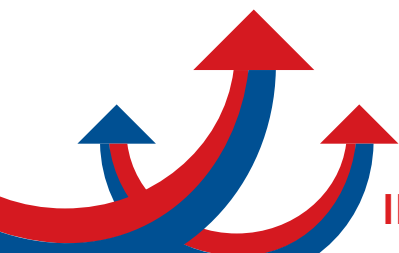




# The CULTURAL DIPOLE project. Objectives and expected results

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**Municipal Theater ASTERIA**  
**Serres, 01/06/2018**



**INVESTORS IN CULTURE for fighting crisis**



The Project is co-funded by the European Regional Development Fund and by national funds of the countries participating in the Interreg V-A "Greece-Bulgaria 2014-2020" Cooperation Programme.

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# Basic data of the CULTURAL DIPOLE project

- **Project title:** CREATION OF A CULTURAL DIPOLE IN THE CROSS BORDER AREA
- **Project acronym:** CULTURAL DIPOLE
- **Project duration:** 24 months (01/09/2017-31/08/2019)
- **Priority axis:** 2. A Sustainable and Climate adaptable Cross-Border area
- **Thematic objective:** 06 – Preserving and protecting the environment and promoting resource efficiency
- **Investment Priority:** 6c. Conserving, protecting, promoting and developing natural and cultural heritage
- **Specific Objective:** 4. To valorize CB area cultural and natural heritage for tourist purposes
- **Total Budget of the project:** 1.422.936,41 €
- **National funds:** 213.440,46 €
- The project is co-funded by the European Regional Development Fund and by national funds of the countries participating in the **Interreg V-A “Greece – Bulgaria 2014 – 2020” Cooperation Programme**

# Serres – Petrich: A cultural dipole

- **Serres** in Greece and **Petrich** in Bulgaria are **sister cities** (since 2005), having cooperated in **common E.U. projects**, facing various common challenges such as: preservation of cultural heritage, protection of environment, promotion of resource efficiency, cross-border entrepreneurship, development of tourism. Initiatives in both cities are currently in progress aiming to utilise former military camps.
- Serres and Petrich have a time distance of approximately **40 minutes by private car**, including border controls, thus a visitor of the area staying in one of the cities may easily visit the other one, if there are good reasons for it.





# Project partners

- Municipality of Serres (Lead Beneficiary)
- Municipality of Petrich
- Aristotle University of Thessaloniki/ Transport Systems Research Group
- Democritus University of Thrace



ΑΡΙΣΤΟΤΕΛΕΙΟ  
ΠΑΝΕΠΙΣΤΗΜΙΟ  
ΘΕΣΣΑΛΟΝΙΚΗΣ



ΕΡΕΥΝΗΤΙΚΗ ΟΜΑΔΑ  
ΣΥΣΤΗΜΑΤΩΝ  
ΜΕΤΑΦΟΡΑΣ



# Project supporters

- “Serreon Politeia” Society
- Society for the Study of the History of Serres Region (E.M.E.I.S)



# INTERREG V-A Greece – Bulgaria cooperation programme

- The Greece-Bulgaria cross-border cooperation area extends to **40.202 km<sup>2</sup>** and has a total population of **2.7 million inhabitants**.
- The **eligible area** of the Programme consists of the Region of Eastern Macedonia-Thrace (Regional Units of Evros, Kavala, Xanthi, Rodopi and Drama) and the Region of Central Macedonia (Regional Units of Thessaloniki and Serres) in Greece, and the South-Central Planning Region and South-West Planning Region (Districts of Blagoevgrad, Smolyan, Kardjali and Haskovo) in Bulgaria.



