

April 8th 10:00 – 13:00

Adaptive re-use of cultural heritage and development of authentic cultural products in 's-Hertogenbosch.

A joint virtual study visit and workshop for the Interreg Europe projects Local Flavours and Keep On

www.interregeurope.eu/localflavours

www.interregeurope.eu/keepon

The Heritage Department of the Municipality of 's-Hertogenbosch invites the partners and stakeholders of the Local Flavours and Keep On projects to join a virtual study visit and workshop, to share our approach to cultural heritage: *PRESERVATION THROUGH DEVELOPMENT*.

Our department is at the heart of cultural history preservation and development in the Dutch city of 's-Hertogenbosch (meaning the Duke's Forest.) We are closely involved in preservation, listing, developing, and providing access to the heritage in our city and the adjacent region, especially in the fields of archaeology, archives, building history, monuments, and fortifications. We are the link between policymakers, academics, students, and the field itself by providing information, advice, and operate within the legal framework to safeguard our cultural heritage.

www.erfgoedshertogenbosch.nl/over-ons/about-us

During the workshop we will offer you three different perspectives on the development of cultural heritage: an architect, a socially responsible owner and a municipal staff member. They have a strong passion for cultural heritage in common and will share their practice with you.

10:00 Welcome by the Municipality of 's-Hertogenbosch

10:10 Introduction Keep On by IRMO

10:15 Introduction Local Flavours by iASK

10:20 Jeroen van de Ven, architect. Balancing between conservation and renewal.

Thinking about how to deal with monuments has changed a lot since the last century, from object to area and from conservation to development. This means that the reallocation process is always a balancing act between conservation and renewal, and that transformations are often necessary in order to make buildings function (again). A reallocation scan provides insight into the cultural and building history values of a monument, the possibilities for reallocation and the financial feasibility. Jeroen van de Ven will introduce a Dutch approach to adaptive re-use, valorising local authentic values, through a multidisciplinary collaboration between the disciplines of construction and cultural history, urban planning and architecture, housing and building management.

10:50 Time for questions and discussion, moderation by 's-Hertogenbosch

11:00 Adri Ederveen, initiator and co-owner of Hotel The Sweet Mother.

This former monastery has been renovated and transformed for hospitality purposes.

It serves as both a hotel and a neighbourhood meeting centre with an educational and social mission. The monastery hotel is an exceptional location where guests flourish. It is foundation Bij de Soete Moeder's mission to offer young people such as jobseekers, dropouts and students looking for a work placement an opportunity to learn and gain work experience. The founders have taken over the social and civic role of the nuns.

Adri will be interviewed live during the workshop and partners can send in their questions in advance.

There is some homework for you to be done **before** the workshop. Please follow these instructions:

1. Please read about the Good Practice: www.interregeurope.eu/policylearning/good-practices/item/4576/monastery-hotel-the-sweet-mother/
2. Make a virtual tour in the former monastery: www.erfgoedshertogenbosch.nl/verhalen/virtuele-tour-kloosterhotel-de-soete-moeder-s-hertogenbosch
3. Watch the drone images: www.erfgoedshertogenbosch.nl/verhalen/virtuele-tour-kloosterhotel-de-soete-moeder-s-hertogenbosch
4. Listen to the guided tour: www.youtube.com/watch?v=hFcecg5KFTQ

The guide speaks Dutch, but you can have subtitles in your preferred language, generated by youtube. Go to 'settings' of the youtube screen, select subtitles, select auto-translate, choose your language.

Please send your questions for the co-founder of the monastery hotel to Marieke Muilwijk info@m1a.nu before March 30th.

11:30 Time for additional questions and discussion, moderation by 's-Hertogenbosch

11:40 *break*

12:00 Dennis Dekker, Municipality of 's-Hertogenbosch: Cultural Heritage going digital. Virtual and augmented reality in cultural heritage products.

Good Practice "Cycling route 1629"

Around 's-Hertogenbosch is a cycling and walking route along the old defence line from 1629. Over a length of 49 kilometres, beautiful nature and impressive cultural history alternate. The municipality has commissioned the development of the 1629 Line route app to attract a wider public and share more historical knowledge. By using the camera on your phone, you can make two war correspondents from the 17th century appear in Augmented Reality (AR). These guides witnessed the Siege of 's-Hertogenbosch themselves and tell you about the fascinating historical events. This way, a Covid19 safe activity becomes extra entertaining.

Good Practice "The online Monuments Day"

Due to the Covid19 pandemic the traditional Open Monuments Day 2020 was cancelled. To offer an alternative, the Online Monuments Day was organised by the municipalities of 's-Hertogenbosch, Sint-Michielsgestel and Vught. In just a few weeks' time a total of twelve monuments was visualised in an innovative, spectacular way, both from the inside and the outside. For the outside images of the monuments a drone was used. Details are explained by a voice-over. For the inside images of the monuments, 3D techniques were used. The visitor can create his/her own digital tour, using 360 degrees images. Owners and users of the buildings give their personal touch to the online tour. They show hidden treasures and share their own favourite elements.

12:30 Time for questions and discussion, moderation by 's-Hertogenbosch

12:40 Conclusion

13:00 End of the virtual study visit and workshop

Please confirm your participation by sending an email to Marieke Muilwijk info@m1a.nu before March 30th. Only those who subscribed will receive the link to join the workshop. Feel free to share the invitation with your colleagues.