



# LIST OF IDEAS OF OPEN CALL

## DELIVERABLE D.T3.1.2

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## 1. Overview

Central Europe is an area rich of Intangible Cultural Assets<sup>1</sup> that are not adequately valued and financed, due to a lack of funds and investments, both public and private. Thanks to ARTISTIC project, nearly **80 of the most promising ICHs oriented business** ideas will be identified, selected and enhanced to strengthen their identity. They will be supported in their development and led to a final selection of **40 ICH business ideas**, specifically taken to crowdfunding campaigns:

Country	Number of business ideas	Partner
Italy	32	PP 1 and PP 2
Austria	21	PP 3 and PP 13
Slovenia	17	PP 4 and PP 5
Hungary	11	PP 6
Germany	9	PP 7 (excluding PP 8)
Poland	19	PP 9
Czech Republic	10	PP 11
Slovakia	12	PP 12

## 2. The ideas we are looking for

A local jury of experts will select ICH oriented business ideas in the following sectors:

- Traditional craftsmanship
- Oral traditions
- Performing arts
- Social practices
- Knowledge and practices concerning nature

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<sup>1</sup> 'The "intangible cultural heritage" means the practices, representations, expressions, knowledge, skills - as well as the instruments, objects, artefacts and cultural spaces associated therewith - that communities, groups and, in some cases, individuals recognize as part of their cultural heritage' (UNESCO Convention, Paris 17<sup>th</sup> October 2003).



## 2.1. AUSTRIA

### 2.1.1. Mallnitz "Hoch oben" - Exploring nature and culture

The idea of the project is to transform a camping place into a starting point for exploring and experiencing the national parc "Hohe Tauern". Different leisure opportunities (hiking, skiing) shall be combined with the long established culture and cultural offers in the region. The core idea of the project is to valorize the cultural heritage in the region, by making it more attractive both for tourists and locals. By creating a tourism project that offers hospitality, and creates cooperations between the various local cultural stakeholders the economic region receives new impulses and gets more attractive, also for the younger generation to stay in the region.



### 2.1.2. Recycling Knowledge

By taking the idea of recycling places, these shall be enriched by creating places for recycling and valuing knowledge.





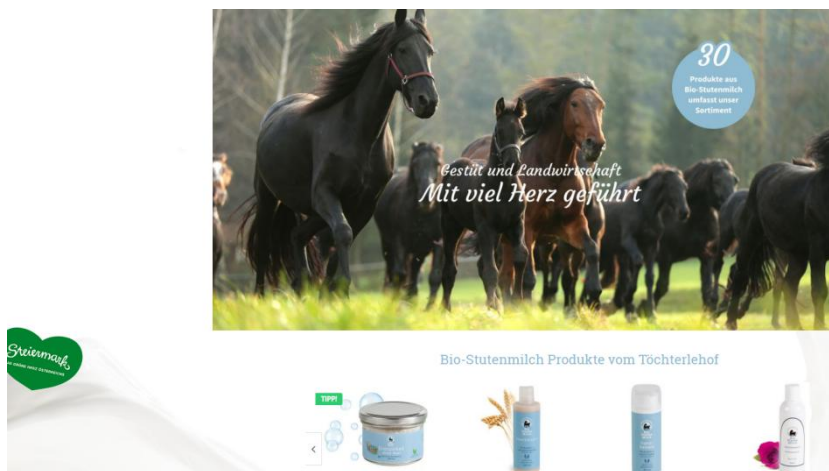
### 2.1.3. Water taxi Vienna

The aim is to find a sustainable way to keep alive the traditional boat tours in Vienna, which go from the inner city out to the nature to the national parc "Lobau".



### 2.1.4. Bio mare milk

The 3,000-year-old product "organic mare's milk" is to be produced and distributed regionally, originally and naturally at the Töchterlehof, as in the previous 35 years. The excursion destination Töchterlehof represents an optimal platform for knowledge transfer in this regard and should be made even more attractive with new media possibilities for visitors



### 2.1.5. Preservation of railway line

On a set railway line between Hermagor and Kötschach-Mauthen (Carinthia), a trolley company (bicycle trolleybuses) is to be built and operated. The association Gailtalbahn is committed to the preservation and reuse of the railway line between Kötschach-Mauthen and Hermagor. The club was founded on 10.10.2016 by Andreas Mühlsteiger and David Kehrer.

Unfortunately, after 101 years of operation, the closure of rail traffic on the section from Hermagor to Kötschach-Mauthen took place.





### 2.1.6. Life Power Plants

Rauer's harvest wants to further promote the idea of "life power plant". The point is that CO2-neutral "superfood" is sustainably produced in harmony with nature. Long-standing regular customers should be involved intensively.



### 2.1.7. Hand-blown glass production

The old craft of "hand-blown glasses" is to be increasingly brought back to Austria in order to produce the highest quality glasses and pass on this very old knowledge to other generations. Sophienwald Glasworks, over centuries famous for their unique, hand blown glasses was founded in the year 1725 near Alt-Nagelberg. Based on this old remarkable tradition the name Sophienwald® for glassware was brought to live again. The brand Sophienwald® stands for tradition – handmade in wooden moulds – combined with contemporary design and luxury.



### 2.1.8. Association BioRegion Mühlviertel

The association BioRegion Mühlviertel is a network that includes agricultural organic direct marketing companies, gastronomy and hotel industry, schools, organic craftsmen and commercial organic food processors. The association uses organic qualities and organic knowledge, strengthens cooperations and participations, and creates closed value-added cycles in the organic sector in order to secure sustainable regional development. The goals are a deep and comprehensive anchoring of organic farming, organic food production and a sustainable way of life.



**BIO REGION MÜHL VIERTEL**

**DER VEREIN BIOREGION MÜHLVIERTEL - MARKE UND NETZWERK**

Seit dem Projektstart im Jahr 2010 wurde ein umfangreiches Netzwerk, welches landwirtschaftliche Bio-Direktvermarktungsbetriebe, Gastronomie und Hotellerie, Schulen, ökologisch wirtschaftende Handwerksbetriebe und gewerbliche Bio-Lebensmittelverarbeiter umfasst. Wir nutzen unsere Bio-Qualitäten und unser Bio-Wissen, stärken Kooperationen und Beteiligungen und schaffen geschlossene Wertschöpfungskreisläufe im Biobereich, um eine nachhaltige regionale Entwicklung zu sichern.

[MEHR ERFAHREN](#) [MITGLIED WERDEN](#)

### 2.1.9. Market place Graz

Create an „Amazon“ like logistic concept for regional products.





### 2.1.10. Innovation Stories

A local film production company wants to create innovation stories about local traditional SMEs to encourage entrepreneurs and other SMEs to be innovative although being traditional at the same time.

### 2.1.11. Carinthian Circular Economy

A circular economy is an economic system aimed at minimising waste and making the most of resources. This regenerative approach is in contrast to the traditional linear economy, which has a 'take, make, dispose' model of production. In a circular system resource input and waste, emission, and energy leakage are minimized by slowing, closing, and narrowing energy and material loops; this can be achieved through long-lasting design, maintenance, repair, reuse, remanufacturing, refurbishing, and recycling, all implemented via corporate and social entrepreneurship. Proponents of the circular economy suggest that a sustainable world does not mean a drop in the quality of life for consumers, and can be achieved without loss of revenue or extra costs for manufacturers. The argument is that circular business models can be as profitable as linear models, allowing us to keep enjoying similar products and services. The area Lavantail in Carinthia wants to realize this concept.

### 2.1.12. Cable car modernization - Economic valorization of the region through tourism exploitation

Rural regions in Austria fight hard to preserve their cultural heritage, to make staying their young people in the villages and find niches for economic exploitation. Especially in the alps, tourism is a valuable way to valorize economically a region and thus improve its attractiveness. The 90-year-old cable car, whose license expired in October last year, had a low capacity, with the new concept, skiers and snowboarders in winter as well as bikers and those seeking relaxation in the summer, can enjoy their stay. For visitors to the adventure park, whether families with baby carriages, seniors or perturbing guests, the trip to the Mariazeller Bürgeralpe is stress-free and pleasant. The "Bürgeralpe Express" is scheduled to open in December 2019 and contributes to preserving local cultural heritage in Austrian mountain regions.





### 2.1.13. Beeswax bread bag

Naturally packaging of food beautiful and plastic-free

Finally found an optimal storage for the bread.

Bee Fresh Beeswax bread bag is made of high quality 100% cotton, covered with organic beeswax and then a nice bag is sewn.

Our daily bread stays fresh for longer, at the same time the beeswax protects the bread during mold, has an antibacterial effect, is washable and can be used again and again.