# Main project objectives and outcomes

- Creation of two cultural poles of European significance, one in Serres and one in Petrich which will create synergies and attract visitors from their neighbouring, national areas as well as from abroad.
- The restoration of a listed building, of the Ottoman Period, which exists in a former Military camp near the center of Serres and a building which exists in a former military camp in the center of Petrich.
- The creation of a Thematic Museum in Serres which will host the modern art collection of “Constantin Xenakis”.
- The creation of a Multifaced Museum in Petrich which will host the collection of valuable archaeological, historical and other objects, from the current Historical Museum.
- The application of an exemplary study in order to transform the Museum in Serres to a Near Zero Energy Building (NZEB).
- The application of provisions for creating Museum in Serres accessible in terms of physical (e.g wheelchair users) and sensory (e.g. blind people) accessibility.
- The application of provisions concerning energy consumption of buildings and their accessibility in the Museum of Petrich.
- Promotion of cooperation among two near border cities, Serres and Petrich.
- Valorisation of cultural heritage and promotion of tourism in the cross border area.

# Main provisions for the “Constantin Xenakis” Museum in Serres

- A listed building at the former military camp of “Papaloukas” in Serres will be renovated into a thematic museum which will host the collection of art works of the world famous artist Constantin Xenakis.
- The “Constantin Xenakis” thematic museum will be the first **Nearly Zero Energy Building (NZEB)** in the area, acting as a standard for the rest of the Balkans.
- **Accessibility provisions have been made for visitors with sensory and mobility impairments.**

## Before



## After



# Approvals & licenses for the reuse of the PAPALOUKA former military camp and the creation of the Thematic Museum “Constantin Xenakis”

1. ARCHITECTURAL STUDY AND STATIC PRELIMINARY STUDY – 2921π.ε. 10/05/2013 - Y.N.M.T.E.K.M.	10. STUDY OF LIGHTNING SYSTEMS
2. REQUEST FOR LICENCE APPROVAL – 15067/14-04-2016 - Δ.Τ.Υ ΔΗΜΟΥ ΣΕΡΡΩΝ	11. ELLECTRICAL STUDY
3. ADDITIONAL INFORMATION FOR LICENSE APPROVAL - 20504/24-05-2016 – Δ.Τ.Υ. ΔΗΜΟΥ ΣΕΡΡΩΝ	12. ELECTROMECHANICAL STUDY
4. REMARKS FOR THE STUDIES OF K1 building in the former military camp of Papaloukas	13. STUDY OF AIR CONDITIONING – VENTILATION
5. ADDITIONAL INFORMATION FOR LICENSE APPROVAL - 48321/15-11-2016 – Δ.Τ.Υ. ΔΗΜΟΥ ΣΕΡΡΩΝ	14. STUDY OF PLUMBING SYSTEMS
6. ADDITIONAL INFORMATION FOR LICENSE APPROVAL – 54046/23-12-2016 - Y.N.M.T.E.K	15. STUDY OF PLUMBING SYSTEMS FOR DRINKING WATER
7. ADDITIONAL INFORMATION FOR LICENSE APPROVAL - 3911/02-02-2017 – Y.N.M.T.E.K.M.	16. ENERGY EFFICIENCY STUDY
8. ARCHITECTURAL STUDY	17. STATIC STUDY
9. TECHNICAL DESCRIPTION	18. PASSIVE FIRE PROTECTION STUDY



# Approvals & licenses for the reuse of the PAPALOUKA former military camp and the creation of the Thematic Museum “Constantin Xenakis”

