

PROGRAMME

Tourists, Travellers & Pilgrims

Encountering Religious Heritage
in Today's Europe

FRH BIENNIAL CONFERENCE
VICENZA/ITALY 9-11 NOVEMBER 2016

Religious buildings are an essential part of Europe's cultural heritage

Picture by Jan Tielens

Welcome to Vicenza

This year's FRH Conference addresses religious heritage in the context of being a traveller in Europe's contemporary landscape.

Nowadays, the type of visitor to religious heritage sites is very broad, far beyond the traditional notion of the pilgrim. This has been largely embraced by the religious heritage world and, in many respects, has been vital for its survival. However, can religious heritage cater to the very different needs of such visitors while not compromising on the essence of what these routes, buildings and their interior represent?

What are people looking for when they visit such sites - what types of encounters, experiences, understandings? Do we need to expand how we understand the term 'pilgrimage' to ensure an engaging and meaningful visitor experience for all? Is there a cost to appealing to the mainstream tourist market - and is that cost too high?

We will explore such issues and more over the course of this Conference through a series of special presentations, discussions and debates, as well as our on-site visits, taking advantage of being in the inspiring region of Veneto, which encompasses the beautiful cities of Vicenza, Venice and Verona.

We invite you to join colleagues from across Europe and embark on your own journey through three fascinating days ahead!

