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VELIKO TURNOVO MUNICIPALITY

“ART AND CULTURE- COMMON CROSS - BORDER ASSETS IN SUPPORT OF SUSTAINABLE TOURISM DEVELOPMENT” PROJECT

PROJECT CODE: ROBG - 576

The Project is co-financed by the European Union through European Regional Development Fund under the Interreg V-A Romania-Bulgaria Programme.

*Project value: 1, 487, 271.41 EUR, out of which
Amount of EU contribution (ERDF): 1, 264, 180. 69 EUR*

The project is implemented by Veliko Tarnovo Municipality in partnership with Calafat Municipality, Dolj County, Romania and “Face for and Culture Foundation”, Pleven, Bulgaria



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The project was approved for funding by Decision Reg. No 72 / 22.03.2018 of the Monitoring Committee under the INTERREG V-A Program Romania - Bulgaria 2014-2020 within the third call for project proposals.

Source of funding: Cross-border Cooperation Program "INTERREG V-A Romania - Bulgaria" 2014-2020, Priority Axis 2: "Green Region"; Investment priority 6: "Preservation, protection, promotion and development of natural and cultural heritage". Specific objective 2.1 "Improving the protection and sustainable use of natural heritage, resources and cultural heritage".

Date of signing the subsidy contract: 13.09.2018

Commencement date: 14.09.2018

Completion date: 13.09.2021



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Project objective: *is through modernization and revitalization of cultural and historical sites to create an integrated tourist product in the cross-border region - Veliko Tarnovo /Bulgaria/ and Calafat /Romania/, to develop and promote a common thematic route of classical and contemporary culture and art in an urban environment to support and contribute to the sustainable development of tourism in the cross-border region. The ancient history and rich cultural heritage of Veliko Tarnovo and Calafat define them as remarkable tourist and local cultural centers.*



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* The project uses an innovative approach for valorization and sustainable use of the common cultural heritage for further development of cultural and event tourism in the cross-border region, while creating an attractive and sustainable joint integrated tourism product "Art and Culture", based on preliminary studies of the advantages of city of Veliko Tarnovo, Bulgaria and city of Calafat, Romania as established national historical and cultural centres with the potential to provide integrated tourist services at the regional level.

* The project implemented activities for development, marketing, promotion and sustainable use of the joint integrated tourism product "Art and Culture".

* As a result of the implemented project investment activities in the renovated Art Gallery "Boris Denev" in Veliko Tarnovo /by introducing energy efficiency measures in the cultural building/ and in Marincu Museum in Calafat /development of new exposure plan and equipment supply in Marincu Museum/ have been implemented the other sub - activities of the project related to the development of an attractive joint tourism product "Art & Culture" and 2 innovative joint touristic services have been created and promoted via the conducted promotional campaign in Veliko Tarnovo and Calafat as to increase the tourist flow in the CB region. The integrated tourism product "Art & Culture" has been introduced and promoted in the specific cultural - tourist market of the target region through: (1) development of Marketing Strategy, (2) carrying out Promotional Campaign featuring awareness raising activities, incl. design and elaboration of a Catalogue of intangible cultural heritage and design and creation of a Calendar of cultural events, all of them envisaged under the project.



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Accomplished activities:



- *Developed a basic and expanded joint integrated thematic route "Art and Culture", including 4 cultural sites in Bulgaria and 2 cultural sites in Romania, located in the target region: Art Gallery "Boris Denev" (Veliko Tarnovo), the Palace - Museum "Marincu" (Town of Calafat), Drama Theater" Vida" (town of Vidin), Art Gallery" Nikola Petrov" (town of Vidin), Art Gallery Donation" Svetlin Rusev Collection" (town of Pleven), Museum of Arts, Craiova, Romania);*
- *Developed innovative joint tourist services /trilingual web portal and trilingual mobile applications for smartphones: Android and iOS/ and Marketing strategy for the implementation of an integrated tourist product, including a joint thematic route "Art and Culture";*



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** The accomplished main activities by LB include improving and transforming the cultural site „Boris Denev“ Art Gallery, Veliko Tarnovo into a modern arts centre by introducing energy efficiency measures, as well as creating an integrated tourist product, including thematic tourist routes on both sides of the river Danube.*

