



EUROPEAN HERITAGE DAYS
A joint action of the Council of Europe and the European Commission

2009 EVALUATION FORM

I. Country

Country: **Czech Republic**

Date: **12 – 20 September**

Theme: **Monuments Measured by Time**

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

The Association of Historical Settlements in Bohemia, Moravia and Silesia

III. Theme 2009

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

The national theme of this year's European Heritage Days (EHD) – Monuments Measured by Time – chosen by the Association of Historical Settlements in Bohemia, Moravia and Silesia, the main guarantor of this international event in the Czech Republic, is befitting, as the dimension of time is one of the basic characteristics of cultural heritage. In common awareness, monuments are seen primarily as witnesses of a more or less distant past. However, the past is not the only component in the chronological dimension of monuments.

As in the human life, the entirety of monuments includes also the present and the future. A prerequisite of man's flourishing path in life is his proportionate linkage with his past, present and future, and the same applies to monuments. In our personal lives, upbringing, education and our own experience prepare and guide us to seek the best balance between the three basic modes of time, but monuments need us to find their balance between the past, present and future and preserve it in harmony with our professional and civic responsibilities. This is no easy task. Its main burden rests on the state. It is up to the state to see that the past surviving in monuments is professionally recognised and legally taken, and that this recognised past is correctly and lucidly mediated to the present. It must take meticulous care that the trace of the bygone days brings a message in the future. However, the state cannot fulfil this task without help from professional institutions, without help from regions and municipalities, without help from business entities and non-profit-making organisations, without conscious effort of its citizens.

The European Heritage Days is a specific cultural event during which the monuments of our country are open to the public and presented in a non-traditional manner. It is an occasion for the broad public to be strongly aware of the three dimensions of time of the monuments they visit. Maybe, we shall be thinking of the future more intensely than in the previous years of this ever more popular and useful event. The impacts of the economic crisis on the state budget indicate that responsibility for the future of monuments in the Czech Republic will be more complicated than it had been in the years of prosperous economy. The European Heritage Days could bring new inspiration how to secure funds for the care of monuments. For many years, effort has been exerted for the EHD to attract attention to monuments by many fringe events. Maybe that more intensive connection of monument conservation with high-quality live art will be a means of securing a dignified future of our monuments also in the years of crisis. This is why I highly value the hundreds of cultural events prepared for this year's EHD, and also the programme of the National Opening of the European Heritage Days, which will include the awarding of the title of "Bearer of the Tradition of Folk Crafts" to selected masters.

b) Was the public interested in this theme?

yes

IV. Participation

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

1 052

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

538

c) Numbers of visits

d) Number of visitors:

600 000

e) Others:

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V. Description of the public taking part in the EHD

The EHD were held in the Czech Republic September 12 – 20, the National Opening took place in the town of Šternberk (about 10 000 visitors).

Every year, usually during the second weekend of September, the doors of the most interesting monuments, buildings, premises and areas are opened to the public. That includes those that are otherwise partly or totally inaccessible.

VI. Media analysis

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

Every year it publishes a commented catalogue of immovable monuments entered for the EHD event, as an on-line catalogue on www.ehd.cz or a CD in a run of 4 000 copies, which are distributed throughout the country

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

regional press and radio, internet

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

Hundreds of articles in the press and entrance of radio

VII. Visibility of the European dimension of the EHD

This year again, hundreds of historic buildings were open all over the Czech Republic, which will thus traditionally join the European monuments day. These monuments are not just castles and chateaux, or churches, museums, and open air sites. They include many historic buildings which still serve their purpose, or which have found new use, such as, for example, town halls, schools, courts of law, buildings serving the churches, or those used as dwellings or seats of companies. Quite a few of these buildings are normally closed to visitors. This is not just because their present-day use excludes the regular presence of visitors. Unfortunately, in many cases this is necessitated by the structural and technical condition of these buildings.

The programme of the 2009 European Heritage Days (EHD) offers also an inexhaustible number of fringe events and special municipal programmes, in traditional tourist destinations invites visitors to sites normally closed, enlivens tours with cultural shows, and also gives an insight into the problems of construction renewal, as well as the restoration of certain historic jewels.

