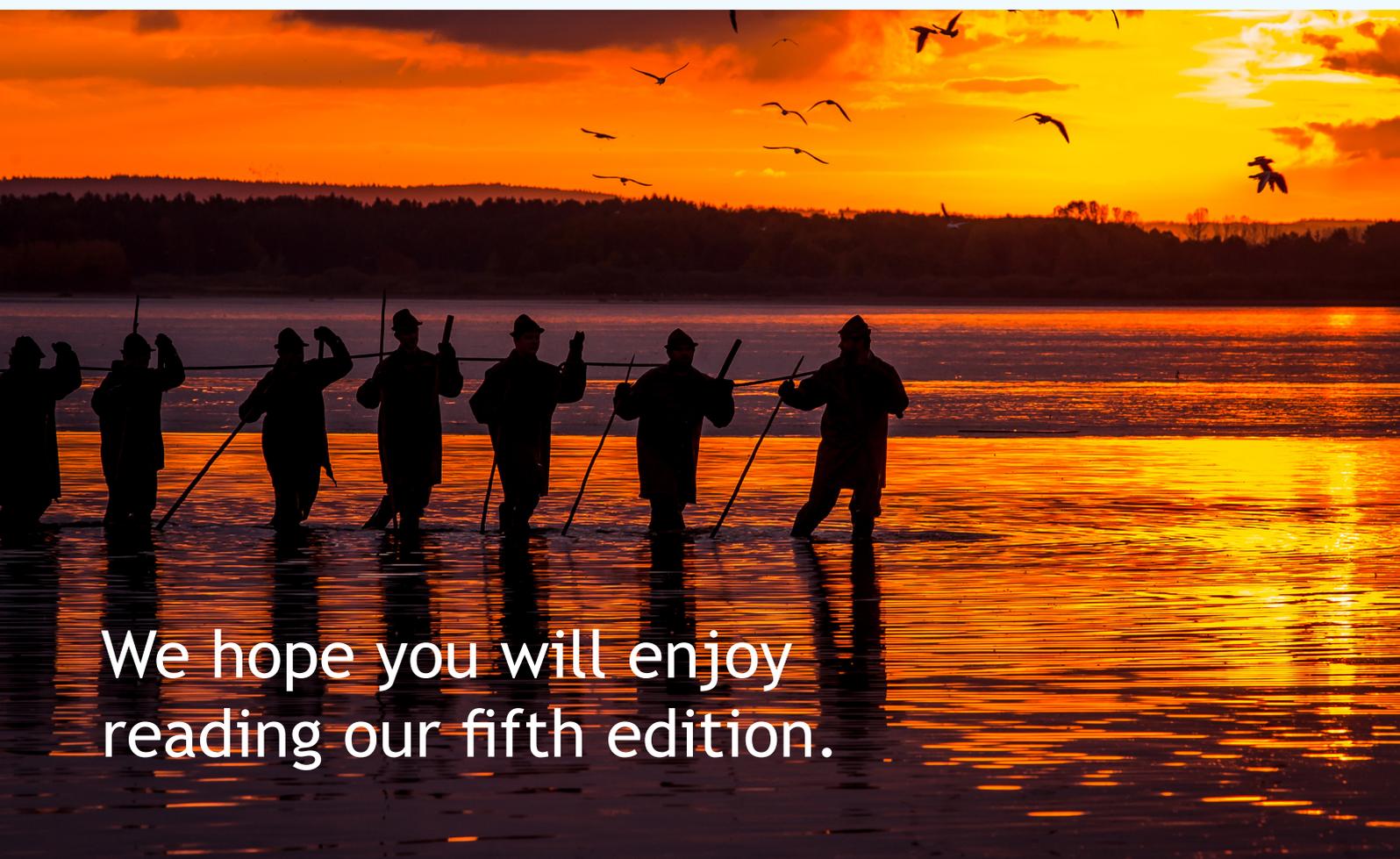




ARTISTIC NEWSLETTER #5



We hope you will enjoy reading our fifth edition.

