

VILNIUS LITHUANIA

REVITALIZATION OF TRADITIONAL CRAFTS IN VILNIUS

URBAN MANAGEMENT – ECONOMIC, HANDICRAFT AND COMMERCIAL ACTIVITIES

Revitalization of traditional crafts in Vilnius. This project consists in the reinstatement of traditional craft activities to rehabilitate and revitalize the historic centre (Old Town) of Vilnius.

SIZE OF THE CITY:	560 000 inhabitants	40 000 ha
SIZE OF THE PROJECT:	20 000 inhabitants	351 ha

PRINCIPAL FUNCTION(S) OF THE CITY:

National capital, administrative, economic and cultural centre

PRINCIPAL FUNCTION(S) OF THE PROJECT AREA:

Central Business District, administrative, residential

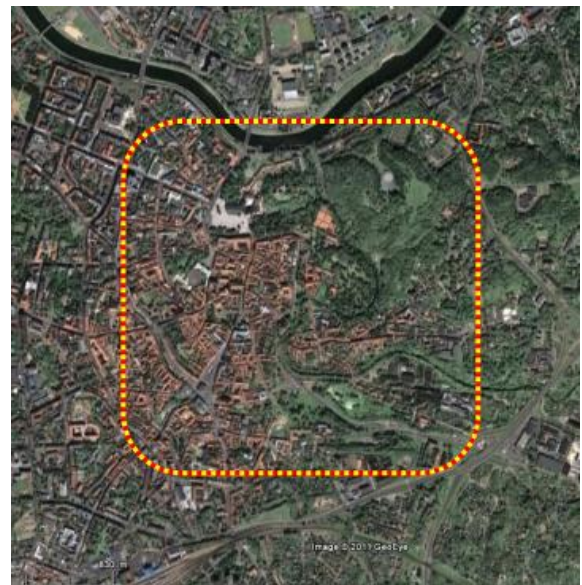
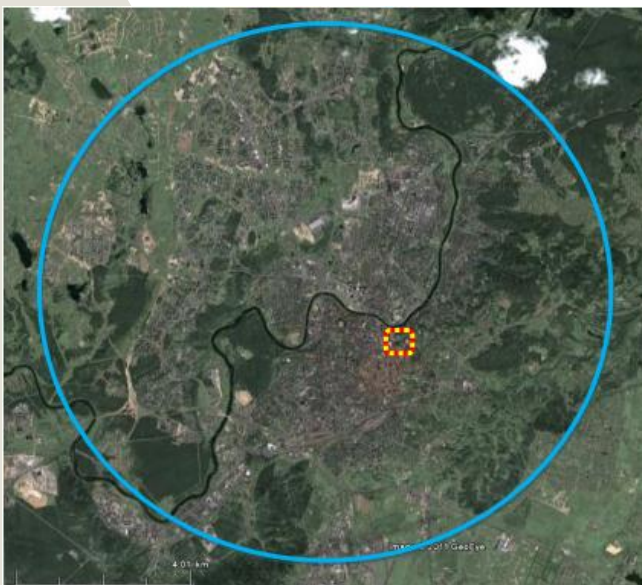



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Vilnius Old Town. St Casimir fair.

IDENTIFICATION

THE GEOGRAPHICAL SETTING OF THE PROPERTY AND OF THE PROJECT



 City Boundary

 World Heritage Property

 Project

THE WORLD HERITAGE PROPERTY

VILNIUS HISTORIC CENTRE

Inscription	1994
Criteria	(ii) (iv)
Area	351 ha

OUTSTANDING UNIVERSAL VALUE OF THE PROPERTY

Political centre of the Grand Duchy of Lithuania from the 13th to the end of 18th century, Vilnius has had a profound influence on the cultural and architectural development of much of eastern Europe. Despite invasions and partial destruction, it has preserved an impressive complex of Gothic, Renaissance, Baroque and classical buildings as well as its medieval layout and natural setting.