19. EXEMPTION FROM THE PROCEDURE OF ENVIRONMENTAL LICENCE— 395450/26-10-2012-Π.Κ.Μ.Δ.Π.Χ.Σ.	26. OFFICIAL GOVERNMENT GAZETTE ΦΕΚ 700 / Δ / 18-09-1998
20. APPROVAL OF ARCHITECTURAL STUDY, STATIC PRELIMINARY STUDY AND ELECTROMECHANICAL STUDIES FOR K1 BUILDING IN THE FORMER MILITARY CAMP OF PAPALOUKAS - 9372/10-03-2017-Y.N.M.T.E.K.M.	27. GENERAL PLAN OF INTERVENTIONS
21. SUBMISSION OF OPINION ON THE ARCHITECTURAL STUDY BY THE TECHNICAL DIVISION OF THE MUNICIPALITY OF SERRES 10977/22-03-2017	28. EXEMPTION FROM THE PROCEDURE OF ENVIRONMENTAL LICENCE— 395450/26-10-2012-Π.Κ.Μ.Δ.Π.Χ.Σ.
22. FORWARD OF THE OPINION ON EXAMINATION OF THE APPLICATION OF THE TECHNICAL DIVISION OF THE MUNICIPALITY OF SERRES— Σ.Α. — 28/06-04-2017	29. TECHNICAL STUDY FILE (TECHNICAL STUDY, BUDGET STUDY)
23. ISSUE OF THE ACT 3,PRACTICE 6/2017	30. FORWARD AND REQUEST FOR CHANGE OF USE FOR K1 BUILDING IN THE FORMER MILITARY CAMP OF PAPALOUKAS 16782/02-05-2017
24. REQUEST FOR EXEMPTION FROM THE PROCEDURE OF ENVIRONMENTAL APPROVAL OF THE PROJECT “ENERGY UPGRADE OF THE BUILDING OF THE MUSEUM “CONSTANTIN XENAKIS” OF THE TECHNICAL DIVISION OF THE MUNICIPALITY OF SERRES – 62405/18-10-2012.	31. DOCUMENT “MANAGEMENT OF WASTE CREATED BY CONSTRUCTIONS AND DEMOLITIONS” 29267/07-07-2017
25. OFFICIAL GOVERNMENT GAZETTE ΦΕΚ 120 / Τ.ΑΑΠ / 17-04-2012	32. EXEMPTION FROM THE PROCEDURE OF ENVIRONMENTAL LICENCE— 395450/26-10-2012-Π.Κ.Μ.Δ.Π.Χ.Σ.

# Approvals & licenses for the reuse of the PAPALOUKA former military camp and the creation of the Thematic Museum “Constantin Xenakis”

33. APPROVAL BY THE SERVICE OF MODERN MONUMENTS AND TECHNICAL WORKS OF CENTRALMACEDONIA AND BY THE BOARD OF ARCHITECTURE WITH A SET OF ARCHITECTURAL STUDIES	37. CHARACTERISATION OF 13 BUILDINGS OF THE FORMER MILITARY CAMP OF PAPALOUKAS AS MONUMENTS (GOVERNMENT GAZETTE 120/T.A.A.Π/17-04-2012)
34. OWNERSHIP DOCUMENT FROM THE MINISTRY Φ900.08/16/95218	38. NATIONAL CADASTRE & MAPPING AGENCY S.A 44 121 25 24 001 / 0 / 0
35. HEALTH AND SAFETY FILE	39. BUILDING APPROVAL OF THE AREA OF FORMER MILITARY CAMP OF PPALOUKAS(GOVERNMENT GAZETTE 95/T.A.A.Π./26-05-2016
36. TIMELINE	40. ISSUE OF THE BUILDING LICENCE 63/19-07-2017

# Video of the Thematic Museum “Constantin Xenakis”





# Thematic Museum “Constantin Xenakis”



# Main provisions for the new Museum in Petrich

- In Petrich an abandoned building at an old military camp near the city centre will be renovated into a Museum which will host archaeological, historical and other items which are currently hosted at the Petrich Historical Museum. In total, more than 18000 items are housed at this Museum, with a large number of them not exhibited due to lack of available space.
- As far as the building's renovation is concerned, exemplary provisions concerning access by disabled visitors and environmental behavior will be implemented.