** All implemented activities during the project duration ensured equal chances of access to promotional materials and participation of cross-border stakeholders in all planned events. All contracted and implemented project activities ensured equal access for all participants, citizens and guests by providing permanent access to the renovated tourist infrastructure and newly-equipped Marincu Museum.*

** As an aftermath of the delivered equipment in the Marincu Museum, 2 workshops with children - participants and the held final conference in Calafat the outputs of the project have been promoted by attracting more visitors and children tuition.*



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VELIKO TARNOVO MUNICIPALITY

IMPLEMENTED MAIN INVESTMENT ACTIVITIES BY MUNICIPALITY OF VELIKO TARNOVO UNDER THE PROJECT

The main activities include improving and transforming the cultural site Boris Denev Art Gallery, Veliko Tarnovo into a modern arts center by introducing energy efficiency measures, as well as creating an integrated tourist product, including thematic tourist routes on both sides of the river Danube. In order to modernize the emblematic building, repair works were carried out with measures to increase energy efficiency in the building in order to modernize and improve the interior and exhibition areas, installation of energy-saving lighting, implemented heating, cooling and ventilation systems. The applied energy efficiency measures do not change the existing facade, the functional distribution and the interior solution of the building, preserving the authentic visualization and the expressive impact of the existing volumetric - spatial composition.



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ЕВРОПЕЙСКИ ФОНД ЗА РЕГИОНАЛНО РАЗВИТИЕ

ИНВЕСТИРАМЕ ВЪВ ВАШЕТО БЪДЕЩЕ!



БЪЛГАРСКО ПРАВИТЕЛСТВО



ОБЩИНА ВЕЛИКО ТЪРНОВО

As a result of the implemented project investment activities in the renovated Art Gallery “Boris Denev” in Veliko Tarnovo /by introducing energy efficiency measures in the cultural building/ and in Marincu Museum in Calafat /development of new exposure plan and equipment supply in Marincu Museum/ have been implemented the other sub - activities of the project related to the development of an attractive joint tourism product “Art & Culture” and 2 innovative joint touristic services have been created and promoted via the conducted promotional campaign in Veliko Tarnovo and Calafat as to increase the tourist flow in the CB region. The integrated tourism product “Art & Culture” has been introduced and promoted in the specific cultural - tourist market of the target region through: (1) development of Marketing Strategy, (2) carrying out Promotional Campaign featuring awareness raising activities, incl. design and elaboration of a Catalogue of intangible cultural heritage and design and creation of a Calendar of cultural events, all of them envisaged under the project.



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Lead Beneficiary: Veliko Tarnovo Municipality

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The project contributed to the objectives of EU Blue Growth Strategy through its impact of the first strategy's component: Develop sectors that have a high potential for sustainable growth.

The project implementation has a significant social impact and contribution to ensuring equal access and social inclusion.

The project has direct CBC impact: joint staffing, joint financing, joint development; joint implementation with reciprocal balance between the partners;



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The applied green technologies for energy saving have been included in the investment activity in the renovated under the project Art Gallery “Boris Denev” focussing on the sustainability development by energy savings in the valorised cultural institution. Environment preservation through the implemented measures in the art gallery is an important factor for the cultural tourism development.