### 2.1.14. S'Trankerl - Biohof Siebenstein



Something with soul

Something special is our siebenstein trankerl, which has an invigorating effect. With its radiant red the siebenstein trankerl becomes a gift with soul. With seven different appearances, the beautiful trankerl not only dances out of line in terms of taste. Unique by the combination of Aronia, apple and stinging nettle it is sprayed with a hint of carbon dioxide. Our 0.33l trankerl may feel free, free of added sugar, artificial aromas and alcohol. With its valuable ingredients, it has an invaluable health value. Thus, it enhances the well-being for small and large trankerl connoisseurs



### 2.1.15. WOLLGENUSS REINDL

Wollgenuss is the merger of sheep farmers from the volcanic land since 2004. Our aim is to show what valuable renewable raw material we have on our doorstep. With the sheep, our beautiful cultural landscape is cared for the soil, they provide us with valuable meat and digestible milk. Felt is the original form of apparel that was flyed long before spinning and weaving. From our volcanic wool we manufacture stable, robust Filzunikate. Unfortunately, wool is not perceived by many sheep as an economic factor but as an annoying by product. At our felt courses, we find that the participants come from all fields of work, but no sheep farmers.

This should change !!! \_We are happy to pass on our knowledge and our many years of experience in felt courses. 15 years of Wollgenuss, -15% on the summer felt courses at the 1st Styrian sheep's wool jute at the Weltmaschine site, Kaag 12, 8332 Edelsbach. May - September, Thursday and Saturday starting at 9 o'clock with advance notification possible. In the region's schools, sightseeing visits from farms should be included in the syllabus and replace a walking day.



### 2.1.16. Vo do Theater, an offshoot of DaHier Theater

VoDo takes care of the processing and interpretation of cultural assets in theatrical form. 3 female, fixed characters experience different things in everyday life. They experience the typical everyday life of women in different eras and craftsmanship, as well as songs and dances





### 2.1.17. Puxbox

The dogs and cat beds are hand-woven from Organic Willow with a cuddly hand-sewn organic cotton padding filled with kapok fibers. In a second line, upcycling materials are used to make unique pieces. Puxbox combines the love of pets and the environment with the love of interior design. Impeccable quality and the highest craftsmanship inspire confidence. Only those who are trusted can be dragged into their own four walls. Puxbox makes dogs and cats hearts beat faster and the eyes of the owners radiate. Melding of regional craftsmanship with hand-crafted unique designer pieces with top quality functionality.





They convey quality, aesthetics and sense of design and sustainability. This enables a unique symbiosis of tradition and modernity. The traditional craftsmanship, which stands for quality and longevity, blends with modern design elements and a modern spirit, which is characterized by an ecological thinking.

### 2.1.18. HLW Feldbach - Corporate and Service Management (Junior Company)

Corporate and Service Management (UDLM) including the junior company is an integral part of the CPR training. The goal is to prepare our students as practically as possible for their careers. The new subject UDLM is currently being developed in terms of content. It integrates the previous project task training firm (junior company) and should be upgraded strategically by new content. Intangible cultural heritage is the framework for this. The focus will be on food technology in the coming years. In this junior company much research and experimentation can be done to cast old knowledge into new forms.

### 2.1.19. Auf d'Eltern schauen

Caring becomes more and more of a problem. That's why Mrs Froschauer is convinced that an important pillar for the future management of the care of our parents (or family members), the care in the family will be. One could avoid a lot of care mistakes, mental, physical and mental problems of caring relatives and public financial expenditures, if professional support in the form of consultation, instruction and implementation on the spot



by a DGKP would be given. Furthermore, this could also be a relief for the dwindling family doctors, since activities in co-responsible field of activity could be taken in consultation with the family doctor. The trend from one-family to multi-generational homes would again have the positive side effect that, on the one hand, reciprocal learning, passing on of traditions, knowledge and customs could take place again. However, since many family members do not have the know-how and thus do not feel confident about this responsibility, preventative measures such as information, guidance, support, good conflict management and the necessary financial support would be required.

### 2.1.20. Being Human

The BEING HUMAN © Academy bridges the gap between work and meaning. It offers consulting, training, business training and coaching. It is based on a cultural awareness and identity as a starting point for healthy development. The BEING HUMAN © method is based on a pro-creative inner attitude, the adequate expression of which is learned in staged dietary trainings. It was developed by Karola Sakotnik and is based on the 70/20/10 model and creative techniques of the performing arts, inspired by the resilience and salutogenesis model of Aaron Antonovsky and the Theory U approach of Otto Scharmer. It is aimed at anyone who wants to leave a positive footprint. In the first step to innovative companies, to small producers and craftsmen, to educational institutions and to development interested individuals. The trainings take place in the area of expression, meaning, communication and service awareness. It will also cover topics such as objection and conflict management, innovation, agile work models and creativity.

It is consciously located in the Styrian volcanic land in order to integrate the human aspect of the created potential into working, educational, social and private life together with regional development, education and economy

### 2.1.21. Civic crowdfunding in Steirisches Vulkanland

In order to make the crowd available as a development partner for many smaller projects, we run a crowd development as a base capital. Goal images, accessibility, integration, participation up to the funding and the reward system are processed and exemplified. After the crowd is built as a base, this can be used by other initiatives, without having to go through all the elaborate steps again. Each subsequent initiative or project contributes to networking and the system and extends it. Over the years, many promoters can benefit from this without having to spend their money on a campaign themselves. For small initiatives and actors, the threshold for funding crowd campaigns is 1,500 - 4,000, for SMEs around 5,000. - At the same time, it is being explored as an example whether parts of volcanic land development can also be financed and processed via the crowd. This in turn can be the basis for a new project culture of direct participation in regional development projects.





## 2.2. SLOVENIA

### 2.2.1. Slippers of a dwarf Polesnjak

VESNA ARH

Vesna Arh produced a lot of designed children's slippers and named them after the hero from the local fairy tale, the Polesnjak dwarf. Such slippers as he can carry everyone. It's just that it's not cold, and it's quiet. She will make a copy in several different variants, as you do with a special story or a parable for a subscriber. She will write and print this fairy tale in a pre-prepared book. So the gift will be perfect.



### 2.2.2. Presentation of cheese production on the mountain and in the traveling dairy

LUCIJA GARTNER

They produce cheese and other dairy products on the farm. In the summer, with cows, they move to the mountain of Laz. Their idea is to elevate the traditional knowledge of making cheese and offer cheese on the market, which they produce in the mountain in gift boxes, with the story. They want to offer:

- Mentoring on the production of cheese in the mountain - in a way that max 2 people stay and work with them
- Presentation of the cheese production in a traveling dairy
- Cheese making workshops according to the traditional procedure for max 5 persons
- Design cheese packaging and design a promotional campaign
- Currently they are just before the renovation of the dairy and the increase in activity



### 2.2.3. Izdelovanje tradicionalnih Gorjušk, čedr in pipes

SREČKO LOTRIČ

As well as great-grandfather, grandfather and father, Srečko himself makes the traditional Gorjuška cedars and Pipes. They are made from wood of fruit tree species. I decorate them with an intarse pearl nut. Pipes are not exactly a sales item, so he developed a new line of products, especially jewelry and decorations for the home, made of wood dyed with pearl nut. Products are selling well, but Srečko wants to get a higher added value. He also notes that his products need gift packaging and a good story. For the promotion, a website is presented with a presentation of the production. In addition to the products I already manufacture, I would like to develop new, useful and sales.

### 2.2.4. Manufacture of specialized backpacks and handbags with local stories and handicraft details.

PRIMOŽ RUTAR

Primož manufactures specialized backpacks, custom-made. He also designed a series of backpacks and handbags for everyday use. Now, he would like to present these items on the market through various channels. He has established online media, he also prepares a website. Products would be launched as locally manufactured products on the market, from verified materials, of course upgraded with local stories and handicraft details.

### 2.2.5. "House of traditions"

HANDICRAFT COOPERATIVE CDUO, rokodelska zadruga z.b.o.,so.p

"House of traditions" is an upgrade of the 16 years of operation in the field of preservation and development of their intangible cultural heritage, which they provide in the field of pottery and the development of modern ceramics. In the renovated object of the building cultural heritage, they will introduce extended contents of the display and transfer of traditional craft skills of the local area (pottery, glassware-pohorsk glažute) and new content, recycling aluminum as a design challenge. They will arrange a sales gallery, a restaurant with local cuisine, and studios with a lecture room.