## Before



## After



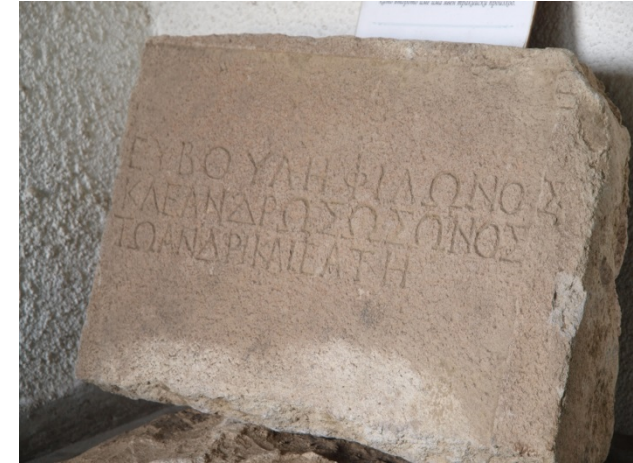


# The current Historical Museum of Petrich





# Exhibits of the Historical Museum of Petrich



# Long term vision of the CULTURAL DIPOLE project

- The two Museums will act as a basis for the development of two abandoned military camps into **cultural parks of international significance** hosting valuable treasures of the area's cultural heritage.
- Specifically, in **Serres** the cultural park will include the following:
  - The Thematic Museum “Constantin Xenakis”,
  - The Municipal Thematic Museum of Serres
  - The Intertemporal Museum of Serres to be created at a concept similar to the one in Petrich exhibiting findings from Prehistory to modern times,
  - Folk art Museum,
  - Other exhibition buildings
- In **Petrich** the future Cultural Park will consist of:
  - The new Museum
  - A revitalised park around the Museum, where will be situated open exhibition sites for historical and art assets.

# Serres Cultural Park

The creation of the cultural park in the **PAPALOUKA former military camp** will contribute to:

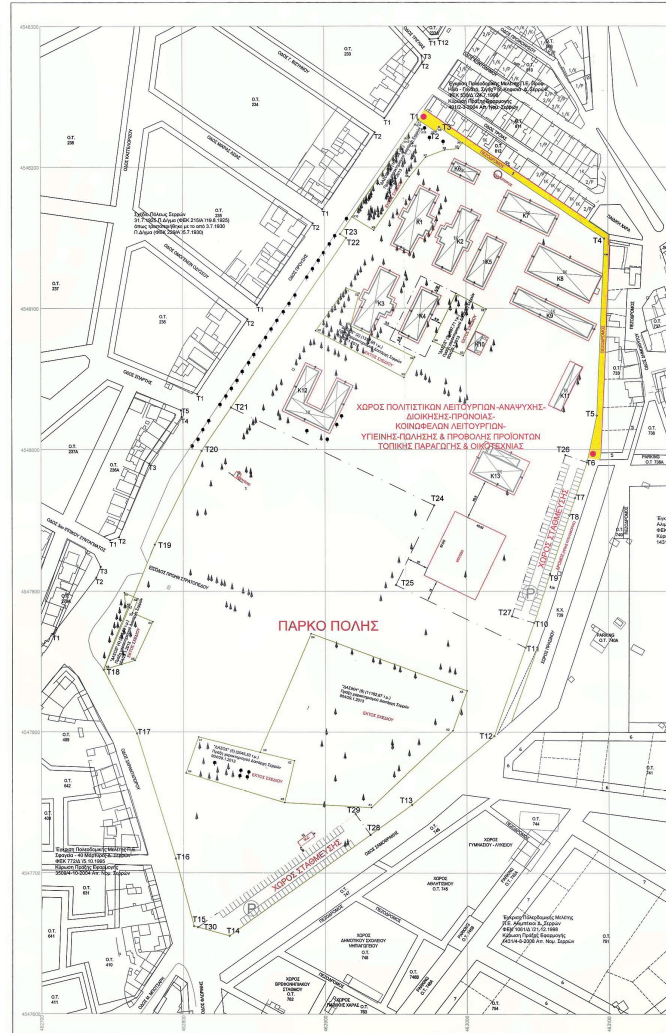
- The increase of open green spaces in the city
- The connection with the urban and suburban green spaces
- The harmonization of the space uses with the cultural and social activities of the city
- The arrangement of traffic and parking towards enhancing accessibility but also ensuring the maintenance of the unified character of the space
- The re-use of listed buildings for cultural and recreational activities
- The promotion of the cultural tradition of the city of Serres

