

Denkmal Russia-Moscow 2019:

Congress for heritage preservation and tourism

05-06 November 2019, Gostiniy Dvor, Moskau

1. New approaches to the presentation of historic cityscapes: Holograms of architectural heritage integrated into modern cityscape

05 November 12:00-1:30pm

A city carrying a unique historical faith and burden - particularly in the last 2 centuries Moscow has suffered a series of destruction: The city fire as well as changes during the Soviet Union have resulted in a loss of historic artefacts. A topic also relevant for many large European cities, however. Time has left its marks, visible when looking this fact straight in the eye. Under these circumstances a restoration and disclosure are inevitable. Some market players have found great success by using holograms on their tours to show a different reality had history taken a different path. A great part of historic sites therefore only need conservation instead of reconstruction. What options for the conservation of damaged heritage in Moscow and other cities of the world exist? What perspectives lie in holograms for the preservation of heritage sites?

Experts:

- Alexej Jemeljanov, Chief of the Department of Cultural Heritage of Moscow
- Filipp Smirnov, editor-in-chief „Moscow’s heritage“
- Oleg Vasilkov, VP „ARVizio“
- Alexander Zimajlo, Nikolaj Ljashenko – founder and owner of „Zimailo, Ljaschenko + Partner“
- Elisabeth Fabrin, head restoration manufactory Venedig
- Nils Hinrichsen, museum director „Alt-Segeberger Bürgerhaus“

2. Immaterial heritage: support of a new touristic city appearance

06 November 10:30am – 12:00pm

Moscow currently has 3 UNESCO world cultural heritage sites: The Kremlin, the Kolomenskoje monastery and the nunnery. Only regarding this heritage as material objects would be a great understatement. For instance in Georgia the Khachapuri was recognized as a non-material heritage. The diversity of the heritage is astonishing: starting with tasty regional dishes and moving on to special settings to music and traditional combats and games.

What particular immaterial heritage of Moscow is of great tourist attraction and what can currently be found? Which parts of this heritage could serve as a business card for the city and is in compliance with the international standard for heritage recognition? Is there potential for a culinary city

heritage? Could the immaterial heritage break-even? Existiert möglicherweise bereits ein Potential für ein „kulinarisches“ Erbe der Städte. Wie könnte sich das immaterielle Erbe der Stadt „rechnen“?

Experts:

- Jekaterina Pronischeva, President of the tourism committee
- Daisy Fen, Forscherin, Lektorin, University of Bornmuta
- Lubica Volanska, Ethnologin, UNESCO council member on immaterial heritage
- Vladimir Muchin, Chef
- Bulat Khalilov, Ored Recordings
- Jurij Saprykin, Journalist
- Vadim Mamontov, Russia Discovery

3. Diverse heritage of a city: Rediscovery of forgotten cultural treasures

06 November 12:30 – 2:00pm

Moscow is usually pretty familiar among tourists thanks to the historic area surrounding the Kremlin, the Red Square, the Confectioners' houses of the 50s and its church architecture. Outside the tourist's and even local's view a not so insignificant number of treasures await to be rediscovered by tourists and Economists. Among those are the detailed architecture of the Soviet Avantgarde and the pre-revolutionary Moscow modernism as well as completely forgotten epochs and movements such as: Soviet modernism, the architecture of the rationalists, manufacturing traditions of the Abrametzker pottery or tile potter settlements. All those things represent a tourist product of for and by themselves and are gradually offered by city-guides and representatives of the City Department to be discovered. On one hand accessing new touristic products and services help provide tourists and guests with a broader perspective of Moscow while on the other hand unlocking new financing paths.

Experts:

- Leonid Kondraschow, vice-director of the Department of Cultural Heritage of the Government of Moscow, Chief-Archaeologist of Moscow
- Wolfgang Gärtner, president foreign Marketing, Tourism Marketing Holding Saxony
- Luchiano Madschi, Italien heritage restorer
- Ljudmila Busina und Nadjeschda Filatova, heritage Institute
- Ajrat Bagautdinov, Projektgründer „Moscow - an engineer's perspective“

➤ Denis Pomodin, Moscow researcher