### 2.2.6. Traditional craft skills - pottery, offered as an educational, experiential tourist product

TATJANA HLAČER

Potential of intangible heritage, traditional craft skills - pottery, they want to offer as an educational, experiential tourist product. The pottery workshop is located in the renovated farm building of the former farm, and it is with the associated land, a testimony of some time, which adds to the basic content a specific taste, which is further enhanced by the knowledge of the habits of the ancestors and findings in the ethnological research, the concrete homesteads (Pr 'Koren, on Perovem, and in Kamnik) and the wider environment. In accordance with UNESCO's definition of intangible heritage, the products of traditional presentation skills, impressions, knowledge transfers, products .

### 2.2.7. DIFFUSED HOTEL IN SOČA VILLAGE

Mr. Peter Della Bianca is preparing a diffused hotel based on cultural and other heritage. In addition to accommodation, food and activity services, their basic focus will be events, workshops and concerts, connected with the locals and our cultural heritage. Anyone who deals with home-grown products or other services will be able to carry out our program or sell products in the most genuine environment.



### 2.2.8. INTERPRETATION OF BOVEC TAILS

Interpretation group Bovec wants to present a content related to local tradition and social practice through interpretation, games or recitation. Various content relate to local legends, fairy tales or stories. Games, performances, interpretations would serve both the presentation of content to the local community, schools, and for tourist purposes.



**MAKING PLACE**



**2.2.9. COMMON CHEESE**





Bovec Farmers' Association of Breeding recognized that for a number of years, the Bovec Farmers' Association has been striving to establish a model to develop and upgrade the cheese industry in Bovec as important economic and tourist story. The basic idea is based on the integration of farmers who produce milk in the municipality of Bovec and the establishment of a "cooperative" cheese factory. Bovec cheese is recognized with an appellation of origin, which is the most prestigious mark for a quality class in the EU and they would like to preserve it as such. The reason for cooperative cheese factory, is not only in raising awareness, it is about cheating the cheese, lowering costs and so on. This is a relief for farms. In the long run it is difficult for a farm to carry out agricultural, food and marketing activities. Due to the fragile system of farms they decided to look for opportunities for a joint cheese factory. They would like to create a business plan that will give an answer to whether it is also an economically justified investment in a cheese factory that will also have a shop



and a tasting room with a kitchen.

### 2.2.10. CYCLING TOUR ON THE CHEESE ROAD

Petra Repič is the owner of Outdoor Galaxy Agency and she is looking for ways to connect tourism, not only with sports, but also with our ICH. She has the idea of taking interested persons on a guided tour "on the cheese routes" with electric bikes. They would be offered a presentation of the cheese tradition at the valley of Loška Koritnica and Bovec. They would see mountains, pastures, farms and products. They would see also process of cheese making and they would try a shepherd lunch.



### 2.2.11. NATURAL CULTIVATION OF VAGITABLE AND HERBS

Gaja Kozar and Aljaž Šinigoj has this idea to produce eco-friendly local food for local use. They want to preserve small agriculture production, as they were in the history. Because of its climatic characteristics, Bovec region was never an area of intensive vegetable production, but the natives always tried to produce enough seasonal source of vitamins for their own needs in their natural habitats. The idea is: a sustainable, biodynamic production



of greenery in the greenhouse and outdoors, which will provide the local people with a fresh, healthy source of basic vegetables and herbs in all seasons.



### 2.2.12. HARVESING AND NATURAL WOOL COLOURING

Mojca Benedejčič wants to transform the existing family farm into a sustainable project with the cultivation of herbs, wool dyeing plants, cultivation of other cultivated plants, sheep breeding and the use of local sheep's sheep wool into finished fabrics. The products are ecological, free of chemicals, natural, preserving the tradition of painting and dyeing with natural dyes. Products are designed for home decoration and general use. Preparation of various workshops with painting, wool painting and the cultivation of herbs and colouring plants.



### 2.2.13. HERBALISM AND MEDITATION WITH THE NATURAL ELEMENTS

David Zorč wants to upgrade his herbalism and expend it to same kind of natural retreat, where people can enjoy the natural elements, relax, eat everything that is packed in the forest or home grown and even heal with naturally prepared aromas, medicine and so on.





### 2.2.14. PROMOTIONAL PACKAGES WITH TCE CONTENT OF THE IMPORTANT CULTURAL HERITAGE

Tjaša Korbar and Mirjam Stajnar are both young, crafty girls that feel poisoned about our ICH. They want to honour it by designing gift sets that relate to old and new knowledge. Examples: bee keeping gift set (there would be a glass of honey, a candle from beeswax, a voucher for apitherapy ...), cheese making gift set (a map of all cheese making places of the Bovec municipality, a piece of cheese...), Shepherd gift set (souvenir from the sheep wool, a coupon for guided tour of a farm or pasture with a sheep). All products would be linked under the common brand name – Bovško (Bovec region).



### 2.2.15. PERMANENT EXHIBITION OF THE RECENT HISTORY OF ČEZSOČA VILLAGE

Miranda Komac Kopač wants to embrace passion of Čezsoča village people about their history and show it to the world. A permanent exhibition on the recent history of the village of Čezsoča would be set up at the cooperative home in Čezsoča. They would show the period between 1948 and 1950, the period of co-operation between the SFRJ and Slovenia, with an emphasis on the events in Čezsoča and the wider area of the municipality of Bovec: visual material, sound material with recordings of the stories of the elderly inhabitants of the locality, survey of records in the Provincial Archives the present catalogue for the exhibition on the construction of cooperative homes after the Second World War and so on...





## 2.2.16. FISHING EXHIBITION

Local community of Kal – Koritnica would like to make a “Fishing house”, where people all around the world can learn about our nature, our pride – Soča River, and about our fishing principals. They will show how fishing was changing over the years and how important it was for our local community. They would also design an outdoor theme walk, where you come to river, see where fishing is taking place and learn something new.



## 2.2.17. SAFE GUARDING OF THE CULTURAL ELEMENTS

Triglav National Park committee wants to emphasize how important is to safe guard the ancient principals of building houses and other cultural elements. Without knowledge how to do things the old way, the famous cultural elements will extinguish and the valley will change forever. The idea is based on the desire to obtain an alternative, lasting and sustainable way to preserve the image of valleys, such as Trenta. These valleys represent a large part of wooden roofs, the shape and colour of houses, and other sites, the use of wooden elements in their surroundings and the preservation of the cultural landscape. They wants to organize workshops where the old knowledge about building wooden roofs, saws and other cultural elements will be passed on to the younger generations. They are looking for a way to make this kind of building affordable and encourage the locals to renovate



houses in this way.

## 2.3. HUNGARY

### 2.3.1. Straw panel production

Hagyományos Házépítő Kft. (company active in the field of traditional architecture)

**New innovation technology for house building**



- wooden frame with straw panel
- made from waste material
- environment friendly insulation

**Additional innovation:**

- Panel gets a plaster coating
- Ready-to-use panel for building

**Investment needed:**

- for innovation (IPR protection)
- to buy the straw sewing machine



© hvg.hu@ [www.strawbuild.org](http://www.strawbuild.org)

### 2.3.2. Route of local heritage museums

Tájház Szövetség (Hungarian Association of Local Heritage Museums)



**Development of cross-border  
touristic route by connecting  
local heritage museum  
buildings**



- development of a complex offer from the local values by involving the local community (for each house and the whole route)
- development of a complex offer from the local values by involving the local community (for each house and the whole route)
- assistance on local level to the houses for developing and maintaining their offer

A complex touristic offer shall be provided along the route: folk architecture, gastronomy, local heritage, dance, music, etc.

### 2.3.3. Improving the programme offer OF PITYERSZER MUSEUM SETTLEMENT

Órségi Nemzeti Park (National Park Órség)



Pityerszer: small settlement consisting of a few traditional houses in the Órség region

The task is to improve the programme offer by developing a complex touristic reorganisation of the settlement containing the following elements:

- safeguarding cultural heritage
- gastronomy
- handicraft
- local values: dance, music

### 2.3.4. Wine-cellar apartmans

Hegypásztor Kör (Civil association for safeguarding ICH)



Transforming unused old wine-cellars located in West Hungary into apartments for touristic use

The task would include:

- reconstruction, renovation by preserving the exterior and interior values
- prepare the buildings for 21st century needs of tourists
- to connect the cellars into network for a complex touristic offer

### 2.3.5. EXPANSION OF Regio earth festival

Regio Earth Festival



© Regio Earth



REGIO  
EARTH

27/31 August 2018

CENTRAL & EASTERN  
EUROPEAN  
FESTIVAL OF EARTH  
ARCHITECTURE



co-financed by  
The Administration  
of the National  
Cultural Fund



© Regio Earth

Regio Earth: Central and Eastern European festival about earthen architecture, design and art.