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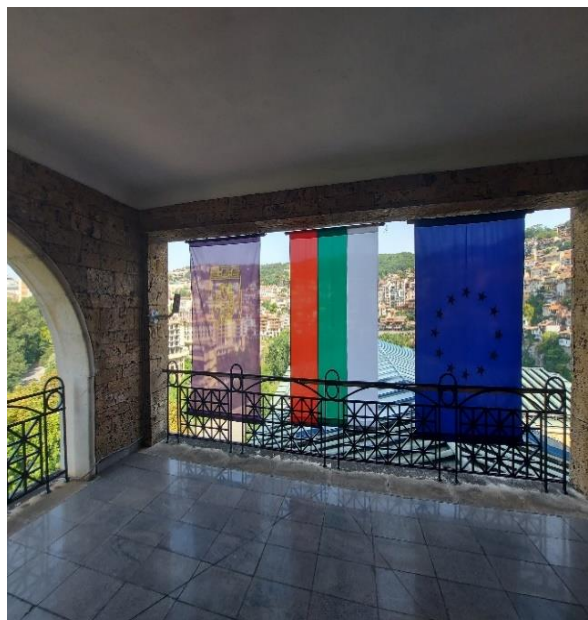
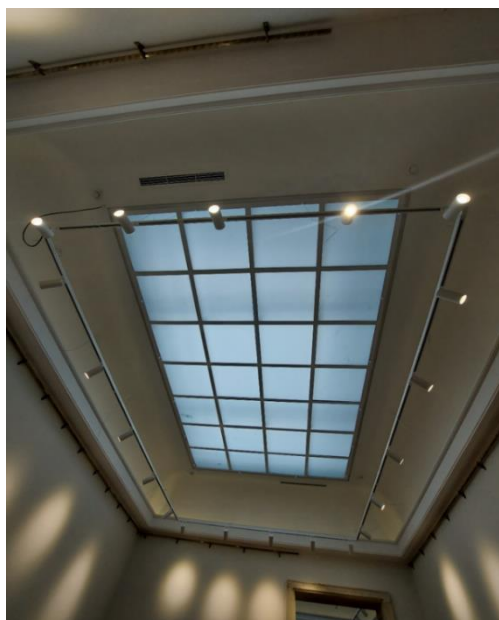


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VELIKO TURNOVO MUNICIPALITY

After the application of EE measures, the renovated building of AG "Boris Denev"



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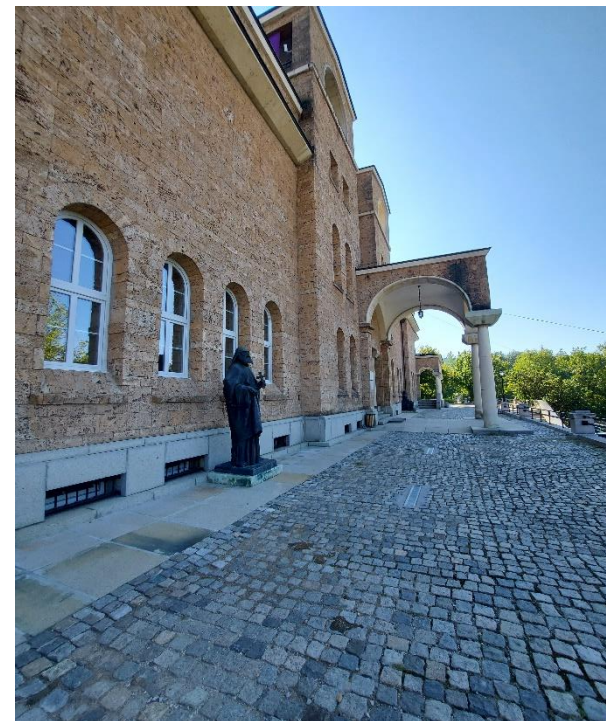


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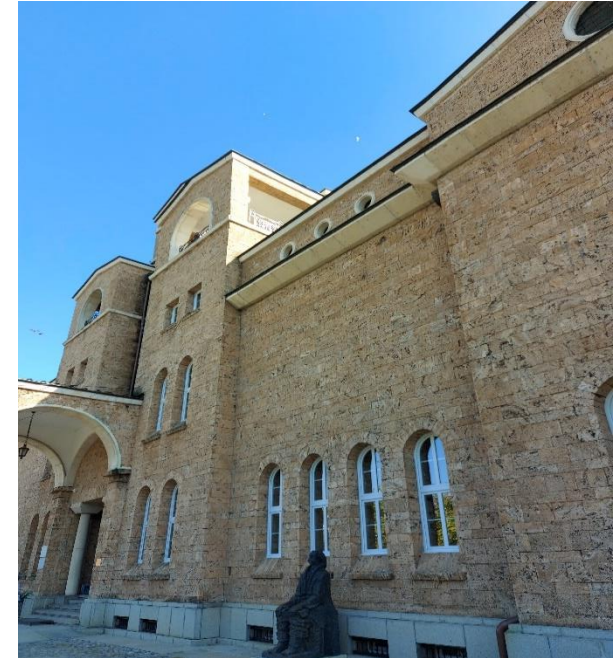


