



## Ukrainian-Polish Cultural Forum

### "Cultural Heritage - a Source of Energy for Creativity and Innovation"

#### Agenda:

**September 16, 2020**

**11.00-13.00 Online Plenary discussion "Cultural Heritage for the Future of the Ukrainian-Polish Borderland"**

#### Topics:

- How can the achievements of past generations benefit young people's participation in the creation of the future?
- Historical and cultural heritage and European identity
- How to promote the historical and cultural heritage contributing to the economic development of the region?
- How can digitization be an important tool for promotion and democratization?

#### **Experts:**

- Agata Sarna, Department of Regional Economy (online participation)
  - Robert Godek, Director of the Department of Culture and Heritage of the Marshalkovsky Government (online participation)
  - Olena Zhukova, director of the Scientific and Methodological Center for the Development of Museum Studies and Monument Studies
  - Marek Zaczek, President of the Pro Arte et Historia Foundation (online participation)
  - Pavlo Gudimov, curator at Ya Gallery
- 14.00 - 15.30 Workshop "Promoting Historic Heritage: Modern Approaches and Tools"

**September 17, 2020**

**14.00-14.30 Presentation of the children's drawing contest "History of the hometown through the eyes of children"**

**14.30 - 15.00 Online workshop in the smithy of Zhovkva Castle**

**September 18, 2020**

**14.00 -17.15. Workshops in the Royal Castle (Zhovkva, Ukraine)**

**14.00-15.30 Workshop "Promotion of historical heritage: modern approaches and tools"**

#### **Experts:**

- Bohdan Hoy, Head and Founder of the Center for Architecture, Design and Urbanism Powder Tower

- Magdalena Zemska, Pro Arte et Historia Foundation
- Janusz Lukaszewicz, Head of the Przemyśl City Promotion Department (online inclusion)
- Natalia Tabaka, Head of the Department of Tourism and Resorts LODA
- Natalia Gladilova, head of the travel company

#### **14.00-15.30 Workshop "How to combine cultural heritage with new technologies and creative industries?"**

##### **Experts:**

- Pavlo Gudimov, curator at Ya Gallery
- Olena Zhukova, director of the Scientific and Methodological Center for the Development of Museum Studies and Monument Studies
- Yuri Prepodopniy, Skeiron (creation of 3D models of historical monuments)
- Roman Nazarovets, director of the Museum of Folk Architecture and Life (Shevchenkivskiyi grove)
- Andrzej Urbanski, director of the Zamoyski Museum in Zamość
- Roman Metelsky, head of the Lviv Photo Museum and the NGO "Center of Historical Memory"

#### **14.00-15.30 Cultural Talks "Cultural heritage and democratic values. Peacebuilding and understanding "**

##### **Experts:**

- Halyna Novosad, director of PE Galcomservice
- Bohdan Kolomyichuk, writer
- Lora Pidhirna, writer
- Iryna Danevska, writer

#### **15.30-15.45 Coffee break**

#### **15.45-17.15 Workshop " Promotion of historical heritage. How to create a creative space based on cultural heritage"**

##### **Experts:**

- Olena Zhukova, director of the Scientific and Methodological Center for the Development of Museum Studies and Monument Studies
- Marta Ivanyshyn, head of Lviv Dovzhenko Center
- Volodymyr Herych, DIAZ expert in Zhovkva
- Yaroslav Minkin, chairman of STAN art group

#### **15.45-17.15 Workshop "Cultural heritage and youth. How to interest, attract, enrich "**

##### **Experts:**

- Kateryna Plechiiy, DIAZ expert in Zhovkva
- Oleksandr Sofiy, Head of the Analytical Group of the European Dialogue NGO
- Lesya Bilska, Gostynets NGO
- Alina Boychuk, Director of the South-Western Department of PZU Ukraine

#### **15.45-17.15 Workshop "Cultural heritage and effective interaction government-community-business"**

##### **Experts:**

- Maryana Lutsyshyn, EBA Western Ukrainian Office Regional Manager
- Olena Vovk, Chairman of the Supervisory Board of PJSC "Enzyme Company"
- Mark Zarkhin, founder and co-owner of "Kumpel 'Group", "Fast Food System", Bachevsky Restaurant.
- Anton Podilchak, Managing Partner of Advice Group, Chairman of the EBA Western Ukrainian Office Coordination Council
- Iolanta Pryshlyak, Deputy Director of the Lviv National Philharmonic

#### **17.15-18.00 World Cafe "How to Make Historical and Cultural Heritage a Driving Force for Urban Regeneration, Cross-Border Cooperation and Sustainable Development?"**

#### **18.00-18.50. Dinner for Forum participants**

#### **19.00 -19.45 Classical Music Concert**

The Forum is organized within the project "2 Castles: common history, common promotion, an incentive to strengthen cooperation, tourist flows and economic growth" with the financial support of the European Union under the Cross-border Cooperation (CBC) Programme Poland-Belarus-Ukraine 2014-2020.

**Facebook:** <https://www.facebook.com/events/175805687193100>

**Registration of participants:** <https://forms.gle/WwR6fZMLamp8Eano7>