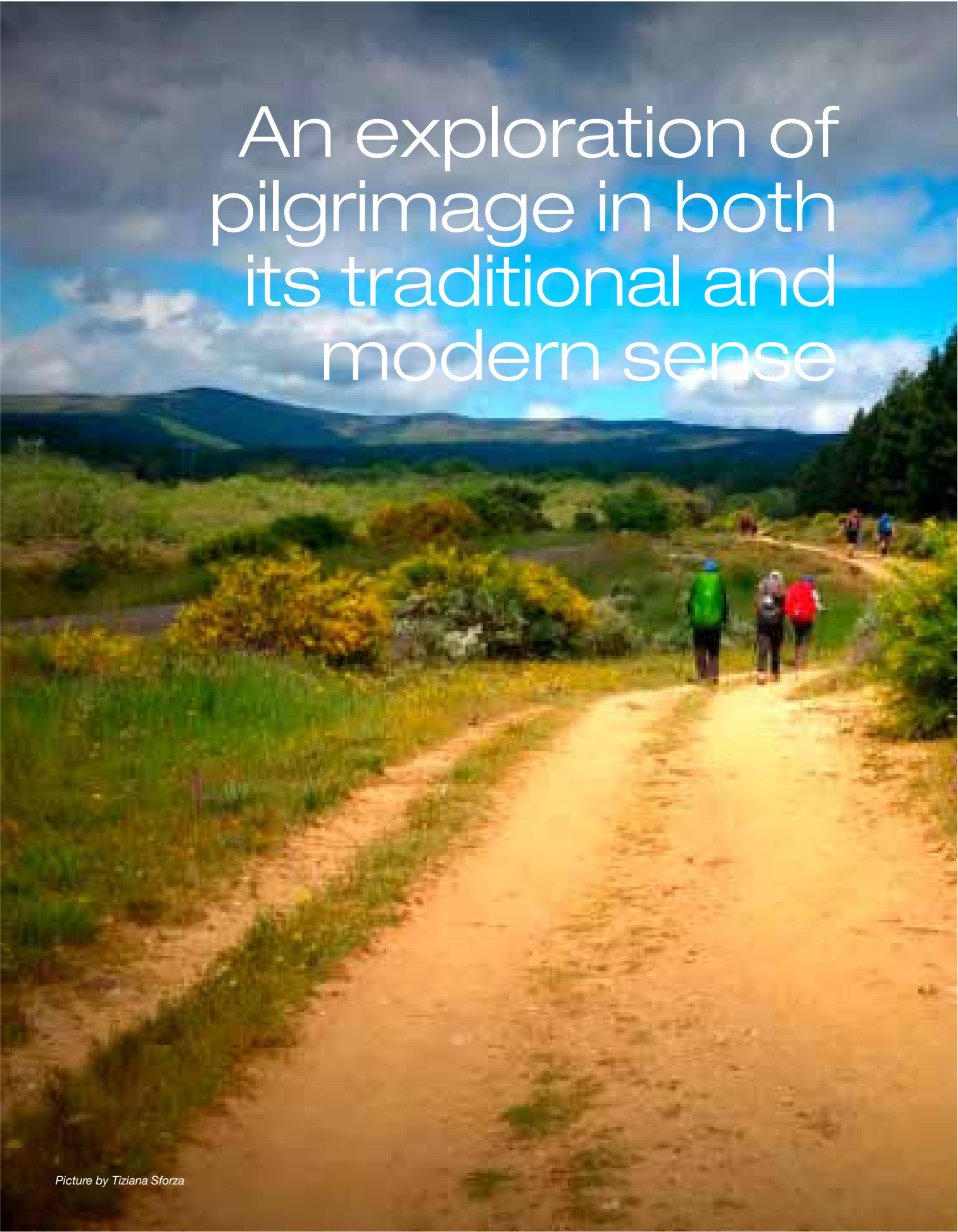
FRH Conference Committee team

Luca Baraldi
Lilian Grootswagers
Jan Jaspers (Chairman 2016)
Leon Lock
Michael Mail
Mara Popescu

The FRH Biennial Conference 2016 is
honoured to be under the patronage of the
Ministry of Culture of Italy



Conference Location: Fiera di Vicenza, Via dell'Oreficeria 16, 36100 Vicenza
Speaker's biographies and portraits please see pages 14 - 19 of this programme



Picture by Tiziana Sforza

	<div>Pre-Conference</div> <div>Tuesday 8th November</div>
05.00 - 07.00 PM	Registration at Vicenza City Centre Basilica Palladiana entrance portal
07.00 PM	Welcome Dinner (optional & at own expense) Meeting point: Basilica Palladiana entrance portal
09.00 PM	Scenic Walking Tour of Vicenza at Night Meeting point: Basilica Palladiana entrance portal
	<div>Conference</div> <div>Wednesday 9th November</div>
08.00 - 09.00 AM	Registration at Fiera di Vicenza Main Entrance Fiera Ovest 3, 1st floor registration desk Conference room: Tiziano.b
09.00 - 09.30 AM	Coffee and Tea
09.30 - 10.00 AM	Welcome Olivier de Rohan Chabot - Chairman of FRH Achille Variati - Mayor of Vicenza Flavio Tosi - Mayor of Verona Roberto Ciambetti - President of the Regional Council of Veneto Federico Caner - Regional minister of EU Programs, Tourism and International Trade Matteo Marzotto - President of the Vicenza Fair
10.00 - 10.45 AM	Opening Keynote Address by Prof. David Freedberg Director and Professor of the History of Art, Warburg Institute, UK, and Director of the Italian Academy for Advanced Studies in America, Columbia University, USA
10.45 - 11.45 AM	Session 1: Visitors as Pilgrims
	Visitors as actors of dialogue Luisella Pavan-Woolfe - Head of Office, Council of Europe, Programme office Venice, Italy
	Tangible and Intangible Heritage Jan Klinckaert - Director of Department of Religious Cultural Heritage at CRKC Leuven, Belgium
	The Environmental Sightseer - Pilgrimage and Conservation Mont St. Michel Pierre-André Lablaude - Chief Architect and Inspector General with Monuments Historiques, France
11.45 - 12.00 AM	Coffee and Tea