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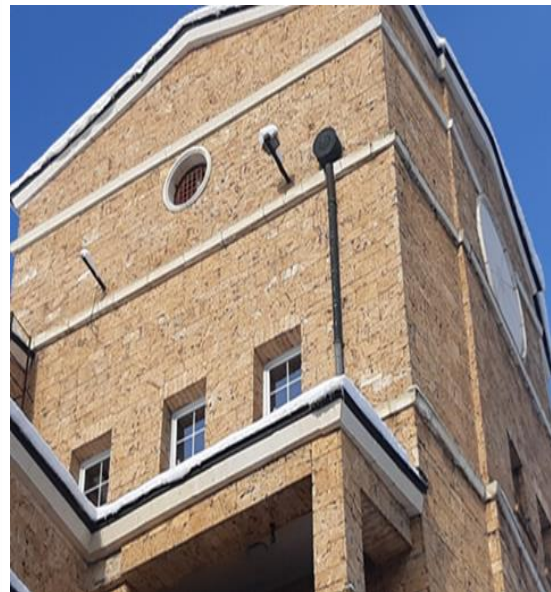


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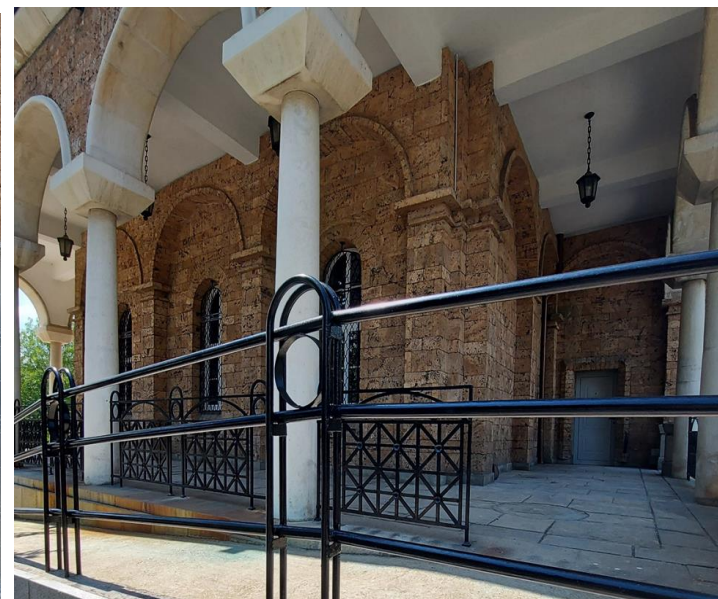
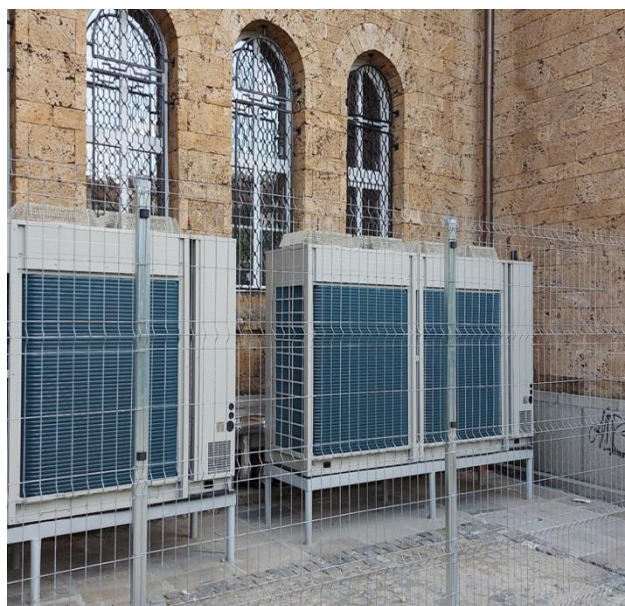


