

International Conference

«The missing link: rural heritage and sustainable rural development»*

to be held at Ionic Centre, Plaka, Athens, Greece,

21-22 September 2009

in the context of the CULT RURAL project, co-funded by the European Commission, CULTURE Framework Programme

DAY 1: Monday 21 September 2009

17:30- 18:00 Registration

18:00- 18:15 Opening - Greetings

18:15-18:25 *Introduction to the CULT RURAL project*, Henrik Axio, Project Leader, Swedish Local Heritage Federation

18:25-18:45 *Presentation of “CULT-RURAL: Promotion of a cultural area common to European rural communities*, Dr Fouli Papageorgiou, Project coordinator, PRISMA-Centre for Development Studies

SESSION 1: Popular Culture and Sustainable Development

Chair: Dr Fouli Papageorgiou

18:45-19:30 *Popular culture and sustainable development. The broad issue*, Rector Hélène Ahrweiler, President of the European University

Discussion

19:30-20:00 *Culture facing the world crisis : the example of the sustainable development and rural heritage museums* Michel Colardelle, Director of the Museum of European and Mediterranean Civilisations (MuCEM), France

20:00- 20:30 *Open air museums: heritage and sustainability*, Miklós Cseri, Director, Hungarian Open Air Museum

20:30- 21:00 *Discussion*

21:00 *Reception* and visit of the cross-thematic Cult Rural exhibition at the lower floor of the Centre

DAY 2: Tuesday 22 September 2009

Session 2: The Results of the CULT RURAL project

Chair: Henrik Axio

9:30- 9:45 *Introduction to the three Thematic Exhibitions*, Fouli Papageorgiou

9:45- 10:45 *Thematic Exhibition 3. “Rural heritage and collective identity. Building the sustainability of rural communities”*

- Louisa Karapidaki, Art Historian (GR),
- Barbara Woch, Deputy Director, Museum Kresow (PL),
- Nora Boneva, Historian, National History Museum (BG),
- Dr Efie Karpodini, Archaeologist -Ethnographer (GR)

10:45-11:00 Coffee break

- 11:00-12:00** ***Thematic Exhibition 2. “SOS - Save Our Sources”***
- Edouard de Laubrie, Deputy in charge of research and collections, Museum of European and Mediterranean Civilizations (MuCEM (FR),
 - Zsolt Sari, Chief Curator & Secretary for scientific affairs, Hungarian Open Air Museum (HU),
 - Owe Norberg, Curator, Ljusdalsbygdens Museum (SE)
- 12:00-13:00** ***Thematic Exhibition 1. “Landscape stories: from tradition to sustainability”***
- Dr Fouli Papageorgiou, Architect, PRISMA-Centre for Development Studies (GR),
 - Louisa Karapidaki, Art Historian (GR),
 - Danilo Marandola, Agronomist, Institute of Bio-meteorology, National Research Council (IT)
- 13:00- 13:30** **Discussion**
- 13:30- 15:00** **Lunch** and visit of the cross-thematic Cult Rural exhibition at the lower floor of the Centre
- Session 3: Re-establishing the link between rural heritage and sustainable development***
- Chair: Dr Miklós Cseri
- 15:00- 15:30** ***Ecomuseums, a link between rural heritage and sustainable development***, Mark Casteignau, Director, Ecomusée Marquèze, France
- 15:00- 15:30** ***The network of PIOP museums as development agent of the Greek regions”*** Aspasia Louvi, Cultural Foundation of Piraeus Bank Group (PIOP), Greece
- 16:00- 17:30** ***Panel: “How can we re-establish the link between rural heritage and sustainable development, for the benefit of present society?”***
- Prof. Iren Kukorelli, Hungarian Academy of Sciences, Centre for Regional Studies
 - Theodossios Mastrominas, former Senior Official of the European Commission, Culture and Youth
 - Stanislaw Makara, Director, Museum Kresow in Lubaczow, Poland
 - Vanessa Doutreleau, Deputy in charge of scientific programmes and exhibitions, Ecomuseum of Marquèze, France
 - Zsolt Sari, Chief Curator & Secretary for scientific affairs, Hungarian Open Air Museum
- Discussion**
- 17:30 - 18:30** Guided visit of conference participants to the 9th CULT RURAL exhibition “Landscape Stories: from tradition to sustainability”
- Closure of Conference
- *during the conference there will be simultaneous interpretation in three languages: English, French and Greek**