



Nagrada  
**ŽIVA**  
FSK, SI

ŽIVA  
Award  
10 Years



25 – 29  
*September*  
2024

**Location:**

Regional Ethnographic  
Open Air Museum ETAR,  
Gabrovo, Bulgaria

**Organized by:**

International  
Foundation  
– the Forum of Slavic  
Cultures (FSK),  
represented by  
Dr. Andreja Rihter

Regional 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

National Committee  
of ICOM Bulgaria  
Bulgarian Museums  
Association

# PROGRAMME

## Wednesday, 25 September

**Arrivals to Sofia**

First transfer by bus from  
Sofia to Gabrovo:

12.00 – From Hotel Rila, Sofia Center,

13.00 ul. „Tsar Kaloyan“ N<sup>o</sup> 6

From the airport in Sofia  
(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 – Registration & Information for  
20.00 the participants at the  
Hotel Balkan, Gabrovo

20.00 – Welcome cocktail

21.00 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 Hotel Balkan  
to Museum ETAR

8.30 – Registration & Information,  
18.00 Hotel Etar

9.00 – **Opening of the Živa Award 2024**

9.30 *Welcome:*

**Tihomir Tzarov**, Museum ETAR

*Addresses:*

**Svetla Dimitrova**, Director  
of the Regional Ethnographic  
Open Air Museum ETAR,  
Gabrovo

**Andreja Rihter**, Director of the  
Forum of Slavic Cultures – FSK,  
Slovenia

**Representative of the Ministry  
of Culture of Bulgaria**

9.30 – **Keynotes:** Moderator: **Svetla  
11.00 Dimitrova**, Museum ETAR

**Tanya Hristova**, Mayor of  
Gabrovo, Chair of the European  
Committee of the Regions  
Commission for Social Policy,  
Education, Employment,  
Research and Culture (SEDEC):  
European Cultural Policies

**Zdravka Evtimova**, Writer,  
Bulgaria: The Role of Museums –  
Reasons why today they are  
more necessary than ever  
for the mankind

**Andreja Rihter**, Founder of  
the Živa Award and Director of the  
FSK: Ten Years of the Živa Award

11.00 – Coffee break  
11.30



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11.30 – **Presentations by nominated  
Museums for the Živa Award 2024**

13.00 **Session 1: Moderators: Pavel  
Douša and Branislav Panis**

Olympic Museum Sarajevo,  
Public Institution City Museums,  
Bosnia and Herzegovina

Museum of Bečarac, Croatia

History Museum Oryahovo,  
Bulgaria

City Museum Kriva Palanka,  
North Macedonia

**Session 2: Moderators: Lidija  
Nikočević and Gordan Nikolov**

Regional Museum of History  
Ruse, Bulgaria

Bled Castle, Slovenia

Škofja Loka Museum,  
Slovenia

Museum of Herzegovina  
in Trebinje,  
Bosnia and Herzegovina

13.00 – Lunch break

14.00

14.00 – **Guided tour of Museum ETAR**

15.00

15.00 – **Presentations  
by nominated Museums  
for the Živa Award 2024**

16.00

**Session 3: Moderators: Elia  
Vlachou and Olha Honchar**

Martin Benka Museum,  
Slovak National Museum  
in Martin, Slovakia

Museum of Contemporary Art  
of Montenegro

Museum of Naive and  
Marginal Art, Serbia

House of Jevrem Grujić, Serbia

Lazar Vozarević Gallery, Serbia

16.00 – Coffee break

16.30

**Session 4: Moderators:  
Karolina Nina Zdravič and  
Ekaterina Djoumalieva**

National Open Air Museum,  
Czech Republic

Radom Village Open Air Museum,  
Poland

Natural Science Museum Cherni  
Osam, Bulgaria

**Session 5: Moderators:  
Dirk Houtgraaf  
and Dobrila Vlahović**

Photo House Pelikan, Museum of  
Recent History Celje, Slovenia

Slavic Museum of A. S. Pushkin,  
Slovakia

Museum of John Amos Comenius  
in Uherský Brod, Czech Republic

Cultural Centre / Homeland  
Museum of Bar, Montenegro

19.00 – **Heritage in Motion Award 2024**

20.00 **Ceremony:**

European Museum Academy –  
EMA: Moderators:  
Andreja Rihter and Massimo  
Negri, Museum ETAR

