



# TRANSROMANICA

The Romanesque Routes of European Heritage



Cultural route  
of the Council of Europe  
Itinéraire culturel  
du Conseil de l'Europe

COUNCIL OF EUROPE



CONSEIL DE L'EUROPE



# Cultural Route of the Council of Europe

TRANSROMANICA connects the common Romanesque heritage across nine European countries: Germany, Austria, Portugal, Spain, France, Italy, Slovakia, Serbia and Romania. Along the route, you can find the cultural heritage of this era. The Romanesque style emerged in the late 10th century as a new form of art and architecture. Magnificent cathedrals, monasteries, peaceful churches and castles held witnesses to this major European era. The first Europe formed in the Middle Ages is the origin of our present European Community. Romanesque is unity in diversity; it is also an enchanted world full of allegory and regulation, power and imagination, deformation and order representing the medieval period. Romanesque is the Middle Ages. Romanesque is TRANSROMANICA!



TRANSROMANICA is committed to promoting the European heritage of the Romanesque art and architecture, and develop tourism so as to support sustainable regional and economic development. The association strives to promote its member regions, buildings and sites, and make them accessible to the public. Through sustainable cultural tourism development and a targeted tourism marketing, the conservation of buildings will be achieved.

For further information on TRANSROMANICA, please check:  
[www.transromanica.eu](http://www.transromanica.eu)



TRANSROMANICA was officially recognized as a "Major Cultural Route of the Council of Europe" in August 2007. Together with 37 other European Cultural Routes it provides a concrete demonstration of the fundamental principles of the Council of Europe: human rights, cultural democracy, cultural diversity and identity, dialogue, mutual exchange and enrichment across boundaries and centuries.

The Cultural Routes programme was launched by the Council of Europe in 1987. Its objective is to demonstrate in a visible way, by means of a journey through space and time, how the heritage of the different countries and cultures of Europe represent a shared cultural heritage.

[www.culture-routes.net](http://www.culture-routes.net)



# Priority fields of action

As a Cultural Route of the Council of Europe TRANSROMANICA is active in the following five priority fields:

Cooperation  
in research and development



Enhancement  
of memory, history and  
European heritage



Cultural and educational exchanges  
for young Europeans



Contemporary  
cultural and artistic practice






Cultural tourism and  
sustainable cultural development





# Implemented EU projects

Project	Focus	Period	European programme
<b>TRANSROMANICA</b> <a href="http://www.transromanica.com">www.transromanica.com</a>	Development of a network for the Romanesque heritage in Europe	11/2003 - 10/2006	INTERREG IIIB CADSES
 <a href="http://www.transromanica.com/explore-transromanica/coop-projects/crosscultour/">www.transromanica.com/explore-transromanica/coop-projects/crosscultour/</a>	Cross marketing strategies for culture and tourism	12/2008 - 11/2011	INTERREG CENTRAL EUROPE
 <a href="http://www.transromanica.com/explore-transromanica/coop-projects/e-create/">www.transromanica.com/explore-transromanica/coop-projects/e-create/</a>	Strengthen the competitiveness of service oriented tourism businesses in rural areas and along cultural routes through the use of modern information and communication technologies	01/2012 - 12/2014	INTERREG IVC
<b>DECRA</b> <a href="http://www.decraproject.eu">www.decraproject.eu</a>	Developing European Cultural Routes for All	09/2017 - 08/2019	ERASMUS+
 <a href="http://www.impactour.eu">www.impactour.eu</a>	Improving Sustainable Development Policies and Practices to access, diversify and foster cultural tourism in European regions and areas	01/2020 - 12/2022	HORIZON 2020



# Executive Board of the Association

## **Lars-Jörn Zimmer** **President**

President of the Tourism  
Association of Saxony-  
Anhalt;

Member of the Landtag  
of Saxony-Anhalt



## **Dr. Sebastian Putz** **Vice-President**

State Secretary at the  
Ministry of Regional  
Development and  
Transport of Saxony-  
Anhalt



## **Frank Thäger** **Treasurer**

Head of Division at the  
Ministry of Regional  
Development and  
Transport of Saxony-  
Anhalt



