

EUROPEAN  
HERITAGE DAYS  
2019  
ARTS & ENTERTAINMENT

# 101 EVENT IDEAS



# EUROPEAN HERITAGE DAYS 2019



European Heritage Days  
Journées européennes  
du patrimoine

The European Heritage Days (EHDs), a joint initiative of the Council of Europe and the European Commission, are the most widely celebrated participatory cultural events shared by people living in Europe. The pan-European nature of the events contributes to bringing citizens together and highlighting the European dimension and the value of cultural heritage in the 50 signatory States of the European Cultural Convention. Over 70 000 events are organised every year in order to help raise awareness of Europe's common heritage and the continuous need for its protection, as well as to create shared cultural heritage experiences, promote inclusiveness and foster creativity and imagination.

In this year's edition of the #EHDs we are celebrating the heritage of **Arts and Entertainment**. From Shakespeare's sonnets to Insta-poets' viral poems, cabaret performances to nightclubbing, and archery to virtual reality gaming, European Arts and Entertainment heritage has transformed throughout the ages, together with its makers, admirers and custodians. For centuries, Arts and Entertainment have been providing solace, comic relief and thought-provoking ideas to millions. Most importantly, these facets of common heritage gave form to European cultural identity by captivating the continent, and the world, one play, one note, one shape, and one line, at a time. European Heritage Days 2019 are celebrating this powerful aspect of common heritage by inviting its 50 participatory countries to give "Arts and Entertainment" centre stage this September.

Diverse European cultural traditions will share a collective stage at the 2019 European Heritage Days. From street shows to concert halls, traditional theatres and museums to modern cinema and digital art, entertainment heritage of Europe will play out on local, national and European stages for visitors and guests of all ages to enjoy. The all-encompassing theme will include sports, photography, tourism, circus, fairs, visual arts, cinema, radio, and television among other entertainment-inspired art forms.

The joint efforts of National Coordinators, heritage communities and volunteers will provide an opportunity for the 2019 EHDs to pick up where the successful 2018 celebrations of the **European Year of Cultural Heritage** left off. By taking an active part in honouring the Arts and Entertainment that cross boundaries between nations, languages and customs, the 50 participatory countries will make Europe come to life in a harmonious rhythm of rich artistic expression.



## ARTS AND ENTERTAINMENT HERITAGE TAKES CENTRE STAGE

# 101 EVENT IDEAS

The European Heritage Days are proud to present **101 event ideas** that you can bring to your local communities in order to highlight a shared European heritage, show how Europeans connect through different surroundings and highlight the importance of shared cultural values of Europe and its citizens.

Apart from tours, talks and exhibitions, here is a list of creative ideas that can help you make your event engaging, interesting, inclusive and enlightening. Remember that your events should:



- Have the elements of learning, exploring and fun.
- Encompass, if possible, different forms of heritage: tangible, intangible, natural and digital.
- Target a broad spectrum of audiences – children, young and elderly people, vulnerable groups, locals, tourists and overseas visitors.
- Engage the curiosity of people to find connections and links and to situate their own personal story of cultural heritage in the site they are visiting. Curiosity and shared experience leads to learning more about the diversity all around us.
- Be rewarding in the sense that people will find out things they didn't know, in places they didn't expect and have ideas they wouldn't have otherwise had.

These ideas offer a starting point for exploring the cultural ties that your country/region/community has with Europe, celebrating the continuing exchange of ideas and innovation that has taken place across the continent for thousands of years.

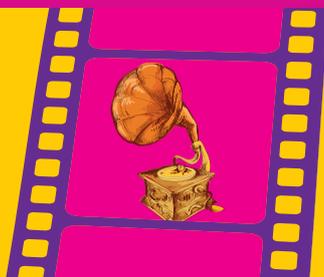




**1. Join the European Heritage Makers Week from 18 April to 9 May. Encourage children and young people under 18 to play a game: Explore Arts and Entertainment in their cultural surroundings and find the story of Europe in it. They can then take a photo, make a video or tell a story and share it with the rest of Europe. The selected #HeritageMakers will visit Strasbourg! They could then organise an exhibition during the EHDs to show off their stories!**