Looking at this year's overview of monuments and events that the Association is publishing as the EHD National Guarantor in the Czech Republic, and that records only a fraction of our national cultural and natural heritage, everyone will perhaps realize the impressive size of the heritage of a truly immense cultural value and truly European dimensions that we have inherited from our ancestors. Thanks to the craftsmanship and skills (and often also thanks to the favour of patrons) with which they constructed secular as well as religious buildings, they created real works of art. It is the duty of our entire society to give monuments such care as to be able to pass them on to the next generations with a clear conscience, so that we are not denounced by posterity for amateurish approach or inactivity.

VIII. Financial analysis

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

Own resources, grant of Ministry of Culture

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

28 000 Euro

c) Involvement of volunteers:

Hundreds of volunteers

d) Is access free of charge for the public?

Yes – in part

e) Others:

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IX. Activities for young people

Dozens of towns and villages prepare combined programmes for their inhabitants and young people as well as tourists (exhibitions, competition ...)

X. Historical analysis

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

19 years

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

The Czech Republic has been a participant in European Heritage Days since 1991. The date for EHD in the Czech Republic is fixed for the second weekend of September, and the National Opening of European Heritage Days in the Czech Republic always takes place the first Saturday in September. European Heritage Days in the country have developed into an important activity which is implementing the all-European goals in all respects. These include opening of interesting and exceptional monuments, buildings, sites and areas, some of which are otherwise partly or completely closed to visitors. The event is not focused merely on sites which have the status of historical monuments, such as castles, palaces and cathedrals, but opens the doors also to private and public buildings (town halls, courts of law, schools, residential houses, etc.), to which access is normally barred or limited. Monuments, which are normally open to the public and where an admission fee is paid, offer special programmes on these days (such as a special route of tour, a concert, exhibition, etc.). Dozens of towns and villages prepare combined programmes for their inhabitants as well as tourists. In a similar way, enhancement of the movable cultural heritage is accentuated within the framework of EHD.

Support from top government officials and bodies gives European Heritage Days in the Czech Republic the proper importance and dimension.

The importance of EHD for the development of tourism is evident from the fact that the Ministry for Regional Development is a partner to the EHD main guarantor in the Czech Republic, together with the Ministry of Culture. Both ministries are thus demonstrating their interest in the further development of EHD as a means of making more efficient use of our cultural heritage to promote tourism. EHD are presented at fairs and exhibitions on

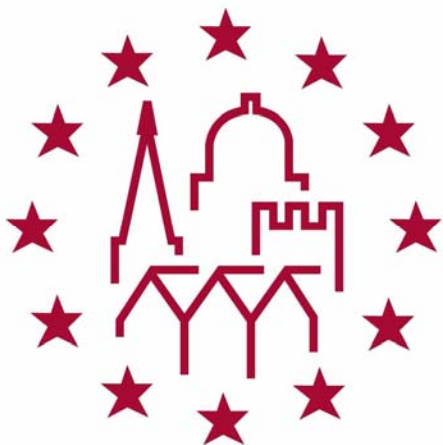
tourism, in stands of the Czech Tourist Authority, as an important tourism product. The EHD link with tourism is best documented by the main publicity and information material, the EHD Catalogue published every year, in the printed form and on the Internet.

The National Guarantor of the European Heritage Days in the Czech Republic is the Association of Historical Settlements in Bohemia, Moravia and Silesia (EHD Liaison Office in the Czech Republic).

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

More popular

XI. Logos used



XII. Global assessment of the 2009 edition

EHD 2009 visitors spent delightful moments at our monuments and historic towns. This year's EHD, too, were a pleasant surprise to many people and they were enchanted by monuments and will visit them also on other occasions. After all, this is the purpose of this monuments day. The numbers of contented visitors every year make it easier not only for the State, but also for other public as well as private institutions, to release the funds so much needed in the sector where the earnings cannot be counted on a calculator.

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

PR of EHD and sharing of experiences (others countries)

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:

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

PR of EHD and sharing of experiences (others countries)

XVI. Others / Remarks

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XVII. Theme and dates chosen for 2010 (if already available¹)

“The Soul of Monuments“ 11 – 19 September

National Opening - 11 September – the town of Příbor

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