



Culture Programme



Education and Culture DG



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 Union

2010 EVALUATION FORM

I. Country

Country: Slovak Republic

Date: September 4 – 24, 2010

Theme: Technical and Industrial Monuments

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

Ministry of Culture of the SR,
The Association of the Historic Towns and Villages in SR (National Coordinator),
Slovak National Museum,
Pamiatky a múzeá (Memorials and Museums) - the Slovak Cultural Heritage Review,
Monuments Board of the SR

Bodies involved in the organization:

Offices of the Self – Governing Regions, towns and villages,
regional museums, galleries and cultural institutions,
educational system (universities),
individuals and volunteers

III. Theme 2010

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

- through mass media (press conference, newspaper articles, TV and radio shots),
websites (www.zhmao.sk).

- special issue of *Pamiatky a múzeá* (Memorials and Museums), the Slovak Cultural Heritage Review (No.3, 2010) was published. Some articles of this number were devoted to this year's theme of EHD.

- The opening ceremonial of EHD in Slovakia is traditionally connected with the ceremony of Awarding of the *Pamiatky a múzeá* (Memorials and Museums) Review's prestigious prizes in recognition of outstanding events were realized in previous year 2010. Awarded

and nominated activities were also published in this issue of *Pamiatky a múzeá* (Memorials and Museums) Review.

b) Was the public interested in this theme?

- Yes. Many diversified topics and events attracted large amount of participants. The response of public was very positive.

IV. Participation

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

- about 130 opened sites and monuments (museums, galleries, churches, castles, manor-houses, burgher's houses, technical monuments and industrial buildings: foundries, mills, manufactory workshops, historic bridges, dams, railway buildings, ..) in over 85 towns and villages all over the country

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

- Nearly all the events took place in historic monuments and areas and were connected with them. Events of various types were taken: open-door days, exhibitions, presentations, conferences, seminars, panel discussions, creative workshops, concerts, performances, as well as fairs and other events; ceremonial opening of a national monument object listed in the Register of Cultural Monuments of the SR, ceremonial presentations of the books.

c) Number of visitors (based on entries to sites):

- because of the free of charge entry during events, no statistics record exists. Generally, the attendance was very high (at least 48 000 visitors).

d) Other:

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V. Description of the public taking part in the EHD

- wide range of the people of various background, mostly middle class. Well educated people, who are interested in history, art, architecture and culture and who want to spend free-time purposefully in this way. There were mostly young and middle age visitors, not so many old-age people.

VI. Media analysis

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

- mass media (press, press-conference, radio, TV), internet, websites, e-mail, national poster (distributed by local coordinators) , various local posters, special issue of *Pamiatky a múzeá* (Memorials and Museums) Review,

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

All relevant media were informed well in advance, there were articles in daily press, the promotion was done by all organizers through their websites, their local channels and local publicity.

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

- many articles in daily press, TV (including regional and local TV) and radio shots and numerous mentions on the internet.

VII. Visibility of the European dimension of the EHD

- European dimension of the EHD was emphasized everywhere. European flags and emblems were distributed. The European dimension of the EHD was focused in all the press releases.

VIII. Financial analysis

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

National coordination:

- (state) public budget (Ministry of Culture of the SR) : 15 000 €
- budget of the national coordinator: 2 000 €

Events, local publicity and other, were financed by regional and local authorities

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

.....

c) Involvement of volunteers:

- mostly as local organizers, guides were working as volunteers

d) Is access free of charge for the public?

- generally yes

e) Other:

-

IX. Activities for young people

a) Were special activities for young people organised?

Yes: - many creative workshops for young people were organized by galleries, museums in different regions attracted a lot of children

- presentations of student's works dedicated to preservation of cultural heritage
- exhibition of photos of young people (IHPE / EPIM)
- various activities like historical theatre plays, concerts, festivals

b) Was any specific educational material provided?

These activities themselves were of educational nature. Some local organizers prepared some educational materials (guidebooks for children, worksheets).

X. Historical analysis

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

- annually since 1992

b) Please describe the evolution of the EHD from the beginning until 2010:

Since 1992 until today following themes were involved:

- 1992 Whole European opening of the event in former Czecho-Slovakia took part in such towns as Prague, Tábor, Telč (CZ) and Trnava (SK)
- 1993 Citizen and Monuments (Banská Štiavnica and Čierny Balog)
- 1994 Monuments and the Young People (Levoča and Markušovce)
- 1995 Historical Techniques in the Modern Life (Banská Bystrica and Špania Dolina)
- 1996 Historical Towns (Košice nad Prešov)
- 1997 Slovak Castles (Trenčín and Beckov)
- 1998 The Traditional Folk Architecture (Ružomberok and Vlkolínec)
- 1999 Wooden Churches in RF Campaign "The European Common Cultural Heritage" (Svidník and Lodomírová)
- 2000 Roman Monuments in Slovakia in RF Campaign "The European Common Cultural Heritage" (Bratislava: Rusovce – Gerulata)
- 2001 The Symbiosis of Cultural and Natural Heritage (Rožňava, Betliar and Domica)
- 2002 Written Monuments – Sources of Culture and Scholarship (Nitra and Kostofany pod Tríbečom)
- 2003 From Private Collections to the Whole – National Institutions (Martin)
- 2004 Old Origin, New Function (Lučenec, devoted to the 50th Anniversary of the European Cultural Convention)
- 2005 Heritage of Others is Heritage of all of us (Prešov and its vicinity)
- 2006 Europe, the Common Heritage (Skalica)
- 2007 Monuments and the Landscape (Žilina)
- 2008 In Coins Old Memory is Preserved (Kremnica)
- 2009 Wine and Ceramics (Little-Carpathian Region – Svätý Jur, Červený Kameň, Modra, Pezinok)

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

The popularity of EHD is henceforward constantly growing.

XI. Logos used

The EHD logo and also the logos of involved institutions were used on all the promotional materials.



European Heritage Days

Dni európskeho
kultúrneho dedičstva

XII. Global assessment of the 2010 edition

The 2010 edition of EHD in the SR was very successful.
The EHD event has become the tradition with constantly growing importance and popularity.

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

Experiences exchange of national coordinators (meetings), common official website providing more up-to-date information, organizing of the educational activities, publicity, financial support, joint programs.

XIV. A survey on the Forum “Cultural Heritage, Participation, Prosperity” (Istanbul, 1-2 October) has already been carried out. If appropriate, please inform us if the Forum format followed by the annual meeting of the Coordinators met your expectations:

Annual meeting of the Coordinators was very useful for continuing of national EDH coordination.

XV. Do you think that the coordinators' meeting should also include organisational training in your country?

It could bring something new.

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

EHD initiates a public sense of belonging in common Europe. Without coordination at European level this attitude may be lost.

XVII. What do you think of the new EHD website www.ehd.coe.int? How could it be improved?

The information on this website are complete and tabular.

XVIII. Theme and dates chosen for 2011 (if already available¹)

It has not been decided yet. We'll let you know immediately when the theme will be decided.

XIX. Other/Remarks

Thanks for coordination.

¹ A more detailed request for 2011 dates and theme will be sent to coordinators early in 2011