Picture by Lillian Grootswagers

12.00 AM - 01.00 PM	Session 1 (continued): Visitors as Pilgrims
	Extended Use Attracts Visitors Peter Breukink - Director of Stichting Groninger Kerken, Netherlands
	(New) Models of Contemporary Pilgrimage Helena Wangefelt Ström - PHD Candidate Umeå University, Sweden
	Pilgrimages, holy places and migrations. Challenges and perspectives H.E. Cardinal Beniamino Stella - Prefect of the Pontifical Congregation of the Clergy
01.00 - 02.00 PM	Lunch
02.00 - 02.30 PM	Session 2: Mini presentations
	Henrik Lindblad: PRERICO - a new ICOMOS Scientific Committee on Places of Religion and Ritual
	Edith Prigent: The St Francis Xavier Mission and the Kateri Tekakwitha Sanctuary: religious heritage serving as a local development tool of the Mohawk community in Kahnawake (Quebec, Canada)
	Mara Popescu: The largest Catholic Pilgrimage in Central and Eastern Europe on UNESCO's Intangible Heritage List
	Rita Sartori: Changing patterns of perception: Venezia extraordinaria (a one night pilgrimage)
	Susan Fielding: Digital dissent: the story of 300 years of Nonconformity and chapel building in Wales
02.30 - 04.45 PM	FRH Annual General Meeting (AGM)
04.45 PM	Break
05.00 PM	Travel to Vicenza City Centre
05.30 - 07.00 PM	Vicenza Heritage Visit Exploring a religious site as example of best practice addressing the needs of a wide range of visitors Palazzo Leone Montanari - Church of Santa Corona - Palazzo Chiericati
07.00 PM	Break
08.00 PM	Conference Opening Dinner Special Guest Speaker Bruno Fasani Location: Palazzo Valmarana Braga, Corso Fogazzare 16, Vicenza
10.30 PM	Late Night Open Forum I Informal discussion forum to share current issues and challenges with colleagues in the field Location: Ca' d'Oro, Il Palazzo degli Schio di Vicenza, Corso Palladio, Vicenza



Sharing ideas on engaging the wider public in religious heritage

Picture by Lillian Grootswagers

Thursday 10th November

Location: Fiera di Vicenza

08.30 - 09.00 AM

Coffee and Tea

09.00 - 09.35 AM

Keynote Addresses

Walter Zampieri - Head of Unit 'Culture Policy and Intercultural Dialogue', DG Education and Culture, European Commission, Belgium

Stefano Dominioni - Director of the European Institute of Cultural Routes, Council of Europe, Luxembourg

Ilmo. Sr. Segundo Leonardo Pérez - Dean of the Cathedral of Santiago de Compostela

09.35 - 10.45 AM

Session 3: Heritage Sites as a Network

An examination of four Council of Europe Cultural Routes

Santiago de Compostela by Mario Crecente - Architect and Director at Crecente Asociados

Jewish Cultural Route by Annie Sacerdoti - Journalist and Author

Via Francigena by Christian Schüle - Journalist and Author

Transromanica by Christin Prange - Managing Director of Transromanica

10.45 - 11.15 AM

Coffee and Tea

11.15 AM - 11.50 PM

Session 4: Community Building

Pilgrimage and Community

Pilar G. Bahamonde - Director of Centro de Estudios Lebaniegos y Torre del Infantado, Sociedad Regional de Educacion, Cultura y Deporte, Cantabria, Spain

New Technologies and community

Religiana: The online platform for our shared religious heritage

Michael Hoare - FRH Council member

Social media and reaching out to the public

Elena Paschinger - Kreativ Reisen Österreich, partner in EUROPETOUR Erasmus+ project

11.50 AM - 01.10 PM

Session 5: The "T"word - is Tourism a blessing or a curse?

Take it or leave it? Expectations, frustrations and gratifications of visitors at religious heritage sites

Karin Drda-Kühn - Managing Director of Kultur und Arbeit e.V. (Germany) and lead partner of EUROPETOUR Erasmus+ project

Visitors as Donors and other Fundraising Ideas

Fundraising from Building Users

Crispin Truman - Chief Executive of Churches Conservation Trust, UK

"Church Keys" - Music Project

Jono Hart - Managing Director of Dave Stewart Entertainment USA and UK

European Aspects of Partnership Fundraising

Lilian Grootswagers - FRH Council Secretary, Owner of Erfgoed.nu

Luca Baraldi - Co-founder and Network manager at Eurising srl.



