



Education and Culture DG

Culture Programme



European Heritage Days  
Journées européennes  
du patrimoine



COUNCIL OF EUROPE  
CONSEIL DE L'EUROPE

## EUROPEAN HERITAGE DAYS

A joint action of the Council of Europe and the European Commission

### 2009 EVALUATION FORM

#### I. Country

Country: **Republic of Croatia**

Date: **September 11 – October 2 2009**

Theme: **BELL-TOWERS**  
**Heralds of heritage**

#### II. Bodies responsible and/or involved in the coordination and organisation of the national EHD (if any changes)

Republic of Croatia, Ministry of Culture – Directorate for Cultural Heritage Protection (responsible for organisation and coordination), Archaeological Museum in Zagreb, Archaeological Park “Andautonija” in Ščitarjevo, Tehnical Museum in Zagreb, Croatian School Museum in Zagreb, Croatian Natural History Museum in Zagreb, Museum of Arts and Crafts in Zagreb, Zagreb City Museum, Ethnographic Museum in Zagreb, Klovićevi Dvori Gallery in Zagreb, Mimara Museum in Zagreb, Europe House Dubrovnik, The Village of trade Architecture Krapje

#### III. Theme 2009

a) How did you draw attention to the theme during the EHD?

Press, radio, television, internet

b) Was the public interested in this theme?

positiv

#### IV. Participation

a) Number of sites and monuments open to the public (and possible geographical division by cities or regions):

**„Museums open doors“** – free visits to museums and exhibitions:  
Archaeological Museum in Zagreb, and Archaeological Park „Andautonia“ in Ščitarjevo  
Technical Museum in Zagreb, Croatian School Museum, in Zagreb;  
Croatian Natural History Museum in Zagreb  
Museum for Arts and Crafts, in Zagreb;  
Zagreb City Museum, in Zagreb;  
Ethnographic Museum Zagreb, in Zagreb

b) Number of other events proposed (please specify):

Exhibition in Mimara Museum (exhibition and presentation of „Bell towers – heralds of heritage“ multimedia CD-ROM),  
International Youth Event - participants from France, Germany and Croatia, on the subject of shared cultural heritage of reverence for Knight Roland – Orlando: „Shared past, shared future“, organized by Europe House Dubrovnik,  
Art-workshops in Klovićevi Dvori Gallery in Zagreb  
all-day creative workshop with the bell collection from Museum permanent display (Museum of Arts and Crafts in Zagreb)  
lecture on “Late Renaissance completion of Saint Lovro’s bell-tower in Trogir”  
lecture on „Rab – a town of mythical bell-towers”

c) Numbers of visits

3217

d) Number of visitors:

4970

e) Others:

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## V. Description of the public taking part in the EHD

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## VI. Media analysis

a) What promotional material did you use and how did you distribute it?

Invitation cards (post office, internet-email), posters (in Museums and other interesting places like Universities), web site Ministry of Culture

b) What is your media strategy (press, radio, television, internet or other)?

press, radio, television, internet

c) What were the media results for the EHD (how many TV programmes, articles in the press, etc)?

2 TV prgrammes, 10 articles in the press and about 18 articles on inetrnet

## VII. Visibility of the European dimension of the EHD

Bell towers and bells have always played an important role in the lives of people and have been an integral part in everyday lives of the Christian world. For centuries bells have been used as a means for calling the faithful to the service.

## VIII. Financial analysis

a) How are the EHD financed? (public budgets, private sponsors, etc.):

Public budgets

b) What is the total budget allocated to the EHD? (explain the division within the budget):

14.000,00 Euro exhibition; photomural 1.400 €, „Bell towers – heralds of heritage“  
multimedia CD-ROM 3.000 €

c) Involvement of volunteers:

6

d) Is access free of charge for the public?

yes

e) Others:

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## IX. Activities for young people

Art-workshops for young people

## X. Historical analysis

a) For how many years have you celebrated the EHD in your country?

15 years

b) Please describe the evolution of the EHD from the beginning until 2009:

Croatia has joined the event in 1995 by pronouncing the Posavina village Krapje the village of architectural heritage. The event's tradition successfully continues for the fifteenth year in a row. It is accompanied by programmes on various subjects, conferences and exhibitions and is also used to promote activities and institutions which study and protect cultural heritage (Department for Cultural Heritage Protection, Conservation Departments, restoration and museum offices).

This year in Croatia the European Heritage Days are taking place from 25th September to 2nd October and will focus on bell towers.

c) Are the EHD as popular as at the beginning or more so?

yes

#### **XI. Logos used**

Ministry of Culture, EU commission and Council of Europe

#### **XII. Global assessment of the 2009 edition**

Popularisation of cultural Heritage

#### **XIII. What do you expect of the EHD coordination at the European level via the Council of Europe and the European Commission?**

Evaluation of Cultural Heritage for public benefit

#### **XIV. If appropriate, please inform us if the format of the Forum “Heritage, Creativity and Innovation” (Ljubljana, 22-24 September) followed by the annual meeting of the Coordinators met your expectations:**

Involving of young people in creation and using heritage. Understanding multicultural dimension of heritage.

#### **XV. What is the added value of coordination at European level?**

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#### **XVI. Others / Remarks**

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#### **XVII. Theme and dates chosen for 2010 (if already available<sup>1</sup>)**

One of consolidated project of IRPP/SAAH in Croatia – Vrana Maškovića Han and exhibition of photomural of consolidated projects in SEE which was in Strasbourg and in Ljubljana during the conference of “Ljubljana Proces”

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<sup>1</sup> A more detailed request for 2010 dates and theme will be sent to coordinators early in 2010