

Mezinárodní konference - Internationale Konferenz - International Conference

European Cultural Heritage Fortified Monuments Europäisches Kulturerbe Festungsmonumente Pevnostní památky evropského kulturního dědictví



Initiatives to trans-national cooperation and Networking
Initiativen für transnationale Kooperation und Vernetzung
Iniciativy pro nadnárodní spolupráci a vytváření sítí

5-7 April/Dubna 2022, Terezín (CZ)

Czech-German Fortress cooperation Cross-border cooperation to develop fortress tourism along the Elbe River

Simone Voigt

Public Relation & Sales

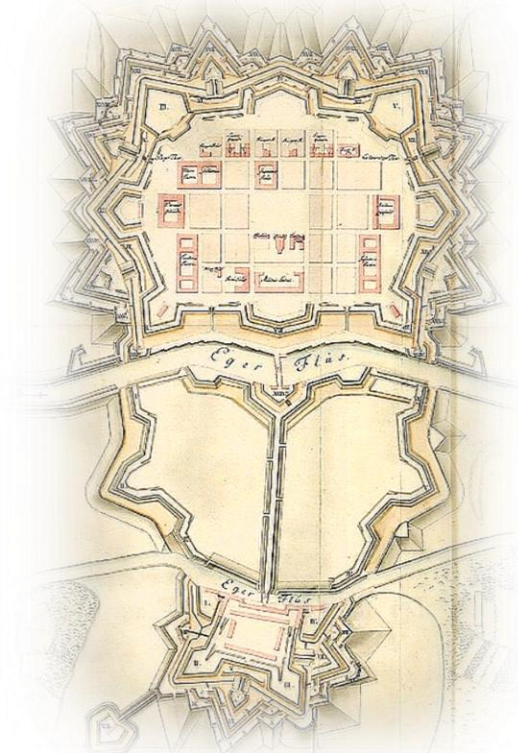
Fortress Königstein gGmbH

www.festung-koenigstein.de



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Das Projekt „Grenzübergreifende Vernetzung und Vermarktung des bedeutenden historischen Festungserbes der Euroregion Elbe-Labe“ wurde aus Mitteln der Europäischen Union gefördert. / Projekt „Přeshraničí propojení významných historických pevnostních památek Euroregionu Elbe-Labe“ byl podpořen z prostředků Evropské unie.



Europäische Union. Europäischer
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Evropská unie. Evropský fond pro
regionální rozvoj.



Ahoj sousede. Hallo Nachbar.
Interreg V A / 2014 – 2020

Czech-German fortress cooperation

1. Funding in the Euro region Elbe/Labe
2. First results of funding:
 - a. International fortress conference Terezín
 - b. new flyer for the cross-border marketing cooperation
3. Fortress Summer along the Elbe/Labe – preview
4. Next steps to do



1. Funding in the Euro region Elbe/Labe

- the region includes Dresden, the district Saxon Switzerland and Eastern Ore Mountains in Germany, on Czech side the eastern district of Ústí nad Labem with the counties Děčín, Litoměřice and Teplice
- area is an old culture landscape, formed of mining and the colonisation of Bohemian kingdom by German settlers in the 15th century and their eviction after World War II.



1. Funding in the Euro region Elbe/Labe

- history of the people of both sites is mutually influenced and has led to tensions
- the funding promote contacts between the Saxons and the Czech (increase mutual understanding, reduce prejudices, intensify cooperation)
- small project found is a funding instrument within the framework of the cross-border cooperation programme between the Free State of Saxony an the Czech Republic 2014-2020 (INTERREG V A)



1. Funding in the Euro region Elbe/Labe

- it is therefore part of the European Fund of Regional Development of the European Union and managed by the Euro region
- Fortress Königstein, Terezín fortress and Forte Cultura, as partners, applied for funding from this program and were granted
- Many Thanks to Mrs. Kosourová an team of Euro region Elbe/Labe for the support!



