

## Press release

*Interreg V-A Slovakia-Hungary Cooperation Programme*

**SKHU/1601/1.1/175**

### **Palócland – Hont – Podpolanie: visitor-friendly development of common cultural heritage thematic routes**

#### **Partners in the project:**

- Palóc Út Kulturális Turisztikai Klaszter Egyesület (Lead beneficiary - HU)
- Vanyarc Községi Önkormányzat (HU)
- Hagyományos Értékek Megőrzéséért Alapítvány (HU)
- Slovenské národné múzeum (SK)
- Komunikačné centrum Detva, n.o. (SK)
- Obec Hrušov (SK)

Period of the implementation: 2018.01.01. – 2019.12.31.

Total ERDF contribution of the budget: 1.301.386,91 EUR

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#### **Brief description of the project**

Palóc Út Kulturális Turisztikai Klaszter Egyesület (cultural Tourism Cluster Association) as a cultural thematic route in the Hungarian-Slovak border region, Podpolanie Cultural route planner, DC DETVA Foundation for Preservation of Traditional Values, Slovak National Museum and municipalities of Hrusov and Vanyarc are putting forward a joint proposal. The common objective is to utilize the cultural traditions and natural values of the border region, to develop and connect new and current attractions and thematic routes, to create sustainable and family friendly tourism product sets, and the organization necessary to manage the „Palócföld - Hont - Podpol'anie – Cultural Heritage Thematic Route”.

#### **Target groups:**

- 1.) Tourists, especially from the neighboring country
- 2.) Population of the region

Our objectives - sustaining and improving attendance in order to increase the number of visitors by 10%,  
- investments providing new functions,  
- comprehensive resource survey of the region, and based on this  
- the creation of a joint cultural thematic route.

New supply elements will be developed thanks to the project.

Open workshops, travelling exhibitions, new thematic routes for hikers, cyclists and car drivers with smart map application. Programme packages connecting cultural and natural values. New permanent exhibitions in the area and organization of 10 major events. We establish 15 playgrounds with traditional games and bicycle rentals on those settlements in which family- and visitor friendly services are absent.

Our joint task is to make marketable products of current attractions, and to put together programme packages; to group events into unified series of programmes, new visual identity, brand building,

introduction of trademark system, joint marketing activities, information points, printed and online marketing, travel film, exhibition participation, scientific research, publicity and knowledge transfer complete the project.

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***Palóc Út Kulturális Turisztikai Klaszter Egyesület***  
***3100 Salgótarján, Rákóczi út 29. fszt. 5.***

Total budget of the project partner: 365.531,40 EUR

ERDF contribution: 310.701,69 EUR

**History, introduction:**

Palóc Út Association was established in 11 May 2005, when the general assembly with founding members adopted on the statutory meeting their constitution, it was established for an indefinite period of time.

The Association was transformed into a cluster on 26 May 2010 on the basis of Association's General Assembly decision.

The most important goal of the Cluster Association is to create the "Palóc Út" as marketable tourism product, effective operation and development. It's other important issue identified main goals and support the implementation.

Our supporting activity for the domestic and cross-border membership, results:

- 01.09.2009. – 31.08.2011. - HUSK 1.3.1 0801 0070 "Palóc Út joint thematic route – complex visitor-friendly development" project: construction and management of tradition preserving galleries presenting palóc traditions (palóc galleries on 9 locations, palóc wardrobe galleries on 20 locations). Preparation of joint publication and joint interactive website, resource map. Total contribution: 820.677,86 EUR
- Within the framework of ÉMOP-2.3.1-2009-0013 application we renewed www.palocut.hu website with e-sales and marketing system, equipment procurement, reforming the organization. Total contribution: 18.305.109,-Ft.
- 2011.06.01 - 2012.09.30. - 515463-EFC-1-2011-1-HU-EFC-NTT "Thematic Network of Thematic Routes": nurturing relationships formed within the project. Total contribution: 37.246.556,-Ft.

