



Valerie Larbaud



Charles de Ligne



Clara Schumann



Georg Groddeck

The interactive novel “At the Sources of Europe”

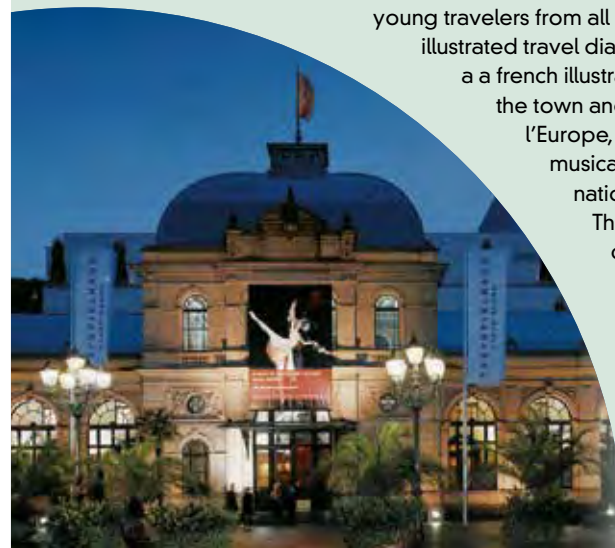
Utilising new means of communication based on creativity and interactivity, an interactive novel entitled “At the Sources of Europe” will allow the audience to follow the two-year journey of four virtual characters who spend time at the thermal towns. It will be possible to interact with them, and to learn more about the prestigious past of these towns, as well as their current tourist attractions. In this transmedia project, the four virtual characters (a travel author – Valerie Larbaud, a musician – Clara Schumann, a spa physician – Georg Groddeck and a prince – Charles de Ligne) will meet notable historic and contemporary figures from the thermal towns. Each Café of Europe will be the stage for encounters between the four characters, contributing in various ways: readings by actors, letters, messages, blogs, postcards, photos, interviews. These contributions will be broadcast and published through the thermal towns’ websites, social and interactive media, and those of their partners.

E-Book

During the Cafés de l’Europe the photographer Loiez Deniel from the Association of “Videoformes”, will record his impressions with a camera and will prepare a photographic reportage which will be published as an e-book at the websites of EHTTA and SOURCE.

Travel diary

In each Café de l’Europe an illustrator will record his impressions in a sketch book. This newly-inspired tradition of drawing travel impressions over the past several years is supported by the project “Sources of culture”. The authors, young travelers from all of Europe will elaborate an individually illustrated travel diary for each café. In Baden-Baden lapin, a french illustration artist, will spend several days in the town and record his impressions of the Café de l’Europe, everyday life in the city or the festive musical events. Lapin is a member of the international organization of “Urban Sketchers”. This project of travel diary is realized in cooperation with the association “Il faut Aller Voir” The travel diary will be published on the EHTTA and SOURCE websites and on the city of Baden-Baden website.



Photos: Baden-Baden Kur & Tourismus GmbH, Stadtmuseum/-archiv Baden-Baden, Gerhard Kühne

The European Historic Thermal Towns Association (EHTTA)

Created in Brussels in 2009, this network brings together twenty-four spa towns in eleven European countries. It aims to gain European Union recognition for the European thermal towns’ specific culture and innovation, both historical and contemporary, with a view to developing their tourist activity in the framework of the new plan to encourage transborder tourism, “Destination Europe”. Every member town is an integral part of the historic thermal towns cultural route, one of the twenty-six cultural routes recognised by the Council of Europe since 1987.

„Sources of Culture: the Cafés of Europe“, a brand new European project

The “4th Café de l’Europe” with the title “Thermal Towns of the 19th century as Places for Musical Inspiration”, is part of a two year-long European project entitled “Sources of Culture: the Cafés of Europe”. This project brings together eleven partners from six countries. Its aim is to raise awareness of the wealth of cultural heritage at all thermal towns among European citizens. In the context of this project, a series of eight Cafés of Europe, multidisciplinary meetings of discussion and forward thinking, are to be held in several thermal towns. They will enable a “Blue Book” to be written on the thermal towns’ essential place in the future of a people’s Europe based on social dialogue, strengthened on the role of digital technology, and on a sustainable cultural approach to tourist policy, founded on reinterpreting the birth of modern tourism. It concerns the promotion of forgotten gems and the question “How can Europe’s cultural identity be made fit for the future?”

Thermal Towns of the 19th century as Places for Musical Inspiration



FORUM
Thursday, April 17th 2014,
2 – 5 p.m., Kulturhaus LA 8,
Lichtentaler Allee, Baden-Baden

4th
CAFÉ DE L’EUROPE





Welcome

This event is part of a two-year European project, the project “Sources of Culture: Cafés de l’Europe”, uniting eleven partners from six different countries. The purpose of these events is to raise the European citizens’ awareness for the joint rich cultural heritage of European historic spa towns. A series of eight „Cafés de l’Europe” will take place in diverse European thermal towns. These will be podium discussions on interdisciplinary discourse and for the development of future perspectives with high-class speakers. The “4th Café de l’Europe” will take place in the spa and cultural city of Baden-Baden under the motto of “Thermal Towns of the 19th century as Places for Musical Inspiration”. I am pleased that the European project takes place during the International Easter Festival in Baden-Baden and the year of the European elections 2014. It is my honor and pleasure to welcome all national and international guests to our city.