“

Welcome to the fifth edition of the ARTISTIC newsletter presenting our partnership and work within the Interreg CENTRAL EUROPE funded project, dedicated to improve the relationships between cultural operators, society and financial operators. It also creates opportunities to adapt Intangible

Cultural Heritage ideas to the expectations of potential investors, combining in this way, cultural and marketing aspects and increasing the durability and visibility of cultural projects.

”

NEWS AND INTERESTING FACTS



WHAT IS THE MEANING OF SAFEGUARDING INTANGIBLE CULTURAL HERITAGE, AFTER ALL?

Presentation of Ms. Valentina Lapicciarella Zingari Ph.D Cultural Anthropologist and accredited UNESCO Facilitator, in the framework of the global capacity building strategy for the effective implementation of the Intangible Cultural Heritage (ICH) Convention.

[READ MORE](#)



93 BUSINESS PLANS FOR INTANGIBLE CULTURAL HERITAGE PROJECTS

Diverse, tailored to the needs of local actors, activities undertaken in 8 partner regions of the ARTISTIC project, including 1 to 1 meetings, coaching, small workshops, pitch sessions allowed for the development of 93 business plans for undertakings in the field of the Intangible Cultural Heritage.

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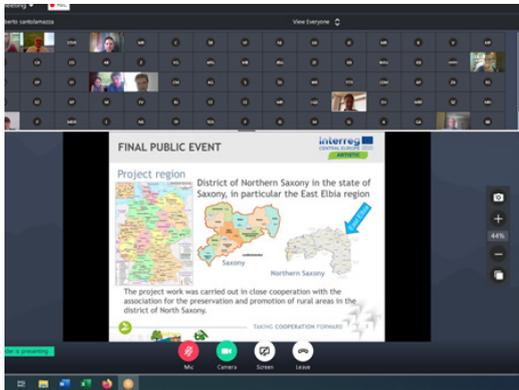


ARTISTIC VIDEO INFOGRAPHIC

Here it is, a short video infographic presenting in a slightly informal way the idea of our ARTISTIC initiative, partnership and the results of activities undertaken in 8 regions during the project implementation period.

[LINK TO THE VIDEO](#)

ARTISTIC



ARTISTIC FINAL PUBLIC EVENT

On July 7, 2020, 115 participants from the Central Europe, including project partners, experts and local actors active in the field of Intangible Cultural Heritage met to summarize and celebrate 3 years of the ARTISTIC project implementation in the form of the online final public event „Intangible Cultural Heritage as a driver of local and regional development”.

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DISCOVER OUR ARTISTIC REGIONS



**THE SOUTH BOHEMIAN REGION
 IN THE CZECH REPUBLIC**

The South Bohemian Region is thanks to its natural conditions a region with a rich material and intangible cultural heritage. Due to the influence of several important houses - Vítkovci, Rožmberkové, Eggenbergs and Schwarzenberks - not only remarkable buildings were built in south Bohemia, but also historical traditions were maintained as a collection of spiritual, artistic and practical skills and knowledge passed from generation to generation.

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**WESTERN TRANSDANUBIA REGION
 IN HUNGARY**

The Western-Transdanubian part of the country, surrounded by the Slovenian, Austrian and the Slovakian borders is a classic county area characterised by naiveté. Besides the colourful nature – hills, river valleys, forests, meadows, plough lands and lakes – the place is becoming unique due to the heritage from the ancestors. The tiny settlements are connected by the vivid natural and cultural heritage, but the memories of this historic region are also kept by several little towns.

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RICH HISTORY AND TRADITIONS OF THE SOUTH BOHEMIAN REGION IN THE CZECH REPUBLIC



BLUEBERRIES HARVEST

From time immemorial, raspberries, blackberries, cranberries, mushrooms, but mainly blueberries are among treasures the South Bohemian forests offer. Picking and processing of blueberries has been a part of the local folklore and the recipes for meals made from this fruit are transferred from one generation to the other.

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BEER FROM ČESKÉ BUDĚJOVICE

The beer from České Budějovice is a worldwide known concept. The beer was popular at the imperial as well as royal court already in the 16th century. This is the period when the ancient tradition so-called “the golden lane of the Czech breweries“ flowing from Plzeň to České Budějovice including its surroundings came gradually into being.

