

# **E-CREATE: PRESENTATION AND EXHIBITION AT AR&PA**

## **EVENT REPORT**

VALLADOLID 13<sup>TH</sup> -16<sup>TH</sup> NOVEMBER 2014



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## 1. FACTS AND FIGURES



Castil & León in Spain

### *The Region: **Castile & León***

*Castile & León is a historical and cultural region. Castile & León is one of the seventeen regions that territorially comprise Spain. It is bordered by Portugal to the west. It is divided into nine provinces and with its 94.000 square kilometers it is the biggest in Spain and it is the 3rd largest region in Europe. The region of Castile & León houses eight cultural assets recognized as UNESCO World Heritage sites (Saint James Way, cities of Avila, Salamanca and Segovia, Las Médulas, Atapuerca and Siegaverde archaeological sites, and the Gothic Cathedral of Burgos).*

*Following on from those exceptional examples, the range of cultural heritage assets that Castila & León offers to tourists may be properly appreciated: historical buildings, archaeological sites, routes, without forgetting important intangible cultural hereitage assets like its inhabitants way of life and celebrations as the Holly week.*

### *The City: **Valladolid***

*Valladolid is the capital of Castile & León and it is located at the confluence of the Pisuerga and Esgueva rivers. It has a population of 310,000 people making it Spain's 13th most populous municipality and northwestern Spain's biggest city. A highspeed train allows to get to Madrid, the capital of Spain, within an hour. Industries running at Valladolid are dedicated to automotive, food processing, winegrowing, metalurgy, and agriculture, but in terms of employment, the service sector is the main economic sector.*



Nuestra Señora de Prado Monastery



Miguel Delibes Cultural Centre

### *The Venue: **Centro Cultural Miguel Delibes***

*It is a versatil and functional building, planed to host all kind of cultural events. It has 13 rooms and 3300 m<sup>2</sup> exhibition area.*



## ■ 2. OVERVIEW

### TOTAL ATTENDANCE:

**Presentation: 15-20**  
**Exhibition booth: 80-100**

### PARTICIPATING NATIONS:

**GERMANY**  
**PORTUGAL**  
**SPAIN**

### PARTICIPATING INSTITUTIONS:

**TRANSROMANICA**  
**VALSOUSA/Rôta do Románico**  
**JUNTA DE CASTILLA Y LEÓN**

### E-CREATE PROJECT PARTNERS:

- 1. TRANSROMANICA Association (DE)**
- 2. VALSOUSA –Municipal Association of Sousa Valley (PT)**
- 3. Castilla y León Regional Authority (ES)**



### ■ 3. e-CREATE EXHIBITION BOOTH AND TECHNICAL PRESENTATION

As we had discussed in April during our Partner Workshop and Study visit at Valladolid, communication and dissemination activities are essential to the project. We have to share our activities, outcomes and results with the general public by using all media and so reaching a wider audience. This is one of the characteristics of INTERREG Programme: to share knowledge and solutions to face similar tasks successfully.

With that purpose, and even though this dissemination activity was not foreseen in the initial schedule of e-CREATE nor in the budget, Junta de Castilla y León offered the possibility to present e-CREATE project at the 9<sup>th</sup> edition of the Biennial AR&PA of Restoration and Management of Cultural Heritage, which was going to take place in November.

The Lead Partner, after assessing the idea together with the partnership, and taking into account the benefits this activity could have in order to raise awareness of e-CREATE project results, gave green light.

(For more information about AR&PA, please follow the link: <http://www.jcyl.es/web/jcyl/ARPA/en/Plantilla66y33/1267295103271/ / / .>)

Hence, Junta de Castilla y León hosted an exhibitor booth and reserved time for a technical presentation in the calendar of activities.

(See page 8 of the calendar of activities brochure: [http://www.jcyl.es/web/jcyl/binarios/548/799/calendario%20de%20actividades\\_desplegado\\_bis.pdf?blobheader=application%2Fpdf%3Bcharset%3DUTF-8](http://www.jcyl.es/web/jcyl/binarios/548/799/calendario%20de%20actividades_desplegado_bis.pdf?blobheader=application%2Fpdf%3Bcharset%3DUTF-8)).

Also, some other partners, TRANSROMANICA and VALSOUSA, could come to take active part into the technical presentation and to welcome visitors to the exhibitor booth giving them the project flyers or the mouse pad specifically made to give away during the four days the Biennial lasted.

All the information provided at the exhibitor booth about e-CREATE, like the brochures, mouse pads, and displays, was available both in Spanish and English. Besides, the technical presentation was also given in both English and Spanish in the aim of immersing the audience and making people knowing more about the way European regions manage the interregional cooperation projects.



## The e-CREATE technical presentation:

On 13<sup>th</sup> of November, at 19:00, Christin Prange, Managing Director of TRANSROMANICA, the Communication and Dissemination Component Leader; Duarte Pinheiro representing Rota do Românico; and María José Pérez Pérez, technician at Junta de Castilla y León, presented the project to an audience interested on Cultural Heritage projects and itineraries.

The presentation summarized three years of meetings and works, and wanted to show specifically the aim of the project: the best practices shared by the partners, and the pilot project, TOMAT.



From right to left: Christin Prange, Managing Director of TRANSROMANICA, Communication and dissemination Lead Partner; Duarte Pinheiro, from Rota do Românico, and María José Pérez Pérez, Technician from Junta de Castilla y León, during the technical presentation of e-CREATE.



Above: two of the slides of the presentation



### The e-CREATE exhibitor booth:

Junta de Castilla y León hosted an exhibitor booth to show the e-CREATE project to all AR&PA attendees, many of them people working on Cultural Heritage field, and general public, as well as Castilla y León public authorities.

Many visitors stopped at the e-CREATE booth to get information about the project, many of them took some flyers to learn more about the project results.



Above and below: Photographs of the e-CREATE exhibitor booth. Also, on the table, the new e-CREATE brochure and the mouse





## ■ 4. CONCLUSIONS

As all main activities of the project were already accomplished, the Biennial served as a showcase for the results achieved during its lifetime, reaching a wider audience.

Because of the number of people interested in knowing more about the project, its partners, or the European Interregional cooperation projects, we can say it was a success.

## ■ 5. CONTACT DETAILS

For **more information**, visit: [www.e-create-project.eu](http://www.e-create-project.eu), follow our project on Facebook, Twitter and/or LinkedIn.

### **Contact details:**

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