2. First results of funding

- a. International fortress conference Terezín here
- Expo
 - on-site visits
 - knowledge sharing
 - starting signal for the fortress summer 2022



2. Results of funding

b. Flyer with 10 fort locations cross-border

- 4 German locations and 6 Czech locations along the Elbe/Labe
- trilingual



3. Fortress summer 2022 along Elbe/Labe

Fortress Grauenort/ Fortified City Stade

- Hanseatic Meal (May 21th)
- Long Night (July 1)
- Holk Culture Festival (August/ September)
- Christmas Market in the fortress (1 Advent)

Fortified Ideal City and Citadel Dömitz

- Outdoor Exhibition “Mecklenburg-West Pomerania” (May/June)
- 16th Nord German Day and 26th Handicraft Market (June 5th)
- Midsummer night picknick (July 30th)



3. Fortress summer 2022 along Elbe/Labe

Fortress System Magdeburg

- Mountain festival special (August 12th)
- Carpe Noctem – Castle tour 2022 (September 9th)
- 11th Magdeburg Fortress days (June 2nd – 6th)
- Advent in the Ravelin (2. Advent)

Fortified Church and former Fortified City Wittenberg

- Luther's Wedding – historic town festival (June 10th – 12th)
- Adventure night (August 13th)
- 17th Wittenberg Renaissance Music festival (September 16th – 25th)
- Reformation festival – medieval spectacle (October 31st)



3. Fortress summer 2022 along Elbe/Labe

Fortress System Torgau

- Elbe Day (30.04./01.05.)
- 9th Saxon State Horticultural Show (April 23rd – Oct. 9th)
with 2 corresponding exhibitions at Castle Hartenfels
- Torgau lights up (October 7th – 9th)

Fortified City Dresden & Castle Country Saxony

- Albrecht´s Castle festival & Walpurgis Night (Meißen (29.04./01.05.))
- New: baroque ring race game in the orangery (Pillnitz)
- 800 years of Stolpen castle – excursion (Open monument day – Sept 11)
- Dresden: Museums night (July 2nd) &
City festival “Canaletto” (August 19th – 21st)



3. Fortress summer 2022 along Elbe/Labe

Fortified Palace Sonnenstein and former fortified city Pirna

- Sculptures Summer – in honor of Canaletto (May 28th – Sept. 25th)
- City festival (June 17th – 19th)
- Canaletto festival: July 24th
- The saviour of the City of Pirna – Theophilus Jacobäer (Sept.)

Fortress Königstein

- The Swedes conquer the Königstein – historical spectacle (June 18th + 19th)
- Canaletto festival: July 24th
- Cannon Thunder over the Elbe valley (Sept. 10th)



3. Fortress summer 2022 along Elbe/Labe

Fortified Palace Děčín

- Labe Festival (May 20th – 21st)

Fortified Castle Střekov

- Fairy-tale Sunday at the castle (once a month)

Fortified City Litoměřice

- Concerts, dance performances and events related to wine (all year round)



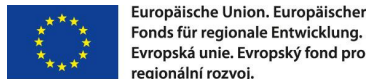
4. Next steps to do

- use the event calendar on the Forte Cultura Website!
(possibility an attraction for the Czech partners?)
- also use other websites - Elbe Cycle Path for example
- intensify cooperation (mutual marketing)
- tourist guide certification (cross-border?)
- greater participation in the network
- new cluster?
- development of tourism potential
common themes – guests are looking for authentic experiences
common audiences
pricing
work on the soft factors!!!





Ahoj sousede. Hallo Nachbar.
Interreg V A / 2014 – 2020



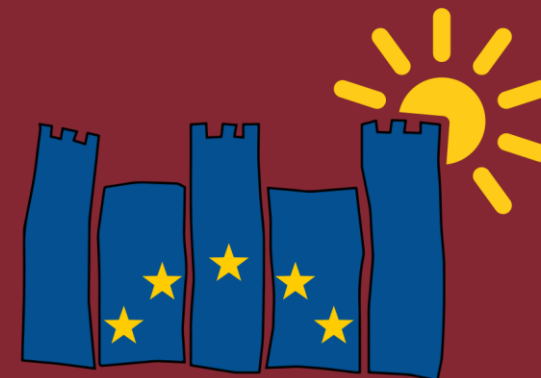
Thank you for your attention.
Děkujeme vám za pozornost.
Vielen Dank für Ihre Aufmerksamkeit

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www.forte-cultura.eu
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