



ARTISTIC NEWSLETTER #4

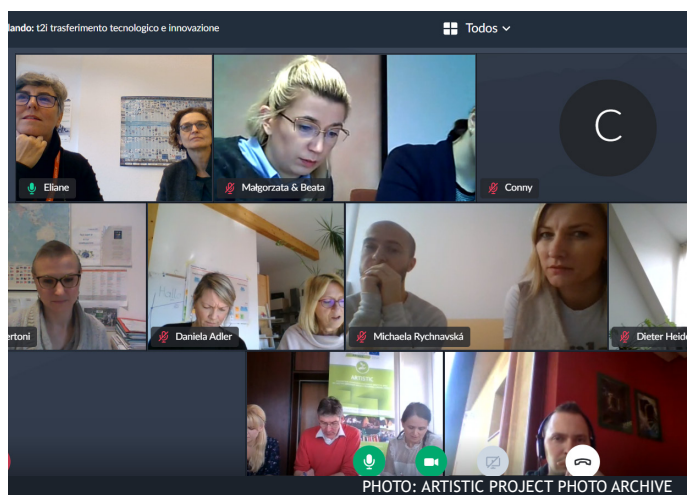
Welcome to the fourth edition of the ARTISTIC newsletter presenting our partnership and work within the Interreg CENTRAL EUROPE funded project, dedicated to improve the relationships between cultural operators, society and financial operators. It also creates opportunities to adapt Intangible Cultural Heritage ideas to the expectations of potential investors, combining in this way, cultural and marketing aspects and increasing the durability and visibility of cultural projects.

We hope you will enjoy reading our fourth edition.

<https://www.interreg-central.eu/Content.Node/ARTISTIC.html>

PHOTOS:
EAST ELBIA ASSOCIATION
HARTMUT HEINE, Blumberg
GOTTFRIED KOHLHASE, Torgau

NEWS AND INTERESTING FACTS



SET OF CRITERIA TO DEFINE THE MOST PROMISING DIMENSION OF ICH'S VALORIZATION PROJECTS

To contribute to local sustainable development in Central European countries the University of Hamburg, as an ARTISTIC project partner elaborated a set of criteria that can serve as a guideline for partners and all local actors, who want to support and work with the valorization of Intangible Cultural Heritage assets.

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LET'S TALK ... LET'S SUPPORT...

Join our community supporting the Intangible Cultural Heritage in 8 Central Europe regions. Visit our website and discover ongoing crowdfunding campaigns. Every contribution makes a difference.

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BUSINESS AND CULTURAL INITIATIVES DEVELOPMENT IN THE TIME OF COVID EMERGENCY IN ITALY

Interview with Mr. Roberto Santolamazza, managing director - t2i trasferimento tecnologico e innovazione www.t2i.it, the Lead Partner of the ARTISTIC project.

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DISCOVER OUR ARTISTIC REGIONS

EAST ELBIA IN NORTH SAXONY

East Elbia is a place where nature, the beauty of the landscape and the connection of the local community to the tradition are the source of lasting relationship of people with their region and encourage tourists to visit this charming part of the Federal Republic of Germany.

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PHOTOS:
EAST ELBIA ASSOCIATION
GITTA MARTINI, Leipzig

VARIETY OF THE INTANGIBLE CULTURAL HERITAGE OF THE EAST ELBIA

No.1



PHOTO: EAST ELBIA ASSOCIATION

BEILRODE BLITZE BLAU-MUSIKE

They are dressed in blue and white costumes, their music sounds shrill, and their performance is enthusiastic: the “Blitze Blau-Musike” musicians from Beilrode know how to get their audience’s attention right from the very first beat.

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No.2



ZWETHAU HOME OF PUMPKINS

Meet the Schmidt family, whose fascination with pumpkins has grown not only into a professional business but moreover resulted in the creation of a themed exhibition and since 2017 also a pumpkin museum, in which visitors can find out everything we would like to know about this natural product.

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No.3



ROSENFELD HARVEST WREATH

It makes autumn harvest festivals more beautiful and demonstrates great dexterity in artisan craftsmanship. And it is also always admired and gladly awarded a prize - the harvest wreath. Making it is craftsmanship in miniature form.

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No.4



TRISTEWITZ FAIRY-TALE EVENING

Eastern Elbia is rich in biotopes - especially in historical parks that shape the landscape along the Elbe meadows. One of them, located in Triestewitz in well known from the traditional event "Fairytale under the oak tree", that since 2008 attracts hundreds of visitors on the first Friday evening of every September.

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No.5



PHOTO: EAST ELBIA ASSOCIATION

EAST ELBIAN APPLE DAY

This interesting annual festival has been hosted in the region since 2014, on the 3rd of October, to celebrate apple as the Germans' favourite fruit by tasting, exhibition, identification of apple pies, apple juices and apple schnapps. Old, nearly forgotten apple varieties are also presented during this day.

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No.6



PHOTO: EAST ELBIA ASSOCIATION

ARZBERG SADDLERY

Saddlery refers to the trade of leather processing. During the Middle Ages, saddlers used to manufacture their products almost exclusively for handling animals (saddles, collars, bridles, driving gear). Today, though, this occupation also encompasses work for cars, planes or boats.

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No.7



PHOTO: EAST ELBIA ASSOCIATION

GROSSTREBEN BREAD-BAKING TRADITION

It is believed to be one of the oldest foods enjoyed by people and the Germans' favourite food today - bread. An enormous number of bread varieties can be produced using the basic ingredients of flour, water, salt, and leavening agents (such as sourdough or yeast), apart from other ingredients.

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DISCOVER MORE ABOUT ARTISTIC





[HTTPS://WWW.INTERREG-CENTRAL.EU/CONTENT.NODE/ARTISTIC.HTML](https://www.interreg-central.eu/content/node/artistic.html)



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HARTMUT HEINE, Blumberg

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