

LEADER Transnational Co-operation Project

Medieval Festivals

Poland, April 2014



Applying old-world solutions to new-world problems

- What have Middle Ages got to do with innovation in rural life?
- Rural life in Baltic and Nordic countries and medievalism in Western Europe— how could they possibly have something in common?

Project Partners

- LAG Pärnu Lahe Partnerluskoogu/Pärnu Bay Partnership, Estonia – Lead partner
- LAG Karhuseutu / LC Ulvila – Finland
- LAG ADIRN – Portugal
- LAG ADRITEM – Portugal
- LAG „Darīsim paši!” – Latvia
- LAG Pays ruthénois – France

Objectives and desired results

- At least one medieval festival in every partner area with presence of other partners
- Cultural exchange on European level
- New knowledge and experience about medieval style and events
- Young people in rural areas will be involved for better future perspectives – even in professional aspect

Objectives in the Agreement

- Reform of medieval festivals programmes
- More local, regional and international performers and more visitors
- More sellers of authentic products and handicraft workshops
- Nationally and internationally well known events
- Innovation in transnational cooperation projects

Project venues

- Pärnu Hanseatic Days, Estonia – 29.6.- 1.7.2012
- In Kuldīga, Latvia – 21.7, 2012
- In Santa Maria da Feira, Portugal – 9.-11.8, 2012
- In Torres Novas, Portugal – 24.-26. 5 2013
- In Sauveterre de Rouergue, France – 29.-30. 6. 2013
- In Ulvila, Finland – 3.-4. 8 2013

Main planned activities

- Medieval Camp for introducing medieval lifestyle – accommodation, open fire, common cooking...
- Medieval Evening – dinner in medieval style with entertainment by project participants
- Handicraft and artisans' workshops in medieval style – materials, tools, styles, skills, know-how...
- Cultural exchange – Nordic-Baltic-Western Europe; medievalism of castles and peasants
- Exchange of event organising know-how and festival programme and animation ideas
- Leader-tour in partners LAG areas

Duration of the project

- Project will be implemented from 1.5.2012 to 31.10.2013
- During this period 6 medieval festivals have been organised by project partners or their local associate partners and stakeholders

Financing

- Every partner organisation applied for project grant in their own countries, with different results
- Average project budget for every partner was estimated to be 40 000 – 50 000 euro
- Project budgets cover travel cost and hosting other partners, conditions have been agreed – all partners hosted/sent to other partners up to 10 participants, extra persons paid themselves
- Financial conditions were different for all partners

Results achieved

- All planned events were organised and visited
- Cultural exchange in different levels – performing arts, medieval heritage, working methods
- Many new ideas, attractions, practical arrangements for partners' festivals
- Young people were largely involved – as volunteers helping organisers, performers, workshop moderators, parades...

Benefits for PLPK area

- Cooperation between local partners
- Database of people with different skills (musicians, hobby actors, artisans, local food)
- Several participating artisans have started making new medieval-style handicraft products for sale
- More opportunities for selling products at Hanseatic Days and Medieval festivals in different Estonian and European towns
- Much experience working with partners from different European regions – attitudes, methods
- Set of 10 medieval costumes to use in the future activities – and trained people in the region able to sew them

New ideas (used in Ulvila at the final event)

- Information stands in town – from Pärnu
- Programme brochures – from Portugal
- Animal park for children – Pärnu
- Knight sword fight – from Sauveterre
- Medieval banquet – from all partners
- Medieval buffet and outside interactive dance show – from Kuldiga
- Medieval camp – from Santa Maria da Feira and Sauveterre

There's more...

- Estonian blacksmith was engaged in Sauveterre also as Jew's harp player and was invited to perform at the closing of the Pärnu Film Festival
- Ulvila is now a member of the Association of Hanseatic Cities
- Participating in partners' events will continue: LAG PLPK in Kuldiga in 2013, LC Ulvila will participate in Pärnu Hanseatic Days in 2014
- All partners stayed in the project in spite of different financing situation

Lessons learned

- Different financing and application rules, need to start the activities before all partners' financing approved
- Medieval camp was not organised during all project events – different reasons
- Medieval dinner – finding suitable places, health authorities' rules, authentic medieval food
- Musical instruments – limited choice due to air travel luggage rules
- Availability of artisans and performers – all busy at summer season

Project Activities and Results







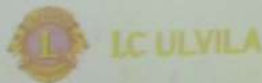
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Medieval Festivals

Ulvila, Finland, 3.-4.8. 2013



The European Agricultural Fund
for Rural Development:
Europe investing in rural areas



Luovien puolesta



ADRITEM

Uvilan
Lukio







The banner features a map of Europe on a wood-grain background. Several logos and text elements are placed around the map:

- Top left: LEADER logo with a tree icon and the text "LEADER" and "LEADER" below it.
- Top right: A logo with a crown and the text "Molan keskittynyt Hanonmarkkinat".
- Middle right: A logo with a blue wave and the text "Lacsimi-pasi".
- Bottom left: A logo with colorful figures and the text "ADRITEM".
- Bottom left: A logo with a green and blue wave and the text "ADRIN".
- Bottom center: The text "Medieval Festivals" in a large, stylized font.
- Bottom center: The text "Leader Transnational Cooperation Project" in a smaller font below the main title.



VUOKRA
TIEDU
VUOK

















LEADER EESTI

LEADER

KARHUSELÜG

Attilan Sõnsmann

LEADER

BREAD

SLICED BREAD

DRIED BREAD

CARROTS

APPLES

APPLE SLICES

DRIED APPLES

DRIED MOOSE MEAT

ESTONIA









Ulvilan keskiaikaiset Hansamarkkinat

3.-4. elokuuta Ulvilan Hansastamassa

Markkinatöytä

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98.00-99.00	98.00-99.00
99.00-100.00	99.00-100.00

Ulvilan keskiaikaiset Hansamarkkinat

Koko perheen elämys- ja leikkailupaikka. Ohjelmallista ja leikkailupaikkoja kaikille. Viihteen ja leikkailun lisäksi on tarjolla myös ruokaa ja juomaa. Tervetuloa!

www.hansamarkkinat.fi

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Tervetuloa!



Ohjelma
Kokous ja Esittelyt
Kokous ja Esittelyt
Kokous ja Esittelyt

LEADER



Utolan
Hansu

YARHUSUUTU

Di

JULIN
JUURDIN

YLLÄKÄS
JA MUKAAN
Kävyä

















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