**2. Are you an organiser of a project involving European cultural heritage, with a mission to share your experience with the rest of Europe? Do you have an idea for a new project to further develop your story? In 2019, in order to build on the success of the European Year of Cultural Heritage, we are organising a “Call for European Heritage Stories” open to European Heritage Days communities, European Heritage Label sites and EU Prize for Cultural Heritage/ Europa Nostra Award winners. The goal of the Call is to empower communities and invite storytellers to outline their own vision of European Dimension and talk about the European values referenced in their heritage sites and work (deadline: 18 April 2019). You can tell up to three stories of your heritage site/work and submit one project proposal with the potential to receive a grant. A European Panel will select a minimum of 10 European Heritage Stories to be awarded in 2019. For more details, visit the EHD Portal.**





**3. European Heritage Days (#EHDs)** is celebrated in 50 countries. Connect with heritage groups in other countries and see if there is scope to work together on projects - from shared history and traditions to a common vision of European values represented in your local cultural heritage.

**4. Oyez! Oyez!** Commission an old-style **town crier** (complete with bell and traditional robes!) to announce your community's European Heritage Days events.

**5. Dance your way through Europe!** Partner with local folklore clubs and dance schools to organise themed dance nights of different traditional European dances.



**6. Explore the fashions of past decades** by having a retro party where everyone gets to dress up as their favourite artist or historical figure from the world of entertainment.

**7. Lights! Camera! Action!** Check out the list of **awarding-winning Eurimages-funded films** and celebrate cinema by holding a European film festival in your local theatre.

**8.** Invite local crafters to organise workshops in schools to **pass on their skills** to younger generations, alongside the story of their tradition.

**9. Pastimes from past times!** Organise a day outdoors enjoying classic games from bygone days (hoop-and-stick, cup-and-ball, skipping, spinning tops, diabolos, marbles, pétanque, skittles, conkers, hopscotch, hide and seek, go-carts, jacks, etc.).

**10.** Do you live near a **European Heritage Label site**? There are now 38 in Europe, each one with a rich historical background - and a unique story to tell about European ideals, values, history and integration. For example, why not visit **Leipzig's Musical Heritage Sites** which showcase a whole range of musical activities dating back to the 13th century, or perhaps one of the most remarkable and innovative library buildings of Europe of the early 18th century, the **Biblioteca Joanina** in Coimbra.



**11.** Partner with your local art school and **make replicas of the most famous buildings around you.** Involve the students in creating a city of replicas of famous European heritage (such as the Eiffel Tower, London Bridge, Saint Basil's Cathedral, La Sagrada Familia, the Colosseum, Belém Tower, Hagia Sophia, Ducal Castle).

**12. Fairy tales, bajka, pohádka, παραμύθι, saga, казка** often contain a strong local, European and even universal dimension. Ask grandparents to come to your local school and tell such stories and legends.





**13.** Learn a **traditional European dance!** Organise an introductory workshop on how to do the Greek Sirtaki, Viennese Waltz, Aragonese Jota, Irish Jig, Czech Polka or even the Bavarian Schuhplattler.



**14.** Have you heard Beethoven's '**European Anthem**'? Did you know it is the official anthem of the Council of Europe and the European Union, and that it has been recorded in several different versions, including techno, trance and hip-hop? Placido Domingo, President of Europa Nostra, has invited us to join in the **#Ode2Joy Challenge** and "perform the original score, or create your own version, and record your creation at a heritage site that matters to you".

**15.** Show off your local connections! Was a well-known (or not-so-well-known) **film or television series** made in your neck of the woods? Why not create a special mini-tour of the landmarks from the show especially for the EHDs? You might even discover it has a secret cult following!

**16.** Create a European **cultural heritage quiz** on the theme of Arts and Entertainment. You could try crossword puzzles, word searches, treasure trails or I-spy trails. If you have a team of particularly brave participants, why not give the quiz an added role-playing dimension where everyone can showcase their acting skills.

**17.** How many of your Arts and Entertainment sites can be visited by wheelchair users? Can visually impaired people access them? How many of them are child-friendly? Encourage discussions with your local community and authorities on how they can be made more **accessible**.

**18.** Organise a recital of **European music** with a local orchestra or group, to celebrate a beautiful melody created in Europe. Share its therapeutic benefits by performing it in a retirement home or a special care unit.

**19.** **Show me your heritage** and I will show you mine. Ask other nationalities living in your town to share their local tradition of arts and entertainment with the community and talk about the most popular pastimes in their countries.