The task would be to expand it into a festival on national level or even to make it international.

Tasks:

- to develop the programme
- to develop the location
- to find sponsoring
- to find participants

### 2.3.6. Braided door - insulation door

Hegypásztor Kör - (Civil association for safeguarding ICH)





Braided door (in German: 'geflochtene Tür'):  
almost extinct heritage in the neighbouring Austrian village Heiligenbrunn („second door  
made of straw”)

The making and using of this door is recorded and documented by Hegypásztor Kör.

The task would be to safeguard it by valorising and making it market-ready

- Product development
- Market research
- Preparation of business plan

Result: environment-friendly insulation product.

### 2.3.7. Traditional Small-sized house models

Hegypásztor Kör - (Civil association for safeguarding ICH)



Development of small-sized traditional houses (wooden structure with thatched roof) for garden use.

#### **In different sizes:**

- doll house for children
- storage for garden tools

Assembly kit: do-it-yourself

#### **Tasks to do:**

- market research
- product development,
- assembly video

#### **Outcome:**



- marketable product,
- sensitisation

### 2.3.8. Elaboration of knowledge base / video documentation on traditional architecture

Elaboration of video documentation / knowledge base for different handicrafts of traditional architecture





### 2.3.9. Folk architecture summer university

There is the need of elaborating the annual training program of the Folk architecture summer university in the Vasi Hegyhát region, in the Western part of Hungary.

### 2.3.10. Build locally, build yourself

Foundation of a movement:

Residential building movement based on folk architecture for a healthier and sustainable future



### 2.3.11. Awareness-raising workshops

Developing and conducting awareness-raising workshops on mud/adobe and other natural raw materials for university students



## 2.4. GERMANY

### 2.4.1. Operation of a Pumpkin Museum in Zwethau

This business idea has long slumbered in the mind of Andrea Schmidt. The woman from Zwethau started her small business with a creative barn and expanded her offers with her family year after year. In the meantime, a pumpkin domicile known throughout the region attracts hundreds of guests every year. To the festivities, experiences and pleasures around the pumpkin a pumpkin museum with information and exhibitions to the special plant is to complete the enterprise.





## 2.4.2. Construction of a farm shop for Elbian pasture beef products in Pülswerda

Hereford beef meat is ripened in peace, very juicy and extremely tasty. The meadows on the Elbe between Graditz and Pülswerda offer best breeding opportunities for the cattle from the English county of Hereford. In Pülswerda - near these feeding grounds - a farm shop for the diverse products made from this meat is now to be created. In addition, other regional products of the farmers market are offered here. A party barn with 150 seats and an adventure kitchen complete the special offer.



## 2.4.3. Redesign of the East Elbe Farmers Market Pülswerda

It has been the trademark for direct marketing in the region for some 20 years - the East Elbe farmers' market Pülswerda. On average, 1,300 visitors make their pilgrimage to this market, which presents fresh produce from the countryside and many things for the home, yard and garden.

This year there will be the 100th event, which will invite as a special adventure and pleasure market. This concept should also be the orientation for future markets in the coming years.





#### 2.4.4. Construction of a show mill in the country bakery Schröder Großtreben

He is the only baker in East Elbia - the land baker Heiko Schröder. Since his ancestors founded the bakery in Großtreben 100 years ago, the reputation of the bakery has grown. Quality location developed. The baker family always has new business ideas. So now the old historic mill will be used for show demonstration. For this, however, it must be restored and prepared again in order to allow the historical milling processes to be experienced. For this purpose, a concept should be developed and accompany the practical implementation.



#### 2.4.5. Building a bakery with traditional bread recipes

The country bakery Schröder from Großtreben, in spite of its modernly furnished bakery, relies on history: bread, made from old baking recipes, plays a major role in the bakery. The "Ringbrandofen" bread or the "Grandpa Willi" bread are sought-after products from historical recipes, which assert themselves alongside new health-conscious breads. Now the master baker wants to build a new branch in Beilrode, in particular this historic bread should be offered.



### 2.4.6. Event ideas for the Old-Fashioned Farm Kathewitz

The community Arzberg, the East Elbien Association and the back team Kathewitz take care together with other partners for the operation of the Ancient Farm in Kathewitz. The venue - located directly on the nature reserve "Alte Elbe Kathewitz" - provides the backdrop for a variety of offers. In addition to the East Elbian Apple Day, cabaret evenings and other festivities, new possibilities for events are to be conceived, tested and installed.



### 2.4.7. Design of cultural heritage exhibitions in the Arzberg home room

In the Arzberg home room, the intangible cultural heritage of the region of East Elbe can be experienced. Here is an overview of the history, but also to historically significant Erbeformen our region. Here are presented the Slavic place names, regional customs and festivals as well as chronicles, books and texts as well as regional crafts. With the development of further topic overviews, even more areas of our intangible cultural heritage will be presented in the future.





### 2.4.8. Cooperative Idea - Founding of a Cooperative for Solidarity Agriculture

The UNESCO Intergovernmental Committee on the Preservation of Intangible Cultural Heritage adopted the Cooperative Idea at its 11th meeting on 30 November 2016 in Addis Ababa as the "Representative List of Intangible Cultural Heritage". On March 27, 2015, Germany had submitted its first nomination for the Representative List of the Intangible Cultural Heritage of Humanity under the title "Idea and Practice of Organizing Common Interests in Cooperatives".

Today, the cooperative idea can be found regionally and globally in almost every industry. The principles of "self-help, self-administration and personal responsibility" are its own. Its members acquire cooperative shares and thus become co-owners. Their voice, independent of the number of shares acquired, ensures their participation and the opportunity to actively participate. In addition, the indispensable goal of membership promotion unites the cooperatives, both socially and culturally, as well as in economic terms.

In Northern Saxony, a solidary agriculture is to be created by founding a cooperative.

In solidarity agriculture, several private households bear the costs of a farm, in return for which they receive their crops. Through personal relationships, both growers and consumers experience the multiple benefits of non-industrial, market-independent farming.

### 2.4.9. Cooperative Idea - Foundation of a sales and marketing cooperative of Saxon direct marketers

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Direct marketers and craft producers make an important contribution to the supply of the population in rural areas. Regional craft producers and direct marketers with traditional products find it difficult to compete.

Therefore, there is a need for direct marketers, who want to endure in the future, to cooperate with new customer groups and synergies.



Direct marketing farms want to break new ground and create and establish a sales and marketing cooperative.

## 2.5. POLAND

### 2.5.1. Artistic workshop SPLOT

Joanna Rej- journeyman-weaver (traditional and artistic weaving), journeyman- embroiderer (traditional embroidery techniques, knowledge of regional design), ability to make dolls with the name- motanki (motanki are handmade dolls, made of fabric), sewing, makramy- the art of tying strings without the use of needles, wires or crochet, known since antiquity; spinning. Completed studies in management, People's University in Wola Sękowa and in the course of postgraduate pedagogical preparation.



Artistic workshop where you can acquire knowledge and skills in: different forms of artistic and traditional weaving, different techniques of embroidery and traditional design, lace, hand knitting, Slavic motanki dolls. Workshops take place in an intimate atmosphere, under the supervision of an experienced instructor, who, while teaching techniques of performance, talks about traditional forms of using the skills learned. In the studio, on the website and the fb profile, my works from various fields of traditional craftsmanship or using elements of traditional design or techniques are displayed. This serves to promote fading knowledge and skills, and to attract visitors to the cultural heritage of traditional crafts. The studio also offers shows of weaving on a loom, reeling of Slavic dolls or spinning on a reel at various events such as fairs, as well as educational meetings in schools and common rooms. During art workshops on contemporary handicraft, design and traditional motifs serve as inspiration, and the learned handicraft techniques are the basis for a possible learning of traditional techniques. The studio also offers traditional outfits and ornaments or those stylized on the traditional with the contemporary use of techniques and patterns of traditional cultural heritage.

### 2.5.2. The Folklore Association „Pawłosiowanie”

Pawłosiowanie Folk Group, which has existed for 20 years, gathers elderly people who have been attached to the same system for many years. Here is an opportunity to change some of



the forms of dissemination of information about their activities, to go out to a wider audience of different generations and thus encourage them to work together.



Our idea is to adapt one room in a building next to the Pawłosiów University of Life Sciences, which in the years 2021 - 2022 will be revitalized (from the MOF grant received within the framework of the project Measure 6. 3 RPO WP) and allocated to a folklore chamber, id est a place where, in accordance with the assumptions of the Statute of our Association, we will remind and cultivate the cultural traditions of Pawłosiów and the region. We will show how they lived, worked and celebrated our ancestors.