**Project activities and impacts:**

Nature and culture - improving attractiveness of the border region, increasing the number of visitors- we wish to contribute with the following goals:

1. Development and combination of new and current attractions presenting cultural traditions into Tradition-focused routes. Following joint resource mapping, creation of sustainable, family friendly tourism product packages. We plan different variety and length of trips: circular trips, trips for cyclists, foot-passengers, and trips for car driving guests. Thematic of the trips: shrines, castles, Mikszáth, architecture, natural values, gastronomy, handicrafts.

- **20 new thematic route offerings on the Palóc Út.**
- **20 programme package offerings on the Palóc Út.**

2. During events in the settlements and in the region we promote the events and programmes of the other regions as well. Our objective is to awake international interest and to increase the number of visitors.

- **participate in 10 events as Palóc Út.**

3. We would like to present our common heritage with new exhibition places and functions (playground, open air stage).

**-15 playgrounds at the Palóc Út member**

4. Involving the traditions in our everyday life again. We wish to give new life to our preserved and explored traditions, we make traditional clothes, buildings and bicycles usable again.

**- 15 authentic lace dresses**

5. We support the presentation of our values with 21. Century technologies and purchase of software.

**-1 developing online lace making programme**

**- equipment procurement**

6. We present our values with traditional marketing tools and online tools. We formulate joint marketing strategy incorporating tourism experts of the region..

**- Participation at 5 tourism exhibitions**

**- development smart map**

**- development mobile application.**

**- 5000 pcs. of tourist maps.**

**- 10 thousand pcs. foldouts.**

**- 10 thousand pcs. of joint publication**

**- making travelfilm about Palócland**

7. To increase revenues, we do a joint study tour for professional journalists.

Contacts:

**József Bózsári** chairman, palocorszag@chello.hu

**Renáta Encsi** project manager, palocut@palocut.hu

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**Vanyarc Községi Önkormányzat**  
**2688 Vanyarc, Veres Pálné út 54.**

The total budget of project partner: 289.310,54 EUR

ERDF contribution: 245.913,95 EUR

**History, introduction:**

Vanyarc Községi Önkormányzat (local government) – as project member planning three turistical investments in this cross-border project. Vanyarc is a South Nógrádia settlement with Slovak inhabitants, it is a founding member of the Palóc Út Kulturális Klaszter Egyesület.

Haluskafesztival (strapachka cooking competition) is the one of the most important events organized in Vanyarc. It was built on the local traditions, We want remained and familiarize „jó palócok, tót atyafiak” ’s atmosphere: favorable food, local folklore and handicraft’s products. It is going to hold on fifteen time on 8 September.

The project will realize old and conscious effort: next to the existing touristic services, we would like to host guests, have programs, and creating program package except the festivals period.

**Project activities and impacts:**

### **1.) SHOD EGGS MUSEUM AND OPEN CRAFT WORKSHOP – COMPELE RENOVATION AND CONSTRUCTING FOLKLORIC PLAYGROUND**

The building was built in the 1930s. It has three parts and a chamber. We plan to renovate building completely inside and outside with wooden garden storage and opened stage.

It's important to create modern environment (next to the folklore traditions) presenting shod eggs and interactive open handcraft workshop. It will be possible organizing open workshops and smaller events by creating folkloric playground (opened stage + wooden toys).

### **2.) RENOVATION OF DESSEWFFY-BÁNFFY-MANSION – (For interactive and unique exhibitions)**

After the nationalization this building was a primary school. It had been operated as a community center and school library for a long time. The library has been replaced to the new and modern place in the community center after that, this building was empty (or it worked as storage). We would like to give new function for this small archaic mansion. We plan to make place for the permanent and temporary exhibitions, nationwide touring exhibitions, unconventional lessons, and programs to present Slovakian, paloc, and regional traditions.

