



This project is implemented through the CENTRAL EUROPE Programme co-financed by the ERDF.

Good Practice Visit

UNESCO-World Heritage Site Old Town of Regensburg with Stadthof,
21/22 October 2013

Theme:

Awareness raising about the World Heritage
with
public relation, information and communication work

First day, 21 October 2013

Until 16.00 Arrival to Regensburg (Hotel: 3* Kaiserhof, 4* Bischofshof)

16.00 – 17.00 Get together, Coffee

17.00 – 18.30 **UNESCO-World Heritage Site Old Town of Regensburg with Stadtamhof and World Heritage Management: Guided Tour through the World Heritage Area**

Since July 13th 2006 Regensburg has been inscribed on the UNESCO List of World Heritage Sites. And deservedly so: the authentic old town ensemble is unique, featuring a remarkably high number of historical buildings within a relatively small area. The architecture spans centuries – indeed, millennia. Regensburg today lives with and surrounded by this great



heritage as if it were the most natural thing in the world. The old town centre is a place to live, and a place people identify with. It is also capital for the future – a unique feature which enhances Regensburg as a business and commercial location in an increasingly globalised world.

This tour is a good start for our good practice Visit in Regensburg. The tour will introduce you to the Old City. The best way to get to know the World Heritage Site of Regensburg is to do it on foot. Our knowledgeable guide will be glad to answer any special questions you may have.

Meeting Point: Tourist Information

Guide: Matthias Freitag

Theme: Knowledge-sharing of CH assets

Subcategory: Restructuring/structuring management of CH assets/sites, Renovation of CH assets/sites



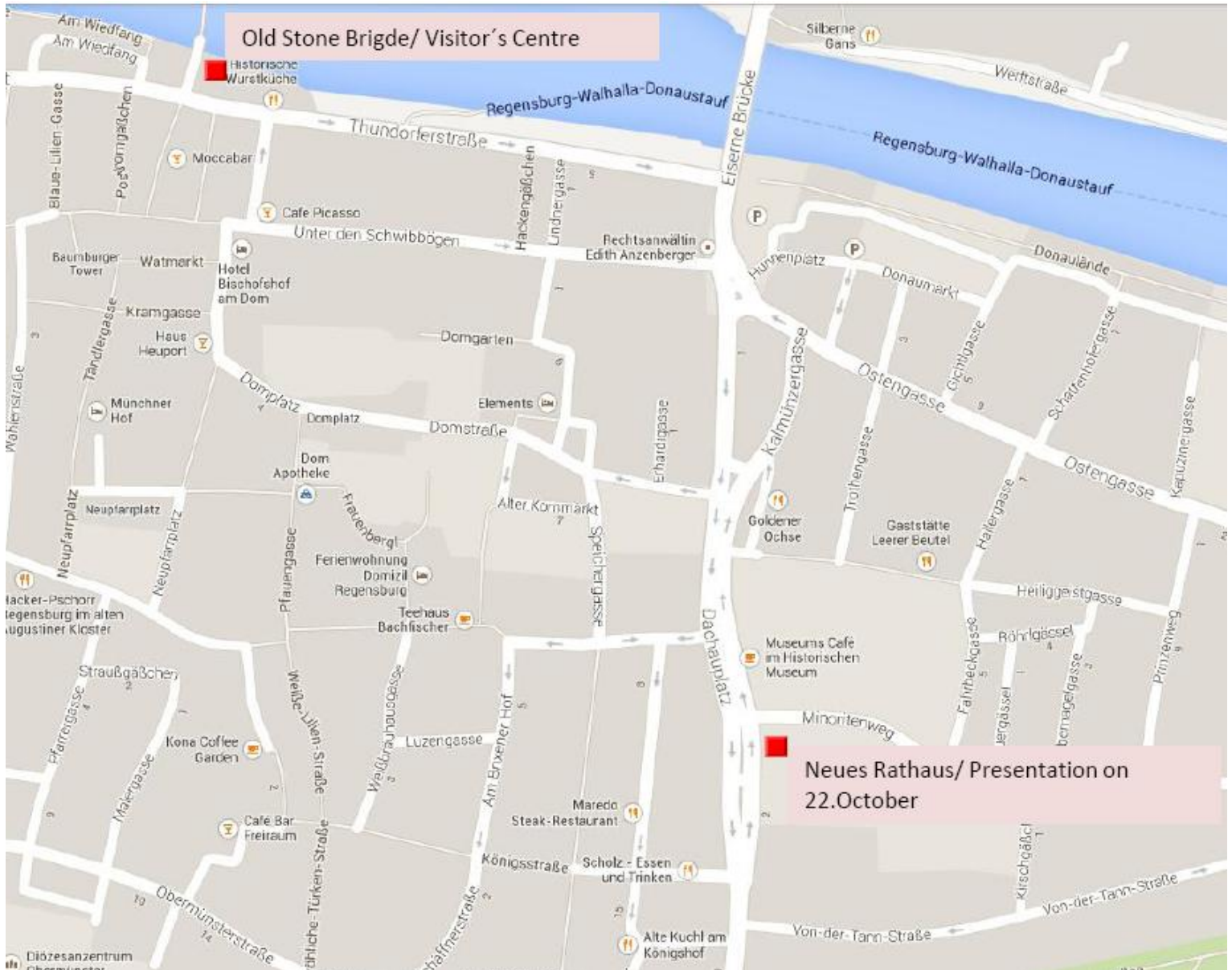
19.30 – 21.00 Dinner (all Participants)