# The big picture: the cultural park at the PAPAIOUKA former military camp, suggested development





# Recommended urban plan for the PAPALOUKA former military camp (Government Gazette 95/26.5.2016)

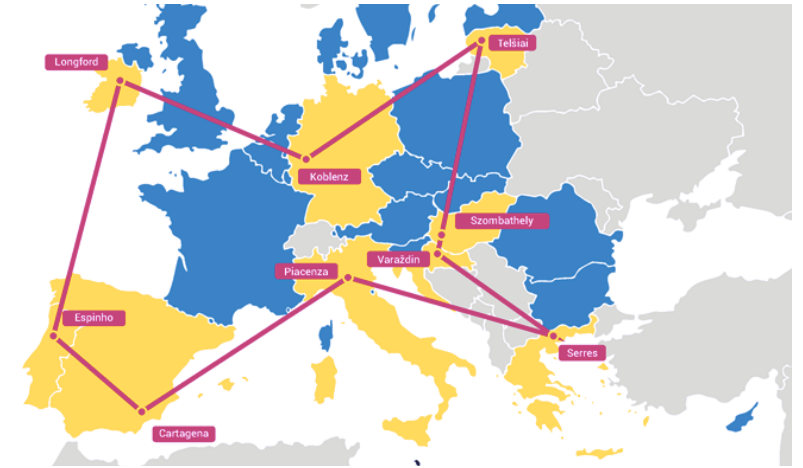


According to article 1 of the Government Gazette no. 95/26.5.2016 the urban planning of the area of the Papalouka former camp, which is within the administrative boundaries of the Municipality of Serres (Prefecture of Serres), is approved, with the establishment of a Cultural Functions - Recreation - Administration - Welfare - Public Benefit - Hygiene - Sales and Production of Local Production and Commodities Centre, City Park, parking spaces, home and pedestrian zones.



# Participation in MAPS network

- The Municipality of Serres through the participation in the network called MAPS: “Military Assets at Public Spaces” which is funded by the European initiative URBACT had the opportunity to study strategies for the sustainable reuse of the former military camps, by working together with other nine cities-members of the network and by exchanging common experiences, practices and knowledge. For the project needs a local support group was formed (urbact local group).
- In this framework the transformation of the former military camp of “Papaloukas” to cultural park has been extensively studied. Based on a SWOT analysis that was carried out it was agreed by all local actors that the former military camp should be transformed into a Cultural Hub and a City Park. One of the recommended permanent actions by MAPS project is the implementation of the Museum “Constantin Xenakis”, which will trigger the valorization of the other buildings existing in the camp.



# Result of MAPS project: One Integrated Action Plan for the reuse of military camps



Creation of a “brand name” for Serres based on culture, tourism and heritage





# Importance of CULTURAL DIPOLE for the cross-border area

- The CULTURAL DIPOLE will enhance the **attractiveness and tourist identity** of Serres and Petrich. The annual number of tourists visiting the area is expected to increase, creating jobs and entrepreneurial opportunities.
- The CULTURAL DIPOLE **will be involved in major cultural events** and will **create synergies** with other Museums of the broader national and international area.
- New opportunities will be provided to the whole cross border area for further **development and cooperation**.
- The Thematic Museum “Constantin Xenakis in Serres will be a **Nearly Zero Energy Building (NZEB)**, a practice which will be extensively disseminated. The CULTURAL DIPOLE will promote the principles of sustainable development and energy efficiency.
- The CULTURAL DIPOLE could be a transferable practice and concept for many other border cities and areas. Thus, new **cultural bridges** between cities and countries will be created.

# Importance of CULTURAL DIPOLE for the cross-border area

- The CULTURAL DIPOLE will promote accessible tourism in the cross border area since the Museum “Constantin Xenakis” and the new Museum in Petrich will be implemented according to the accessibility principles of buildings providing thus equal opportunities to all visitors.
- The CULTURAL DIPOLE will offer among others the opportunity of different readings of history, presenting all views of historic events existing in every country, which are conflicting in many cases. However, in the modern environment of two countries that cooperate as members of the greater European family, such differences can be overcome. In this sense, art and culture are called upon to play a significant role as unifying factors.
- The long-term vision of creating two cultural parks in Serres and Petrich which will act as a Cultural Dipole of European significance. The cultural parks will host valuable collections and will actively promote art and cultural heritage in the cross border area.
- In conclusion, it is derived from all the above that the CULTURAL DIPOLE will benefit the local population of Serres and Petrich in social and economic terms.



**Thank you for your attention!**

**[www.culturaldipole.eu](http://www.culturaldipole.eu)**

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