

Awards



ECTN Awards



Special Interest Tourism development and promotion based on Cultural Heritage

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Application Form

This application form should be sent by **1 July 2020 / 17.00 CET (Central European Time)**
to: awards@culturaltourism-net.eu

PART 1 Title, Category and Summary

TITLE of the Application *(short title of the achievement in one line maximum)*

From Brownfield to Greenfield – An Industrial Heritage Tour Across Budapest

Which heritage-related aspect of cultural tourism is most applicable to your application?

(please, tick only one box)

- ☒ Industrial Heritage
- ☐ Maritime, Coastal and Aquatic Heritage
- ☐ Innovation & Digitisation for Sustainable Cultural Tourism towards Smart Destinations
- ☐ Transnational Thematic Tourism Products, including Cultural Routes
- ☐ Wine Tourism

SUMMARY of the Application

(describe the achievement in 100 words maximum, this summary will be published)

In the 19th century, Hungary was recognized as a food chamber of Central Europe, the biggest grain supplier in the Austro-Hungarian Monarchy. Moving and handling food commodities needed a wide infrastructure, like mills and warehouses, ships and cranes, energy and factories. Today, these old jewels of industrial heritage are reshaped into fascinating places for visitors.

Water highway of Europe, the majestic Danube serves as a guideline connecting places from the northern 'Óbuda Dockyard Island' to unique sites like the 'Whale' ('Bálna') in the South. The presented attractions have been attached to this physical and virtual guideline in the following application.

PART 2 Candidate Information

LOCATION INFORMATION	The initiative, action, project, strategy etc. (see title provided under part 1) is implemented in:	
	Tourist destination	Budapest
	Region	Central Hungary
	Country	Hungary

CONTACT DETAILS (of the legal representative of the destination or attraction, action, initiative)	Name (title, first name, surname)	Mr. Csaba Faix
	Function	Managing Director
	Organisation	Budapest Festival and Tourism Centre
	Address	Városház u. 9-11, Budapest 1052
	Telephone	+36 1 486-3306
	Mobile phone	
	Email	faix.csaba@budapestinfo.hu
	Website	www.budapestinfo.hu

PROJECT MANAGER (if not identical to the legal representative)	Name (title, first name, surname)	Ms. Maria Pap
	Function	Head of Tourism Division
	Organisation	Budapest Festival and Tourism Centre
	Address	Városház u. 9-11, Budapest 1052
	Telephone	+36 1 486-3328
	Email	pap.maria@budapestinfo.hu
	Website	www.budapestinfo.hu

PART 3 Statement

This brief statement should cover the aims of the project, action, initiative etc. its achievements and results within the selected heritage-related aspect of cultural tourism, the partners involved, implementation process, budgetary constraints, phases of development, possible findings, events, and the qualities which make it outstanding in a European context **1000 words maximum**

Budapest Festival and Tourism Centre as the official organization of Budapest Capital City for culture and tourism, presents the following projects of revitalized industrial heritage of Budapest.

- 1.) **‘Óbuda Dockyard Island’** is housing today one of the most grandious music events in Europe, the **SZIGET Festival**: this is a one-week-long intense partying attended by a total of 120,000 foreigners, with the largest group coming from the UK.

<https://www.budapestinfo.hu/festival-season-in-budapest>

These days, **gripping walks** are being organized in the former Shipyard of Óbuda. During walks, you can discover the glorious history of the Hungarian boat-building industry. The factory's name is still a hallmark of quality ship making — highly respected from South Africa to the Middle East.

<https://www.budapestinfo.hu/the-tourist-offer-of-obuda>

- 2.) **‘Óbuda Gas Works’ – Towers with energy, living quarters and guided heritage tours.** The first gas works started operation in Budapest in 1856. Due to the ever-increasing household gas consumption, establishing a modern, high-capacity gas works became necessary by the turn of the 20th century. The Óbuda Gas Works was inaugurated in 1914. At that time, it was one of the most advanced gas factories of the continent. Many buildings decommissioned in 1984 were renovated and converted **to office buildings**. During an **experience walk**, you can get a glimpse of the most modern gas factory of the early 20th century.

- 3.) **‘Millenáris – Keyboard instead of hammer’.** A meeting area of exhibitions, a place of business and culture, a paramount event venue of the Buda side and a recreation park in one block: the transformation of the former Ganz Works into the Millenáris Park became one of Budapest's most successful conversions of a giant industrial site.

The three-nave building of the former 'Millenáris Teátrum' perfectly suits the imposing [National Dance Theatre](#) set up in January 2019.

The venue is surrounded by an attractive green space, including one of the oldest thematic playgrounds in Budapest ('Zöld Péter' = 'Green Peter'), being created by 20+ visual artists, featuring characters of the Hungarian folktale universe — such as the little swineherd boy or the evil stepmother.

