

INTERNATIONAL CONFERENCE

REVIVE: Living Heritage

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

23/10/25

revive-project.com

UCAM, MURCIA (SPAIN)

















ABOUT THE CONFERENCE

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.

During the two years of the project, REVIVE partners from six European countries, addressed these challenges by developing and testing innovative sustainable and inclusive solutions for reviving historic towns and sites. Young people from different cultural and professional backgrounds worked with local communities in four historical sites using architecture, digital technologies, arts and crafts and intercultural dialogue to offer these places new perspectives. By harnessing the principles of sustainability, inclusivity, and creativity, a new life was brought into the selected sites, ensuring they remain vibrant centres of community life for generations to come.

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.

THURSDAY, 23rd OCTOBER

10:00 Institutional Welcome

- María Dolores García Mascarell, President of UCAM
- Jorge García Montoro, Councillor for Development and Infrastructure of the Autonomous Community of the Region of Murcia
- Juan Roldán Ruiz, Dean of the Polytechnic School UCAM
- Pablo Blesa Aledo, Director of the International Relations Office UCAM
- Mateja Hafner, General Secretary and Project Manager AHTS

10:30 REVIVE project in a nutshell: Re-inventing cultural heritage revitalisation through experimentation

• Slavka Zupan, REVIVE Project Coordinator

What sparked the creation of this initiative? Discover how a step-by-step approach based on sustainable and inclusive revitalization of small heritage sites can inspire other towns to follow. One of the initiators of the REVIVE concept will share the key milestones that made it a reality.

11:00 Integrating the New European Bauhaus (NEB) values in the on-site experiments: practical examples

What does "inspired by the New European Bauhaus" mean in practice? All four REVIVE experiments successfully integrated the NEB values: beautiful, sustainable and together. In this session, the representatives of each experiment, dive deeper into specific aspects of those values in their own unique contexts.

- Slovenia (Tržič) Mateja Hafner
- Finland (Turku) Antti Alanko & Milla Järvipetäjä
- Italy (Cellino Attanasio) Alessandro Perfetti & Graziano Di Crescenzo
- Romania (Iași) Coralia Costaș

11:30 Handbook Presentation

• Enrique Mínguez, by UCAM Team

REVIVE Handbook is one of the main outputs of the project, a document based on the results of experiments carried out in different European cities with the aim of replicating the REVIVE concept in the revitalisation processes of historical towns and sites.

11:45 Coffee Break

• Performance in the Cloister: Dance & Architecture

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 Neacsu, 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