



Conference Programme

4th October 2018 (Thursday) – Registration & Socialising

18.00 – 20.00 Registration

Venue: European University Viadrina, Main Building (*Hauptgebäude*),
1st floor, room 109 (*Senatssaal*)

19.00 Guided walk through Frankfurt/Oder

Meeting point: Courtyard of the Main Building (*Hauptgebäude*), access via Logenstraße

20.00 Informal get-together in Frankfurt/Oder

Venue (at the end of the guided walk): “Taverna Athos”, Hanewald 9, Frankfurt/Oder

5th October 2018 (Friday) – Registration and Conference Sessions

08.30 Registration

Venue: European University Viadrina, Main Building (*Hauptgebäude*),
1st floor, room 109 (*Senatssaal*)

All conference sessions take place at the *Senatssaal*.

9.00 Welcome address by **Martina Münch**, the Minister of Culture and Science of the Federal Country Brandenburg and the President of the German National Committee for the Protection of Historical Monuments

9.10 Welcome address by **Julia von Blumenthal**, the President of the European University Viadrina

9.20 Introduction into the concept of the conference by **Paul Zalewski**, Chair of Heritage Studies at the European University Viadrina Frankfurt/Oder

Section 1: Sociological foundations

Chair: Gabriela Christmann (Erkner)

- 10.00 **Keynote: Sybille Frank (Darmstadt)**
Rural heritage and spaces of tourism
- 10.30 **Wulf Tessin (Hannover)**
Visiting rural heritage
- 11.00 Coffee break

Section 2 (macro-level): “Heritage Governance” in tourism and spatial planning?

Chair: Jonathan Finch (York)

- 11.30 **Steven Heyde, Sylvie Van Damme (Ghent)**
Rural estates as social enterprises of the 21th century
- 12.00 **Ole Winther (Copenhagen)**
Managing manorial heritage in Denmark: Protection vs. Daily Use
- 12.30 Discussion
- 13.00 Lunch

Section 3.1 (meso-level): Associations and lobbies

Chair: Paul Zalewski (Frankfurt/Oder)

- 14.00 **Ben Cowell (London)**
21st-century manors: how private houses survive and thrive through diversification
- 14.30 **Hugh Maguire (Dublin)**
Postcards from the Edge: Managing the Irish Country House
- 15.00 **Marta Sofia Dos Santos (Veytaux/Switzerland)**
The Partnership Strategy of the Château de Chillon™
- 15.30 Coffee break
- 16.00 – 17.30 Discussion

Exhibition

18.00 – 19.30 Opening of the German-Dutch exhibition
about the 33 residences along the Orange Route (*Oranjeroute*)

Welcome by **Ms Willemijn van Haaften, Deputy Head of Mission,
Embassy of the Kingdom of the Netherlands in Berlin**

Venue: In front of the *Senatssaal* in the Main Building. The vernissage is open to the public and will be accompanied by a small reception.

Evening lecture

19.30 – 20.15 **Fred Vogelzang & Janneke van Dijk (Utrecht)**
Hosting Cultural Events at Castles and Country Houses

6th October 2018 (Saturday) – Conference Sessions

Section 3.2 (meso-level, continuation): Associations and lobbies

Chair: Göran Ulväng (Uppsala)

- 9.00 **Thomas Adlercreutz (Stockholm)**
Voluntary work for the Cultural Heritage in Sweden. An overview over associations and their situation
- 9.30 **Iveta Balčūne (Luznava)**
Heritage Governance in Latvia – from heritage governance strategies to an individual manorial place – Luznava manor
- 10.00 **Stsiapan Stureika (Vilnius)**
Manor Houses in Post-Soviet Belarus: Overcoming Abandonment Through a Participatory Design
- 10.30 Discussion
- 11.00 Coffee break

Continuation of Section 2 (macro-level):

Chair: Britta Andersen (Gammel Estrup/Denmark)

- 11.30 **Colm Murray (Dublin)**
The Irish Country House: State support for its ‘public value’

Section 4 (micro-level): Strategies of individual development

Chair: Britta Andersen (Gammel Estrup/Denmark)

- 12.00 **Gabriela Christmann (Erkner)**
Between tradition and innovation. Cultural heritage and innovative ways of developing rural regions. Local initiatives from a sociological perspective
- 12.30 Discussion
- 13.00 Lunch

Section 5: Manors in Brandenburg and in Eastern Germany

(This section includes the presentations of the “macro-” and “meso-level” related issues only. The strategies in a micro scale will be presented directly on site during the excursion on 7th October.)

Chair: Paul Zalewski (Frankfurt/Oder)

- 14.15 **Herle Forbrich (Hamburg)**
Manor houses without their masters. Places of history in the 20th century in East Elbia

- 15.00 **Nils Meyer (Kiel)**
Empty Spaces – Meeting the Post-Reunification Challenge of Preserving
and Caring for Brandenburg’s Stately Homes and Manor Houses
- 15.30 **Anja Fielauf (Berlin)**
Castles and Manor Houses as Museums in the State of Brandenburg. An
Empirical Study
- 16.00 **Friederike Dinse (Berlin)**
Manors in the border region of Brandenburg – critical overview
- 17.00-18.30 Discussion

7th October 2018 (Sunday) – Conference tour

Please note that the participation in the tour is only possible after previous registration.

Route: Sieversdorf, Lietzen, Gusow, Neuhardenberg (lunchtime), Wulkow, Alt Madlitz

Meeting point: Bus parking area, Carl-Philipp-Emanuel-Bach-Straße 12, Frankfurt/Oder

Meeting time: 8.45

Return to Frankfurt/Oder: 16.00



SUPPORTED BY:



Programme of the 4th ENCOUNTER-Conference as on 27th September 2018. May be subject to alterations.