



## REGENSBURG (GERMANY)

### The World Heritage Visitor Center in Regensburg: A Meeting Point for Visitors and Locals

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After Regensburg's inscription on the UNESCO World Heritage list in 2006, the city encountered the obligation to raise awareness of the World Heritage program and to promote the site to a wider audience. It was decided to convert the Historical Salt Warehouse "Salzstadel", which is located directly at the most frequented touristic crossroads next to the Danube River and the Stone Bridge, into a public Visitor Center.

In a 3-year planning process, the World Heritage Coordination developed a profound concept in order to create – supported by external experts as well as local institutions – a well-accepted focal point on the topic of World Heritage Regensburg for locals and visitors alike. First of all, it was a challenge to distinguish the requirements of a Visitor Center compared to what a museum would have to offer. With the support of an external Scientific Team as well as the counseling of an Academic Advisory Board, the content that was to be presented was distilled. An experienced design office with expertise in visual communication was awarded with the contract to implement the exhibit in the historical Salt Warehouse. Comprehensible information, presented in a creative and holistic approach according to a modular principle, a location which offers easy access, free of any admission with space for extra programs and flexible use – this sums up DNA of our Visitor Center.



*Photos: City of Regensburg*



Since its opening in May 2011, the Regensburg World Heritage Visitor Center became an attraction for visitors as well as locals. With an average number of 380.000 visitors per year, the targeted audience is well reached. The main attraction is the permanent exhibition space which focuses on Regensburg's designation and history with its OUV being explained in five themed areas. This exhibit is further complemented by a multi-functional area on the lower level of the building, which is used for changing exhibitions, lectures, group visitations, etc. Through attractive programs, interesting events and cooperation with several partners, the flexible exhibition space became the main attraction for locals in order to gain new insights on the World Heritage related issues of their home town.

Permanent revision and update of the well-visited exhibition are the major challenge for the Regensburg World Heritage Visitor Center. With its high visitor frequency, the building itself as well as several exhibit material, especially the technical items, encounter high wear and tear. But this price is the price the city is more than ready to pay for having achieved a real successful public branding of the former Salt Warehouse as "World Heritage Center" in Regensburg.

### Watch the presentation

Copy the link or scan the QR code on your phone to watch the full presentation.

<https://youtu.be/5d2w0UKIW88>

