

Mega-events in heritage-rich cities

From research to principles and policy recommendations

Webinar

DATE

08.07.2021

TIME (CET)

11:00-15:30

Join us at:

<https://www.eventbrite.com/x/157464756325/>

The webinar is part of the JPI Cultural Heritage funded project:
HOME: Heritage Opportunities/ threats within Mega-Events in Europe

More information:
<https://mck.krakow.pl/https-mck-krakow-pl-homee-about-the-project>



Mega-events have been changing their relationship with the city, now more commonly using existing infrastructures and facilities. In Europe and other parts of the world, this may put historic city centres and broader heritage assets under stress.

How can cities rich in culture host mega-events without putting their own heritage at risk?

How can mega-events become effective ways to promote and protect tangible and intangible heritage?

Speakers:

Pascal Liévaux

Chair, EU JPI Cultural Heritage

Massimo Bricocoli

Director, Department of Architecture and Urban Studies, Politecnico di Milano

Ana Kočegarova

Head of Programme, Kaunas 2022 European Capital of Culture

Krzysztof Maj

Director General, Culture Zone Wrocław;
Director, Wrocław 2016 European Capital of Culture

Marco Edoardo Minoja

Cultural Director, City of Milan

Maria Panayides

CEO, Eleusis 2023 European Capital of Culture

Maria Gravari-Barbas

Professor, Paris 1 Pantheon Sorbonne University; Director,
“Tourism, Culture, Development” UNESCO Chair

Jordi Pascual

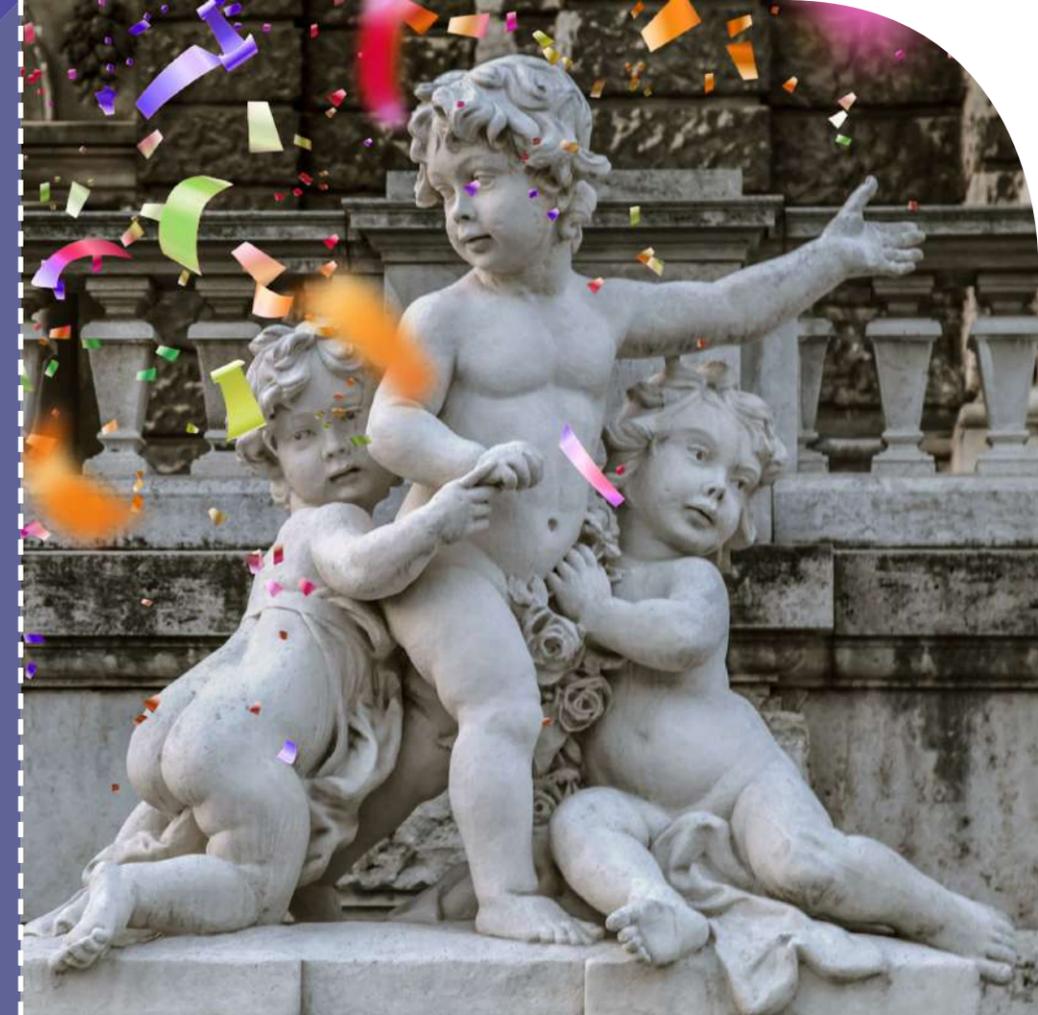
Coordinator, Secretariat of the Committee on Culture of
United Cities and Local Governments

Robert Piaskowski

Plenipotentiary of the Mayor of Krakow for Culture, on
behalf of the Organization of World Heritage Cities

Sneška Quaedvlieg- Mihailović

Secretary General, Europa Nostra



The webinar will introduce and launch the “**Charter for Mega-events in Heritage-rich Cities**” that responds to these questions. The Charter derives from the HOMEER research project that investigated case studies across Europe and involved organizations, experts and professionals in the field.

It provides principles and policy recommendations for decision makers and event organisers to avoid typical pitfalls while cooperating with the heritage sector.

