

Interreg
CENTRAL EUROPE



ARTISTIC

European Union
European Regional
Development Fund



Project ARTISTIC is implemented within the frame of INTERREG CENTRAL EUROPE PROGRAMME, co-funded by the European Regional Development Fund (ERDF) and the Hungarian State.



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ARTISTIC



TAKING
COOPERATION
FORWARD



Final Public Event

Online, 7th of July 2020



Highlights in the ARTISTIC
West Transdanubia region, Hungary



West Pannon Regional and Economic Development Public Nonprofit Ltd.

THEMATIC FOCUS



Traditional building with thatched roof and clay / straw mortar walls in Oszkó, Hungary



THE FIRST STEPS



First workshop with stakeholders
in Oszkó, Hungary
on the 11th of April 2018

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THE BROCHURE



Bilingual brochure on the
Living Folk Architecture
in the West Transdanubia region

DOWNLOAD IT HERE!



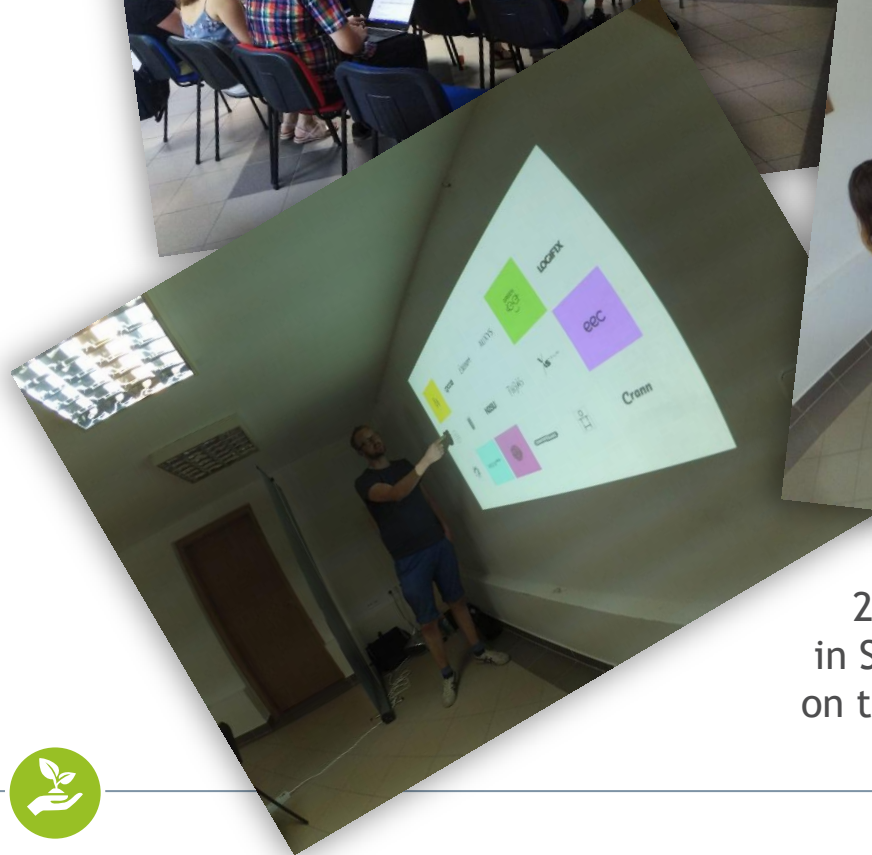
LEARNING, LEARNING, LEARNING



Training on crowdfunding
in Szombathely, Hungary
on the 31st of May 2019



LEARNING, LEARNING, LEARNING



2-days local training
in Szombathely, Hungary
on the 20-21 of June 2019

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BUSINESS PLANS ARE READY!

Key Partners	Key Activities	Key Resources	Value Propositions	Customer Relationships	Customer Segments
<ul style="list-style-type: none"> Pannon Local Product: Horgászati Ekt. Association for the Villages of Zala SI Energia Association (Slovenia) 250 Bistra Ptu (Slovenia) Heritage museums and hotels at the Slovenian-Hungarian border, especially: Heritage Museum of Horgászati Ekt. Heritage Museum of Vashóczfalva Heritage Hotel Greenway and Marinka Garden Zadruga Pannónia Pannónia Hotel Rósa Vigora domotika Hilpa Herbarista VitáGörge Görcs Hotel Pannónia Kalász Thermal Hotel Thermal Hotel Balne Szék (Szalmapanel) 	<ul style="list-style-type: none"> establishment of a cross-border tourist route based on heritage museums booking opportunity directly in hotels development of cultural heritage based tourism 	<ul style="list-style-type: none"> mentoring volunteers professional assistance from the National Association of Rural Heritage Houses Sales experience of participating hotels EU support 	<ul style="list-style-type: none"> new tourism product innovative sales approach cooperation between hotels and country houses has not been typical in the Slovenian-Hungarian border region organization of local communities 	<ul style="list-style-type: none"> website social media short films menus at hotel restaurants displaying tourism products appearances in print and electronic media 	<ul style="list-style-type: none"> local people tourists people interested in gentle tourism
Cost Structure <ul style="list-style-type: none"> initial developments in the heritage museums and their surroundings € 2,000 / house marketing expenses 5,000 EUR / house event organization cost 2,000 EUR / event activation, mentoring 6,000 EUR / mentor 			Revenue Streams <ul style="list-style-type: none"> hotel packages sold, plus revenue of € 500 / package service fees approx. 60 EUR / service 		

Presenting the final business plans
in Szombathely, Hungary
on the 19th of December 2019

1. VIDEO DOCUMENTATION OF HUNGARIAN VERNACULAIRE ARCHITECTURE



Main aim is to create a „Traditional Architectural Documentation Library” to be able to pass on and retain all the know-how that is still available today for the future generations.

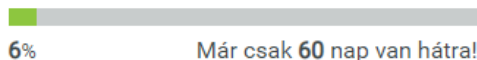
<https://www.good.hu/gyujtes-sc2q435v07>

Ennyi gyűlt össze:

65 000 Ft

Ennyi a cél:

1 000 000 Ft



HOZZÁJÁRULOK

😊 12 ember már hozzájárult



2. TRADITIONAL & NATURAL SMALL-SIZED HOUSE MODELS



Creating a dollhouse model as an innovative local product, emphasizing the importance of the traditional Hungarian folk architecture and the protection of cultural heritage.

<https://www.good.hu/gyujtes-x49e5u749j>

Ennyi gyűlt össze:

68 500 Ft

Ennyi a cél:

950 000 Ft



7%

Már csak **60 nap** van hátra!

HOZZÁJÁRULOK

😊 **10 ember** már hozzájárult

Campaign video



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3. REGIO EARTH FESTIVAL



Postponed to 2021!

The REGIO EARTH Central and South-Eastern European Festival of Earth architecture was created to re-focus and popularize the adobe. It is possible to overthrow false images of clay and straw mortar walls for the public. The festival is an annual event on clay-based architecture, construction, design and the arts. The objective is to find effective ways to integrate seemingly disappearing architectural forms into contemporary construction.

[Campaign video](#)



BUILD ON TRADITION!



Folk Architecture Summer University in Oszkó, Hungary, on the 19th of July 2019
(picture by dr. Bereczki Ibolya, Fancsalszki Noémi, Kmellár Viktória, Prikler Szilvia Beatrix)





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