Wolfgang Gerstner Lord Mayor
Vice President EHTTA

Cultural Heritage of the Thermal Towns

“In a word, the European thermal towns’ history is so rich in exchanges, crossing influences, multiple informal encounters, artistic creation, scientific and medical invention that the “Cafés of an elite Europe” as they were in the past can be reinterpreted and reconsidered, creating new “Cafés of Europe”: open to all, where, thanks to these multidisciplinary comings together, towns can rediscover their imagination. Cafés where the towns’ decision makers, along with their inhabitants and visitors, imagine shared social scenarios, where the local interacts with the European dimension, and where governance goes hand in hand with imagination.

Michel Thomas Penette
Secretary General EHTTA

PROGRAM „4TH CAFÉ DE L’EUROPE“ BADEN -BADEN Thermal Towns of the 19th century as Places for Musical Inspiration



2.00 p.m. INAUGURATION/WELCOME

GIUSEPPE BELLANDI, President EHTTA
WOLFGANG GERSTNER, Lord Mayor of the city of Baden-Baden and
Vice President EHTTA
GABRIELLA BATTAINI-DRAGONI, Deputy Secretary General European Council
LUISELLA PAVAN-WOOLFE, Ambassador and Head of Delegation of the European
Union at the European Council

2.30 p.m. INTRODUCTION

PROF. DR. PETER STEINBACH, University of Mannheim, Faculty of History

2.40 p.m. PODIUM

REINHARD HÜBSCH, Host, SWR2 southwest broadcast
PAVEL BALEFF, Director of the Baden-Baden Philharmonic Orchestra
PROF. BERND GLEMSENER, Würzburg Music Academy
MARTIN HOFFMANN, Director of Berlin Philharmonic Orchestra
PROF. DR. ANDREAS HOLSCHNEIDER, former President of the German
Gramophone Association
ANDREAS MÖLICH-ZEBHAUSER, Director and Manager of Festival Hall Baden-Baden
PROF. DR. PETER STEINBACH, University of Mannheim, Faculty of History
Incl. music presentation by Prof. Bernd Glemser

4.15 p.m. INTERACTIVE NOVEL

Reading, Actor at the Baden-Baden Theater
Theater intermezzo, Actor at the Marché aux Grains Theater, Bouxwiller

4.45 p.m. CLOSING CEREMONY

MICHEL THOMAS PENETTE, Secretary General EHTTA
Summary of results Café in Baden-Baden
Outlook toward the next Café de l’Europe

What is it about?

“I always yearn for Baden-Baden anyway”, Johannes Brahms wrote to Clara Schumann during the golden age of the 19th century, when Baden-Baden was known as the “Summer Capital of Europe” The cultural institutions created by the French businessmen Jacques and Edouard Bénazet in between 1838–1870, great patronizers of art, in Baden-Baden have ever since emphasized the elegant thermal bath and cultural town. This tradition continues today with the foundation of the Festival Hall or the art and culture mile along the world-famous Lichtentaler Allee, which unites historically relevant and modern facilities – like the Museum Frieder Burda or the Kulturhaus LA 8 –. What were the reasons that musicians and composers such as Pauline Viardot, Franz Liszt, Clara Schumann and Johannes Brahms as well as many other creative artists chose Baden-Baden as their residence again and again? How did the Baden-Baden Philharmonic Orchestra develop over 150 years? What has been and is the cultural self-image of the thermal town since its golden age from 1838–1870?

Organizational Aspects

This “4th Café de l’Europe” will take place on Thursday, April 17, 2014 from 2 p.m. until 5 p.m, at the Kulturhaus LA 8 at Lichtentaler Allee 8 in Baden-Baden. The event unites 24 European thermal towns, members of the the European Historic Thermal Towns Association (EHTTA) and experts from the areas of culture, cultural heritage and tourism. The public is cordially invited to take part in the discussions concerning the present-day challenges facing traditional thermal towns. The forum will be organized by the city of Baden-Baden together with Baden-Baden Kur & Tourismus and the Festival Hall in cooperation with EHTTA and the Route des Villes d’Eaux du Massif Central.

ADMISSION IS FREE, PRIOR REGISTRATION IS REQUESTED

INFORMATION

City of Baden-Baden
Lisa Poetschki
Head of Urban Development
fg.stadtentwicklung@baden-baden.de

REGISTRATION CAFE

Baden-Baden Kur&Tourismus
Tel: +49 7221 275 200
E-mail: bbt@baden-baden.com

www.ehtta.eu
www.sources-of-culture.com
www.facebook.com/sourcedeculture
www.facebook.com/ThermalTravels
www.scoop.it/t/historic-thermal-cities-villes-thermales-historiques
www.sources-of-culture.com
www.baden-baden.de



This project has been funded with support from the European Commission. This publication reflects the views only of the author, and the Commission cannot be held responsible for any use which may be made of the information contained therein.