### **3.) CONSTRUCTING OPEN AIR STAGE (FOR EVENTS)**

We plan to create over the stage roofing. We will use this stage in the big events (see Haluskafesztivál) to serve the participants, and guests. We plan landscaping and to create pavement on 200 m<sup>2</sup> in front of the stage.

We have designed playground suitable for European Union rules and we plan marketplace There will be financed from the other financial contribution. Third element of the project is important to make visitor-friendly development.

#### Contacts:

**Mihályné Hrncsjár** Mayor, vanyarc@vanyarc.hu

**Teréz Nedeliczki** project manager, vanyarckonyvtar@gmail.com

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***Hagyományos Értékek Megőrzéséért Alapítvány***  
***3245 Recsk, Kossuth út 118.***

Total budget of the project partner: 126.981,20 EUR

ERDF contribution: 107.934,02 EUR

#### **History, introduction:**

Hagyományos Értékek Megőrzéséért Alapítvány (Foundation for the Preservation of Values) was established in 2001. The main goals of the foundation are preservation, renovation, development of the architectural and material heritage. The other important goal is to organize turistical-professional programs and conferences for knowledge transformation.

HEMA owns Hevesi Radics Kúria Kiállítóhely and Recski Tájház Palóc Gallery, HÉMA operates folk art house in Mátraderecske and Bodony, therefore It has enough infrastructure for the implementation his objectives. Our foundation has enough knowledge and practice, therefore hope we can use this knowledge in joint work.

It is important not only publish big variety of Palocland material and spiritual values, but we also work with folk art masters, folk craftsmen's to form visitor's identity.

#### **Project activities and impacts:**

-We plan to construct a barn in Mátraderecske measuring 5x8 m, we will name „Palóc Pajta”, it has wooden structure and tiled roof.

-We plan to create gazebo for summer activities in Recski Tájház, in Recsk.

Our organization continues making after school activities, making folk dolls, weaving and embroidery workshops for children and adults. We can realize this activities in Palóc Barn in Mátraderecske and we get help from Education center Csillagvirág Népművészeti Egyesület, whose building is near from the Palóc Barn and from Hevesi Népművészeti és Házipari Szövetkezet.

We plan implementation investment in 2018, we hope we can participate in knowledge transfer program it named Sándor Csoór program.

Contact:

**Miklósné Báder** Board of Trustees President, heveshsz@t-online.hu

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***Slovenské národné múzeum***  
***81036 Bratislava, Vajanského nábr. 2.***

Total budget of the project partner: 320.127,65 EUR

ERDF contribution: 272.108,50 EUR

**History, introduction:**

Our museum as part of Slovakian National Museum is a minority museum with national competence. It received his foundation letter in 1 July 2002 and it became Museum of Hungarian Culture in Slovakia. 2 literature memorials has belonged to museum since 1 January 2003, the Memorial House Mikszáth Kálmán in Szklabonya and Madách castle in Alsósztréghova. Madách Castle was completely renovated between 2010- 2013. This renovation was financed from the budget of the other European Union Slovak-Hungarian partnership program, our project was named "Our Common Heritage: Madách". Hungarian partners renovated Palóc Museum and Madách Literature Museum in Cseszte, Literature Museum in Csesztve used to belonged to Paloc Museum.

We got award from The Ministry of Culture of the Slovak Republic for the castle renovation in 2014. We also got award Renovation of year from Professional journal Pamiatky Múzeá for the Castle renovation, and we also won first prize from the audience. Hereupon we continued our architecture heritage protection activities with preparation renovation work in the garden of the Madách Castle.

**The project activities and impacts:**

**Madách Imre castle in Alsósztréghova – construction of the road in the Castle**

We have a new conception for the park, we want to support the new functions with constriction investment.

The primary school is divided by park for the two separate parts. The park around the castle will be worked as entranced place, It will be had representation and information functions. The payment from the castle will renovate from the beside. The park around the castle will be renovated too.