Picture by Lillian Grootswagers

	Interpretation. Getting the Message Across Marc de Beyer - Head of the Department of Cultural Heritage and Convents at Museum Catharijneconvent, Utrecht, Netherlands
01.10 - 02.00 PM	Lunch
02.00 - 02.45 PM	Session 6: Mini presentations Golnoosh Mozafari: Pilgrimage, Slow movement, and Sustainable Tourism Ruth István: The Transylvanian Landscape of Fortified Churches and its Potential for Pilgrimage Karen Marie Leth-Nissen: CHEER - Cultural Heritage for European Rural Regeneration Raoul Hjærtström: Tangerasa church, Orebro County, Sweden Jennie Hawks: "Brass in abundance"? Pance Velkov: Medieval Monasteries in Republic of Macedonia - An asset for Touristic Development? Silvia Aulet: Between tourists and pilgrims: how to attract visitors to religiousheritage?
02.45 PM	Travel to Venice (provided by FRH) Departure from Fiera di Vicenza
	Venice Visit Programme Commemoration of 500 years of the founding of the Venice Ghetto: Exhibition "Venice, the jews and Europe 1516-2016" a Palazzo Ducale; Walking tour Venice Ghetto and visit to Synagogue; Dinner
09.00 PM	Return to Vicenza (provided by FRH)
10.30 PM	Late Night Open Forum II Informal discussion forum to share current issues and challenges with colleagues in the field Location: Ca' d'Oro, Il Palazzo degli Schio di Vicenza, Corso Palladio, Vicenza
	Friday 11th November
08.30 AM	Travel to Verona (provided by FRH)
09.30 - 12.00 AM	Verona Heritage Visit Exploration of Verona's rich religious heritage and a variety of visitor experience models demonstrating how to engage visitors Duomo Santa Maria Matricolare - Biblioteca Capitolare - Chiesa Santa Anastasia
12.00 AM - 01.00 PM	Return to Vicenza (provided by FRH)
01.00 - 03.00 PM	Concluding Session Award ceremony of FRH Photo Contest Farewell Reception (including lunch) Location: Fiera di Vicenza
	End of FRH Conference



Picture by Lilian Grootswagers

04.00 PM

Additional Programme

Special opportunity for those interested to continue the discussion
Location: Berga Urban Museum
BUM is in Vicenza, in the central square of the new residential district Borgo Berga, just a few minutes from downtown and from the train station. Pedestrian access from Via Ettore Gallo (alongside the new courthouse)

Roundtable Discussion - Cultural and Human Horizons Management

Presentations
Issues related to local tourism
Frans Lenglet - Global Action Plan International, Stockholm, Sweden

Digital Horizons: The human experience in digital development
Milad Douelhi - Université de Paris, France

Preservation of holy sites in the context of mass tourism: An audiovisual perspective
Antonio Palainas - Politecnico Lisbon, Portugal

Community commitment and participatory conservation: The real meaning of humanity's heritage
Francesco Fulvi - Manifattura Urbana, Parma, Italy

Moderator
Luca Baraldi - Institute for Religious Studies "Santa Maria di Monte Berico" Vicenza

Biographies



Silvia Aulet

Professor in (cultural) tourism at the Faculty of Tourism of the University of Girona, Spain. Her research mainly focusses on pilgrimage and religious tourism, and gastronomy tourism, both approached as a cultural expression. She is editorial board member of the International Journal on Religious Tourism and Pilgrimage and member of the Unitwin UNESCO Chair 'Culture Tourism and Development'.



Pilar G. Bahamonde

Director of the Centro de Estudios Lebaniegos, Pilgrims Office, and Museum Torre del Infantado, in Cantabria (Spain) since 2008. She has extensive experience in culture and tourism in rural areas and specialises in communication and training for religious and cultural heritage as rural tourism, as well as in pilgrimage as a way to preserve intangible heritage.