20.00 – **Cocktail**

21.00

21.30 Transfer to Hotel Balkan,  
Gabrovo



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## Friday, 27 September

*Venue: Regional Ethnographic  
Open Air Museum ETAR & Hotel*

- 8.30 Transfer from Hotel Balkan to Museum ETAR
- 8.30 – 18.00 Registration and Information, Hotel Etar
- 9.00 – 11.00 **Keynotes: Moderator: Svetla Dimitrova**, Museum ETAR
- Zsolt Sari**, President of the Association of European Open Air Museums (AEOM), Hungary: Open Air Museums in the 21st century
- Irena Todorova**, Director of the UNESCO Regional Centre for Intangible Heritage, Bulgaria: Intangible Heritage of Bulgaria and the Region Inscribed on the UNESCO List
- 10.30 – 11.00 Coffee break
- 11.00 – 11.30 **Presentations of Živa Award 2023 Museum Winners: Moderator: Branislav Panis**
- National Museum in Leskovac, Serbia: Živa Award 2023 for the Best Slavic Museum
- 11.30 – 12.00 DUBoak Maritime Heritage Interpretation Centre, Malinska, Croatia: Živa Award 2023 for the Best Slavic Heritage Site
- 12.00 – 12.30 Lviv National Literary Memorial Museum of Ivan Franko, Ukraine: Culture Heroes of the Slavic Heritage –

the Title awarded to seven Museums of Ukraine in 2023

- 12.30 – 13.30 Lunch break
- 14.00 – 16.00 **Marketplace: Promote & Connect & Exhibition Presentation:** Elia Vlachau, MIET, Greece: Then and Again. Rethinking Ritual in Contemporary Balkans, a project by Goethe Institute in collaboration with MIET – The National Bank of Greece Cultural Foundation
- 16.15 Transfer of participants to Hotel Balkan, Gabrovo
- 18.30 Transfer of Živa Jury members to Culture House, Gabrovo
- 19.00 – 20.30 **Živa Award Ceremony,** Culture House, Gabrovo
- 20.30 – 23.00 **Živa Award 10th Anniversary gala dinner,** Hotel Balkan, Gabrovo
- 22.30 Transfer of Živa Jury members to Hotel Etar

## Saturday, 28 September

*Excursion day to Kazanlak by bus*

- 9.00 Pick up of participants at Hotel Balkan
- 9.15 Pick up of Živa Jury members at Hotel Etar
- 10.00 Arrival to Kazanlak and visit to Rose Museum



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12.30 – Package lunch & Free time  
13.30

13.30 – Visit to Thracian tombs  
16.00

16.00 – Transfer to Sofia, Hotel Rila  
19.30 or to the Sofia airport

16.00 – Transfer back to Gabrovo  
17.30

## Sunday, 29 September

7.30 **Departure day**  
Transfer by bus from Hotel  
Balkan in Gabrovo to hotel Rila  
in Sofia or to the Sofia Airport

## Useful information

### Emergency Phone Number

(Ambulance, police, Fire Department):  
112

### 24-Hour Pharmacy:

Pharmacy „Ambrosia 2001“  
Address: 6 Chardafon Street  
Phone: +359 66 805 254

### Transport:

Taxi Services:

Tiko Taxi: + 359 66 800 128

Moni Taxi: +359 66 800 126

Gabrovo Bus Station:

Address: 3 Yuri Venelin Street

Phone: +359 66 809 550

### Hotels:

Hotel Balkan

Address: 14 Emanuil Manolov Street

Phone: +359 66 801 621

Hotel Etar

Address: 144 General Derozhinski Street

Phone: +359 88 787 4802

## Полезни контакти

### Спешен телефон

(Бърза помощ, Полиция, Пожарна):  
112

### Денонощна аптека:

Аптека „Амброзия 2001“  
Адрес: ул. „Чардафон“ 6  
Телефон: +359 66 805 254

### Транспорт:

Таксиметрови услуги:

Тико такси: +359 66 800 128

Мони такси: +359 66 800 126

Автогара Габрово:

Адрес: ул. „Юрий Венелин“ 3

Телефон: +359 66 809 350

### Хотели:

Хотел „Балкан“

Адрес: ул. „Емануил Манолов“ 14

Телефон: +359 66 801 621

Хотел „Етър“

Адрес: ул. „Генерал Держински“ 144

Телефон: +359 88 787 4802