<https://www.budapestinfo.hu/millenaris>

4.) **The best reincarnation of grain is beer – or: the rise of District X, Kőbánya.**

The beer industry in Hungary started to develop in the 1840s when a law made it possible again for anyone to brew, sell, and import beer. Historically, Kőbánya (= 'stone mine') was a vast limestone quarry that supplied the stone needed for the construction of many buildings in Budapest. The massive underground caverns in the neighborhood were ideal for fermenting and storing beer because of their steady cool temperatures. Brewers also discovered high-quality water under the old quarries, and Kőbánya soon [became known as "beer city"](#): the downtown breweries moved out here one after another.

After the World War II, 'Kőbányai' has been one of the best-known brands on the Hungarian beer market. The Kőbánya Beer Factory is today a visitor centre and tasting place. Take a [fascinating adventure](#) in the world of delicious craft beers!

5.) **'Whale' – i.e. the 'Bálna' Cultural Centre.** The stunningly shaped glass building was dreamed and created upon an old and stylish grain storehouse at the riverbank of the Danube. The Budapest Public Warehouses played a major role in the grain trade and food supply to city markets. Today, ['Bálna/Whale'](#) is used as a showroom of contemporary art and design, hosting new-wave coffee shops, fancy craft shops and event hub, as well. A dock for river cruisers at the embankment by Bálna, serves as the 'door on water' of Budapest.

- 6.) **Sweet and Bitter Spirit of Life: The Unicum Story.** 'Das ist ein Unicum' said Kaiser Joseph II tasting a new sort of bitters served by his doctor for healing his sensitive stomach. Today's visitors can see [the old distillery](#) at 26 Soroksári út, District IX. The Zwack family's fabulous relics of the more than 230-hundred-year old herb liqueur production can be admired in the museum. The program of a guided cellar tour includes a tasting of the royal digestive, too.

<https://www.budapestinfo.hu/zwack-museum-and-visitor-centre>

- 7.) **Csepel, A New Quarter From The Old Rust Belt.** Budapest's District XXI, Csepel is the largest Danube island (257 sq. km) in South-Budapest. The city's oldest public statue, Hungary's largest water tower, the vibrant aquatic life on the banks of the small branch of the Danube, and one of Budapest's finest artisan breweries — all that lies behind Csepel's industrial façade. [Escape rooms](#) also operate there with nine different types of exciting games. Anyone can experience the sensation of skydiving in the wind tunnel simulator at [SkyWard](#).

The future is similarly exciting: underused brownfield sites will be rejuvenated by installing sport and recreational facilities, incl. an athletic stadium, a rowing course and an extreme sports park.

<https://www.budapestinfo.hu/csepel-a-new-quarter-from-the-old-rust-belt>

- 8.) **'Haute couture' of food and beverage in the stomach of Buda hills.**

District XXII 'Budafok', also known as the "Budapest Wine District", goes back to the ancient Roman times, and from the 10th century onwards, the area has been having a notable viniculture. Today, the world-famous sparkling wine company 'Törley', and additional [quality wineries](#) operate here. The imposing cellars also provide home for high-class restaurants and spectacular exhibitions. Guests can take part in wine tastings, [guided cellar walks](#) and cultural programs. The building of the former Hagenmacher Brewery - now called [AQB Art Quarter Budapest](#) - is home to the studios of contemporary artists. Moreover, the famous chocolate hallmark '[Rózsavölgyi](#)' is also made here.

<https://www.budapestinfo.hu/wines>

- 9.) **Not to miss markets and culinary tours in Budapest!** Stuffed cabbage, catfish paprikash, cottage cheese pasta and the ubiquitous goulash soup... but a city-breaker cannot leave without trying Esterházy cake, fried dough ('Lángos'), traditional chimney cake ('Kürtőskalács'), crackling or a good cup of black coffee: Budapest has countless opportunities for tasting Hungarian dishes, since the city – and not only downtown - is filled with exciting bars, cafés and restaurants. But if you wish to indulge more than your appetite, it is absolutely worth trying out one of [Budapest's food walks](https://www.budapestinfo.hu/market-halls-and-markets) to get introduced to the context and stories behind them by sampling of tasty treats.

