

# **“The Best in Heritage / Europa Nostra Excellence Club” Exponatec, Cologne - 17.11. - 20.11. 2009**

## **Programme**

**1<sup>st</sup> Day - Tuesday 17<sup>th</sup> November:  
Exponatec Cologne - Excellence Club**

**Throughout the day:**

- Gathering of organizers, partners and presenters at the Excellence Club stand
- Welcome drink
- The press conference and first contacts
- Informal forum and discussions

**2<sup>nd</sup> Day - Wednesday 18<sup>th</sup> November:  
Exponatec Cologne - Excellence Club**

**10.30 Welcome words**

- Mayor / Member of Cologne City Council
- Prof. Tomislav Šola, Director of European Heritage Association
- Ms. Sneska Queaedlig-Mihailovic, General Secretary of Europa Nostra (tbc)
- Dr. Udo Gößwald, Chairman of ICOM Europe
- Dr. Gerhard Winter, Board member of ICOM Deutschland
- Ms. Lila de Chaves, Secretary General of WFFM (World Federation of Friends of Museums)
- Ms. Anja Schaluschke, Executive Director, German Museums Association

**11.15 Introductory lectures**

- The Best in Heritage and Excellence Club
- Europa Nostra / EU Prize for Cultural Heritage (Europa Nostra)

**12.30 Lunch time**

**13.45 "The Best in Heritage / Europa Nostra Excellence Club TV Studio" - introduction**

**14.00 Excellence Club TV studio - LIVE Presentations:**

- Project 1: "ICOM Europe"
- Project 2: "CosmoCaixa" (Barcelona, Spain)
- Project 3: "National Museum of Iceland" (Reykjavik, Iceland)

**15.30 Break - Refreshment**

**16.00 Excellence Club TV studio - LIVE Presentations:**

- Project 4: "Intercultural Museum / Oslo Museum" (Oslo, Norway)
- Project 5: "Pocar Farm / Triglav National Park" (Mojstrana, Slovenia)
- Project 6: "State Borodino War and History Museum and Reserve" (Russia)

**17.30 End of the session I**

**3<sup>rd</sup> Day - Thursday 19<sup>th</sup> November:  
Exponatec Cologne - Excellence Club**

**10.30 Excellence Club TV studio - LIVE**

**Panel discussion No.1: "Excellence in Heritage for Society Development"**

**12.00 Lunch time**

**13.45 "The Best in Heritage / Europa Nostra Excellence Club TV Studio" - introduction**

**14.00 Excellence Club TV studio - LIVE Presentations:**

- Project 7: "Cliffs of Moher Visitor Experience" (Cliffs of Moher, Near Liscannor, Co. Clare, Ireland)
- Project 8: "German Emigration Center" (Bremerhaven, Germany)

- Project 9: "Karl Ernst Osthaus Museum" (Hagen, Germany) or "Museum Centre of Hordaland" (Salhus, Norway)

15.30 Break - Refreshment

16.00 Excellence Club TV studio - LIVE Presentations:

- Project 10: "Archaeological Museum Naronia" (Vid - Metković, Croatia)
- Project 11: "The Abbey of Klosterneuburg" (Austria)
- Project 12: "Musée des sciences naturelles / Museum of Natural Sciences" (Brussels, Belgium)

17.30 End of the session II

4<sup>th</sup> Day - Friday 20<sup>th</sup> November:  
Exponatec Cologne - Excellence Club

10.30 Excellence Club TV studio - LIVE

Panel discussion No.2: "Public Excellence in Heritage"

12.00 Lunch time

14.00 **Heritage Forum** - free, flexible and participatory series of brief 5-10 minutes interviews - (contributions from important professionals, representatives of professional associations, fair exhibitors, prominent visitors, organisers, EC presenters, public)

16.00 Farewell Drink

16.30 End of the programme