DIAGNOSIS/ STATUS	Deterioration of traditions of fine crafts and ethnographic businesses in historic city centre. Empty and neglected buildings in the Old Town.
PROBLEMS/ ISSUES	How to promote the installation of conventional workshops and traditional businesses in the historic centre of Vilnius, promote arts and craft, restore the local know-how and revitalize the Old town?
OBJECTIVES	<ul style="list-style-type: none"> ➔ Re-establishment of a craftsmen’s district in the historic centre of Vilnius ➔ Reconversion and requalification of the rundown area of Tymo ➔ Dynamization and improvement of the attractiveness of the Old town owing to the concentrated and collective activity of the workshops and galleries ➔ Conservation and outreach of the outstanding universal value of the historic center with the inhabitants and the tourists

THE PARTNERS / THE PROCESS

THE INITIATIVE

Vilnius City Municipality

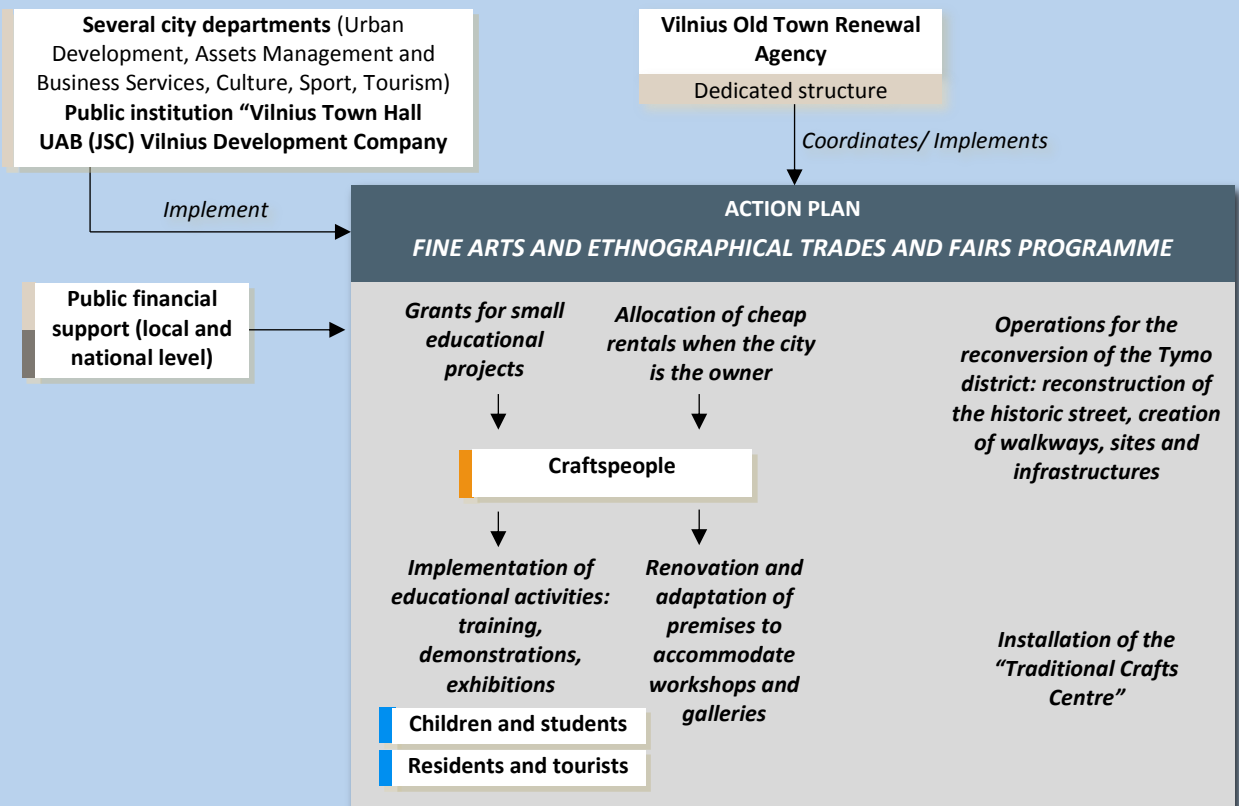
Companies from crafts and arts field

THE PROJECT DRIVERS

Cultural committee
Vilnius City Municipality

Board of the Fine Crafts Association of Vilnius
Dedicated structure

THE PROJECT IMPLEMENTATION



STAKEHOLDERS / ACTORS :



SPECIFIC PROJECT MANAGEMENT TOOLS

- Establishment of the Fine Craft Association of Vilnius (17 members, participants of the program)
- Preparation of urban planning and architectural design projects for the improvement of Tymo Quarter
- Projects for educational activities of galleries (demonstration of crafts, training, lessons, exhibitions)
- Municipal support for the renovation of lodgings and attractive rental practices (a new method of encouragement of revitalisation of crafts and arts in the Old Town – symbolic 1 LTL/ 1 sq. m rent)