**20.** Investigate how **musical styles, instruments and ways of listening to music** have changed throughout history. This could include a treasure hunt of the local flea market for old vinyl, sheet music, or musical instruments.



**21.** Visit your nearest **European Cultural Route**. There are now 33 recognised routes to choose from stretching across the whole continent, from Iceland to Azerbaijan, with more than 1600 members present in the European continent and beyond. Check out the **Prehistoric Rock Art Trails** for examples of the earliest known form of visual art.





**22.** Organise an **Olympics**-style sports event where children can compete in popular games from a variety of European countries.

**23.** Have you ever tried your hand at ‘**yarn bombing**’? Take your knowledge of knitting to a higher level and work with your local heritage site to add some colourful works of crafts to your community.



**24. Karaoke night!** Why not have a themed night, or stage your own “Eurovision” song contest! If you make a video and share it, you might become the next viral sensation. Tag it with our official hashtag **#EHDs** and we promise to share it.

**25.** Organise a **book fair** in your town. Invite along a local poet or author to open the event and tell their story of what inspired them to become a writer.

**26.** Have a dressing-up day at school or work. Come dressed as a **famous historical character** or even choose a special art theme, era or traditional style from anywhere in Europe.

**27.** Hold a **European cake festival!** Bake a cake in the shape of a historic building. Get sugar-crafting with your local community to make a town, country or even a whole continent of cakes!

**28.** Team up with a **youth theatre** or community **drama group** to bring history to life. Ask residents of a local retirement home to share their favourite stories and choose one to recreate on an improvised stage.

**29.** Ask your **library** to organise a day-time **pyjama party** for kids. Share picture books with traditional tales, fables, legends and myths from a whole variety of European countries. Invite the children to create a drawing of their favourite story!

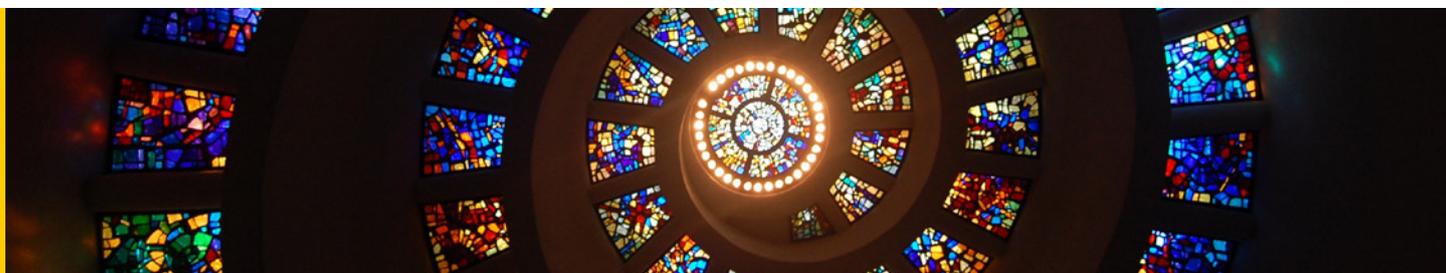
**30.** Organise a concert or theatre performance or an exhibition using a **monument or historical place** in your community as the main stage.

**31.** Invite local artists to contribute to a **mural** depicting a historical event, tradition or well-known character from the community.

**32.** Have you ever been to a **European Capital of Culture**? If you get a chance, visit **Plovdiv** in Bulgaria and **Matera** in Italy, both of which have been designated European Capitals of Culture for 2019.



**33.** Organise an interactive **street arts festival** with jugglers, stilt-walkers, unicyclists, mime artists and acrobats. Give children first-hand experience of the world of the arts of the circus by letting them try out the props alongside the performers.





**34.** Host a **cult movie night** in your local theatre or arts centre. Invite the audience to join in on the act by dressing up as their favourite character.

**35.** Did you know that 2019 marks 30 years since the creation of the World Wide Web? Explore the ways in which **the internet has transformed Arts and Entertainment** and what the world of entertainment will bring in the next decade.

**36.** Stage a satirical **re-enactment of a historical event** which took place in your town – be it from last century, last millennium or even just last year!

