

PRESS RELEASE

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Interreg V-A Slovak-Hungary Cooperation Program

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Palócland - Hont - Podpoľanie: visitor-friendly development of common cultural heritage routes

COMMUNICATION CENTER DETVA, N.O.

Presentation of the project results: Palóc - Hont - Podpoľanie: Development of thematically accessible tourist routes focusing on the common cultural heritage, focusing on the activities of the Detva Communication Center, n.o. :

Total project partner budget KC Detva, n.o. : 347.007,60 EUR

Of which ERDF resources: EUR 294.956,46

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

The joint project Palócland - Hont - Podpoľanie is a continuation of the organization's activities.

Project Objectives:

- preserving the values of the cultural heritage of the peculiar region of Podpoľanie
- making tourism more attractive by elements of cultural heritage, cultural traditions, attractions, attractions that will be part of the thematic route "Cultural Path"

Project outputs - accompanying events of the 54th Folklore Festival under Poľana in Detva

❖ Podpoliansky dvor , amphitheater area - fair stage, 12-14.7.2019

As part of the project, we made 3 objects of portable replicas of folk architecture, which will be presented during the 54th FSP in Detva as a comprehensive presentation under the name Podpoliansky dvor. It will be a demonstration of a traditional Podolian settlement inspired by elements of traditional folk architecture. Apart from the buildings, the settlement will be enriched by the traditional accessories that belonged to the farm. Visitors to the Podpoliansky dvor will be able to enter and experience the atmosphere of past times.

❖ Introduction of the new tourism product "CULTURAL WAY OF SUPPORT", amphitheater area - fair stage, Podpoliansky dvor, 12-14.7.2019



The premises of the Podpoliansky dvor will be enriched by the interesting new product of tourism called "Cultural Path Podpoľanie", which is also the output of the project. We will show interesting objects and services of tourism in Podpoľanie by means of a photo exhibition, an exhibition of historical bicycles, a small visitor but also parents will be presented the offer of "Podpoľanie Cultural Path" through the guide "A bear accompanied by Podpoľanie". The Podpoľanie tourism offer will be expanded thanks to our project partners from Hont and Hungary through their presentation.

❖ TRADITION INSPIRED - visit of costumes and clothes inspired by the tradition of Podpoľanie, SNP Square in Detva, 13.7.2019

The show will present for the first time unique replicas of traditional clothing by Podpoľanie by Detvian folk art by Iveta Smileková, made according to original designs and made thanks to the skills of contemporary. Costumes replicas were made within the project. The show will be enriched with models of contemporary garments by the Podpoľanie designers. The show will also feature a brand new collection of fashion designer Viera Futáková, inspired by the traditional ornamentation of Podpoľanie. The event is part of the new tourism product CULTURAL WAY OF SUPPORT. The aim of the tour is to highlight the skills of current manufacturers of traditional garments and their components, who, even in today's conditions, can produce garments and their accessories in the original way. At the same time, the event will be a demonstration of the strong inspiration provided by the original traditional clothing for designers and fashion designers to create contemporary clothing for different occasions.

The tour will take place at the SNP square in Detva, where we wanted to contribute to the expansion of activities that take place outside the amphitheater and are situated in the original part of the town of Detva. Start at 14.00.

❖ Introduction of a new representative publication "Folk Architecture and Sacred Monuments of Podpoľanie", Amphitheater Area - Fair Stage, Podpoliansky dvor, 12-14.7.2019

Detva Communication Center, n.o. as a project output, publishes a unique publication that provides comprehensive information on:

- traditional folk architecture of Podpoľanie
- Sacred Monuments of Podpoľanie

The text part of the publication is written in both Slovak and English. The publication is enriched with a number of rare photographs, drawings and schemes that document unique objects and elements of the Podpoľanie architecture. We will introduce the publication and will be available to those interested during the 54th Annual FSP in Detva.

Contacts:

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Project Partners:

- Palóc Tue Kulturális Turisztikai Klaszter Egyesület (Main project partner - HU)
- Vanyarc Községi Önkormányzat (HU)
- Hagyományos Értékek Megőrzéséért Alapítvány (HU)
- Slovak National Museum (SK)
- Communication Center Detva, n.o. (SK)
- Municipality of Hrušov (SK)

Implementation period: 1.1.2018 - 31.12.2019

Total project support received: EUR 1,301,386.91

Project Summary:

In the Hungarian-Slovak border area, they will jointly submit a project: Palócút Turisztikai Klaszter, Podpolanie-DC Detva, Hagyományos Értékek Megőrzéséért Alapítvány, Slovak National Museum, Hrušov and Vanyarc-Venarec. Our common goal is to improve the use of existing and new tourist attractions, cultural traditions and natural values. Another of our common plans is the development and connection of thematic journeys, the creation of a package for families with children and the creation of the necessary organizational system. We want to realize our goals in a project called "Palócföld - Hont - Podpololanie - Hagyományőrző Tematikus Út" - "Palóc- Hont- Podpoľanie-Traditional Thematic Path".

Target groups:

- 1.) tourists, especially visitors from neighboring countries;
- 2.) inhabitants of the area.