THE FUNDING

DETAILS ON PUBLIC FUNDING

Vilnius City Municipality, Lithuanian Cultural Support Fund (national authorities)

DETAILS ON PRIVATE FUNDING

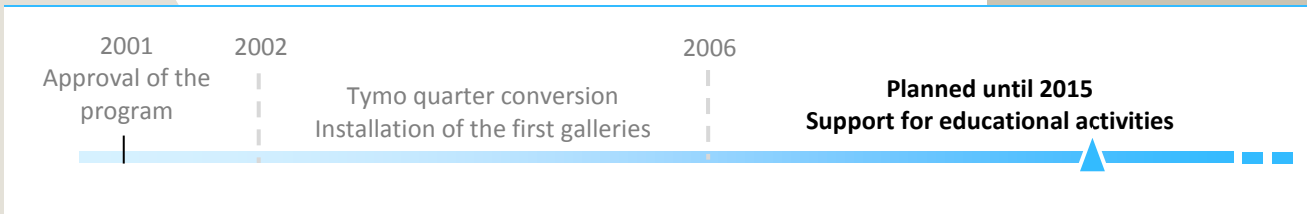
Art centers and galleries, Fine Craft Association of Vilnius

TOTAL PROJECT AMOUNT

More than 7,6 mln LTL over 10 years

Improvement of infrastructure and environment in Tymo Quarter in 2002-2006 (5,5 mln. LTL)
 Financial support for renovation and adaptation of neglected lodgings for the new use-establishment of workshops-galleries (1,6 mln LTL – 1 mln LTL of private funds of craftsmen and 600 000 LTK municipal funding)
 Financial support for educational activities of galleries in 2006-2010 (48 000 LTL) and 2011-2015 (60 000 LTL planned)
 400 000 LTL from Lithuanian Cultural Support Fund in 2010-2012 for the implementation of small educational projects

STATE OF PROGRESS



RELATION BETWEEN THE PROJECT AND THE VALUE OF THE PROPERTY

World Heritage status, the Values of the site, worked as a lever to develop a program, which helped:

- Craft development, enhance economic diversity;
- Foster job creation;
- Urban upgrading (including infrastructure and buildings);
- Economic development;
- Raising awareness on heritage values (tangible and intangible);
- Provide support to the private sector (crafts);
- Provide public incentives to rehabilitate private buildings.

The program focused on the Old Town but has impact on the city as a whole.

The status of Vilnius Old Town as UNESCO World heritage site helped to convince authorities and decisions makers of the importance of supporting the revitalization of traditional crafts programme. The project added value to the site and allowed the development of new tools and incentives.

The new galleries/workshops and the live demonstrations of crafts' techniques and materials added value to the site by creating a warm and inviting atmosphere in the streets.

The galleries generated an average of 2 or 3 job per gallery, which contribute to reinforce the local economy.

This helps attract more visitors, which is an important factor for tourism development.

Furthermore, activities targeted towards children and young people and local residents are very useful to

enlighten and understand the town's history and traditions, as well as to raise awareness on intangible heritage and to launch artistic experiences.

This project also puts in action a system to assist and help private entities in the rehabilitation and reconversion of historic buildings and foster municipal support for the renovation of lodgings and attractive rental practices.

It led to the preparation of urban planning and architectural design projects for the improvement of Tymo Quarter. It also was a lever to upgrade infrastructure (reconstruction of historic streets, pedestrian walkway creation...)

The creation of a Traditional Crafts Centre in Tymo Quarter is foreseen but is still in the planning and fund raising phase.

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Public awareness programs. Craft galleries/workshop. New Traditional Crafts Centre project in Tymo Quarter.

QUESTIONS

This project addresses the issue of city center conservation and upgrading and "recreating" a function for historic areas. Beyond tourism, what function and use for historic city centers can be advocated? What are the levers a city can use to upgrade and create economic diversity? How can traditional crafts be redeveloped not only as tourist attractions but as high value sector with a local, national and international markets? How can decisions makers and politicians be involved and committed to long term projects?

What incentives and means can be developed to incite the private sector and building owners to invest and upgrade historic buildings? What is the adapted scale (individual property, buildings, city block, street, area)?

How can the planning policies of a city target certain activities and manage sectoral approaches? How can historic city centres be levers for planning infrastructure upgrading?

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