

## IMPACT STORY

# ART NOUVEAU





# BACKGROUND

**Art Nouveau** - the movement known for its intricate designs and graceful aesthetics, was a defining cultural, artistic and architectural epoch in the late 19th and early 20th centuries. It is a defining feature of many urban landscapes throughout the Danube Region.

Yet, the potential of Art Nouveau monuments for becoming sites of vibrant communal life and tourist attractions is often left unexplored and unrealised. The partnership of 10 partner organisations from 7 countries in the Danube Region recognised this potential and, beginning in 2017, kicked off a project aimed to showcase the Region's rich artistic legacy through **revitalisation and preservation efforts** while **fostering tourism, economic growth, and promotion of Art Nouveau heritage**.





## ABOUT THE PROJECT

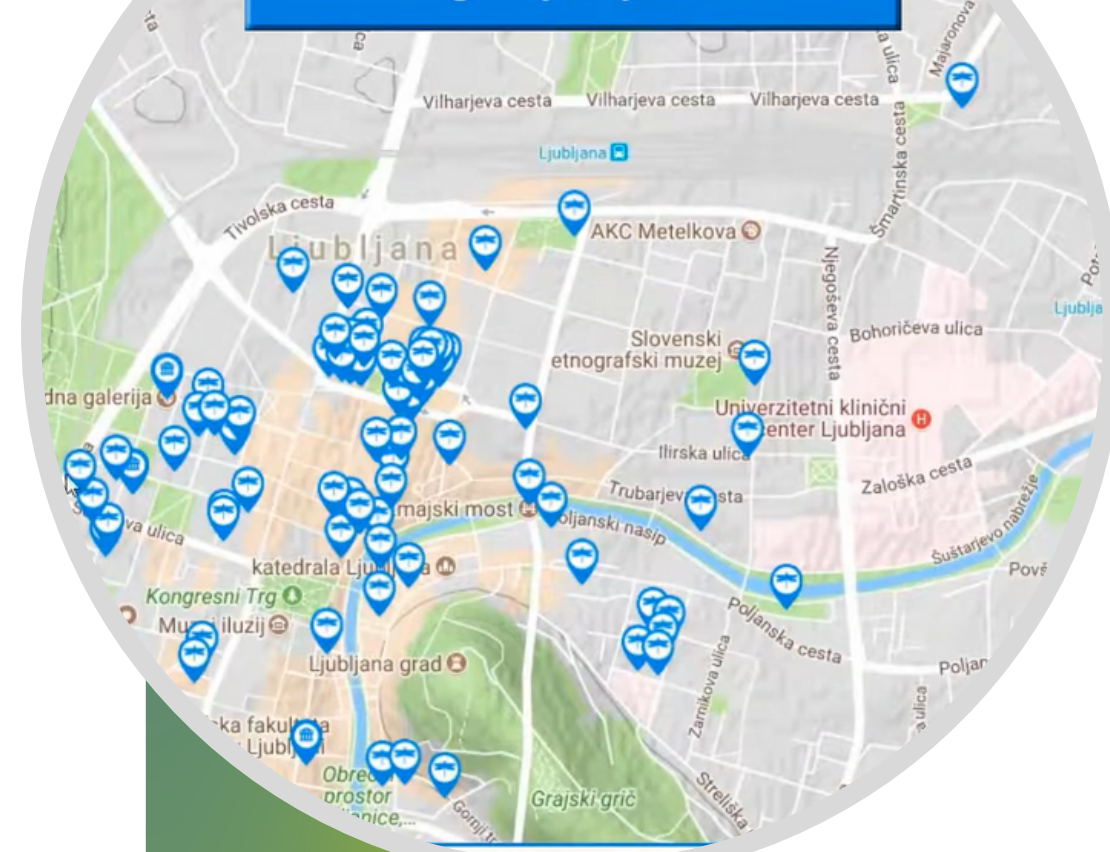
The cross-sectoral engagement has been at the heart of this project. Through research, workshops and exhibitions, the Art Nouveau project worked to ensure the **protection, revival and recognition of cultural heritage** of Art Nouveau among citizens.

The Art Nouveau project also established a **digital repository**, one of the most comprehensive databases dedicated to the Art Nouveau movement, open to the general public, art historians, architects, researchers, enthusiasts and admirers of Art Nouveau. It contains over 17000 digital objects, such as photos of Art Nouveau buildings and monuments, objects from museums and numerous decorative objects.



Art Nouveau Danube  
digital repository

find  
**What is Where**  
e.g. "Ljubljana"



# THE WORK

The project partners have also worked on the following:

- elaboration of a **strategic document and action plan on the protection and promotion of Art Nouveau heritage in the Danube Region,**
- a study on the **restoration of Art Nouveau building decorations,**
- a study on **urban planning** in connection with the **preservation of Art Nouveau.**

To further present the Art Nouveau, a publication, 'Restoring Art Nouveau: Architectural Decoration in the Danube Region', presenting the Art Nouveau architecture in the Danube Region was published.

It is a result of a year-long international collaboration of Slovenian, Bulgarian, Romanian, Croatian, Serbian, Austrian and Hungarian colleagues on the Art Nouveau architecture.





## mAND app

Realising that in order to reach younger audiences, the project needs something aimed at the younger audience – the partnership presented the Art Nouveau in the Danube Region in mobile form with the **mAND app**.

The app walks you through Art Nouveau jewels, many of which are recorded and presented for the first time. You can browse over 17,000 Art Nouveau architectural and museum objects from the Region.



## CONNECTION WITH EUSDR



Art Nouveau project funded by the Danube Region Programme has been a success story labelled as the Programme's project for the European Year of Cultural Heritage 2018.

The story of the work of joint heritage protection and revival continued with the project **Art Nouveau 2** (2020-2022), aimed at strengthening regional cultural identity and stimulating economic growth in the Danube Region through the development of a professional community specialised in Art Nouveau and professionalisation of the tourist promotion of Art Nouveau through the involvement of tourism industry.







Slovenian Presidency  
of the EU Strategy  
for the Danube Region



For more about the **Art Nouveau project**, visit: <https://www.interreg-danube.eu/approved-projects/art-nouveau>