



## PRELIMINARY PROGRAMME

### 10<sup>th</sup> ŽIVA AWARD

**Location:**  
Regional Ethnographic Open-Air Museum ETAR, Gabrovo, Bulgaria

**Date:**  
25 - 29 September 2024

**Organized by:**  
International Foundation - the Forum of Slavic Cultures (FSK),  
represented by  
Dr Andreja Rihter,  
Ethnographic Open-Air Museum ETAR, represented by  
Dr Svetla Dimitrova

**Supported by:**  
Ministry of Culture of the Republic of Bulgaria  
Ministry of Culture of the Republic of Slovenia  
Municipality of Gabrovo, Bulgaria  
Ethnographic Open-Air Museum ETAR, Gabrovo  
National Committee of ICOM Bulgaria  
Bulgarian Museums Association

**Preliminary Programme**

### Wednesday, 25 September

	Arrivals to Sofia
13.00	First transfer by bus from the airport in Sofia to Gabrovo (arrival approx. 15.30 - 16.00 to the Hotel Balkan, Gabrovo)
16.00	Second transfer by bus from the airport in Sofia to Gabrovo (arrival approx. 18.30 - 19.00 to the Hotel Balkan, Gabrovo)
16.00-20.00	Registration & Information for the participants at the Hotel Balkan, Gabrovo
20.00-21.00	Welcome cocktail at the Hotel Balkan, Gabrovo
Note:	The Živa Jury is transferred to and stays at the Hotel Etar, which is on the site of the ETAR Museum

### Thursday, 26 September

Venue: Regional Ethnographic Open-Air Museum ETAR & Hotel Etar

8.30	Transfer from the Hotel Balkan to the ETAR Museum
8.30-18.00	Registration & Information at the Hotel Etar
9.00-9.30	Opening of the Živa Award 2024 Addresses: <b>Svetla Dimitrova</b> , Director of the Ethnographic Open-Air Museum ETAR <b>Andreja Rihter</b> , Director of the Forum of Slavic Cultures <b>Tanya Hristova</b> , Mayor of Gabrovo <b>Representative of the Ministry of Culture of Bulgaria</b>
9.30-11.00	Keynote Speeches: <b>Zdravka Evtimova</b> , Writer, Bulgaria: <i>The Role of Museums - Reasons Why Today They Are More Necessary Than Ever for the Mankind</i> <b>Andreja Rihter</b> , Founder of the Živa Award, Slovenia: <i>The Forum of Slavic Cultures (FSK): The 10th Anniversary of the Živa Award</i>
11.00-11.30	Coffee break
11.30-13.00	Presentations: The Živa Award 2024 Museum Nominees: Part 1 & Part 2
13.00-14.00	Lunch break
14.00-17.00	Presentations: The Živa Award 2024 Museum Nominees: Part 3
17.00-17.30	Coffee break
17.30-18.30	Guided tour of the ETAR Museum
19.00-20.00	<b>Heritage in Motion Awards 2024 Ceremony</b> , ETAR Museum
20.00-21.00	Cocktail
21.30	Transfer to the Hotel Balkan, Gabrovo

Thursday, 27 September

Venue: Regional Ethnographic Open-Air Museum ETAR & Hotel Etar

8.30	Transfer from the Hotel Balkan to the ETAR Museum
8.30-18.00	Registration & Information at the Hotel Etar
9.00-11.00	Keynote Speeches: <b>Zsolt Sari</b> , Vice-President of the Association of European Open Air Museums (AEOM), Hungary: <i>Open Air Museums in the 21st Century</i> <b>Irena Todorova</b> , Director of the UNESCO Regional Centre for Intangible Heritage, Bulgaria: <i>Intangible Heritage of Bulgaria and the Region Inscribed on the UNESCO List</i>
11.00-11.30	Coffee break
11.30-12.00	Presentations by the 2023 Živa Museum Winners: The Živa Award 2023 for the Best Slavic Museum: National Museum in Leskovac, Serbia
12.00-12.30	The Živa Award 2023 for the Best Slavic Heritage Site: DUBoak Maritime Heritage Interpretation Centre, Malinska, Croatia
12.30-13.00	Culture Heroes of the Slavic Heritage - the Title conferred on seven Museums of Ukraine in 2023: Presentation by Lviv National Literary Memorial Museum of Ivan Franko
13.00-14.00	Lunch break
14.00-16.00	Marketplace: Promote & Connect
16.00	Transfer of the participants to the Hotel Balkan, Gabrovo
18.30	Transfer of the Živa Jury to the Culture House, Gabrovo
19.00-20.30	<b>The Živa Award Ceremony</b> , the Culture House, Gabrovo
20.30-23.00	The Živa Award 10 <sup>th</sup> Anniversary Gala dinner, the Hotel Balkan, Gabrovo
22.30	Transfer of the Živa Jury to the Hotel Etar

