



ŽIVA

**AWARD FOR THE BEST
SLAVIC MUSEUM**

Location: Bled / Slovenia

Date: 20 – 24 September 2017

Organized by:

Municipality of Bled

Bled Culture Institute

International foundation Forum of Slavic Cultures

4th ŽIVA AWARD 2017 – PROGRAMME

Wednesday, 20th September 2017

During the day	Arrival of the participants and accommodation Hotel Astoria (Prešernova cesta 44) / Hotel Jelovica (Cesta svobode 8) or others
Venue: Hotel Astoria (Prešernova cesta 44)	
17.30 – 19.00	Živa Award Jury meeting
19.00 – 20.00	Registration
20.00	Welcome drink (Hotel Astoria terrace) & Dinner

Thursday, 21st September 2017

Venue: Hotel Astoria (Prešernova cesta 44)	
08.30 – 09.00	Registration
09.00 – 09.30	Inaugural Addresses <ul style="list-style-type: none"> – Mr. Janez Fajfar, Mayor of the Municipality of Bled – Mrs. Andreja Rihter, Director of the Forum of Slavic – Representative of the Ministry of Culture of the Republic of Slovenia
09.30 – 11.30	The Živa Award open Forum: <i>The Candidates meet the Jury 1 moderated by Mrs. Nina Zdravič (Slovenia)</i> Presentations of the Živa Award candidates for the 2017 <ul style="list-style-type: none"> – State Literary Museum of Yanka Kupala (Belarus) – National Museum of BiH (Bosnia and Herzegovina) – Ancient Nessebar Museum (Bulgaria) – National Museum Earth and Man (Bulgaria) – Puppet Museum in Pilsen (Czech Republic) – Regional Museum Mikulov (Czech Republic) – Town Museum in Dvůr Králové nad Labem (Czech Republic) – Wallachian Open-Air Museum in Rožnov pod Radhoštěm (Czech Republic) – City Museum Požega (Croatia) – Memorial Centre Lipa Remembers (Croatia) – Museum of Apoxyomenos (Croatia)
11.30 – 12.00	Coffee Break
12.00 – 13.30	The Živa Award open Forum: <i>The Candidates meet the Jury 1 moderated by Mr. Pavel Douša (Czech Republic)</i> Presentations of the Živa Award candidates for the 2017 <ul style="list-style-type: none"> – National Institution for Protection of the Monuments of Culture and Museum – Ohrid (Macedonia) – Museum of Polimlje (Montenegro) – Polish Aviation Museum Krakow (Poland)

	<ul style="list-style-type: none"> – Silesian Museum in Katowice (Poland) – Glinka National Museum Consortium of Musical Culture (Russian Federation) – House of merchant G.V.Tetushinov (Russian Federation) – Pushkin Museum Reserve (Russian Federation) – Macura Museum (Serbia) – Open air museum Old Village in Sirogojno (Serbia) – Museum of Post and Telecommunications (Slovenia) – Park of Military History Pivka (Slovenia) – Slovenian Alpine museum (Slovenia) 	
13.30 – 15.00	Lunch Break	Marketplace: Promote & Connect
15.00 – 16.00	The Živa Award open Forum: <i>The Jury meets the Candidates</i> moderated by the Živa Award Judges: Mr. Pavel Douša (Czech Republic), Neda Knežević (Serbia), Mrs. Elia Vlachou (Greece), Mrs. Nina Zdravič (Slovenia)	
16.00 – 19.00	Bled Castle: Mayor reception with the special guest Mrs. Milena Zupančič, famous Slovenian Actress Guided sightseeing tour Bled Island: Guided sightseeing tour Potičnica visit Cocktail - tasting traditional Slovenian POTICA in a variety of flavours and other Slovenian delicious dishes Concert in the Church of the Assumption	

Friday, 22nd September 2017

Venue: Hotel Astoria (Prešernova cesta 44)		
09.30 – 10.30	Open Forum: <i>Images</i>	Marketplace: Promote & Connect
	Forum of Slavic Cultures: Mrs. Andreja Rihter, Director	
10.30 – 11.30	European Museum Academy: Mr. Massimo Negri, Director	
	Keynote Address: Mrs. Barbara Kirshenblatt Gimblett, POLIN Museum of the History of Polish Jews: <i>The Role of Images in establishing a New Museum</i>	
11.30 – 12.00	Discussion	
12.00 – 12.30	Coffee Break	
12.30 – 13.30	Cricoteka (Poland): Winner of the Živa Award 2016 Mrs. Natalia Zarzecka, Director	
Venue: Vila Bled (Cesta svobode 26)		
19:00 – 21:00	4th Živa Award Ceremony	

21:00

Gala dinner

Saturday, 23th September 2017

All day

Excursion (Radovljica, Begunje, Vrba, lake Bohinj, Bitnje) guided by the Mayor of the Municipality of Bled, Mr. Janez Fajfar

Sunday, 24th September 2017

During the day

Departure of participants

PARTICIPATION FEE

Živa Award Candidate (1 person) – FREE

Special guests registration (until 15th June 2017)

- FSC members – 70,00 EUR*
- Non FSC members – 100,00 EUR

Registration (after 15th of June 2017)

- FSC members – 100,00 EUR*
- Non FSC members – 150,00 EUR

Daily participation – 30,00 EUR / person

Gala dinner (Friday, 22nd September 2017) – 40,00 EUR / person

*** with the membership payment and the proof of payment**

The FEE includes:

- participation at all events within the Živa Award 2017 programme,
- Živa Award (catalogue, programme ...) and other materials,
- Coffee breaks,
- Lunches,
- Bled Castle and Bled Island guided sightseeing tour,
- Marketplace: Promote & Connect,
- Welcome drink & Dinner (Wednesday, 20th September 2017),
- Mayor reception (Thursday, 21st September 2017),
- Cocktail (Thursday, 21st September 2017),
- Concert (Thursday, 21st September 2017),
- Gala dinner (Friday, 22nd September 2017),
- Full day guided excursion in the Bled region.