## **Rosário C. Machado** **Board Member**

Director of the Route of  
Romanesque -  
VALSOUSA | Rota do  
Românico



## **Prof. Dr. Wolfgang Schenkluhn** **President of the Scientific Advisory Board**

President of the European Romanesque Center;  
Professor of Medieval Art History at the Martin-Luther-University  
Halle-Wittenberg



EUROPÄISCHES  
ROMANIK  
ZENTRUM



# Members of the Association

## Austria

Municipality of Maria Wörth;  
Municipality of Millstatt

## France

Centre International d'Etudes des Patrimoines Culturels en  
Charolais-Brionnais

## Germany

Ministry for Regional Development and Transport Saxony-  
Anhalt;  
Tourism Association of Saxony-Anhalt;  
Foundation "Stiftung Braunschweigerischer Kulturbesitz"

## Italy

Municipality of Pavia;  
Polo Museale del Piemonte

## Portugal

VALSOUSA | Rota do Românico

## Romania

Municipality of Alba Iulia

## Serbia

National Tourism Organisation of Serbia

## Slovakia

Ministry of Culture of the Slovak Republic

## Spain

Regional Authority of Castile and León;  
Municipality of Zamora

# Membership

TRANSROMANICA membership is open to public and private organizations such as regional or local administrations in the field of culture and tourism, associations, tourism associations, marketing organizations and research institutes.

## Types of membership

Membership Type	N° of Sites	Annual Membership Fee	Power of Votes in the GA
Single Site	1site or ensemble of sites	1,000.- €	1 vote
Small Network	Up to 5 sites	3,500.- €	3 votes
Medium Sized Network	Up to 60 sites	7,500.- €	4 votes
Large Network	Up to 100 sites	10,000.- €	5 votes

## Membership application

1. Contacting the TRANSROMANICA office
2. Description of the Romanesque heritage in a questionnaire
3. Handing in a letter of intent concerning the membership
4. Screening process and confirmation by the Scientific Advisory Board of TRANSROMANICA
5. Presentation of the Romanesque heritage at the TRANSROMANICA General Assembly
6. Vote on admittance to the association by the General Assembly
7. Signing the Statutes and payment of the membership fee





# Benefits and duties of members

## Benefits through membership

Use of the title "Cultural Route of the Council of Europe" & use of the Cultural Routes logo of the Council of Europe;

Integration into communication strategy incl. website, social media, newsletter, brochures, leaflets, posters, tourism fairs, etc.;

Integration into the event calendar of TRANSROMANICA and the European Institute of Cultural Routes;

Qualified and informal exchange within a European network of researchers and experts;

Contacts with new partners across Europe;

Exchange and development of synergies with other European Cultural Routes;

Possibility for inter-disciplinary cooperation;

Additional information on and joint acquisition of EU funds;

International marketing platform through exchange of information and promotion material;

Participation in workshops and trainings;

Consultation by the TRANSROMANICA office

## Duties related to the membership

Use of the TRANSROMANICA and the Cultural Routes logos on all relevant publications incl. websites and social media on the basis of the provided publication guidelines of TRANSROMANICA;

Use of the provided unified corporate design for specific TRANSROMANICA activities;

Participation in one Europe-wide TRANSROMANICA activity per year;

Signage/identification of the Romanesque sites as a member of the Cultural Route of the Council of Europe TRANSROMANICA

Translation of texts into the national language and into English;

Annual contribution to one out of the five priority fields of action;

Development of one or more TRANSROMANICA travel offers for the region;

Documentation and communication of regional meetings of stakeholders;

Provision of information and usable pictures about events through the provided event form



# Imprint



## Editing & design

TRANSROMANICA Association  
Danzstraße 1  
39104 Magdeburg  
Germany

**6. Edition / August 2020**

## Picture Credits

p. 3: (1) Centre d'Études des Patrimoines culturels du Charolais  
Brionnais; (2) Rota do Românico; (3) TRANSROMANICA; (4)  
Europäisches Romanik Zentrum; (5) TRANSROMANICA;

p. 4: TRANSROMANICA



# Contact

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Germany

## **Contact Person**

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## **TRANSROMANICA online**

[www.transromanica.eu](http://www.transromanica.eu)  
[www.culture-routes.net/routes/transromanica](http://www.culture-routes.net/routes/transromanica)