Thursday, 28 September

Excursion day to Kazanlak by bus

9.00	Pick up of participants at the Hotel Balkan
9.15	Pick up of the Živa Jury at the Hotel Etar
10.00	Arrival to Kazanlak and visit of the Rose Museum
12.30-13.30	Package lunch & Free time
13.30-16.00	Visit of the Thracian tombs
16.00	Transfer back to Gabrovo or to the hotel in Sofia

Sunday, 29 September

	Departure day from Sofia or Gabrovo
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## Registration and General information

To take part in the programme and the ceremony of the 10th Živa Award 2024, held from 25 – 29 September 2024 in Gabrovo, Bulgaria, you are requested to register and fill in the online registration form.

**Online registration form is available [HERE!](#)**

**Deadline:** 20 September 2024

### Registration fee:

- Museums from Bulgaria: free
- FSK members: 60€
- Non-FSK members: 100€
- ŽIVA 2024 nominees that are not FSK members: 50€
- EARLY BIRDS until 1 August 2024: 20%

### Registration fee includes:

- participation at all events within Živa Award programme,
- transfer from the airport to Gabrovo,
- Živa Award (catalogue, programme ...) and other materials,
- Coffee breaks,
- Lunch breaks (26 and 27 September 2024),
- A stand at the marketplace: promote and connect (27 September 2024),
- Cocktail dinners (25 and 26 September 2024),
- Gala dinner (27 September 2024),
- Full day guided excursion (28 September 2024).

### Payment of the participation fee

Please, transfer the payment to the following bank account:

- Bank name: Nova KBM d.d., Ulica Vita Kraigherja 4, 2000 Maribor, Slovenija
- Account holder: FSK Forum slovanskih kultur
- Account holder address: Ulica 27. aprila 47, 1000 Ljubljana
- Reference: Živa Award 2024 – Gabrovo Fee
- IBAN: SI56 0400 0028 1034 937
- SWIFT / BIC: KBMASI2X

Please, send the confirmation/copy of the bank transfer receipt to the Forum of Slavic Cultures to [info@fsk.si](mailto:info@fsk.si).

Deadline: 20 September 2024

### Hotel accommodation

Please note, the reservation of the hotel and the payment of the hotel is to be made directly by the participants.

Proposed hotel to stay:

Hotel Balkan Gabrovo

Gabrovo Center, ul. Emanuil Manolov 14

<https://hotelbalkan-gabrovo.com/>

## **Transportation**

Transportation upon arrival and departure to and from Sofia, and from Sofia to Gabrovo and back will be provided. Among the event venues in The Etar Museum, the Hotel Etar, and Gabrovo daily shuttle bus will be organised.

