



Lifelong  
Learning  
Programme



European Cultural Heritage -  
A Melting Pot of Cultures through the Art of Photography  
Grundtvig 2013-1-GR1-GRU06-15330 1

Results of the Kick-Off Meeting in Rastatt, Germany  
11. - 14. April 2014

**Participants:**

1. Greece

Society of Pierian Studies: Estia Pieridon Musson  
Nikos Tsardas, Stella Tzitzili, Nikos Suravlias, Anastasia Sofu

2. Poland

Blueform

Marta Kozlowski, Piotr Zwarycz, Patryck Dlugajczyk , Aneta Baginska, Joanna Witkowska

3. Turkey

Kapadokya Kadin Dayanisma Dernegi  
Tuncay Özdemir, Erdal Kesici, Emine Kesici

4. Germany

VINC Learning UG/ European Photoacademy  
Matthias Gessler, Ruth Schmelzer, Geraldine Rudolph, Mirijana Petrovic, Mary Stamm, Birgit Schiejok, Lilijana Rausch, Thomas Krempel, Sonja Ehreiser, Christiane Bierlein, Sandy Brackin, Helge Lehsten, Renate Marberg, Barbara Wunsch, Dominik Springmann.

**Issues discussed**

Issue	Discussed details	Remarks
Transnational Meeting and Exhibition in Poland	Preliminary date 6. or 7. till 8. or 9. September 2014  Exact date still open	

Transnational Meeting and Exhibition in Turkey	<p>April 2015</p> <p>Exact date still open</p>	
Transnational Meeting and Exhibition in Greece	<p>9. - 13. May 2015</p>	<p>Nikos: <i>To be confirmed during the meeting in Poland.</i></p>
Selection of Photos from the Cultural Heritage for the next exhibitions	<p>The differences between tangible cultural heritage like buildings, monuments and intangible cultural heritage like traditions and rites were discussed. It was proposed to have a focus on tangible cultural heritage in one exhibition and on intangible cultural heritage in the next exhibition.</p> <p>In order to show the visitors of the exhibitions a widespread impression of the cultural heritage of each country/region the next exhibitions in Poland, Turkey and Greece will show tangible and intangible cultural heritage as well.</p> <p>Generally Nikos Tsardas encouraged the teams to increase the number of photographs and upload them on the internet. Suitable platforms for a widespread publication could be Picasa.</p>	<p>Nikos: <i>Although the separation of cultural subjects in tangible and intangible is quite useful, I propose not to limit our selections only to one category per exhibition. It will be quite restrictive and more difficult for our teams.</i></p>
Printed Illustrated Exhibition Catalogue	<p>All teams agreed, that a printed illustrated catalogue should be worked out .</p> <p>In the next meeting in Poland, the teams will show examples of printed catalogues/similar products in order to estimate the quality of the printings.</p> <p>Open questions can be discussed in Poland:</p> <ul style="list-style-type: none"> <li>● scope of the catalogue (how many pages)</li> <li>● format of the catalogue (preferably a DIN A4 -</li> <li>● format - 29,7 x 21 cm - landscape format)</li> <li>● price of the catalogue (considering tax, transport cost, etc.)</li> <li>● number of catalogues: should be adapted to the requirements of each team.</li> <li>● Layout and print: it was discussed, that the teams make a common digital document (PDF), which is the template of the printed catalogue.</li> </ul>	<p>Nikos: <i>we can decide prior to the next visit on the following:</i></p> <ul style="list-style-type: none"> <li>-how many albums per team</li> <li>-how many pages per album</li> <li>-format</li> <li>-final prices (including taxes)</li> <li>-any other detail...</li> </ul> <p><i>On the next meeting we will just see samples and take final decision.</i></p>

