



Sustainable and inclusive revitalisation of historic towns and sites inspired by the New European Bauhaus (NEB)

23/10/25

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UCAM, MURCIA (SPAIN)



PROGRAM

Throughout time, historic towns have served as the heartbeats of civilizations, bearing witness to the flow of human existence. However, in the face of modernization and urbanisation, many of these towns are now confronted with challenges such as neglect, environmental degradation, and social exclusion.

The purpose of the conference is to present these solutions, the lessons learned and promote the outputs as valuable tools to be taken, further explored and improved by any municipality, university, local organisation or a community who wants to revive their own heritage using the unique REVIVE approach and methodology.

12:15 Keynote speech: New Paradigms for Safeguarding and Creatively Managing Urban Heritage

- José M. Ezquiaga, Guest Urban Architect

In recent decades, concern for restoring city centers has expanded from individual buildings to entire historic urban landscapes. This represents a reconciliation between existing projects and the historical idea of beautification from the perspective of Baukultur, the new culture of city building promoted in the Davos Declaration (2018). Ambitious strategies for cultural, economic, and social regeneration must be promoted, and the concept of regeneration must be understood in a way that respects and is sensitive to the collective memory and identity of its inhabitants.

13:00 Round Table with Young Talents and Art Directors: personal experiences and the impact of the experiments

Moderated by: Marina Batinic, CHC

This round table will offer insights into the real, lived experiences on a personal and professional level from the point of view of several young talents that participated in the on-site REVIVE experiments. Joined by the art directors, we will create a space for sharing and conversation about working together as a group including the challenges faced.

Participating Young Talents:

- Maijastiina Hannonen, Finland
- Ela Leko, Croatia
- Federica Di Giambattista, Italy
- Radu Neacșu, Romania
- Anton Jakob Bonča, Slovenia
- Victor Pérez Sánchez, Spain

Participating Art Directors:

- Antti Alanko, Turku UAS
- Graziano Di Crescenzo, ITACA, Italy
- Lăcrămioara Stratulat, CMNM, Romania
- Andreja Rauch Slovenia; Municipality of Tržič

14:00 REVIVE Video: Ideas, Impact and In Between

- Milla Jarvipetaja, Turku UAS

14:15 Closing of the Conference

- Mateja Hafner, General Secretary and Project Manager AHTS