<https://www.budapestinfo.hu/market-halls-and-markets>

<https://www.budapestinfo.hu/gastronomy-tour-in-budapest>

PART 4 Supporting materials

*This section should include links to: Location Plan (if applicable, preferably to the scale of 1:10 000, on which the site is clearly marked), documentation (regional and state policies, destination, project, initiative etc.), latest report summary, statistical data, and presentations (with information regarding where and to whom this was presented), video online, etc. To complete the dossier, please, reference to this section all supporting materials with valid online links. **1 page maximum***

To the bullet point No 3:

CULTURAL QUARTER – OPENNESS AND CLOSENESS

The National Dance Theatre's New Building in the Millenáris Park

In: Budapest's Finest 2019 Spring (Page 28-32), by Gerda Seres and Eszter Gordon

https://issuu.com/bftknonprofitkft/docs/finest_2019_01_eng_issue

BUDAPEST URBAN DEVELOPMENT PLANS

Learn the key urban development documents of Budapest at the following website:

<https://budapest.hu/sites/english/Lapok/2017/budapest-urban-development-plans.aspx>

BUDAPEST 2030 LONG-TERM URBAN DEVELOPMENT CONCEPT

The Budapest 2030 Long-Term Urban Development Concept (adopted by the General Assembly in April 2013) is a comprehensive planning document that envisages the capital city's long-term development for over ten years taking into account its urban characteristics.

[Budapest 2030 – full English version \(72 MB\)](#)

[Budapest 2030 summary – English version \(9 MB\)](#)

BUDAPEST 2020 INTEGRATED URBAN DEVELOPMENT STRATEGY

In harmony with the goals of Budapest 2030, the role of the Integrated Urban Development Strategy, called Budapest 2020 is to determine the city's mid-term development duties, along with programs for the Budapest City Council. Within this frame, its key project is that assists in the implementation, integrated action plans and basic conditions.

[Budapest 2020 summary – English version \(1 MB\)](#)

THEMATIC DEVELOPMENT PROGRAMS

The Thematic Development Programs (TDP) are strategic documents with an entirely new perspective that aim at harmonising these development projects with respect to their subjects. The four accentuated themes, prepared in 2014 and 2015, are based on the previously accepted Budapest 2030 Long-term Urban Development Concept.

The Municipality of Budapest, the 23 district municipalities, the authorities concerned and professional organisations took part in a six-month-long, intensive project that consisted of these major points. The results were strategic documents with realisable goals, the planning process, the implementation of programs, and the agreement of the most important brownfield and Danube area development projects of the next seven years.

The four TDP are the following:

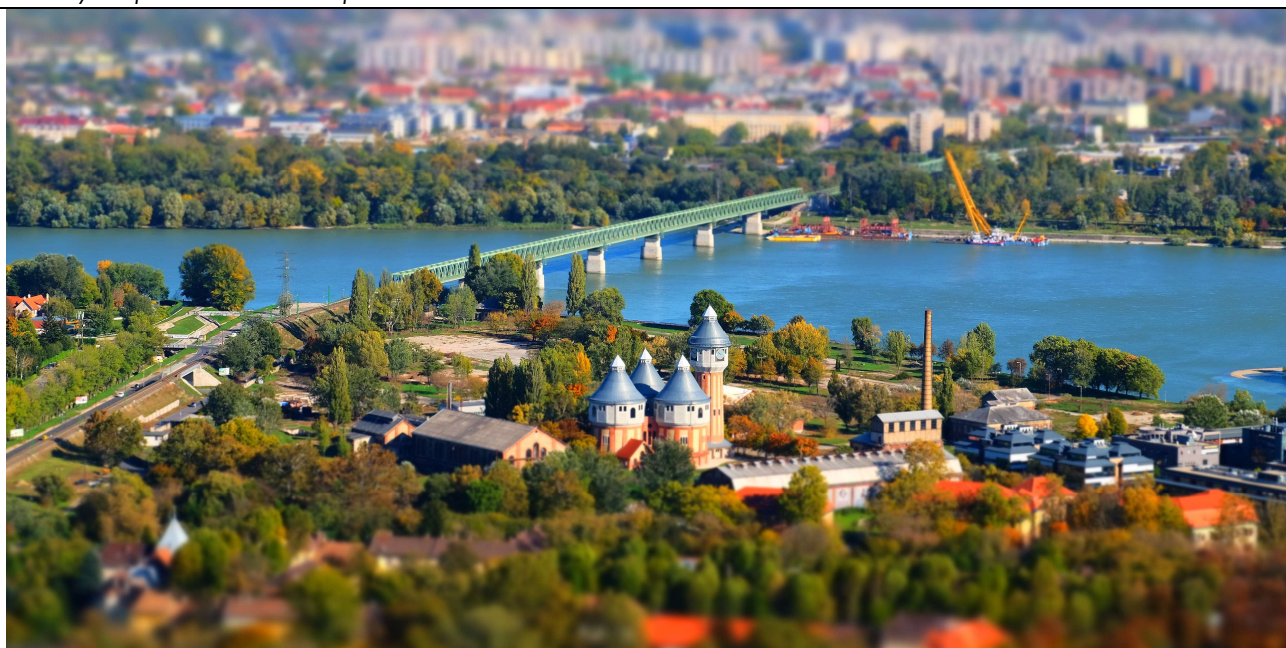
- development of Danube riverside,
- development of brownfield areas,
- social urban regeneration,
- promote economic development and job creation.

