



CULTURAL LANDSCAPE

newsletter



Protecting Historical Landscapes to Strengthen Regional Identities and Local Economies

INTERREG IIIB CADSES Neighbourhood Programme 2000 - 2006

EDITORIAL

Dear project partners, dear friends of the European Cultural Landscapes!

This is the very first newsletter of the year 2007. For all of us last year has been the exciting 1st project phase with a lot of work, many new encounters with interesting people and a fair amount of enjoyable co-operation. Most of us also had to learn, that being partner of an INTERREG-project sometimes means handling troublesome "regulations" too. However we can review on a successful project start in 2006.

In this spirit we will look ahead today. A detailed **PROJECT CALENDAR** shows what is to be expected of **CULTURAL LANDSCAPE** in the New Year 2007.

With **PROJECT ACTIVITIES** we start a new column of the newsletter. Here we will inform you about concrete activities within our INTERREG-project on site. We will focus on good practices which realise different approaches of preserving and developing cultural landscapes in the CADSES area.

Regional marketing strategies belong to the approaches of particularly great interest. Today we present the Regional Rural Markets in Reinstädt, a little village in Thuringia, Germany. The popular markets are an impressive example of creative ways to reactivate and

stabilise a regional economy based on typical agriculture, arts & crafts and tourism by re-collecting the potentials of the typical cultural landscape of the valley.

You may miss the project partner profile. The University of Applied Science Erfurt (PP4) will be introduced in the following newsletter.

If you like to report about your regional activities, please contact us by email. For getting registered on our mailing list please send an email to the same address:

jurrack@stadtstrategen.de

subject: CULTURAL LANDSCAPE newsletter

On behalf of our lead partner in Cracow as well as the German project coordination in Weimar I would like to wish you a very happy, healthy and successful New Year.

Yours Ulrike Jurrack

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PROJECT ACTIVITIES

Regional marketing in practice

Rural Market in Reinstädt

Three times a year the open garden around the historical „Living Tower“ of Reinstädt (Thuringia, Germany) turns into a colourful open-air market. Eight years ago the idea of the „Reinstädter Landmarkt“ was born, when farmers and craftsmen of the valley „Reinstädter Grund“ were looking for an appropriate way to promote their products.

The growing group of very different people like farmers, artists, craftsmen but also public institutions like museums and schools follow the same idea: to live and work with the cultural landscape of the valley by developing a regional economy.

Visitors find here seasonal fruits, meat & cheese but also products of typical trades.



Regional products at the Rural market in Reinstädt

But the markets in Reinstädt are much more than a regional product fair. Cultural programs like live music, arts & crafts exhibitions and activities for children attract the guests too.

That is why the markets became extremely popular both for the producers and the consumers.

PROJECT
ACTIVITIES

Thematic spring market "Around Bread"

The Rural Market in May 2006 was themed "Around the bread". Beside the typical market life farmers, a miller and a baker informed the market visitors about the cultivation of grain and presented their trades and products.

The participants learned not only about the different qualities of flours and breads but also about the advantages of regional economic cycles regarding high quality products and the sustainable use of our endangered cultural landscapes.



handmade textiles



something for everybody's taste: Christmas bakery

The Advent Market 2006

In December for the first time a "Rural Market Specialities Menu" was created in cooperation with the international organisation "Slow Food". On the contrary to "Fast food" this movement promotes the idea of eating slowly and high quality slowly grown food products. 50 people enjoyed the seven course diner. All ingredients were exclusively made or delivered by producers exhibiting on the Rural Market in Reinstädt.

This action aimed for rising awareness with regard to the people's shopping behaviour and to the preparation of food. At the same time typical regional products were promoted.

Hans-Joachim Petzold

(Wirtschaftsring Landmark)

For more information please look at:

www.reinstaedter-landmarkt.de

The rural regional markets in Reinstädt are part of the CULTURAL LANDSCAPES pilot project of the **Heritage Association Thuringia**.



... or freshly smoked breed fishes

Project Calendar

17th-20th of May 2007

Meeting, **excursion** and 2nd Transregional Development Tour to **Transylvania** hosted by University "Babes-Bolyai" Cluj-Napoca and the Ethnographic Museum of Transylvania

May 2007

students exchange Erfurt (DE) - Cluj (RO) with field studies in Romania

11th-13th of June 2007

CULTURAL LANDSCAPES International INTERREG-Conference in Gera/Ronneburg as part of the BUGA '07 (German Federal Garden Show).

20th-22nd of September 2007

International Conference

„Land register, Photogrammetry, Geoinformatics - Modern Technologies and Prospects for Development“ in Lviv, Ukraine; hosted by Lviv Polytechnic National University

18th-21st of October 2007

PLEASE NOTE THE **NEW DATE** !

Meeting, **excursion** and 3rd Transregional Development Tour to the valley Lafnitz in the **Burgenland**, Austria; hosted by the Grazing Association Ramsar Site Valley of Lafnitz