

Denkmal 2019

Date: November 5–7, 2019

Venue: Moscow, Gostiny Dvor

Business Program

1. New Ways to Work with City Heritage. New Impressions Associated with New Technologies

November, 5

12:00-13:30

A city of thorny destiny, Moscow has evidenced a significant number of destructions throughout its history, including the period over the past two centuries. To name but a few, the great fire and the major reconstruction of the city during the Soviet times are among the most notable examples of the city losing hundreds of wonderful historical artifacts. This is the challenging issue of most of the European cities. When travelling around city one always has a feeling of closeness and irreparability of the occurred losses. In such conditions, the issue of delicate reproduction and exposure of changes taking place in the city is relevant. Some of the market participants have begun to successfully offer guided tours using AR/VR formats, enabling the tourists to see the possible appearances of a city should the history had gone in a slightly different way. In this case some of the city monuments could be preserved instead of reconstruction.

What are the prospects for conservation of the ruined heritage in Moscow and other cities? What are the prospects for augmented and virtual reality technologies for the preservation of city heritage?

Experts:

- Alexey Emelyanov, Head of the Department of Cultural Heritage of Moscow
- Philip Smirnov, Chief editor, Moscow Heritage
- Oleg Vasilkov, CEO of ArVizio
- Alexander Tsimailo, Nikolay Lyashenko, founders Tsimailo, Lyashenko and Partners
- Elisabetta Fabbri, Head of Restoration Workshop, Venice
- Nikolay Pereslegin, Founder, Kleinewelt Architekten
- Andrey Babich, CEO Remmers

2. Search and Promotion of Intangible Heritage: Basis for the New Tourist Image of the City

November, 6

10:30-12:00

There are three UNESCO World Heritage Sites in Moscow: the Kremlin, Kolomenskoye and Novodevichy Convent. However, the heritage should not be limited to the material objects. For example, in Georgia, khachapuri was recognised as an intangible monument of the cultural

heritage. The versatility of culture and heritage is amazing: from folk culinary masterpieces to regional features of musical intonation and ancient games.

What intangible heritage of Moscow and other cities is highly attractive for tourists? What is its current condition? Which objects of the heritage could become an “architectural landmark” of a city, while meeting the international criteria for its recognition?

Is there a potential for promoting local gastronomic heritage? What is the best way to capitalise the city intangible heritage, which often remains unfamiliar even to the tourists who have visited the city?

Experts:

- Ekaterina Pronicheva, Chairperson of the Moscow Tourism Committee
- Alyona Kukushkina, filmmaker, curator, Wordshop
- Alexander Sysoev, Founder, Russian Restaurant Festival
- Daisy Fan, Researcher, Senior Lecturer at Bournemouth University
- Vladimir Mukhin, Chef
- Bulat Khalilov, CEO, Ored Recordings
- Vadim Mamontov, Founder, CEO, Russia Discovery

3. Multi-Layered City Heritage: Revival of Forgotten Cultural Treasures

November, 6

12:30-14:00

Moscow is mainly known to tourists as a fairly flat city: the outstanding historical core of the Kremlin and the ensemble of the Red Square, high-rise buildings of the 1950s and ecclesiastical architecture. Many cultural layers bide their time, being able to become new points of tourists attraction and developing the urban service economy. However, they currently remain peripheral to both the tourists and the residents of the city. Such dimensions include the relatively developed architecture of the Soviet avant-garde or pre-revolutionary Moscow modernism, as well as completely forgotten eras and directions: Soviet modernism, rationalist architecture, traditions of the production of Abramtsevo ceramics or tiles in the Goncharnaya Sloboda. Any similar part of the city history is nearly a ready-made tourism product that requires the combined efforts of disparate market participants: from Moscow scholars and guides to representatives of city departments of committees. Attracting attention to the new heritage will help creating new tourism products, as well as a more voluminous appearance of the capital among residents and visitors of the city, and attract financing to various areas of cultural heritage.

Experts:

- Leonid Kondrashev, Deputy Head of the Department of Cultural Heritage of Moscow, Chief Archaeologist of Moscow
- Luciano Maggi, The restoration of the monuments of Italy
- Volfgang Gertner, Head of international marketing, Saxony Tourism
- Ludmila Buzina, Institute of Heritage
- Airat Bagautdinov, founder of the ‘Moscow through the Eyes of an Engineer’ project
- Denis Romodin, expert in Moscow studies
- Elizabeth Kriger, VDNH
- Mariya Migunova, digital-marketing manager, Germany Travel