Rathauskeller

(15 – 20 Euros/Person)

Second day, 22 October 2013

Neues Rathaus, D.-Martin-Luther-Str.1, Room R004,



9.00 – 9.15 Welcoming address by Christiane Schimpfermann,
Head of Planning and Building Division

9.15 – 10.00 Presentation: Public Relation/ Communication/ Information about the World Heritage: World Heritage Visitor Centre, World Heritage Day in Regensburg, App, ect.

Mrs Susanne Hauer, Municipality of Regensburg, World Heritage Management

10.00 – 10.30 Coffee Break

10.30 – 11.30 **World Heritage Visitor Centre: Guided tour**

Mrs Susanne Hauer, Municipality of Regensburg, World Heritage Management



The World Heritage Visitor Centre Regensburg is an offer which provides information, education and interactive experience for guests, tourists, visitors, families ...

Modern technologies in addition to traditional presentation methods and unique exhibits implement the essence of Heritage

Regensburg here.

Permanent exhibition

The exhibition consists of five areas dealing with different aspects of the World Heritage Regensburg. It is situated in cabinets that are hung from the ceiling. Thus, the impression of the historic warehouse building could be preserved.

UNESCO World Heritage

The first area presents the topic 'UNESCO World Heritage' in an international and local perspective. A large interactive globe shows all and provides information about World Heritage sites around the world.

From Roman camp to modern city

The second subject is development of the city. This cabinet contains a multimedia-based model of the city which presents the development of Regensburg over the last 2000 years.

City on the river – a city in flow

Third theme refers to Regensburg as a medieval trading city located on the River Danube. Especially the different functions of the Stone Bridge, Regensburg's historic Landmark, are explained.

Life in the city

This area deals with religion, art, science, and the social history of the Regensburg. Among other things scenes of historic life are presented in miniature dioramas.

City of Imperial Diets

The fifth theme is 'City of Imperial Diets'. It is about Regensburg's history as city of general assemblies of the Imperial Estates of the Holy Roman Empire.

Highlights

Virtual library

The virtual library of the visitor centre provides lot information on Regensburg's history and actual developments.

Globe media installation

The World Heritage Globe is nearly 2 metres in diameter and LED illuminated. On its surface there are interactive displays with information about all World Heritage sites. This globe is

also the icon of the visitor centre.

A model of the city

The multi-media model presents you the World Heritage zone of Regensburg and is one of many highlights of the permanent exhibition. The model shows Regensburg's development over the past 2000 years with the help of light projection and audio files.

Theme: Awareness raising about the CH

Subcategory: public relation work/information/communication about the World Heritage

11.30 – 12.00 Presentation: Distribution of knowledge about CH, awareness raising about the CH

Stakeholder,

12.15 – 13.30 Lunch Break (all Participants)

<http://www.hacker-pschorr-regensburg.de/>

about 15 Euro/Person

13.30 – 15.00 **3 Monuments included in the PACHA-Program (Old Stone Bridge, Roman World Heritage and House of Music): Guided Tour**

Old stone Bridge



The natural stone arched bridge is suffering under the impact of the environment and the traffic it bears. The masonry has been particularly damaged

due to the penetration of dampness, combined with salt and frost corrosion. The “Steinerne Brück” has been undergoing thorough repairs since 2009. The most important objective is to prevent the penetration of water. This requires complete renovation of the bridge surface, including the parapets and the damaged wall elements. The damaged and displaced natural stone is also being restored in a sustainable manner, in keeping with the protected status of the structure. The ramp superstructure leading to the “Obere Wöhrd” is being restored according to its historical heritage.

House of Music



The building that formerly served as the police headquarters will be the home to a “Haus der Musik” (house of music) by 2014. It will accommodate various institutions such as the City’s choral and music school, a small concert hall, a music library as well as seminar and study spaces. The “Haus der Musik” will

also house administrative offices and an archive. This usage will be supplemented by a cafeteria.

Roman World Heritage

The aim of the »Roman World Heritage« project is the careful restoration of the remaining



ancient building stock of the Roman military outpost. At the same time, an information network system is being created to convey the extraordinary historical value of Regensburg’s Roman structures. Restoration and the

information system are expected to be completed by 2013.

Theme: Awareness raising about CH/ awareness raising about the renovation of CH

Subcategory: public relation work/information/communication about the World Heritage/ about the renovation of World Heritage

OPTIONAL:

15.30 Train Station Regensburg: continuation of the journey: Next Stop: Munich

PP Treviso Program

(Munich and Stuttgart 23, 24 October 2013: Munich; 24 October 2013: Stuttgart

25 October 2013: Return flight)