We want to keep park behind the primary school in natural condition. We will divide for free zone the park: We recommend to create the recreation-culture-playing zone around the school for the visitors and children. We recommend to create the cultural-social zone beyond the stream.

Amphitheater will be built for the cultural events, there will be from three emends wooden podium, auditorium and from the pavilion as serving back works.



There will be a zone for recreation and a pavement circuit, which based on a park pavement, it will complete with a pavement behind the pavilion, whom the visitors can walk to the north side of the park, where they can see the beautiful view for the tomb of Madách Imre, and the complete renovated park.

### **Tomb of Madách Imre**

The Tomb of Madách is in the park. The „Adam” statue was created by Rigele Lajos from Pozsony. The Madách's tomb was created in 1936. The tomb was renovated in 2013, We renovate the tomb, the other parts of the memorial object, which will continue with renovation of foundation and crypt. We will renovate the pavement from foundation. We will make a higher place around the foundation.

### Contacts:

**Jarábik Gabriella** Director, gabriela.jarabik@SNM.sk

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***Komunikačné centrum Detva, n.o.***  
***96212 Detva, Námestie mieru 31.***

Total budget of the project partner: 347.007,60 EUR

ERDF contribution: 294.956,46 EUR

### **Introduction - KC Detva, n.o.)**

Communication Center Detva, n.o. is a non-profit organization that has been operating since 2003 focusing on: information services, support for regional development, protection and preservation of spiritual and cultural values, educational activities.

The Palócland-Hont-Podpoľanie joint project is a continuation of the organization's activities. The financing of the activities was provided by KC Detva, n.o. self-effort, project support - that is, preparation and implementation of projects for own organization with the involvement of entrepreneurs, towns and municipalities and other cooperating organizations.

### **Project Objectives:**

- Preserve the values of the cultural heritage of the region of Podpolanie
- to make the offer of tourism attractive for the elements of cultural heritage, cultural traditions, attractions, attractions that will be part of the thematic route "Cultural Route"

### **The project activities and impacts:**

- In the context of preserving the values of cultural heritage, we map the way of traditional folk singing, folk architecture and sacra monuments.
- We will make public the values of cultural heritage through replicas of traditional clothing - we will produce 30 replicas of folk costumes Podpolania and 3 replicas of folk architecture.
- On the festival of Folklore celebrations under Polyóana, organize a fashion show where we will show traditional and modern clothes with traditional motifs
- We plan publish a book from the research of the traditional clouting and folkloric sacra architectonic in region of Podpolanie.
- In the region of Podpolanie we plane to mark 35 interesting places with information boards.
- We will enhance the cultural path by renting historic bicycles, which we will rebuild as part of the project.

Contacts:

**Elena Jankovičová** chairman, ela@cyklo.sk

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**Obec Hrušov**  
**99142 Hrušov, 526.**

Total budget of the project partner: 82.085,05 EUR

ERDF contribution: 69.772,29 EUR

**History, introduction:**

Hrusov Village is characterized by preservation of folklore traditions and rural life. Our village is located in district of Veľký Krtíš in southern Slovakia. It is characterized by dispersed settlement form. It won award 'Village of the year' in 2003. The local organizations and associations have important role on village life, as a result of this is strong community. Evidence of the strong community is Hontianská paráda festival which is organized every year. Generally speaking, it is one of the most visited festivals in Slovakia.

Hontianská Paráda is the most important event in the village, which presents in the high level hont folklore traditions. The visitors get to know our rich national cultural traditions. The main goal of the event is to get closer visitors to cultural heritage.

Hontianská paráda and programs related with events is the contribution of Hrusov to the joint project: Palócföld - Hont - Podpol'anie: visitor-friendly development of common cultural heritage thematic routes.

**The projekt activities and impacts:**

- Marketing elements will implement on the joint project to increase number of visitors.
- We will publish book, which will summarized local traditions in one book
- We will renovate of Hontianská paráda venues (Culture Hall, Amphitheater, House of Traditions).

Contacts

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