**37.** Ask your local theatre to stage improvisation sessions where anyone can come and join in the fun. While you're there, see if they'll allow the public to take a sneak peek at their backstage secrets such as **lighting, costumes and dressing rooms**.

**38.** Organise a nostalgic **tea dance** with classic dance hall tunes. Spread the word to the non-digital community with hand-crafted posters and party invitations.

**39.** Explore the designs and patterns of **traditional dress and costumes** from other countries by organising a European fashion show.



**40.** Throw a **medieval-style banquet**. Invite your guests to research recipes and create dishes and from days gone by, and to come up with songs and dances to accompany the evening. Don't forget to appoint a jester, along with a merry team of troubadours and trobairitz!



**41.** If you're in Paris, why not visit the **Musée des Arts Forains** (Bercy Fairground Museum) which is teeming with Belle Époque funfair paraphernalia. Or if you happen to be in Helsinki, call in at the **Theatre Museum** where you can write, direct and act in your own play!

**42.** Do a call-out for **unusual personal collections**, from garden gnomes to vintage toys or celebrity autographs, and curate a pop-up exhibition. Who knows what treasures you may find?

**43.** Organise a guided tour of an old theatre or ballroom by people who used to work there. Don't miss out on the opportunity to hear their **stories of the local entertainment scene** or celebrities!

**44.** Ask your **local sports team** to open the doors to their club for the day. Find out how their sports kit and equipment has changed over the years. What sort of traditions and rituals do they have? Will they dare to challenge the public to a game for the EHDs?





**45.** Bring **#EHDs** events to those who cannot come to them. Plan events in retirement homes and special care units. Or arrange free transport for those who need it if you can!

**46.** Work with an artist to run a **drawing workshop at a heritage site** and make an on-site exhibition featuring children's works of art.

**47.** Choose an old photo and host a children's workshop to recreate it as accurately as possible. **Costumes, poses and props** all need to be considered!



**48.** Run an **art, photography or writing competition** for children culminating in an exhibition during your local edition of European Heritage Days.

**49.** Have you tried out the **EYCH Cultural Heritage Toolkit** for schools? It even has an interactive game called **Cultural Heritage Detectives** which is available in 24 languages.

**50.** Explore the **heritage of festivals**. Discover the pagan origins of many of the festivals and traditions we celebrate today – some going back thousands of years.

**51.** Is there an **orchestra** in your town? Ask if they would be willing to let visitors come and try out their instruments. You never know, they might find the next Bregović, Bach or Beethoven!

**52.** Persuade your **local TV or Radio station to open its doors** to the public. Try to get a look at their control room or have a go at directing the camera work during rehearsals.

**53.** Do you have your own **Fête de la Musique**? In France, on 21 June, people are encouraged to play music anywhere and everywhere – be it at work, in the street, in a public space or in a park. Organise a free concert or dance night under the stars!

**54.** Open a **pop-up arts district** in your city where people can meet artists for a day and even watch them work and contribute with their ideas.

**55.** Organise festivals that encourage, celebrate and preserve **local works of visual and performing arts or local heritage**.

**56.** Hold an **open mic poetry evening**. Or even a special event dedicated to a local poet to celebrate his/her work.

**57.** Collaborate with your local theatre or arts centre to create an opportunity for the audience to be transformed from admirers to **cast members at a live performance** of a musical, ballet, drama or comedy.





**58.** Organise a **mini-festival of public art** with the theme of European arts. From sculptures to murals, make your local sidewalks into something extraordinary.

**59.** Work with your **local music school or performing arts college to showcase their talent** and passion for music with the campus and community. Organise a weekend of concerts featuring future artists.

**60.** Stage a **flash mob** performing choreography of mixed European dances. Just don't forget to capture a video and share it with the hashtag #EHDs for others to enjoy as well.

**61.** Are you lucky enough to have a **castle or stately home** in your neighbourhood? Why not ask if it would be possible to stage a one-day art colony in their garden and invite people of all ages to paint their local heritage?

**62.** Hold a town centre **sing-a-thon with traditional songs from European countries**. Make sure you give the neighbours plenty of warning though!

**63.** Throw a **murder mystery party**. Develop a script and invite guests to get into character by dressing up and joining in the fun.

**64.** Thousands of European communities have contributed to the music scene with their own **traditional instruments** which are now disappearing from use. Organise a workshop where old masters can teach the skills necessary to keep up the tradition.

