmarketing Regensburg GmbH present themselves and their work, and allows insight in the touristic marketing for Regensburg.</p>

	Michael Quast, Head of City Marketing Regensburg GmbH	
19:00 @ Waag-gässchen 1	Dinner Hofbräuhaus	www.hofbraeuhaus-regensburg.de
23:00 Bismarckplatz	Late night get-together highly optional	Being THE outdoor meeting space for students at warm summer-nights, the Bismarckplatz is just the place to be.

June 10th	Focus World Heritage / CCI and conclusions	
08:30 - 08:50 @ DEG-GINGER, Wahlenstraße 17	Come-Together	What happened Yesterday? Wrap-up on what we discussed and visited
08:50-09:20	World heritage meets CCI 6 Pecha-Kucha presentations: 4 minutes, 10 seconds per picture, 20 pictures	<p>Pecha Kucha presentations of projects and players in the world heritage and CCI context followed by 30 minutes Workshops</p> <ul style="list-style-type: none"> • High class food and design meets high class World Heritage - Regensburg as World Heritage has a high advertising value, inspiring young advertisement designers to implement this value into their projects: klein·laut (Klein means small. Laut means loud) klein·laut is a concept and value-driven communication agency. We work out identities and value sets for our customers and build up their visual communication. The heritage of a beautiful old town is an important influence on the value set and thus on the positioning of a brand. We show the influence on two very different key-brands: an old one that's part of the world heritage and a new "rebel" one. <i>Florian Rottke, digital and advertising agency "klein.laut"</i> • Sharing Heritage - World Heritage as a regional and international opportunity - Our architectural heritage forms today the identity and image of cities and regions. That is the importance of integration, and demography and sustainability in future times for historic places

		<p>and buildings. A sustainable and respectful handling with our man-built heritage is only possible, when we make young people enthusiastic for our architectural heritage and provide them an opportunity to participate and shape themselves.</p> <p>As part of the presentation and the following workshop you will be presented regional best practise and approaches of the German communication strategy for the EU World Heritage Year.</p> <p><i>M.A-Dipl.-Ing. Stephanie Reiterer, Architektur vor Ort, Universität Regensburg</i></p> <ul style="list-style-type: none"> • Scanning the World Heritage - 3D-Scans are still developing and bring new possibilities to process historical buildings and halls into new ideas <p><i>Michael Wingenfeld, Clemens Rudolph, Andreas Hartmann, CCI digital-collective</i></p> <ul style="list-style-type: none"> • Think museum in a new way - going into the city and open spaces, the project "Stadtgefährten" is searching for new ways to bring the museum to the people and vice versa <p><i>Wolfgang Neiser, project manager (requested, not yet confirmed)</i></p> <ul style="list-style-type: none"> • "Wall is a screen" - during the Regensburg short-film-week, the project-responsible like Philipp Weber try to find new ways to bring the festival into the world heritage and its open spaces - they found an artist-collective from Berlin <p><i>Philipp Weber, project manager</i></p> <ul style="list-style-type: none"> • "Bringing a historic city to live" - the Stadtmaus is a highly appreciated project, trying to offer the other guided tour. With an impressive program and a variety of guided tours, the Stadtmaus is presenting all possible stories a World Heritage has to tell. <p><i>Matthias Werner, Stadtmaus</i></p>
09:20 - 09:50	<p>Workshop-Phase 1</p> <p>choose one out of three</p>	<p>Discussion with presenters:</p> <ul style="list-style-type: none"> • High class food and design meets high class World Heritage • Think museum in a new way (requested, not yet confirmed)

		<ul style="list-style-type: none"> • „Wall is a screen“
10:00 - 10:30	Workshop-Phase 2 choose one out of three	Discussion with presenters: <ul style="list-style-type: none"> • Scanning the World Heritage • Sharing Heritage - vom Umgang mit Welterbe als regionale und internationale Chance • “Bringing a historic city to live”
10:30 - 11:00	Coffee-break	Time to talk
11:00-13:00 @ DEG-GINGER, Wahlenstraße 17	Workshop - Conclusions Pau Rausell Nils Scheffler	Final workshop: Main topics and transferability analysis. <ul style="list-style-type: none"> • First phase. Three work groups. Ideas or concepts to transfer (conducted by Pau Rausell) • Second phase. General discussion from the conclusions of each group (moderated by Nils Scheffler)
13:00 - 14:00 @ DEG-GINGER, Wahlenstraße 17	Lunch HTW	