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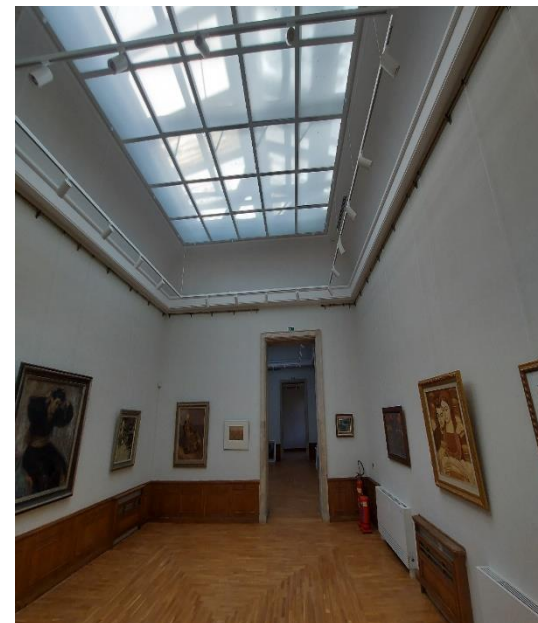


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After the construction works in the gallery, with the application of EE measures, separate spaces for archives, workshops and seminars, to turn the gallery into a place for cultural exchange and an attractive center for exchange of practices in the field of modern and classical art.



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- Conducted promotional campaign with developed promotional materials: developed catalog of intangible cultural heritage, included in the product "Art and Culture", developed Calendar of cultural events "Art and Culture" related to the new integrated tourist product in the cross-border region, produced and distributed brochures, posters, leaflets in Bulgarian, Romanian and English Organized and conducted a virtual tour for journalists, organized 5-day cultural event "Urban Art" in Veliko Tarnovo;
- Held at the Marincu Palace, Calafat, Romania, an interactive workshop "Work and Play: Art Therapy" and an interactive workshop "Archaeologist for a Day";
- Delivery of interactive equipment in Marincu Museum of Calafat, Dolj County, Romania. The modernized museum will become a source for the development of the extracurricular educational sphere, a central and cultural center for organizing exhibitions, seminars, symposia and conferences. The revitalization of the ethnographic sector in the museum will contribute to the promotion of the diversity of cultural identity. The delivered equipment depends on the specifics of each hall, taking into account the architectural appearance of the building.



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Through the implemented construction works in the modernized Art Gallery “Boris Denev”, Veliko Tarnovo, with the application of energy - efficiency measures, separate spaces for archives, workshops and seminars have been established, to turn the gallery into a place for cultural exchange and an attractive centre for exchange of practices in the field of modern and classical art. In the renovated gallery “Boris Denev” and in the area of the investment have been organized and held workshops, lectures, open lessons for the students of Veliko Tarnovo University and Veliko Tarnovo high schools and colleges. Due to the revitalization of Art Gallery “Boris Denev” and the applied energy - efficiency measures there, the space next to the gallery as well as the interior premises have been transformed into a space and an attractive centre for organizing concerts, sports and cultural events turning the art gallery into a modern centre for exchange of different artistic manifestations.



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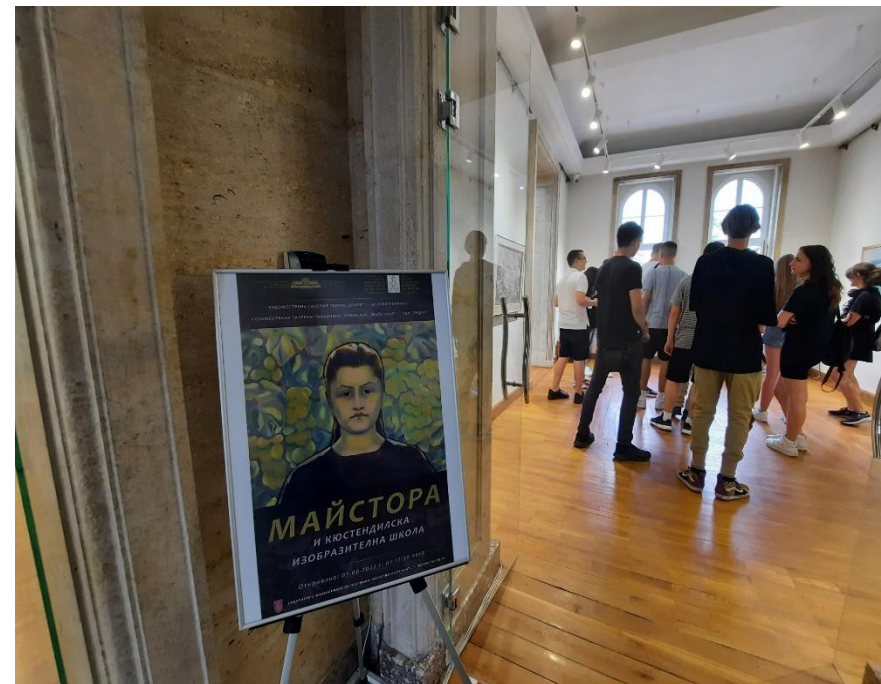
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Upon completion of the project activities in the modernized building of Art Gallery, the space next to the gallery has been transformed into space for organizing cultural and sports events