**65.** Do you know the origins of the European flag? The 12-star '**European Emblem**' was created by the Council of Europe in 1955, and adopted by the European Communities in 1985. **Discover its fascinating origins** and have a go at designing your own European flag!

**66.** Invite children to try their hand at being a **curator in a museum** – what will the art look like through their eyes?

**67. Tight-rope walking** is a form of both art and entertainment with a long tradition in many European countries. Use your local park to engage the landscape and the community and transfer the knowledge of this creative skill.

**68.** Arts and entertainment has often been a place of controversy when it comes to censorship and freedom of speech. Ask your library to put on a display of **previously censored books** and organise a talk to discuss the historical conditions that led to them being banned.





**69.** Do you have an **international cultural association** in your town? Connect with them and organise a **culture swap** – a day in the community where locals get to experience snippets of life and art in countries around the world.

**70.** Did you know that some of the **traditional fairs** in Europe date back several centuries? Why not recreate your own traditional fair and offer fun entertainment for locals and visitors alike?

**71.** Host a **time travellers ball**. Go back through the ages with different dancing traditions from baroque to renaissance to medieval. Dress up and explore how music, manners and costumes have evolved over the centuries.

**72.** Make your own **craft art festival** with workshops in print-making, life drawing, sugar crafting, glass art, embroidery, knitting, pottery, brass rubbing, balloon modelling, weaving, engraving, 3D sculpting, lantern-making, jewellery design, masks, origami, rag rugs, lace, felt and other endless possibilities. Pick and choose the traditions most suitable or interesting for your local community.

**73.** Bring together people of all ages with your own **comic convention** and witness the bonds being made between the youngest and the young-at-heart exchanging their favourite comic books and memorabilia.



**74.** Go back to the 1980s with a **roller disco**. Play the tracks on vinyl records for that authentic sound.

**75.** Bring your community into a whole new dimension with a **performance in unexpected places**: from a harpist playing in a lift, to an opera performance in a local supermarket to a classic pianist in a railway station, choose the way to showcase that art belongs everywhere!



**76.** Think of ways in which to use new technologies to bring arts and entertainment to everyone. Partner with a local company or science faculty to use their 3D printers and provide visually impaired people with an **opportunity to “see” art**.

**77.** Work with your local art school to motivate artists and art students, to **incorporate Braille into visual art** in order to extend access to culture and heritage for all.

**78.** Did you know that through the **European Framework for Action on Cultural Heritage**, Creative Europe is working on a restoration and digitisation of a number of classic European films? Organise a special screening in your local cinema and get involved in the movement!





**79.** Invite your community to help create a '**Longing Archive**': a participatory piece of art made from old love letters, favourite songs and stories of rejection.

**80.** Open a dialogue with young people in your community and explore what is art for them. Host an **exhibition of memes, emojis or an online exhibition of gifs** and see the meaning of new art through their eyes.

**81. Bring art into the public sphere!** Work with local artists to create art exhibitions in bars, restaurants, public transport stations and other public places for everyone to enjoy.



**82.** Organise an all-day **treasure-hunt** with just one task - find **all you need to make a work of art**. The most innovative artist can be awarded a prize or even named "artist of the European Heritage Days".

**83.** Record a **sound collage** with the people in your community. Have each visitor record a note or a sound and give a chance to young artists to compose the remix in light of how they see the place of your town or city in Europe.

**84.** Organise an **all-night dance marathon** with music from different European countries. The last one dancing is the European disco king/queen!

**85.** Get together for a folk music **jamming session**. Invite people to bring along their traditional instruments and show off well-known music from their region.

**86.** Lead an evening **ghost story tour** through an old part of your town. Your tales don't have to be strictly true - but the power of imagination is amazing!

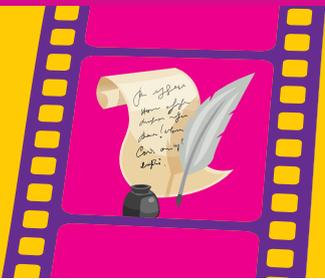
**87.** Organise a contest of **community-made short films** on the theme of Arts and Entertainment. Choose a local historical building or heritage site to project the best ones.