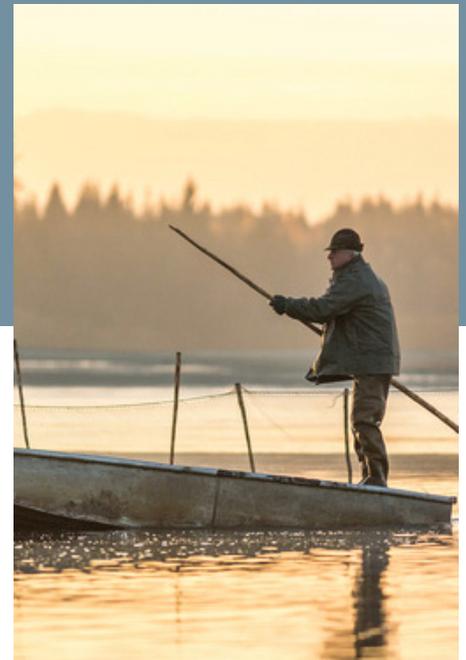
[READ MORE](#)



BEEKEEPING

The honey and wax accompanied men from the prehistoric times, when men collected products of wild bee colonies; in the antiquity the bees were already kept in hives. In Middle Ages, the Slavic honey was exported along the Golden Path running through the South Bohemia to West, the bees were kept in monasteries at first.

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FISHING

Fish farming and fishing are concepts which have been firmly associated with the South Bohemian Region for several centuries. Fishing craft has its rules, customs, traditions, terminology and professional hierarchy. The culmination of their year-long work is autumn fishing out of ponds using the traditional procedures with the minimum extent of mechanization.

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BAGPIPING

The South Bohemian Region is proud of its bagpipe traditions and intensive attention is devoted to bagpipe culture; the intangible phenomenon “Bagpipe tradition in the South Bohemian Region“ was registered into the List of Intangible Heritage of the Traditional Folk Culture of the South Bohemian Region in 2015.

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LIVING MEMORIES OF RURAL LIFE OF THE WESTERN TRANSDANUBIA REGION IN HUNGARY



THATCH - THE GOLD OF HEGYHÁT

Thatch-making is an ancient knowledge, whose history dates back to centuries in folk architecture. Before the emergence of today's modern building materials, the key issue in construction was the covering of the houses and their shell skin. In the Hegyhát in County Vas the thatch made of double-sheaves had developed.

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CLAY AND STRAW MORTAR

Clay-building, or earth-building, is as old as the history of farming humanity. In historic Hungary clay and mortar construction flourished both in the Middle Ages and in modern times. Only a few people know, but 20% of the Hungarian residential building stock is still made of clay and straw mortar.

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SÁRKOLLEKTÍVA

The establishment of the group, which has been an association since November 2017, was based on the joint work of Ádám Bihari, Medvey Boldizsár, Gergő Radev during their university years. Their main objectives are to strengthen the adobe-based building culture and to protect the built heritage on the basis of professional and community participation.

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MY GRANDFATHER'S HOUSE

In 2012, the Village Development Society led by András Krizsán, with the support of the Hungarian National Rural Network, developed the master apprentice training, »MY GRANDFATHER'S HOUSE« for high school students, college students and students interested in folk architecture.

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REGIO EARTH

The Central European Festival of Earthen Architecture was created in 2017 to make that the earth, clay and straw mortar and the architecture that makes use of this materials will be seen as a fitting solution for the needs of the present time, not only as an outdated tradition of ages past.

[READ MORE](#)



DISCOVER MORE ABOUT

ARTISTIC

[HTTPS://WWW.INTERREG-CENTRAL.EU/CONTENT.NODE/ARTISTIC.HTML](https://www.interreg-central.eu/content/node/artistic.html)



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	 REGIONE del VENETO	
		
		
		
		

This newsletter reflects the authors' views only and the ARTISTIC project team is not liable for any use that may be made of the information contained therein.

Photos presented in the ARTISTIC Newsletter # 5 were provided for this purpose courtesy of:

- South Bohemian Chamber of Commerce
- South Bohemian Museum in České Budějovice
- Tourism Authority of South Bohemia
- The Region of South Bohemia -The Department of Culture and Monument care
- West Pannon Regional and Economic Development Public Nonprofit Ltd.