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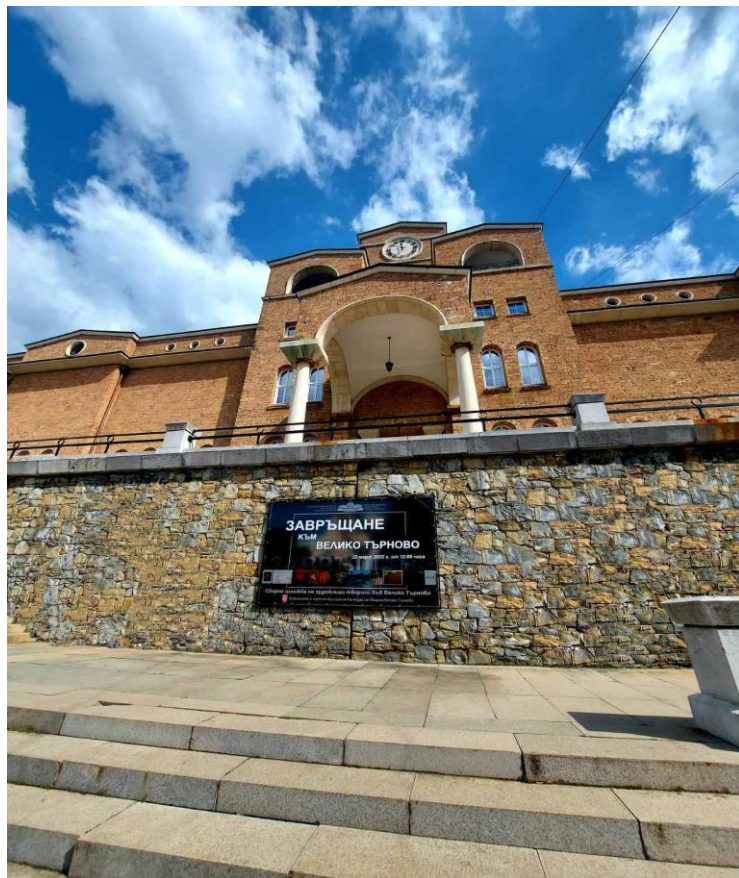
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The Programme/target area benefitted from the implementation of the accomplished project activities. Local public authorities included in the developed Joint integrated thematic route, benefitted from the promotion of the sites of the cross-border area; Regional public authorities in Bulgaria and in Romania, benefitted from implemented project through studying the example and good practice for conservation and sustainable development of cultural heritage in Veliko Tarnovo, Bulgaria and Calafat, Romania. Further, local and regional NGOs acting in scope of culture and tourism benefitted from the implementation of project activities. Local people - inhabitants of the target region benefitted from the promotion of the region and the increased number of tourists. Tourism agencies, hotels, B&Bs, cultural operators acting in the target region benefitted from the extended season and increased number of tourists in the target area.



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Project website: <https://artandculture-robg.eu>

The established good practice under the project is suitable to transfer to other regions from the CB area the specific cultural resources in order to promote, valorize and improve the sustainable economic use of cultural assets and cultural heritage.



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