**88.** Experience the creative process of producing artwork with materials beyond just paints and brushes. Issue a call for the most **innovative use of artistic materials** and see what your local community will come up with. (Everything is allowed, from pasta to vegetable dyes or salvaged recycling to plants and flowers).

**89.** New technologies often lead to new forms of arts and entertainment. Explore the world of **illuminated grounds, video projection and sound mapping** and step up to a new dimension of the future.

**90.** Invite art students to participate in an inter-generational **share-a-skill day**. Follow it up with an exhibition in your local retirement or community centre and invite people along to the opening.





**91.** Work with your local museum or art gallery to **organise tactile tours** where the visitors can use touch as the primary way of accessing a work of art. Tactile experiences can include touching replicas, models, props and costumes; sculptures made from hard-wearing materials; contemporary multisensory works of art; as well as handling real objects featured in a particular painting.

**92.** Have you ever used a **zoetrope, phénakistiscope or a thaumatrope**? Check out the innovative methods of animation used long before the days of CGI. Organise a children's workshop on how to make these fascinating and simple, but very effective devices.

**93.** Ever wondered how our television viewing habits have changed over the years? You can find out all about it on the **European Audio Visual Observatory's** website. The Observatory has even just launched the world's first Directory of European Films available on VOD.

**94. Like a puppet on a string!** From shadow puppets to finger puppets, investigate how this 4000-year-old tradition has evolved throughout the ages. Organise a puppet-making workshop for children and invite them to put on their own show.

**95.** Host a **talent show** for all ages. Find out if you have a budding illusionist, comedian, dancer, musician, ventriloquist, impersonator, singer, acrobat or even a hypnotist in your neighbourhood!

**96.** Organise a **heritage-themed photography** competition. Invite your community to take photos of local sites from an unusual angle and hold an exhibition of the results.

**97.** Hold a **pop-up cinema** screening in a park or landscape garden. Invite families to bring along a picnic lunch to make a day of it.

**98. Strictly ballroom!** Find out if your community knows its foxtrot from its cha-cha-cha. Host a nostalgic dance evening, complete with a band. Encourage party-goers to wear their best dancing gear from days gone by - if it still fits!

**99.** Cooperate across the borders! Check with your local municipality if you have a **Twin Town** and organise a joint event, including exhibitions, visits, concerts and sports events.

**100.** Make an archaeological survey of your **local graffiti** to see how this art form has changed over the years. Invite graffiti artists to create an outdoor exhibition to bring life to a disused area of your community. You can use temporary colours if you aren't allowed to permanently change the look of your neighbourhood.

**101.** Europe is a patchwork of diverse national and regional heritages, and the history of **quilting and stitching** is significant to communities across Europe. Bring together people from your local community to design and create a new quilt representing the history of your region and how you imagine its future in Europe.

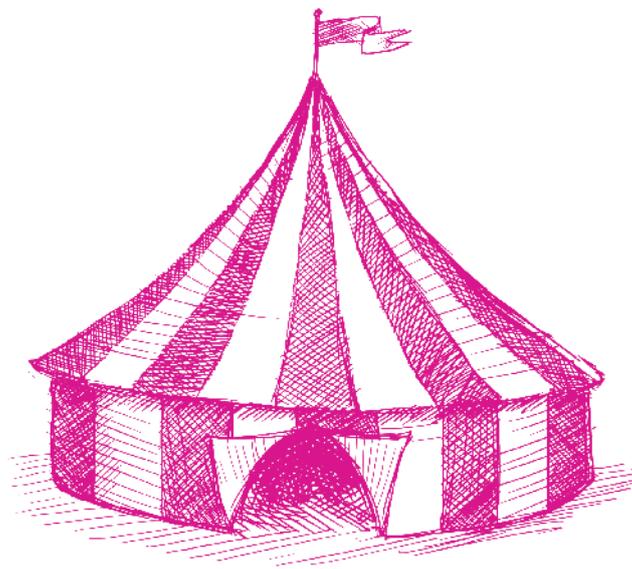


# EUROPEAN HERITAGE DAYS 2019

Our special thanks to the **European Heritage Days National Coordinators** of the 50 participating countries for their collective ideas and inspiration for this brochure.

You can get in touch with your National Coordinator by visiting our website:  
[www.europeanheritagedays.com](http://www.europeanheritagedays.com) and clicking on **Contact Us**

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