[Thematic Programs summary – English version \(1,5 MB\)](#)

PART 5 Evidence of Success

Photographs

Good quality colour photos (10 maximum) showing clearly the overall situation and important details of the submitted project, initiative, action, etc. with references to sources online. If applicable, photos can include BEFORE and AFTER views, preferably from the same viewpoint, laid out together in the dossier. Wherever possible, please include photos of the work(s) in progress. All photos should be clearly captioned. Please provide links online:



Óbuda-Békásmegyer Municipality/Sánta Balázs



Esztergom/Kristófer Warbritton



Millenaris_133673 www.budapestinfo.hu

Video and documentaries

Latest video and documentaries (if applicable) in good quality with reference to sources of the submitted projects, actions, initiatives etc. (online, URL) maximum 3 links:

<https://edition.cnn.com/travel/article/budapest-film-locations/index.html>

Budapest on film: 10 beautiful movie locations in the Hungarian capital

Nathan Kay, CNN • Published 25th June 2018

<https://www.youtube.com/watch?v=lum7fZ9cMw>

Unicum commercial from 2015 – Zwack Unicum: History (45 sec.)

Director: Peter Bergendy Creative Supervisor: Gabor Hellebrandt

Production Company: Bergendy és Fiai Agency: ACG Client: Zwack

www.youtube.com/watch?time_continue=143&v=xMkBYJFmPa8&feature=emb_logo

PANKASTIC! - No more dancing OFFICIAL VIDEO

Filming location: Bálna Budapest ('Whale')

Publications / Articles appeared in media

Links to the articles published in the media between the period 2016-2018 (3 maximum):

To the bullet point N° 1 and 2:

ÓBUDA – A HOME FOR EMPERORS, KINGS AND OLYMPIANS

History, tourism, fashion and gastronomy

In: Budapest's Finest 2018 Spring (Page 6-17), by András Oláh

https://issuu.com/bftknonprofitkft/docs/finest_2018_01_spring_eng

To the bullet point N° 4:

INDUSTRIAL HISTORY SURROUNDED BY GREENERY: KŐBÁNYA

Stone, clay and vines — The foundations for life

In: Budapest's Finest 2018/2019 Winter (Page 5-18), by András Oláh

https://issuu.com/bftknonprofitkft/docs/finest_2018_04_eng_issue

To the bullet point N° 9:

THE PANTRIES OF BUDAPEST – A COLOURFUL MENU

Market halls in Budapest

In: Budapest's Finest 2020 Spring (Page 4-13), by Eszter Götz

https://issuu.com/bftknonprofitkft/docs/finest_2020_01_eng_issue

Communication Social media accounts dedicated to the initiative (please provide links):

NB:

Please ensure that any web links are clickable and active, any problematic links cannot be taken into account by the Jury. Do not send any other separate files, they will not be considered by the Jury.

Please submit this form together with the separate signed 'Declaration' form.

Check list

Please check that you have completed all sections of the form - the checklist below should help you ensure your application is complete:

Application form

- only one Awards category has been selected
- all fields have been completed
- the application is written in English
- the links provided in the form are active and clickable (see part 5)
- links to max. 10 photos are included (see part 5)
- links to max. 3 videos are included, if applicable (see part 5)
- links to max. 3 publications or articles are included (see part 5)
- the maximum limits have been respected

Declaration

- the separate Declaration form has been filled in, is signed and stamped (scanned version or with digital signature)

Applications that fail to fulfil all requirements will not be considered by the Jury.

Information on the Processing of Personal Data Pursuant to the Regulation (EU) 2016/679 (GDPR)

ECTN informs all applicants for the Awards 2019, pursuant to the Regulation (EU) 2016/679 and the relevant legislation in force with regard to the protection of personal data, in its capacity as organiser, that it processes personal data, collected either with the submission of an application, or at a later time, including data derived from a participants list, or in the framework of external relations, in compliance with GDPR requirements. In particular, where ECTN has requested and received applicants' consent the processing of data is based on this consent. In such cases applicants have the right to withdraw their consent at any time. However, the processing based on any consent prior to withdrawal remains unaffected.

ECTN takes appropriate technical and organizational measures to ensure the security and confidentiality of applicants' personal data, their processing and protection from accidental or unlawful destruction, loss, alteration, prohibited transmission, dissemination or access and any other form of unlawful processing.