The possibility of such "returns"; to the already disappearing folklore traditions will be found in catalogues, photo albums, publications, folders, exhibits of old clothes, equipment or handicrafts.

To realize our idea we have to act in stages:

STAGE I - Will consist in collecting materials - here we want to encourage and mobilize children and youth as volunteers to ask older relatives about old times, old objects, costumes, regional holidays rituals, songs, literary works about the existence of which we do not know, but we will gladly get them to our chamber.

STAGE II - creation of a catalogue of photographs and description of the activities of the folk band "Pawłosiowianie" a collection of folk songs, literary works and messages of holidays rites, preparation for printing and publication, collection of necessary equipment, souvenirs, folk costumes and their preparation for the exhibition. Printing of leaflets promoting the ensemble and the memorial room. Collection and processing of the aforementioned items will take place in the premises of the Association's headquarters. (Graphic design, printing, renovation and refreshment of exhibits will be made according to cost estimates and prices of companies and persons performing a given service after negotiating promotional prices).

STAGE III - Purchase of furniture needed for exposition, e. g. glass showcases, tables, shelves, hangers, information showcase placed outside the building) purchase of appropriate lighting (price estimate in consultation with the contractor and seller of equipment).



STAGE IV - Promotion of the regional memorabilia room and the activities of the "Pawłosiowianie"; team through the involvement of young people active on a daily basis in the world of the Internet, Facebook, YouTube portals (filming, developing articles, photos, etc. ), distribution of leaflets during concerts and competitions in which the folk team takes part. We would also like to publicize the existence of the Chamber of Remembrance and the activities of the "Pawłosiowianie" team through local media in order to reach as many people as possible, in particular the young generation, which loses interest in the cultural heritage associated with its small homeland. (Prices negotiated for promotion services in local media)

### 2.5.3. A living workshop. Lace - beauty interwoven with Brzozów tradition.

Małgorzata Chmiel - coordinator of living tradition. President of the Association of Creative People in Brzozów.



In 1967 it was decided to build a lace factory in Brzozów. The company produced lace by machine method. After 40 years of activity it was liquidated, it was the only bobbin lace factory in Europe. There is a manual method of making this type of lace, it is one of the most beautiful, most delicate and noblest lace-making techniques. It is prepared on a properly prepared roller by means of many pairs of spools called blocks on which threads are wound. Mysterious and fascinating, it is one of the most interesting and most difficult techniques of artistic handicraft. Various techniques of freely joining elements of block lace inspire to create surprising, abstract decorative forms, delighting with their richness, subtle and original composition. The first and most important product in the living workshop will be bobbin lace, as it develops, other types of lace and various handicraft techniques will be introduced. The studio will organize workshops, ethnographic lessons and crafts demonstrations for organized groups and individuals.

I have appropriate facilities to conduct classes, i. e. equipped training rooms



#### 2.5.4. Historia magistra vitae est- the story of a teacher of life.



History is supposed to be a source of wisdom of life for us, it should obey and inspire us. Travelling along cultural routes is not only a sightseeing tour, but also a peculiar journey into the past, a reflective journey. Getting acquainted with the region's rich cultural heritage will allow the participant to deepen their knowledge of European roots and inspire them to create the present and future. Since ancient times, people with goods, culture, religion and customs traveled in merchant caravans thousands of kilometers separating Europe and Asia, they were a source of knowledge about the world, a breeding ground for creative development, a cure for the deadly disease of the parochialism.

The main objective of the project is to promote the idea of cultural routes and trade fairs (including Easter and Christmas markets) in the region based on intangible and tangible cultural heritage and transforming this idea into a business model, tourist product and attractive cultural and historical events. We suggest organizing cyclical events (reconstructions of fairs), which are a meeting place for the community with the intangible and material heritage. A convoy (merchant caravan) consisting of several or more than a dozen wooden merchant carts modelled on the former 16th - 17th century wooden merchant carts would be hosted in other cities on the main Old Town Square (merchant town), creating several days of artistic and commercial events, festivities (they can be combined with e. g. celebrations of the days of individual cities and villages). It is also an attractive proposal for the creation of a common brand for the region, consolidating other intangible and tangible heritage projects (e. g. from this call), by coordinating events and providing exhibition venues for craftsmen and artists from the region. This will allow for optimization of promotion costs and expansion of their customer base.

#### 2.5.5. Artistic foundation - GA MON

The regional good and the resource usurping the name of the "cultural heritage" passed from generation to generation is the Lasowiak culture. Many artists, sculptors, painters and poets are inspired by elements of this culture, extremely valuable for the local community. The inspiration for our Foundation, as well as people cooperating with us is "Lasowiacki embroidery", which we want to show in conjunction with contemporary trends in fashion. We would like to show to the wider community subtly designed and perfectly made costumes, clothing lines, haberdashery - drawing and inspired by traditional Lasowiak costumes with rich and beautiful decorations - just Lasowiak embroidery.



As a foundation involved in running workshops on cutting, sewing, designing regional and everyday clothing and organizing local meetings based on Lasowiak culture, we would also like to create an innovative style of dress maintained in the canons of Lasowiak's folklore emblems. Merging "into one" everyday life and functionality with the impeccable character of the Podkarpacie region. Our offer is combining a fashionable style with modern Lasowiak embroidery, thanks to modern embroidery machines, modern projects and a new look on the legacy of generation, tradition, customs and cultural heritage Undoubtedly, there is a Lasowiak embroidery.

The traditions of Lasowiak embroidery as a craft passed from generation to generation will be treated as an indispensable element of fashion shows, exhibitions, workshops and events organized by us. At each of these meetings we would like to smuggle culture, music, and culinary cultures, but above all the design and craft of our ancestors, and combined with the sensuality, energy and ingenuity of young artists "spawning" at our workshops, we will create a one of a kind modern and sophisticated style broken with various forms of traditional folk forestry embroidery. At joint meetings, the achievements of our talented artists will be promoted, their actions will be supported by the Foundation, by enabling them to learn and develop. We would like to create a space where the tradition of Lasowiak embroidery would have its honorary place and would be an inspiration for many future generations of our community.

#### **2.5.6. Promotion of workshops, exhibitions and trainings in Łańcut area - Manu Cafe**

Creation of a place for meetings, promotions, workshops, exhibitions, training, co-working space with the sale of works. Creating a network of connections between creators. As an accompanying activity, a café with a small gastronomy based on the offer of local producers of food, wine, tinctures and teas will be run. We also want to sell crafts which projects would be developed as part of our operations. It will be a place of meeting tradition and contemporary needs, looking for an answer to the needs of the local recipient as well as from outside the region.

#### **2.5.7. "Złota Rybka" Museum**

The recreation center "U Schabińskiej - Krzemienna nad Sanem" in the San river valley is situated on a flat-plate surrounded by beautiful hills on each side. That is really peaceful and quiet area.







The museum would have been created in the town of Krzemienna - the sacred area of San, that is the cradle of countless natural resources. The museum will be erected in the holiday resort "U Schabińskiej - Krzemienna nad Sanem", which includes: a restaurant, holiday houses, a campsite, a fishing area of 11h of water. The Museum will be a place of communication of knowledge and fishing practice based on a fairy-tale canvas, fun and acquiring knowledge in the bosom of nature. The museum will include:

- The theoretical part with replicas of fish occurring in a given area and the pathological and theological path
- Recreation part addressed for fishing, water sports, water ferries on the San River, games and labyrinths, camps in the bosom of nature
- Construction of a kind of "huts" of travelers referring to the content of a fairy tale about a fisherman and a gold fish. Among the cottages there will be a traditional yurt, a house made of hemp, a clay stick, a house made of straw and others. We want to organize a traditional camping in symbiosis with nature.

### 2.5.8. Craft Village

U Schabińskiej in Jasło is an object located in the heart of the city, in close proximity to railway and bus stations (about 400 meters). We have 21 hotel rooms with bathrooms (including 2 suites), a restaurant and 2 conference and event rooms. Our restaurant is known, among others from Magda Gessler's "Kitchen Revolutions" program, which led to the creation of a unique menu, reflecting the local traditions of the Podkarpacie region.