## **Information on the Živa Award 2024 Venue**

### **Regional Ethnographic Open-Air Museum ETAR**

The Etar Museum is in the town of Gabrovo, 211 km from the capital city of Sofia and 28 km from the geographical centre of Bulgaria. The idea to create the Etar Museum came from the Gabrovian Lazar Donkov. It is his dream in stone and wood. The construction of the architectural complex began in 1963 with the restoration of the existing structures along the Sivek River (a tributary of the Yantra River), the primitive water mill Karadzheyka, the Valyavitsa Mill and the Tepavitsa Mill. To diversify the complex, a cutlery workshop and a dolapkinya watermill were brought from neighboring villages. The museum was officially opened on 7 September 1964. In the years that followed, new sites were created - architectural examples of houses, workshops, buildings, and facilities that illustrate the old techniques, occupations, way of life and spiritual culture of the population in the central parts of the Balkan Range from the end of the 18th to the beginning of the 20th century. This population, called Balkandzhi (Balkan highlanders), is one of the seven ethnographic groups in Bulgaria. The Regional Ethnographic Open-Air Museum Etar has the only collection of technical equipment using waterpower in Bulgaria. The collection has been gradually built up and includes the equipment that is still in use today and that was used by the Balkan Highlanders for their livelihood: two water mills, a Tepavitsa fulling mill, two Valyavitsa mills, a sawmill, a braiding workshop, two lathes: for wooden gavanka bowls and for wooden flasks, and a grindstone.

The Architectural Complex of the Craftsmen's Street is a main street with buildings from the 19th century with active craftsmen's workshops, shops, a café and houses of craftsmen and merchants. The complex of houses includes replicas of original vernacular architectural samples that existed in Gabrovo and its surroundings. Today, the mission of the Regional Ethnographic Open-Air Museum Etar is carried out by an ambitious team of almost seventy people specialized in different fields - research, public relations, technical support. The museum is open to visitors all year round, and during the summer months the work of young volunteers is very important.

### **The Town of Gabrovo**

Gabrovo is a town in central northern Bulgaria, the administrative center of the Gabrovo district. Situated at the foot of the Central Balkan Mountains, in the valley of the Yantra River, it is known as the international capital of humour and satire, as well as for its Bulgarian National Revival architecture. Gabrovo is also known as the longest town in Bulgaria, stretching over 25 km along the Yantra, but only 1 km wide in places. The geographical centre of Bulgaria - Uzana - is located near the town.

Gabrovo is a town with a unique history. It began with the transformation of Tarnovgrad into the capital of the Second

Bulgarian State in the 12th century and the resulting importance of the road through the Shipka Pass. A village of free and skilled military men was formed to guard the road. They had the privilege of paying lower taxes and retaining ownership of their land and produce. The local population arranged their life as an integral part of the Bulgarian state, built a church, a monastery and connected their existence with the passage of the relics of St. Petka, whose cult is preserved to this day. The conquest of the state by the Ottoman Turks did not radically change their way of life and hardly affected their Orthodox affiliation, way of life and customs. They continued to guard the pass, for which they became part of the Derwentji militia, as the road guards were now called. Their job was to guard passing caravans and government officials, for which they were collectively responsible. For a short time, they were attached to the lands of a high military officer, but later they became part of the Grand Vizier's people. In return for the privileges of bearing arms, paying half the taxes and not having to feed large military units, they received a Sultan's decision, which was confirmed by each new Sultan. In the years of the Russo-Turkish War of Liberation of the Bulgarians in 1877 - 1878, Gabrovo was one of the Bulgarian towns that contributed most to the victorious end, especially during the epic battles of Shipchenski in August 1877. The local people filled the militia groups, organized security detachments, were workers for the laying of roads and the construction of military facilities, scouted and led the military columns on their way. When the Russian troops were defeated south of Stara Planina, Gabrovo took in thousands of refugees, organized hospitals, and shelters, and, at the end of the fighting, a camp for captured Turkish soldiers.

In the newly created state, the Gabrovo intelligentsia became the basis of the state administration, providing the people's representatives, the first prime minister, the ministers of education and the interior. Their strength lay in the creation of Bulgarian industry.

The legacy of the years before 1944 became the basis of an industrial city, known for its weaving, knitting, leather, hoisting industries, technical development institutes. With the changes of 1989, the industrial giants were replaced by smaller robotic companies, exporting their production all over the world.

