



Sharing the Future of Cultural Heritage

“Synergies between Heritage, Tourism and Digital Culture”

Day 1 - Tuesday, 10th April 2018
9.00am – 16.15pm

Hotel Dubrovnik Palace 5*
Dubrovnik, Croatia

WELCOME RECEPTION – MONDAY, APRIL 9th

Cocktail Reception: Networking for Speakers and Delegates

Venue: Terrace Lounge Bar 19:00 h

Distinguished Pianist: Marin Limic

8 - 9:00

REGISTRATION

“I do not want my house to be walled in on all sides and my windows to be stuffed. I want the culture of all lands to be blown about my house as freely as possible. But I refuse to be blown off my feet by any”
— Mahatma Gandhi

SESSION I SHARING THE FUTURE OF CULTURAL HERITAGE

CHAIR & KEYNOTE SPEAKER:

JOHN SELL, VP EUROPA NOSTRA

PANEL:

RUDOLF ZUNKE, MATTHIAS RIPP,
Dr. ANDREA BONIFACIO, KAREN GYSEN,
CHRISTIANNINO LEPRATTI, CITY OF
DUBROVNIK

9 - 10:00

OPENING REMARKS

Ministry, Ambassador of France,
Sites&Cites, HUPG, Europa Nostra, City
of Dubrovnik, Video Clip

10:00

EFFORTS, from stronghold to welcoming arms
Military heritage forms a special part of our cultural heritage and consequently of the collective memory of Europe. Preservation and re-use of this heritage is important because of the historic role it plays in communicating European history...

Dr. ANDREA BONIFACIO, Board member
KAREN GYSEN, Board member
EFFORTS, Brussels
Belgium

City of Dubrovnik – HUPG - Sites & Cites

www.dubrovnik.hr – www.hupg-povijesnihgradovi.com - <http://www.sites-cites.fr/>



- 10.20** **Quelles synergies entre tourisme et patrimoines?**
- MARTIN MALVY, President**
Sites & Cites remarquables de France
Bordeaux
- 10.40** **Learning and Having Fun: Visitor Centres Imparting Knowledge Using a New Format – Experience from the World Heritage Visitor Centre in Regensburg**
In the past two decades information centres, or so-called visitor centres, which have their origins in English-speaking countries, have become common place in Germany.
- MATTHIAS RIPP, WH Coordinator**
City of Regensburg (UNESCO)
Germany
- 11.00** **Conserving the Authenticity as Paradigm of Circular Models for Adaptive Built Heritage Reuse**
The adaptive reuse of built heritage has become one of the key topics in Europe, given the economic crisis that has slowed down the building industry...
- MARCO ACRI, Coordinator**
ETCAEH Programme
University of Nova Gorica
Venice, Italy
- 11.20** **MedCities - TUNIS**
- to be announced**
AMB Barcelona
Spain
- 11.40** **COFFEE BREAK / PRESS (closed)**
- 12.00** **Bursa World Heritage Site: Expectations from Cultural Tourism**
This study aims to evaluate the properties of Bursa, which was listed on UNESCO World Heritage List in 2014 for the outstanding universal value of its urban development system and examples of early Ottoman period architecture (Kulliyes, Khans Area, and Cumalıkızık village) within the period from the early 14th century to 15th century.
- Prof. Dr. NESLIHAN DOSTOGLU, Dean**
Faculty of Architecture, Istanbul Kultur University, Istanbul
Turkey
- 12.20** **New tools for Assessment for Fortified Towns: A Case Study, the South East Region and its Sister Cities – A Geo-Spatial Approach**
- Dr. MALCOLM BORG, Advisor**
UN Global Compact Cities, Regional Liaison: Australia
Prof. SAVIOUR FORMOSA
Faculty for Social Wellbeing, University of Malta



- 12:40** **A la découverte des grandes questions de notre héritage intellectuel avec Ruder Boskovic**
A visitor living in Dubrovnik for an extended period of time could easily get bored. This may be true if we take a horizontal approach where the attractiveness of a city is measured by its size, the diversity of its population, its political and economic role, and so on. On the other hand, if we follow a vertical line, that is to say, when we go down the steps of history, even a small town like Dubrovnik can lead us on a journey of fascinating discoveries.
- Dr. FRANCIS BRASSARD, Associate Dean**
General Education, RIT Croatia, Dubrovnik
Croatia
- 13.00** **Retrofitting of Listed Buildings from the Perspective of a Designer**
- Prof. Arch. CHRISTIANNO LEPRATTI**
Polytechnic University of Genoa
Italy
- 13.20** **PANEL DISCUSSION, Q & A**
- 13.40-14.30** **BUFFET LUNCH**
- SESSION II** **SYNERGIES BETWEEN HERITAGE, TOURISM & DIGITAL CULTURE**
- CHAIR:**
- MATTHIAS RIPP**
- PANEL:**
- JOHN SELL, Dr. ANDREA BONIFACIO, Dr. ELIZABETH LAWLEY, Dr. MALCOLM BORG, Prof. SAVIOUR FORMOSA**
- 14.30** **Respect the City: Challenges & Digital Solutions**
The presentation
- JELKA TEPŠIĆ, Deputy Mayor**
City of Dubrovnik
Croatia
- 14.50** **Game Design & Tourism: Conceptual Overlaps and Collaborative Opportunities**
With the growing popularity of location-based games and augmented reality applications, an opportunity has arisen for tourism destinations to work with game designers and developers to shape tourist experiences. Game-based mobile applications can engage tourists in exploring and learning about the places they visit, and can even be used to shift tourist behavior in ways that benefit the destination.
- Prof. Dr. ELIZABETH LAWLEY, Lecturer**
RIT New York
USA



- 15.10** **Integrating energy management of buildings and distribution grids – the 3Smart project**
The main idea of the project Smart Building – Smart Grid – Smart City (acronym: 3Smart), which is funded through Interreg Danube Transnational Programme, is the development of an integrated building-grid energy management platform by recognizing the buildings as market participants and flexibility providers.
- 15.30** **F.A.I.C. e le Politiche Turistiche**
The FORA of the civil societies was established in the late 1990s – early 2000s, following the need to rebuild the war-damaged relationships between the involved territories of the times. Today, with the launch of the EUSAIR strategy, the FORA have the opportunity of revitalizing the territory in the eyes of Europe by working on issues that are linked to the socio-economic development of the Adriatic and Ionian area
- 15.50-16.15** **PANEL DISCUSSION, Q & A**
END OF DAY 1
- 17.30** **Bus: Guided tour of Old Town, free time**
20.00 **Social Dinner, Hotel Pucic Palace, Old Town**
- ANITA MARTINČEVIĆ**
Faculty of Electrical Engineering & Computing, University of Zagreb
Croatia
- IDA SIMONELLA, Councilor**
F.A.I.C. –Forum of Adriatic and Ionian Cities, Ancona
Italy
- DRESS CODE: Smart Casual**