FORUM OF SLAVIC CULTURES

The Forum of Slavic Cultures is a non-profit and non-government organization that was founded in 2004 on the initiative of the Slavic cultural circles and today unites thirteen Slavic countries: Belarus, Bulgaria, Bosnia and Herzegovina, Croatia, Czech Republic, Macedonia, Montenegro, Poland, Russia, Slovakia, Slovenia, Serbia and Ukraine.

The Forum of Slavic Cultures nurtures the creativity of Slavic cultures, science and arts, their creative charge and heritage, while it also actively cares for a recognizable contribution of Slavic cultures to global dialogue. In strong partnership with international organizations, national initiatives and economy, it presents, supports and develops innovativeness and creativity, and invigorates common cultural projects, mobility of artists and professionals, and also boosts data circulation in culture, science and arts.

ŽIVA AWARD for the best Slavic Museum

The Slavic goddess Živa (also Žiwia, Siva, Sieba or Razivia) represents a principle of life, longevity, youthfulness, beauty, mildness, vitality and fertility. These are the attributes that should describe Slavic heritage as well.

The Živa Award has been established in 2012 on the initiative of an expert project group from the member countries of the Forum of Slavic Cultures.

The Živa Award aims at identifying, encouraging, rewarding and promoting experiments, projects, practices in the museum sector within the specific cultural and geographical framework of the European countries of Slavic culture recognizing the peculiarities and specific values of the Slavic world with its story, its traditions, its heritage, its common and sometimes contradictory roots as well as its problems. It is an Award which at the same time collect interesting experiences and make possible to share them at the transnational level. It encourages competition in order to increase the number of museums which can do better more than simply to be the best ones and it is based on the idea that knowledge and sharing of experiences is essential for determining a more influential role of museums in our societies.

WELCOME IN BLED

Bled Castle



Medieval documents refer to Bled with its German name exonym Veldes. According to Fran Ramovš, the Slovenian autonym Bled, first documented in the modern times, was coined in 800 AD from an older word beld or pelt, which was also the root of the German Veldes. On the other hand, Valvazor believed that the word Veldes was derived from Felsen (German for rock), denoting the cliff on which the castle was built. In terms of written documents, Bled Castle is the oldest castle in Slovenia.

Watch the **Bled Castle** video [HERE!](#)

Bled Island



A challenge for your eye and your body awaits you on the island where a temple of the ancient Slavic goddess of love Živa used to stand in the location of today's glorious Gothic church, Church of the Assumption with its long and diverse history, however the lush greenery also hides other interesting island buildings, like the bell-tower, church, chaplain's house, provost's house, small hermitage and some mysterious legends.

Potica from Potičnica



Potica is a traditional pastry, is a must for every holiday in Slovenia, be it Christmas, Easter or a family celebration. The filling for this exquisite pastry is entirely up to the baker and his or her creativity – there are as many delicious potica recipes as there are housewives and cooks. And the little secrets that are so important for making a good potica are passed down through generations. Walnut potica is the most common and popular type; traditionally it should be baked inside a bread oven in a POTIČNICA – a round, clay baking dish, usually handmade and modelled on the crown of Jesus Christ.

Bled region

Vrba and Prešeren House

The Prešeren House (traditional Slovene oeconym pr' Ribču) is a house in the village of Vrba in the Municipality of Žirovnica in Slovenia. It is the house where the Slovene poet France Prešeren was born in 1800. The Slovene theologian and archbishop Anton Vovk was also born in the same house. The house is a good example of an Upper Carniolan farmhouse. Since 1939, it has housed a small museum collection with furnishings from the poet's time. Of the original furniture from Prešeren's time, the benches in the hallway and the main room, a wooden chest from 1837, and the actual cradle in which France Prešeren is alleged to have been rocked to sleep as a baby are preserved and displayed in the museum.

Radovljica

Radovljica's old town is one of the best preserved town structures in Slovenia with houses dating from 15th and 16th century. The charming old town enthrals with its position atop a natural promontory, with a varied selection of authentically preserved architecture, as well as museums, galleries and other

attractions, such as mansion, Museum of Apiculture, Municipality Museum, the Šivec House Art Gallery.

Lake Bohinj

Lake Bohinj is the largest natural lake in Slovenia with endless opportunities for outdoor activities. It is located in a glacial valley and it comprises almost 100 million cubic metres of water – according to an old Bohinj joke: no more than a bucket if it is large enough. The steeply descending lake basin is relatively smoothly shaped and has no shallow areas. In summer, the temperature of the water rises to 22 °C; in winter, the lake often freezes.

