



# TRANSROMANICA

The Romanesque Routes of European Heritage

Cultural Route  
of the Council of Europe

COUNCIL OF EUROPE



CONSEIL DE L'EUROPE



# Cultural Route of the Council of Europe

TRANSROMANICA connects the common Romanesque heritage of eight European countries: Germany, Austria, Portugal, Spain, France, Italy, Serbia and Romania. Along the route, you can find the cultural heritage of this era. 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.com](http://www.transromanica.com)



TRANSROMANICA was officially recognized as a "Major Cultural Route of the Council of Europe" in August 2007. Together with 32 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

## TRANSROMANICA



**Focus:**

Development of a network for the Romanesque heritage in Europe

**Period:**

November 2003 - October 2006

**European programme:**  
INTERREG III B CADSES

[www.transromanica.com](http://www.transromanica.com)

## TRANSROMANICA crosscultour

**Focus:**

Cross marketing strategies for culture and tourism

**Period:**

December 2008 - November 2011

**European programme:**  
INTERREG CENTRAL EUROPE

[www.transromanica.com/  
crosscultour](http://www.transromanica.com/crosscultour)



**Focus:**

Strengthen the competitiveness of service oriented tourism businesses in rural areas and along cultural routes through the use of modern information and communication technologies

**Period:**

January 2012 - December 2014

**European programme:**  
INTERREG IVC

[www.e-create-project.eu](http://www.e-create-project.eu)



# Executive Board of the Association

## Lars-Jörn Zimmer President

President of the Tourism Association of Saxony-Anhalt;

Member of the Landtag of Saxony-Anhalt



## André Schröder Vice-President

Member of the Landtag of Saxony-Anhalt



## Frank Thäger Treasurer

Head of Division at the Ministry of Regional Development and Transport 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



# Members of the Association



# 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

### Networks

Public and private organizations representing a union of Romanesque buildings in a geographic region

Membership fee: 10,000 € per year

### Single sites

Public or private organizations representing single Romanesque buildings, towns or limited areas

Membership fee: 1,000 € per year

## 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 our Scientific Advisory Board
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 logo of the Council of Europe;

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

Own member profile on the TRANSROMANICA website;

Integration into the event calendar of 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 logos of TRANSROMANICA and the Council of Europe 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;

Contribution to the annual, Europe-wide TRANSROMANICA Day (Saturday after Ascension Day);

Signage/identification of the Romanesque sites as a "Member of the European Cultural Route 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

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Germany

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## Picture Credits

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

p. 5: TRANSROMANICA

p. 11: Dom und Domschatz Halberstadt





Picture: Dom und Domschatz Halberstadt

# Contact

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Germany

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## **TRANSROMANICA online**

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