The idea is to create a craft village, which will be located in Jasło. The village is to be the cradle of heritage crafts characteristic of this region and a place connecting various heirs of knowledge and science. Knowledge is to be presented and passed on to next generations in visual and practical form. Two elements of craft settlements already exist in the target place, and they are: the Lollipop Museum and the workshops of baking the yeast dough in a wood-fired oven. These places are visited by children, adolescents and adults. During the sewn up, the guide shows his knowledge and workshops. The settlement is to be expanded with further crafts:

- Old Kaffel - we have a stove that has left after a 100-year-old tile shop. It will be a symbol of craft that Jasło inhabitants cultivated in distant times. The aim will be to provide knowledge about firing ceramics, and to show old tiles that have survived from the times of the tile industry. The whole action will end with creative clay workshops.
- An old ice cream parlor - a place for transferring technological knowledge about the



production of traditional ice cream. The result will be the creation of ice cream of your own composition.

- Pohulanka - a hall for singing and folkloric dances combined with learning traditional dances
- Old Gingerbread - baking a gingerbread dough. Visitors will learn about old spices, old trade routes, gusles and beliefs.

### 2.5.9. “San, Bies and Czady”

The "San, Bies and Chady" project connected with the Bieszczady Mountains, a touristically developed area of the Podkarpackie region.

Its purpose - the Socio-Cultural Goal is the preservation and dissemination of the intangible heritage which is the legend of Bies and Czady created by Marian Hess, written on the basis of messages that the author carried out with the older people living in the Bieszczady area.

Based on a legend that served as an inspiration for further creation, the artist created images of devils and tumbles that were around his home and served in the past century as an exhibition, the beginnings of culture for visiting mountain enthusiasts.

Today, when traveling through the land of San, Bies and Czady without an in-depth search and ethnographic analysis, tourists will obviously not learn about the history of the legend and its author. There are no publications, a memorial plaque at the school or local library, or sculptures of the author that shaped today's style of sculptors, photographs of sculptures, calendar, post card - anything.

The business goal of the project is to introduce and disseminate tourist products in the Bieszczady region and the entire Podkarpacie region in the form of author's publications based on collected documents, manuscripts preserved after the author and sculptures, copies made, replicas of sculptures and tourist souvenirs related to the legend of San, Bies and Czady.

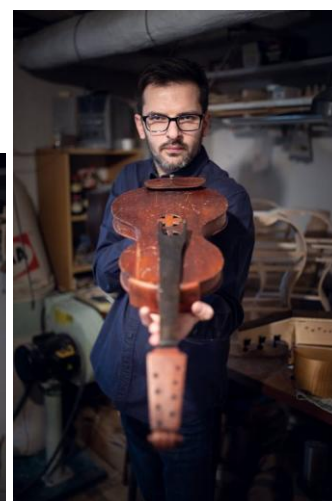
### 2.5.10. Glass Lemko “krywulki”

The Glass Heritage Center tells about the history of Krosno glass, known for decades in Poland and in the world, but also creates it. The most important attractions of the Center are interactive displays of glass production and decoration, in which tourists can take an active part. In the basement and in the temporary exhibition room you can see the exhibits presenting both artistic glass, made by the best Polish artists, and usable ones - wonderful examples of the highest craftsmanship of utility design.



The Glass Heritage Center in Krosno is planning to increase the promotional and commercial impact in places most visited by tourists in the region of the Podkarpackie Voivodeship. Such places will have a twofold purpose. On the one hand, they disseminated and promoted the glass heritage of our region, on the other, increase the number of places where interested tourists will be able to obtain glass souvenirs made by artists working for GHC by hands. These souvenirs will be available in places marked with the GHC logo. With a view to glass Lemko's labyrinths, we intend to expand the sale, because this jewelry has a historical value and thanks to its sophisticated technique it is worth passing it to the future generations.

### 2.5.11. 'Two-handed violin'



Stanisław Nogaj - luthier who runs his own workshop for the construction of traditional instruments. Some time ago, in the museum collection of the Jesuit Fathers in Stara Wieś, he discovered an unique musical instrument of unusual form. The creator of the instrument was brother Jan Klimek, who created this instrument almost a century ago. This is a type of violin, but with a bizarre and interesting form, named by the creator "About eight strings, two-violin violin", in short "two-violin violin". The instrument has double strings, which does not exist in any classical violins and a recessed box, which can be detached from the entire instrument body, which allows testing new resonance boxes without the need to build a completely new instrument.

After consultation with Prof. Ewa Dahlig, an expert in the field of construction of folk instruments, it is said that this is a unique instrument not only on the national but, as well a global scale.



He would like to reconstruct this instrument, prepare the production of this instrument and introduce it for common use by folk groups, early music bands, as well as musicians experimenting by use of old instruments.

In the first stage, he would like to use the crowdfunding platform to collect the money that is needed to create the reconstruction of unique violins.

The second stage is the reconstruction of the instrument, creation of few models that would be used in concerts.

The third stage is to prepare a concert promoting the instrument, as well as an exhibition of the crafts of brother Jan Klimek. The promotional event will take place in Stara Wieś, where Klimek used to make instruments for the most part of his life. The local community and the Jesuit Museum will be involved in the organization. Podkarpackie media would also be engaged to promote it.

The fourth stage will be the launch of violin production of two-handed violins and its sale. Currently, unusual instruments meet with unusual musicians interest, what was confirmed by interviews that were conducted among musicians.

The fifth stage will be the creation of a family of two-violin instruments, as is the case with the violin family, the equivalent of the viola and cello.

The introduction of a musical instrument to the music market, which until now has not existed in the musicians' minds, will certainly give new opportunities for expression and the use of this instrument.

### 2.5.12. Woloch tradition Center

Family Ecological Farm "FIGA", located on the border of the Low Beskids and Bieszczady Mountains, leads goat breeding (about 300 animals) and goat milk processing. Grazing areas are also one of the cleanest natural places in Poland, thanks to which milk from goats from the farm is aromatic and full of nutritional values. The specialty of the farm is the production of organic cheeses by traditional methods. Products (Walach cheese, farmer's cheese, bundz, brynza, cottage cheese and others) are characterized by original, full milk flavor.



The Wallachian heritage is a pastoral and cheese tradition known in the Podkarpacie region in the 13th century. As cultivators of these traditions, we want to resurrect the knowledge about old methods of breeding and cheese production, arouse interest in the local community of traditional cheese-making. The essential element is to strengthen respect for nature. FIGA farm wants to show how our protoplasts functioned, produced food but above all lived in respect for nature. The implementation of the idea is to be information and education. By creating a center of Wallachian traditions (museum, exhibition and workshop chamber, building infrastructure for promotion outside Mszana), the benefit is the presence of a cheese production plant for decades - based on traditions. In the future, the



construction of an accommodation and training center for visitors and those wanting to approximate the traditional crafts of Wallachia. Over time, we plan to expand our activities to include other traditional crafts (blacksmithing, milling, etc). We assume in the future to expand cooperation with other local museums and local tourist attractions.

### 2.5.13. Creation of a film documentation - Association of Enthusiasts of the Regional Song and Dance Ensemble



The Association of Enthusiasts of the Regional Song and Dance Ensemble Markowianie is a group of people who dance traditional dances in an authentic way, sing chants from the history passed by fathers and grandparents, they say, that there are handicrafts at concerts and festivals showing traditional clothes and other crafts.

They have a rich offer, that they are constantly expanding. They are discovering the older and older pages of our history, returning to native traditions related to culture, dance, rites, dialect and chants. They bring out the gems from our history, which are then passed on to the participants of the workshops, team fans, spectators at concerts, festivals and shows.

In order to be able to fully develop the wings and reach a wider audience, we need funds for the reconstruction, renovation or purchase of costumes and props, for transport, arrangement and retrofitting of demonstration spaces, and above all for the creation of film documentation in the form of a documentary and music videos, Those which are shorter, they reach a larger audience, show people's culture as more attractive, encourage them to act together for it, cultivate it and be proud of belonging to a region with its own cultural identity. They have several productions on their account, including one typically in the form of a music video, and which won the award at the ART FILM festival (as the best film promoting Polish folklore) and gained very high popularity, is recognizable, shared and admired not only by individual viewers, but also by other bands dancing traditional dances and acting for folk culture.

### 2.5.14. The rafting feast - scrap galleries with a rafting band and tasting of traditional rafting dishes.

The Brotherhood was founded in 1991. The cultivation of Ulanów's rafting traditions and the cultural development of Ulanow was accepted as the main goal of its activity.