## **Excursion day to Kazanlak**

### **Museum of Roses**

The production of roses and even more the trade with rose oil became one of the most attractive tourist cards of the Kazanlak region and the Bulgarian agriculture. Before half a century reasonably said: The rose culture in Bulgaria, whose purpose is the extraction of rose oil, is not only the oldest and most charming industry in our country, but also exceptional and specific in the region. Not surprisingly, the only museum of its kind is located in the city of roses - Kazanlak. The first museum exhibition of the Kazanlak rose was held in 1967, and from 1969 it was transformed into a rose museum that is unique in the world. The present appearance of the museum dates back to 1984. It is located in a new building in the Rosarium Park and is part of the Iskra Historical Museum in the city of Kazanlak. The Museum of Roses has a rich collection of objects,

pictures and documents that reveal the history of Bulgarian rose-growing. The exhibits are displayed in three halls. Inside the museum you can see the tools used for working the rose gardens, the utensils used for storing and exporting rose oil and rose water. There is also a reproduction of a rose oil depot and the first rose oil testing laboratory, established in 1907. Hristo Yaramov was a chemistry teacher at a school in Kazanlak. The purpose of the laboratory was to analyse rose oil and to issue certificates for the purity of the oil to be exported abroad. It was a difficult time for Bulgarian rose-growing, with the appearance of so-called "tereshe", or fake rose oil. The reputation of Bulgarian rose oil as the best in the world was threatened, and Hristo Yaramov's laboratory was a successful attempt to stop this unlawful practice.

#### **Thracian Tomb of Helvetia near Shipka (mid-4th century BC)**

The walls of the entrance corridor of the tomb are made of stone. This corridor is followed by an antechamber and a rectangular chamber with a unique vaulted ceiling. The ceiling is curved by the walls of both rooms, crossed by a horizontal zone. This marks the transition from the double vault to the semi-cylindrical vault of Thracian architecture. The floor of the tomb is plastered, and the walls of the antechamber and the other rooms were covered with a coating. Through the horizontal and vertical grooves, they were covered with large blocks of marble. The chamber had a stone door that locked from the inside. Opposite the entrance was a ritual stone bed. The last burial that took place in the antechamber was probably that of a horse.

#### **Temple in the Ostrusha Mound**

In the Ostrusha mound, near Shipka, a representative burial and cult complex was discovered. It dates back to the middle of the IV century BC. It covers an area of 100 square metres. There are six rooms, one of which is a sarcophagus-like chamber. In front of the complex there was a ritual pile of broken pottery and architectural details. The sarcophagus-like chamber is dug into a solid block of granite weighing more than 60 tonnes. The roof is divided into dozens of graphic panels with skilfully painted portraits (probably of members of the aristocratic family), scenes with human figures, animal fights, plant and geometric patterns. The tomb was looted in ancient times. Only the south-western chamber remained intact, where a horse was buried with rich silver horse gear, a gilded cuirass and two silver vessels were found.

#### **Goliama Kosmatka Mound - Tomb of Seuthes III**

The Goliama Kosmatka mound was filled in as a sacred mound in the first half of the V century BC. Most probably in the second half of the century a monumental temple was built. It consisted of a representative facade and three rooms - a rectangular one with a gable, a round one with a dome and a sarcophagus-like chamber made of a 60-ton granite block.

At the beginning of the III century BC, a Thracian aristocrat was buried in the central chamber and a horse was sacrificed in the first chamber. Thus the building changed its function. It became a tomb. The inventory is extremely valuable and shows personal and funeral gifts - a golden crown, a golden goblet / kylikes /, a set of golden ornaments for horse harnesses, weapons - a gilded iron

sword with a sheath, bronze greaves, spear gads, parts of a shield, bronze and alabaster vessels. Particularly fascinating are the following three objects - a bronze helmet, a silver jug and a silver cup on which the name of ΣΕΥΘΟΥΥ / Seuthes / can be deciphered. After the funeral ceremony, the entrances to the chambers were built in and attached to the facade - a 13m long passage with stone walls and a wooden roof was constructed. In order to seal off the complex, it was burnt down and filled in with a sliding wall. 7 metres south of the entrance is the head of a bronze statue - an exquisite masterpiece of Hellenic sculpture.

After the discovery of four bronze coins of Seuthes III at the beginning of the passage, the exclusive similarity of the features of the bronze head with the coin images of this Thracian ruler and the three inscribed burial objects bearing his name led the discoverer of the tomb, Dr G. Kitov, to believe that this was the tomb of the founder of the Thracian city of Seuthopolis and Odrysian ruler - Seuthes III.

**For more information, please contact:**

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