Luca Baraldi

Cultural Manager and research professional on History and Religions. Co-founder and international network manager of Eurising s.r.l., Scientific manager of the Institute for Religious Studies "S. Maria di Monte Berico" (Vicenza, Italy), Scientific Manager of Fundación Con-Ciencia (Ibagué, Colombia), Scientific advisor of the Foundation for Jewish Heritage (London, UK), Scientific Expert of Fondazione Romualdo Del Bianco (Florence, Italy).



Marc de Beyer

FRH Council member since October 2015. Head of the Department for Cultural Heritage in Churches and Convents at Museum Catharijne-convent, Netherlands. He was project leader and co-author of the recently published toolkit 'Guidelines on Ways of Dealing with Religious Objects', and of 'Church Interiors in the Netherlands'. He currently leads a programme to attract more visitors to iconic Dutch churches.



Peter Breukink

He was appointed director of Stichting Oude Groninger Kerken, Netherlands, in 1987. This foundation is the largest Dutch private organization specialised in religious heritage and has been a trendsetter in the fields of restoration, management and re-use of religious monuments, cultural tourism and heritage education since 1969. Peter Breukink also holds posts in various other heritage organizations.



Juan Mario Crecente Maseda

Architect and founder of Crecente Asociados, a consulting firm which is dedicated to activate natural and cultural resources to promote sustainable tourism. The company is focused on new, integrated and multidisciplinary visions of design, creation, and the implementation of tourist related products.



Stefano Dominioni

Executive Secretary of the Council of Europe Enlarged Agreement on Cultural Routes, and Director of the European Institute of Cultural Routes. The Cultural Routes Programme of the Council of Europe has since 1987 certified 32 Routes located in over 50 countries, which cover varied themes of European memory, history, and heritage and contribute to the interpretation of diversity of present-day Europe.



Karin Drda-Kühn

Manages the association Culture & Work, a German non-profit organization specialised in European research and application projects. Its mission is to identify emerging areas of work for cultural professionals and to help them get training and qualifications. Culture & Work is based both in Berlin and Bad Mergentheim to ensure it covers both urban and rural focused projects in cultural economy, cultural tourism and regional development.



Bruno Fasani

Currently prefect at the Capitular Library (Biblioteca Capitularis Veronensis) and press officer at the Diocese of Verona. He is also member of the Verona Cathedral, according to Canonical law. He is a professional journalist since 1992 and in 1995 he was appointed vice-president of the catholic newspapers association. He has been a talk show host and analyst both for RAI TV and for Mediaset, Italy.



Susan Fielding

Senior Investigator in Historic Buildings at Royal Commission on the Ancient and Historical Monuments of Wales (RCAHMW). She leads on thematic projects on Nonconformist Chapels and Catholic Churches, with particular interest in 20th century examples. She also specialises in the use of digital technologies for recording and interpreting the historic environment.



David Freedberg

Director and Professor of History of Art at the Warburg Institute, London, and Director of the Italian Academy for Advanced Studies in America, Columbia University, USA. He is best known for his work on psychological responses to art, and particularly on iconoclasm and censorship. His research is currently focused on the relations between art, history, and neuroscience. He is fellow of various organisations, among others the Istituto Veneto.



Lilian Grootswagers-Theuns

FRH Council Secretary and owner of Erfgoed.nu, a heritage consultancy in the Netherlands. She also is Vice-President of the Task Force Toekomst Kerkgebouwen, which is a national and independent citizen's movement aiming to re-establish religious buildings as living elements of the urban and rural landscape and communities. Before working in heritage, she had a career in financial management.



Jono Hart

Managing Director of Dave Stewart Entertainment and based both in Los Angeles and London. Dave Stewart is best known as the multi-award winning producer and musician who is one-half of the music duo Eurythmics. Hart, together with Stewart and the Churches Conservation Trust, is the mastermind of 'Church Keys', an innovative music project which aims to use the Arts to turn England's historic churches into community centres.