As an heir to rafting traditions in Poland, the Brotherhood feels the obligation that the culture of rafting is not lost. In connection with this, we undertake many activities that aim to preserve culture and identity in the members of the association and inhabitants of Ulanów. However, in order to reach out to the present realities, we want to create a compact tourist offer for organized groups. Utilizing the potential of infrastructure in the "Blue San" Sports and Recreation Center in Ulanów and the fleet of the Frisack Brotherhood units used for rafting trips, we want to present the offer in the form of a rafting feast, ie unique rafting trips with a rafting band and tasting of traditional rafting dishes. We believe that every such rafting will provide everyone with a lot of emotions and unforgettable impressions, and above all will present the culture to tourists.

The Flisack band is one of the carriers of immaterial rafting traditions in Ulanów. The role of the band in the association is to reconstruct and arrange works related to rafting traditions.

For hundreds of years of the rafting profession, the culture has developed, what includes rituals, dialect and songs or various chants.

The offer can be flexible depending on many factors, eg in a smaller group for a group does not have to participate the entire 10-person band, but, for example only 4 musicians.

### 2.5.15. The Living Tale Museum

The planned activity will consist in the creation of a Living Tale Museum, the aim of which will be to dig, archive, digitize and share the heritage of the oral tradition from the Podkarpacie region. The project is interdisciplinary. Starting from the problems of oral tradition - stories, songs, private narratives, rituals, narratives expressing the perception of the world, cosmology, myths, we will create not only available on the Internet Archives of stories from Podkarpacie, but also in the village of Łęki Dukielskie we will create a Living Tale Museum, where you will meet the specificity of the region due to the oral tradition (local, migratory, multicultural topics, changes in oral tradition, its contemporary forms). The place will carry out extensive educational activities related to cultural anthropology and ethnography within the areas related to the regional oral tradition: workshop classes for various age groups, creation of animations for the story (stop motion animation workshops), and original workshops on the art of storytelling. Methods of Joanna Sarnecka. In the headquarters of the Living Museum, stories will also be animated: visitors will be able to record their own story, narration about the region, fairy tale, memories. Once a year there will be a Festival of Tales from the Hungarian Treaty.

The Scene will also be created at the headquarters, where the artistic group "Opowieści z Walizki", which has been active in the market for the art of living words for ten years, will present their narrative performances. A repertoire of narrative performances based on collected in the field and acquired from local and regional archives of oral tradition will be created. Performances will be presented to both local and regional audience as well as to



tourists visiting the region during holidays. The Living Tale Museum of the Podkarpackie region will thus play the role of innovative artistic education concerning the region.

The museum will cooperate with artists from various fields who will decide on the topic of regional themes of oral tradition as inspiration for their work. We are also planning artistic residences connected with such cooperation for artists from other countries who, working on their own work at the headquarters of the Living Museum of the Podkarpackie Stories, will meet with residents, conduct workshops for children or young people, work with seniors.

We are also planning to implement innovations through cooperation with scientists from the Lazarski University working under the supervision of prof. Aleksandra Przegalińska on AI (artificial intelligence), in order to study and develop the narrative style of the region, catalog local and itinerant threads, and analyze the acquired research material in the field. The effect of this cooperation, in addition to cognitive values, can become a useful application serving min. to tourists visiting the region.

### 2.5.16. Easter Egg Studio



My idea includes the creation of "Studio Pisanki" next to my studio. I have a summer house, which could be a place like this after refurbishing. My goal is to continue the ancient traditions of decorating Easter eggs, to cultivate and maintain the Easter traditions, to interest recipients in the Easter egg - deeply rooted in our culture - as a work of folk art. He paints Easter eggs with different techniques, mainly performs "mini" pictures on them - Orthodox churches, flower and Christmas themes. In "Easter Eggs Studio" I want to show you different techniques of decorating, among others batik (wax).



### 2.5.17. Textile studio



The idea concerns the creation of a studio of a naturally dyed and decorated textile. Continuation of the tradition and technique of textile dyeing, among others . using the batik technique. Batik is a traditional decorative technique consisting in covering the fabric (cotton, silk) with hot wax and dyeing it by dipping it in a colorful bath. Places not covered by wax are colored to create a colorful pattern.

### 2.5.18. Album - Rzeszów cymbals

Recording a 2-disc album with songs played on Rzeszów cymbals. The first CD will contain folk songs played in a traditional way, on the other there will be pieces of popular, popular and classical music arranged for the Rzeszów cymbals. The innovation of the project lies in the fact that the recording contained on the second disc will show the unknown qualities of the sound of the Rzeszów cymbals. In addition, through the repertoire, modern dulcimer will become an instrument more accessible to listeners who do not have to deal with traditional music on a daily basis.

### 2.5.19. Mobile exhibition and toy workshop



The idea concerns the creation of a temporary exhibition dedicated to toys (the exhibition was to be rented to other branches). The exhibition would promote creativity and our local





tradition. The project would require the involvement of local toy manufacturers and the preparation of a toy workshop (we have old workshop tables).

## 2.6. CZECH REPUBLIC

### 2.6.1. Production of traditional marmalades and syrups from organic food



Miss Barbora Šimánková is very into the traditional production of anything what can be made from the food you can pick up in the garden. She produces any syrup, marmalades, jams. She would like to set up her own business to sell the products in local stores or in the markets. First of all she needs to equip a professional kitchen.

### 2.6.2. Production of herbal tinctures

Mrs. Monika Vrhelová wants to produce herbal tinctures from own herbs and products obtain by traditional way. Cultivation of own herbs for the preparation of tinctures and also for sale.

Preparation of leaven from own apples to be burned in order to obtain quality brandy to which the herbs are loaded. She wants to sell tinctures in specialized stores in the Czech Republic or in the markets.





### 2.6.3. Cultural and historical and natural cognition, guiding

David Kulhánek would like to set up Guide services-Routes outside the main tourist routes, exploring places and monuments, to prepare crafts workshops

### 2.6.4. Thematic stays and workshops

Eva Siladijová would like to organize thematic stays, seminars, workshops, markets, etc. It should be held on a South Bohemian farmhouse. Presentation of traditional crafts, certified products, etc. In combination with a healthy lifestyle. The target group is foreign and Czech clients.



### 2.6.5. Production of wooden toys (modern toys)

Mr. Jan Vodička manufactures boards for Fingerboards and he wants to get over to regular sampling of about 40 pieces per month and to produce complete accessories in this industry.



### 2.6.6. Guided Excursions by a road train

Olga Nováková would like to open local guided excursions by a road train, because there are not at the moment such a service in the city.





### 2.6.7. Processing wool of Angorian rabbits

Mrs. Hana Kulhánková would like to set up a business in processing of wool of Angorian rabbits. Breeding of Angorian rabbits is challenging and very hard, in the context of the interest in natural products and manual processing there is a demand for wool.



### 2.6.8. Organizing cultural and historical events and operating a cultural monument

The administrators of the Nová Bystřice Castle with the possibility of its operation and its importance they return to it by organizing cultural and social events, building castle collections, performing with commentary, collecting information from researchers and archives, carrying out school children with interpretation, planning interactive exhibitions and educational content for youth. The aim is to popularize the rich history of the seat and the surrounding area and the tourist public.



### 2.6.9. Documentation and promotion of the region in the form of an eco-museum

Establishment of an ecomuseum - museum without walls, including the historical development of the region, social relations, crafts, architecture and the natural wealth of the region



### 2.6.10. Bobbin lace

The products made with the bobbin lace are again of interest. There are very varied possibilities to create several kinds of decorations, Christmas and Easter decorations to the lace itself.



## 2.7. Slovakia

### 2.7.1. Study and Catalogue documenting of the hand embroidery of the costumes of the Trenčianska Teplá village

Mrs. Mikušová - Collecting, documentation and research activities focusing on local traditional folk culture - Folk clothing from Trenčianska Teplá and its embroidery, with the aim of preserving heritage from ancestors in the form of a study and catalog.

She is interested in mapping of the embroidery of the costume elements of the village where she lives through direct contact and directly in the place where this type of folk clothing was worn and still kept in the households in Trenčianska Teplá. Collecting, documentation and research activities focusing on local traditional folk culture - Folk clothing from Trenčianska Teplá and its embroidery, with the aim of preserving heritage from ancestors in the form of a study and catalog. Her ambition is to document the available embroidery of the „teplansky“ costume by photographing it and preserving it in digital form, before it disappears from the place of origin. After categorizing and describing of the embroidery, she is interested in publishing them.



### 2.7.2. Publication and workshops documenting of the hand embroidery of the costumes of Trencianska Tepla village



Another person with similar intent is: Ing. Renáta Slotíková - her aim is to collect embroidery patterns, photograph, redraw, translate into electronic form, document and publish them to maintain authentic embroidery for next generation. She wraps old costume embroidery and then redraw it into a digital form. I would like to publish these photo collections and redrawn themes, also with a historical description of costume parts and habits in the village. Furthermore, the courses of embroidery in the village. The Ornament Book can also serve as a model by which it can continue to work and form costume parts. Embroidery courses for schoolchildren at primary schools can also be used for this. It is necessary to catch even small children and inspire them for folk traditions and folklore.

