

Central Europe Programme Project “FORTE CULTURA”

REPORT

on

Transnational Conference to identify best practice of fortress utilisation (Output 3.3.6)

As a project partner of Forte Cultura, Fort Monostor was very happy to host its Forte Cultura partners and invited experts from Hungary, Germany, Poland and Romania, to discuss the best practices of reutilization of fortresses in Central Europe area, and the best examples about involving citizens into the fortress reutilization.

There is a fortress system around the twin town of Komárom and Komárno, formerly one town, nowadays two town in two countries, on the right and the left side of the river Danube. This unique and huge fort Monostor in Hungary served as a host of this international conference.

As an organizer, the Fort Monostor Non-profit Ltd. invited owners, institutions, NGOs and companies, who managed fortified sites.

On 25th of September, 2013. the first part of our conference were held. This part is about the best practices of reutilization of the fortresses in the CE area.

Mr. István Varga, architect, director of the Fort Monostor Non-profit Ltd. welcomed the participants at the fort Monostor, which is the one of the biggest forts in Europe. After his words, Mr. Bálint Turi, vice-major of Komárom - in the name of the major -, welcomed the experts in Komárom, and he introduced the interesting history of the town shortly.

After the introduction section, the participants started to listen the presentations from the invited guests.

First Mr. Iván Gábor Kiss, represents of the National State Holding of Hungary made his presentation about the restoration and reutilization processes of the fortified castles and castles which are under the management of the State.

The main conclusions of his presentations are:

- the monuments, which belongs to the State are in special situation: the aims and goals of the utilization are the same as a case of a privately owned property, but the financial backgrounds are more critical for the state, against the private investors. Using the taxpayer's money, the State's has to be more prudent, the processes should be more clear and transparent, and the risks depends not only on the market, but also on the political backgrounds
- The ideal background of the development of this properties is a long term development plan, which should be accepted by all stakeholders and is beyond governments.
- On state level, the concentration of the expert's knowledge help to find the best solutions for the problems.
- The State owned properties should be reused as a privately owned ones, which means, that the developments should be referring to the market's challenges, the future visitors' needs.

After this presentations, the participants could listen a presentation from the other type of governance: a state owned properties managed by public institution (museum).

Mr. István Kovács, represents the National Museum of Hungary introduced the development of the 3 Hungarian fortified castles and castles which are under the management of the National Museum. The conclusions of his presentation were:

- As an institution, the National Museum highly depends on the State Budget. It means, that they should make well structured, short, medium and long term project plans,

with an exact financial plans. They had to use as much as possible the EU co-financing possibilities, e.g. EU funds.

- The Museum's should have a high number of specialist, experts, which costs a lot, but more cheap, than to use experts from the market.

The third presentation by Ms. Krisztina Papp from Sümeg introduced the 3rd type of governance of a fortified castle.

The Papp family rented the Sümeg Castle from the State for a long period (20 years). They started to develop the site at their own risk, as a private investor. The long term development is about create and develop a cultural touristic attraction in the castle, based on its history.

The income-oriented activity is not differs quite from the other examples, but there are many reasons, why it is more successful.

The first is the personal involvement of the attractive programmes and offers for the tourists. Then she mentioned the financial goals, the sustainability of the activities, which were made by a whole family. Many of the members of this family is working for the private company which managed the castle, so their loyalty is clear and the successful management is on their own interest.

Mrs Dr. Henriette Meynen (City of Cologne / Germany) talked about the utilization concepts at the example of the former major fortress Cologne (Fort VII and Freiluga). The utilization of the fortresses around Cologne is managed by an NGO. This is the fourth type governance model which were presented during the conference. The introduced project was very interesting, because Dr. Meynen focused on the possibilities of an NGO organization in the field of re-development of a fortress. She introduced a master plan and re-utilization plan of the Fort VII. and the outer parts of the fortress ring around Cologne. The introduced plan were rejected by the local authorities, and now they are working on lobbying. This fort and some of the other elements of the fortress ring will be transform into a touristic object with some elements for the local inhabitants.

Mr. Architect Fiorenzo Menghelli and his colleague Serena Sorio presented the Experiences in the initiation of utilization of Forte Lessinia. This model is about the reuse of the fort managed by the regional public body in Italy.

The invited guests from Romania, Prof. dr. Bálint Szabó and his colleague introduced us the utilization strategy of Fortified Ideal City Alba Iulia. The municipality is the responsible for the reutilization of the fortified elements of the fortress ring around Alba Iulia. Dr. Imola Krizsán introduced us the reutilization concept of the Feldioara (Marienburg) fortress in Romania, Brasov county. This project is in the beginning phase, and is about the rebuild of the fortress.

From Poland, Mrs. Elena Czerwinska introduced us an example of the utilization of a fort managed by a family – owned private company. She showed us the strategy of Fort IV in Torun. This example represented a unique situation of a fortress development. This fort is in a UNESCO World Heritage town, Torun, which has appr. 200.000 inhabitants, and nearly 2 million visitors per year. This town is known as a hometown of Nicolaus Copernikus, its gothic city centre (old town, WH property), a special ginger bread and now it is famous for its Fort IV. She concluded, that to re-use a fort in this situation to transform it into a touristic target point is very risky. The fort are managed by the family-owned company, who has a 20 years long contract with the city. This fort is also a monument. The main aim of the reutilization is to make a touristic attraction in the city, host the huge amount of the tourist from the old town.

After these presentations, the host and its main partner of the development processes, the municipality of Komárno (SK), owner of the Slovakian elements of the transboundary fortress system around Komárom/Komarno, introduced their practices.

