

# Valorizing in Polyphony: Two Examples from the Rousse Museum

Iskren Velikov, PhD

Curator, Museologist

Rousse Regional Museum of History, Bulgaria

[Iskren.velikov@gmail.com](mailto:Iskren.velikov@gmail.com)

# The Tower of Cherven

Voices of Valorization

Voice of the explorers



Photo credit: Rousse Regional Museum of History



Felix Kanitz. Donau Bulgarien un der Balkan. Leipzig, 1875.

# The Tower of Cherven

Voices of Valorization

Voice of the restorers



Cherven (1918)



Cherven (1953)



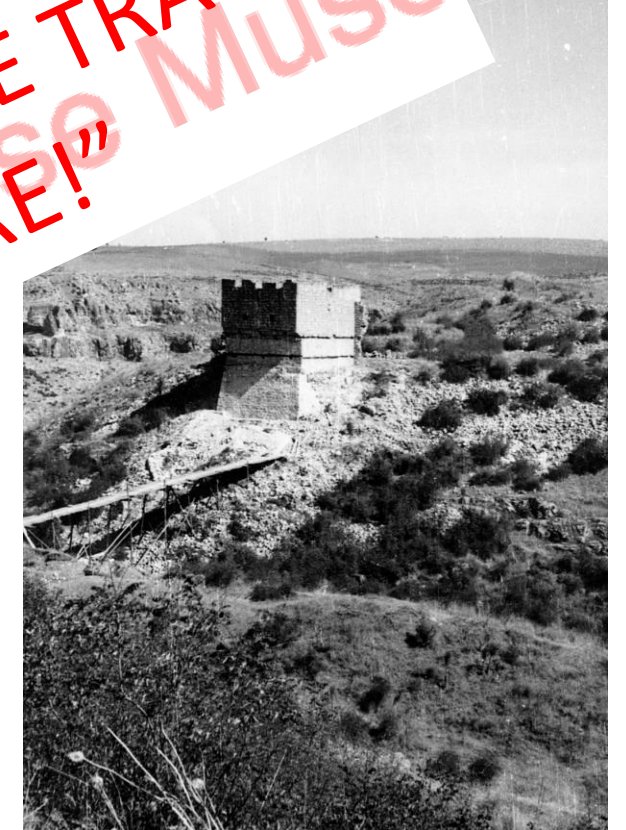
Baldwin's tower in the Medieval capital of Tarnovo  
Restored in 1934.

**"THE TOWER IS AMONG THE BEST EXAMPLES  
FOR MEDIEVAL BULGARIAN FORTIFICATION!"**

# The Tower of Cherven

## Voices of Valorization

### Voice of the archeologists



Built under the reign of Emperor Justinian I in the 6<sup>th</sup> century, modified to its current outlook in the Second Bulgarian Kingdom (13<sup>th</sup>-14<sup>th</sup> century).

It has a base of 9 m to 7.5 m, and a height of 12 m.

It had three levels and secured the territory, known as the Citadel of Cherven from the west.

Photo credit: Rousse Regional Museum of History

# The Tower of Cherven

Voices of Valorization

Voice of the locals



Photo credit: Iskren Velikov

# The Tower of Cherven

## Voices of Valorization

Voice of the Game of Thrones fans



Photo credit: Silvia Kostadinova

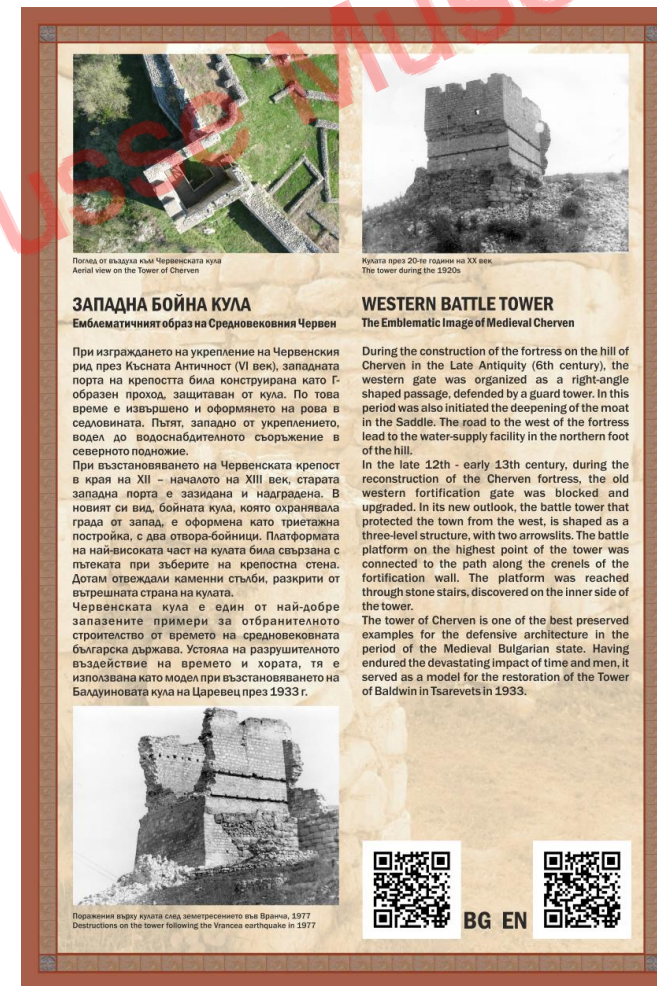
The defense facility is part of the landscape of the Essos city of Meereen (S05E10 0:34:17).

Base for the image of the slaver city of Meereen in the "Game of Thrones" series are the Croatian towns of Split and Klis, the latter being known for its Medieval fortress.

# The Tower of Cherven

## Voices of Valorization

### Voice of the museum institution



# The Tower of Cherven

## Exhibition Challenges



# Witness Stories, Contested Stories

Installation on occasion of IMD 2017



Photo credit: Iskren Velikov

# Witness Stories, Contested Stories

Installation on occasion of IMD 2017



Photo credit: Dido Iliev, FB.

## Annotation 1

A bottle of Coca-Cola, 1960s

“Highly alcoholic beverage, which leads to addiction”.  
The product was a sustainable propaganda instrument during the Cold War. In the East, it was used to illustrate the “danger”, coming from the West.

## Annotation 2

A bottle of Coca-Cola, 1960s

In 1965, the Texim State Company signed a contract for the production of soda beverages with the Coca-Cola Company. As result, the first graphic logo with the name of the company, written in Cyrillic, was introduced.

# THANK YOU

Valorizing in Polyphony:  
Two Examples from the Rousse Museum

Iskren Velikov, PhD

Rousse Regional Museum of History