### 2.7.3. Collecting, documenting and publishing of the traditional gastronomy of Myjava region

Ms. Viera Feriancová Preservation of the traditional regional gastronomy of Myjavsko region - collecting, documenting and publishing old recipes in the book form / simple meals of our ancestors - traditional specialties. She would like to publish a book.



#### 2.7.4. Dancing lessons of folk dances - teaching of basic principles and folklore dance motives specific for Trenčín region

Mr. Jozef Ďuráči – choreographer of the Children's Folklore ensemble Kornička



*Joint dances* (joints - „kíby, kúby“, joint dances - „kúbovky“) are specific features of folklore dance, when female dancer, particularly in the traditional folklore costume, jumps to various joints (hip, knee or even shoulder) of male dancer or dancers. This dynamic and attractive dance element found its way also to the most important Slovak folklore dance ensembles which present it behind the borders of Slovakia. Despite exceptionally rich and still living folklore heritage in Slovakia, *joint*

*dances* are characteristic particularly for the Trenčín and Myjava Regions.

Dance training for folk dance performers also requires an adequate space - a dance hall that has to meet certain criteria and basic material and technical equipment. We want the folklore ensemble to have the optimal conditions and space (dance hall) for its activities, for the preparation of performers and the creation of dance choreographies.

What is currently missing in the training hall and why we ask you for your financial contributions is just these two things without which we cannot fully do our work and dance lessons. Baletizol is a special floor covering designed for dance and other artistic activities. It has a damping and anti-skid effect, which is the absolute necessity for the training process and movement preparation of dancers due to the nature and the surface of the contemporary floor. The mirror wall allows the performers' visual control of their own dance performance, movement control, gestures, dance motifs as well as a broader overview of the dancer's activities to the lecturer or dance lecturer. Mirrors in the dance hall are simply an indispensable and well-founded part of it.



### 2.7.5. Three keys for Katherine

The history that connects us is a product of tourism that, on the basis of historical connections, connects three castles of Beckov, Čachtice and Plavecký hrad. It offers visitors, education, entertainment, movement in nature, but also through seven separate events and space for presentation of crafts, medieval culture of life in our castles. The uniqueness lies in the complexity of linking three castle ruins in the product, promotional and bidding lines. Visitors will be involved in the event with an experience form and complete the story. They know the common history, they have to visit castles, for which they are rewarded and at the same time they can learn something new through individual events (for example calligraphy, coin minting, etc.)

### 2.7.6. Festival of the traditional cuisine in Beckov castle

Mr. Peter Pastier, Organizers want to introduce a traditional cuisine.

Uniqueness of thought: It is a culinary festival with added educational value. Visitors will learn a lot about the history of medieval cuisine, meals or clothing. That is why the Middle Ages are not only tasting but also seeing and experiencing. There will be various organizations presenting history. It offers meals and recipes from old chronicles.

### 2.7.7. Protecting of beekeeping and plums processing in Myjava Region

Myjava region belongs to rural areas of region with specific traditions and habits. Mr Jaroslav Obuch com with initiative which aim of applicant is twofold: one is focussing on maintaining traditions in the field of processing of local fruit- plums by distillation. Second is to increase awareness of beekeeping tradition, set up permanent exposition of beekeeping.

### 2.7.8. Protection of rural labour skills and traditions

Mr Stefan Bucha is an freelance innovator and researcher. He started activity in beekeeping 5 years ago. His decision to be engage in beekeeping is based on the family tradition. Project is proposing technology to protect bees against the modern illnesses – “Varroa“. His technology developed with his son protects bees without need of necessity of medicines. Project should focus on development of industrial cementation and identification of know cost producer.

### 2.7.9. Milestones of regional history

The principle of the subject of Tomáš Michalík, JUDr. Mgr., PhD. is the existence of a large number of elements associated with oral tradition, reflecting significant milestones of regional history. These elements can be divided into three groups - traditions associated with historical events (e.g. the Battle of Trenčín in 1708 and the historical names associated with it – e.g. Rákoci's Pathway or Rákoci's Well), traditions associated with the folk piety (e.g.



one of the oldest pilgrimage towns in Slovakia - Skalka nad Váhom and the tradition of Svorad and Benedict) and the traditional reputation, connected with historical objects (e.g. the Well of Love in the Trenčín Castle or the tradition of the pagan cult place on the site of the defunct medieval church in Skalka nad Váhom, Chochel). The idea lies in the intention of virtual linking of specific sites, the identification of common elements, the transformation of the entire product complex (including cultural performances) and tourism offerings.

A concrete example: In 1708, a battle took place between Trenčianska Turná, Hámre, Soblahov and Mníchová Lehota, which was the beginning of the more than a century of anti-Habsburg uprising and in which the leader of the last uprising, František II. Rákoci. This battle has a real foundation that has been the focus of many specialists. As part of a product called "End of an Era", visitors would be informally informed of the political situation and armament of the soldiers (collaboration with the Military History Club, the possibility of firing a 300-year-old pistol, etc.). fights, they looked at the dam of the forgotten pond where Rákoci fell fatally (minutes, if not seconds, of his life), then they would be transported to the places where the stations (such as Stráža nad Mn. Lehotou) or field hospitals (locations Warehouse near Hámre or near Soblahov).

Finally, after a short performance (headless soldier, bloody Kosmatina brook, etc.), they could go to places where Rákoci's sword is supposed to be buried ("Who finds him, frees the Slovaks."), Take clean water from Rákoci's well or imagine retreating Rákoci's path. The finale would be a tasting of traditional dishes, cakes or drinks (in the event of a period feast).

Several examples could be found, each future product requires different target groups and different time and personnel deployments.

### 2.7.10. Traditional plant varieties and animal breeds

Tomáš Michalík, JUDr. Mgr., PhD.: Slovakia has been known in the past for its great diversity of the original, respectively traditional varieties of plants and animal breeds. Currently, plants are grown and animals are reared primarily for efficiency - maximum profit at minimum costs, which caused the existence, respectively monoculture preference.

The principle behind this is the reintroduction of traditional varieties of plants and animal breeds, especially to the traditional cultural landscape, ideally the White Carpathian landscape. These varieties - or even species that are not cultivated today (e.g. quince etc.) - have different characteristics and taste different from those of modern agriculture, which can be bought in shops. The plants would produce long-extinct products of our grandfathers (such as bread from "suržica" - a mix of rye and wheat, jams from the now unknown plum varieties, etc.) with an unmistakable and often exotic taste for modern man. The current economic situation is that, while maintaining a fair approach, final consumers are willing to pay relatively high amounts, which in part reflect input costs. By analogy, traditional sheep or goat species, or other animal species, would be kept, milk and meat of which they have different specifics (and which may be preferred by different target groups, e.g. with specific dietary requirements). The secondary effect of the theme is to improve the quality of the original cultural landscape between Trenčín and Moravia, with an emphasis on organic farming.





However, deeper research, including bibliographic searches, is needed to successfully implement the project, which increases the time required for its proper implementation.

#### 2.7.11. Restoration of the orchard

Restoration of the orchard in the Schaubmar mill of the Slovak National Gallery in Pezinok and its transformation to a place where you can spend your free time and relax. As part of the restoration, we want to treat existing trees and plant 33 new trees and more than 100 bushes. In the course of time, apiaries, birdhouses or insect houses should be added, and a greenhouse, vegetable and herb beds will also have their place here. Walkways, benches, nets or a toast are commonplace.

The Schaubmar Mill is located on the outskirts of Pezinok and has been part of the Slovak National Gallery for several decades. The whole mill is a technical monument and 250 years have passed since its establishment last year. Today you can see the exposition of milling and the art gallery.

#### 2.7.12. Children's book for small and big riders - Laki's town

Publication of a book that will help to explore the unknown corners of Banská Štiavnica with the dog Laki as a guide right in her streets or at home under the roof. Thanks to dozens of precise illustrations we will learn more about the urbanism of mining towns. Thanks to illustrations with sophisticated details of historical buildings and urban environment, we will come back in time and get to know the famous mining history of this corner of Slovakia. The book Laki's Mestecko is a project by the small independent publishing house of Altamika. The local bookshop Chytrô was also invited to create a screen printing envelope and binding. The lyrics were written by Verona Hajdučíková, an enthusiastic ethnologist, created by Marcel Mészáros.