Jennie Hawks

Started working as a teacher, and as a historian she has long had a passion for churches and religious heritage, which culminated in working for Historic Places of Worship, Diocese of Norwich, UK (2007-2013). As from 2013, Director Art Alive in Churches, East Anglia UK, through which she helps setting up the Building Crafts and Conservation Foundation, a pre-degree and degree courses scheme.



Raoul Hjartström

As Curator responsible for the programme Plan and culture, which includes religious monuments and buildings at the Administrative board of Orebro County, Sweden. Within that, gives special focus to knowledge creation. Has studied art history, Nordic archeology and Restoration Studies. Also worked with construction issues in Orebro County Museum and the Municipality of Örebro, Sweden.



Michael Hoare

Treasurer of FRH since 2011. Former Chairman of the National Churches Trust, London, currently Trustee of the Architectural Heritage Fund (UK), Heritage of London Trust (UK), la Sauvegarde de l'Art Français (Paris), and the Chamber Orchestra of Europe. A graduate of INSEAD, he previously had a career in industry and financial services in France.



Ruth István

Representative for Public Relations and Tourism of the Fortified Churches Foundation, an expert institution with the objective to preserve and promote the over 160 Lutheran fortified churches embedded in the unique Transylvanian cultural landscape, and European religious heritage. Ruth István obtained a degree in tourism in 2004.



Jan Klinckaert

Art Historian who has specialised in Netherlandish late medieval sculpture and in religious iconography and symbols, topics on which he has also widely published. From 1995-1997, he was guest curator at the Utrecht Centraal Museum, Netherlands. In 1998 he was appointed Director of the Department of Religious Movable Heritage at the CRKC, Belgium, the centre of excellence for Flanders and Brussels on religious heritage.



Pierre-André Lablaude

Chief Architect at Monuments Historiques and since 20 years in charge of the site Mont-Saint-Michel where he has carried out multiple projects and construction works related to the different parts of the area. He was furthermore responsible for the restoration of the Versailles gardens and the cathedral of Rouen. As UNESCO expert, he is since 1997 regularly involved in the preservation of the monumental site of Angkor, Cambodia.



Karen Marie Leth-Nissen

Lead partner of Horizon2020-application (2017) 'CHEER - Cultural HEritage for European Rural Regeneration'. Is currently PhD fellow at the University of Copenhagen as part of the project 'What money cannot buy' and does research on change processes of the Danish folkekirke under influence of individualization and marketization. Has been parish minister for 10 years.



Henrik Lindblad

Henrik Lindblad is an art historian and cultural heritage specialist. He is one of the founders of FRH and member of ICOMOS' International Scientific Committee PRERICO (Places for Religion and Rituals). He now works as Senior Advisor and Heritage Strategist at the Church of Sweden's Central Office.



Golnoosh Mozafari

Has recently completed her master's degree in World Heritage Studies at the Brandenburg Technical University Cottbus-Senftenberg, Germany with a thesis focussed on urban spaces in relation to behavioural patterns of the local community. Brings with her relevant experience from the University of Tehran, Iran, and now works for the Living Heritage Programme at ICCROM.



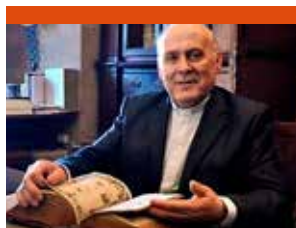
Elena Paschinger

Tourism management graduate from Austria, turned travel writer, teacher, business consultant and public speaker. While tracking the development of creative travel around the world, she promotes and consults on the topic of creative destinations internationally. She is partner in the Erasmus+ project EUROPETOUR.



Luisella Pavan-Woolfe

Official at the European Commission for over 40 years. She has developed new policies and legislation in the areas of environment, gender equality and people with disabilities. She also managed funds which support vocational training, employment and education in the EU. Since June 2015 she is the Head of Council of Europe Office in Venice. She has written a book on the interrelations between employment policy and social issues in Europe.



