



Culture and tourism

CULTUREVIVE

Croatia

CULTUREVIVE (culture + revive) is a cultural revitalisation and tradition preservation project of the Koprivnica and Međimurje regions and the areas along the Hungarian border.



Project Partners

The Hungarian Folk Art Association from the region of Zala

The Tourist Board of Koprivnica (Croatia)

The Association 'Međimurske roke' from Čakovec (Croatia)

Facts and Figures

- 4 traditional cultural events – 2 on each side of the border
- EU contribution: € 83,000
- Duration: 1 year (February 2010 - February 2011)

Context

Croatia and Hungary have many old common customs and traditions, but some of them are slowly dying out. The purpose of the cultuREvive project was to familiarise the younger generations with old handicrafts in an attractive way. The project successfully connected civil society and local governments in reviving and preserving the local living heritage. EU supports projects that invest in culture, recognising the diversities and rich heritages of European peoples and supporting common cultural heritage. Developing cross-border co operation between cultural institutions and associations is a good example of how these goals can be achieved.

Objectives

- Revitalisation and preservation of traditional culture and joint heritage
- Exchange of traditional skills

Impact

Traditional cultural events organised in Croatia and Hungary

- Koprivnica Renaissance Festival (has won the Simply the Best Award in 2010 as the biggest historical and cultural attraction in Croatia);
- 'Na to mlado leto' – Traditional Christmas festivities in Croatia – the 7th International Exhibition and Sales in Čakovec;
- The 7th National Pottery Exhibition in Zalaegerszeg, Hungary, with the participation of Croatian potters from Međimurje and Podravina;
- Hungarian – Croatian Family Day on All Saints' Day – Festival of Folk Customs in Zalaegerszeg.