First, Mr. Ludovít Gráfel, head of the deputy of monuments at the local municipality of Komárnó introduced the reutilization plans and its realization (continuous) of the Old Fort and the New Fort in Komárno. This governance model is similar to the Roumanian ones. The forts –excluding some elements of the Palatinal Line – belongs to the municipality administration, and are under development. But it is differs from that other one example, because of the transboundary status of the whole fortress system. The municipality has to be closely cooperate with the Hungarian property management organization, Fort Monostor Nonprofit Ltd. The nomination to the WH list is an international nomination, and the harmonization of the development of the Hungarian and Slovakian elements of the fortress system is not only important because of this nomination, but also because of the common management and controlling processes.

After Mr. Gráfel's presentation, the Hungarian part of the fortress system and its management and reutilization also were presented. Mr. István Varga the director of the property management company, and Ms. Erika Farkas, project manager of the Fort Monostor Non-profit Ltd. Presented the situation of the reutilization of the 3 forts in Hungary.

The model of the governance is a management by a “state owned private company”. The Fort Monostor Non-profit Ltd. is owned by the Hungarian State and the Municipality of Komárom. The reutilization models of the forts differs from each others. The biggest fort (Monostor fort) has a modular revitalization programme with 24 designated modules, and it is a long term (25 years or more) development plan. The Csillag fort's development plan were prepared, and it will transform into an exhibition area and international residence house for arts and artists. The development of this fort will starts in 2014, and now it is closed before public. The 3rd fort is the Igmáncsi fort, which has no clearly defined utilization plan yet. During the next year an open tender will be made to find the best way of utilization. The main idea is to transform this fort into a recreational area for the local inhabitants.

At the end of the day, the partners postponed the workshop because of the fixed elements of the guided tours at the Fort Monostor.

During the workshop on the second day of the programme, the participants made a brainstorming about the challenges and the solutions of the fortress utilization for touristic purposes. SWOT analysis were made also.

Conclusions were:

- There are many different type of the re-use of the fortresses as like many type of governance models.
- Generally, the forts are ideal places for tourism.
- Both became the part of the national cultural heritage and the local identity.
- The success of the utilization is highly depends on the attraction and its marketing.
- The utilization of the fortress is an attraction development, which never will ends.
- The interpretation is the basic of the understanding the importance of this former military sites, its history and its effects to our daily life.
- The successful utilization is usually based on cooperation with stakeholders.

The report were made by the presentations and documents of the meetings and workshop.
Komárom, 09.11.2013.

Erika Farkas
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Fort Monostor Non-profit Ltd.

Annex: Programme of the conference

Time	Programme	Speaker / Moderator
September 24th 2013		
19:00	Welcome and contact meeting (dinner)	
September 25th 2013, Fort Monostor, Duna-part 1.		
Output 3.3.6: Transnational Conference to identify best practice of fortress utilisation		
9:00	Welcome and opening of the Conference	Mr. István Varga director of Fort Monostor
9:10	Welcome speech	Mr. Dr. Attila Molnár mayor of Komárom
9:20	Introduction report: The Fortified Heritage of Hungary - element of the national history, cultural identity and tourist offers	Mr. Gábor Iván Kiss Hungarian National Asset Management Inc. Leading manager for national monuments
9:45	Best practice in Hungary at the field of fortress utilization and touristic offers	Sümeg – Mr. Krisztina Papp Hungarian National Museum Mr. István Kováts
10:30	Development of efficacious utilisation concepts: Best practice Germany: Utilization concepts at the example of the former major fortress Cologne (Fort VII and Freiluga).	Mrs Dr. Henriette Meynen City of Cologne / Germany
10:50	Coffee-break	
11:20	Best practice Italy: Experiences in the initiation of utilization of Forte Lessinia	Mr. Architect Fiorenzo Menghelli Verona
11:40	Best practice Romania: Utilization strategy of Fortified Ideal City Alba Iulia	Mr. Bálint Szabó Alba Iulia / Romania
12:00	Best practice Poland: Utilization strategy of Fort IV in Torun	Mrs Elena Czerwinska, City of Torun / Poland
12:20	Cross border fortress system Komárom/Komarno at the river Danube - utilization strategies and cooperation forms <u>Fortress group of Komárom / Hungary:</u> Utilization concepts in Fort Monostor, Fort Csillag and Fort Igmand ; visions for the future	Mr. István Varga,/ Ms. Erika Farkas, Komárom
12:40	Lunch / Press conference	
14:00	Cross border fortress system Komárom/Komarno at the river	

	Danube - utilization strategies and cooperation forms <u>Fortress group of Komárno / Slovakia:</u> The utilization strategy of the fortress monuments in Komárno	Mr. Ludovit Grafel
14:20	Workshop on identifying best practices of fortress utilization	All partners and invited guests- Moderated by: Fort Monostor, Komárom
16:00	Guided tour in Fort Monostor	
19:30	Dinner	
September 26th 2013		
Output 4.3.4: Transnational Workshop Activities to involve citizens into fortress utilisation		
9:00	Introduction	Komárom
9:10	Presentation of Komarom	Mrs. Andrea Tóth-Lencse, Komarom
9:30	Presentation of North-Komarom	N. N.
9.50	Presentation of Erfurt	Ms. Kati Langer (through skype)
10.10	Presentation of Jaromer	Mrs. Ilona Zatloukalova
10.25	Presentation of a Kostrzyn	Mrs. Agnieszka Zurawska-Tatala
10:50	Coffee-break	
11.40	Discussion and experience exchange Summary	Komárom
12:30	Lunch	