Segundo Leonardo Pérez López

Dean of the Cathedral of Santiago de Compostela since 2013. He has a degree in Theology at the Pontifical University of Salamanca and is doctor of Theology and professor of Theological Anthropology. He also holds several chairman posts in the academic and theological field, including the Real y Pontificia Academia Auriense Mindoniense de San Rosendo.



Mara Popescu

Architect and certified expert in Cultural Heritage Management and Sustainable Development, with a focus on religious heritage. She is member of the Networking Committee of FRH, is Hungarian representative for the ICOMOS scientific committee Place of Religion and Ritual, and works with the Cultural Committee of the Romanian National Commission for UNESCO. Published author of numerous scientific articles and books.



Christin Prange

Holds a Bachelor's degree in International Tourism Management from Stenden University of Applied Science, the Netherlands, as well as a Master's degree in Cultural Management and Cultural Tourism from Viadrina University, Germany. After having worked in different project management positions, she currently manages the Cultural Route of the Council of Europe TRANSROMANICA.



Edith Prigent

Holds a degree in Civil Law from the University of Ottawa, is a doctoral student in Art History and researcher at Canada Research Chair on Urban Heritage. She is also project manager at the Musée régional de Vaudreuil-Soulanges where she is responsible for the preservation and promotion of regional religious heritage.



Annie Sacerdoti

Journalist, writer, and co-founder of the European Day of Jewish Culture. She is also member of the AEPJ Steering Committee (European Association for the Preservation and Appreciation of Jewish Culture and Heritage) and project manager of the Route of European Jewish Heritage. She holds several other related posts and has regularly published about the Jewish community in Italy.



Rita Sartori

A professional tourist guide in Venice, Italy. Has a degree in Foreign languages, Art, History, Economics and Management of arts at the Ca' Foscari University, Venice. Has also worked as external expert for various broadcasting companies, such as National Geographic TV, BBC, RAI, Mediaset or ZDF. Is chairman of Venezia Arte Cultura & Turismo, a not-for-profit cultural association.



Christian Schülé

Master of Arts in History at the University of Geneva and diploma in Museology of the Swiss Museums Association. Member of the Scientific Committee of the European Association of Via Francigena. Also freelance historian, writer, and radio broadcaster. His professional expertise includes: history, heritage, and cultural tourism.



Beniamino Stella

Italian Cardinal and Prefect of the Congregation for the Clergy. Previously, he among others served in papal representations both in Latin America as well as Africa. Pope Francis elevated him to the cardinalate of the Holy Roman Church in 2014. He is a pre-eminent source to reflect about pilgrimage in Christian Catholic history, highlighting the phenomenon both as a cultural phenomenon and a spiritual journey.



Crispin Truman

Chief executive of the Churches Conservation Trust, the UK charity protecting historic churches at risk. Crispin is co-founding member of FRH and is member of the UK Government's Rural Affairs Department (DEFRA) Civil Society Partnership Network core group. He is also Chair of Governors at Stoke Newington School & Sixth Form in London.



Pance Velkov

Professionally active in the field of heritage education, conservation and photography for over 20 years. Did a PhD at the Ecole Centrale Paris, France, and was Fulbright scholar at the University of Pennsylvania, US. Founder and Chairman of the Makedonida Foundation for Heritage Education, Conservation and Education (2000) in Macedonia.



Helena Wangefelt Ström

PhD candidate in Museology on the topic of the heritage of religion both in the present day as well as in 17th century Rome and Venice. She has a Master degree in History of Ideas and Science from Uppsala University, Sweden. Furthermore, she is member of Emodir research network, she has won several scholarships, and has studied at École du Louvre in Paris, France.



Walter Zampieri

Head of Unit of Cultural Diversity and Innovation, DG Education and Culture, European Commission. Prior to that he held different post at DG EAC and was also secretariat of the Social Protection Committee. Before moving to Brussels, he was Assistant Professor at the University of Central Florida and Visiting Professor and Lecturer at the College of the Holy Cross, Worcester, MA.



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