	<ul style="list-style-type: none"> <li>● <u>Option</u>: Every project partner let print a catalogue in his own country. But the template for the prints will be always the same.</li> <li>● <u>Option</u>: One project partner let print a catalogue for some or all project partners in his country. Number of prints will be adjusted to the requirements of the project partners.</li> <li>●</li> <li>●</li> </ul>	
<p>Visits of places of cultural interest during the meeting in Germany</p>	<ul style="list-style-type: none"> <li>● Visit of the old castle ruin "Schloß Hohenbaden" in Baden-Baden. Example of the castles built in this region during the 10th and 11th century. Additionally an impression of the two most important landscape entities of the region: the Black Forest and the Rhine valley.</li> <li>● Visit of the ancient city of Baden-Baden</li> <li>● The old spa-town was already inhabited from the Romans. In the Middle Ages Baden-Baden was the residence of the markgraves from Baden, whereas in the 19.th century the city prospered to a important cultural and spa town.</li> <li>● Visit of the baroque castle Favorite, Rastatt</li> <li>● This castle is one of the best preserved baroque castles in Germany. It is an excellent example for the baroque epoche in South of Germany.</li> <li>● Visit of the Riedmuseum in Ottersdorf</li> <li>● The museum shows how the common people lived during the 16.th - 18.th century in the region. Typical buildings and equipments can be seen. There is also an exposition of the rectification of the river Rhine in the 18.th century and informations about the ecotopes of the rhine floodplanes.</li> </ul>	<p>Nikos: <i>All visits in the places of cultural interests were extremely useful.</i></p>
<p>Opening of the first exhibition "LightECHOes" in the BITZ (Bühler Innovations- und</p>	<p><b>Exhibition "LightECHOEs" in Germany, 77815 Bühl, Am Froschbächle 21, from 13.th of April 2014 till 30.th of June 2014</b></p> <p>The opening of the first exhibition of the project took place at 13.th of April 2014. Representatives and photographers from all project partners participated in</p>	<p>Nikos: <i>I believe that the exhibition fulfilled all our expectations.</i></p>

<p>Technologie Zentrum)</p> <p>77815 Bühl, Germany.</p>	<p>the opening. The senior mayor from the city of Bühl, Mr. Hubert Schnurr and the CEO of the BITZ, Mr. Reinhold Mesch, opened ceremoniously the exhibition.</p> <p>More than 100 photos from Greece, Poland, Turkey and Germany showing the cultural heritage of each nation and region of the project partners, gave the visitors a wonderful view of the diversity of each culture and mentality of its inhabitants through the light of photography. It is fact, that pictures are closer to our emotions and feelings than texts. Therefore photography is an excellent bridge for intercultural exchange.</p> <p>The multinational audience of the exhibition was additionally inspired through presentations from all project partners about their cultural heritage. While the polish team focussed on the traditions of the coal miners, their close affinity to the religion and traditional folklore, the team from Greece presented their rich and impressive ancient cultural sites as the roots of the european culture. The influence of climate and landscape to culture and human beings was shown in the presentation from the turkish team, especially with the focus on the landscapes of Cappadocia and its inhabitants. The latter region was one of the most important early christian centres. Many traditions and rituals in countries can be retraced to the influence of other countries, like the traditional shadow puppetry in Turkey.</p> <p>Finally the german team presented its international and national guests the cultural highlights of the region with a focus on the middle ages, the baroque time, traditional craftsmanship and beautiful landscapes. Many castles, monasteries, old ruins and other historical sites characterizing the Upper Rhine and Black Forest near the cities of Bühl, Rastatt and Baden-Baden.</p> <p>Since the exhibition is part of the project "European Cultural Heritage - A Melting Pot of Cultures through the Light of Photography" and funded from the European Programme for Lifelong Learning, the organisers of the</p>	
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	<p>exhibition took the opportunity to give the multinational audience an introduction to the new European Programme ERASMUS PLUS.</p> <p>The exhibition will run till 30.th of June 2014. It is the aim of all project partners to increase the European Integration, to increase our knowledge about the culture and traditions of each country and finally to respect and esteem the diversity and richness of our cultural heritage.</p>	
<p>Update of the Website Photos Press Releases</p>	<p>The Project Website was updated with informations about the Start of the Exhibition in Bühl and a public Album show impressions of the Opening of the Exhibition.</p> <p>Many photos from all teams are uploaded on the Internet after the Meeting.</p> <p>All presentations during the opening of the exhibition were filmed.</p> <p>Two press releases in the local press of Bühl at 14.04.2014.</p> <p>BNN (Badische Neueste Nachrichten) ABB (Acher Bühler Bote) Both press releases are published on the Project Website (Link: "Press")</p>	
<p>Promotion of the Exhibition in Bühl</p>	<p>After the opening of the exhibition in Bühl the german project partner will start a promotion campagne for the exhibition (invitation cards, online platforms, newsletter, poster)</p>	