

HERITAGE



EUROPE

EUROPEAN ASSOCIATION
Historic Towns and Regions

STUDY VISIT TO POITIERS 4-5 SEPTEMBER 2013

Role and presentation of streets and squares in historic centres -
how they add value to the experience of residents and visitors.

PROGRAMME

Heritage Europe in association with the Mayor of Poitiers has pleasure in inviting you to participate in a study visit to the 2000 year old historic city of Poitiers.

This is an opportunity to visit and study the "Coeur d'Agglo" - conceived by Yves Lion - an ambitious redesign of the 'public realm' in the historic centre of Poitiers. It is perhaps the most

recent example of a comprehensive "make-over" of the streets of a historic city.

The project has:

- highlighted the architectural heritage of Poitiers
- extended the pedestrian zone
- expanded the retail offer of the city centre.
- created a new garden street "Puygarreau" linking the Prefecture to the City Hall.

This visit will be of interest to decision makers active in the sustainable management of historic towns including senior politicians and professionals in the fields of urban planning, landscape, sustainable transport, town centre management and tourism development.

Numbers are limited to 25 - so make sure you book early.

Programme of this event is shown overleaf. See the back page for booking your place to join us in Poitiers.



Poitiers, City Hall



**Historic Towns
Working Together**
www.historic-towns.org



Culture Programme

Role and presentation of streets and squares in historic centres - how they add value to the experience of residents and visitors



PROGRAMME

3rd September **Arrival of participants**

Day 1
4th September **The historic centre and the presentation of "Coeur d'Agglo"**

09.00	Registration at the City Hall
09.30 – 10.30	Welcome and presentation of the city by Jean-Marie COMPTE, Deputy Mayor, City of Poitiers
10.30 – 11.30	Presentation of the urban project "Coeur d'Agglo"
11.30 – 12.00	Presentation of the modern art project
12.00 – 13.30	Lunch
13.30 – 16.30	Excursion in the historic city centre, with a focus on "Coeur d'Agglo"

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- 16.30 – 17.30** | **Round table discussion**
- 20.00** | **Dinner at the restaurant “les Archives”**
- 21.30** | **“Polychromies” show at the church Notre-Dame-la-Grande**

Day 2
5th September

A living historic centre

- 10.00 – 11.00** | **Presentation of the Heritage Management Plan**
- 11.00 – 12.00** | **Presentation of the TAP (new theatre)**
- 12.00 – 13.30** | **Lunch**
- 13.30 – 14.30** | **Visit to the City Hall**
- 14.30 – 15.00** | **Meeting with Alain CLAEYS, Mayor of Poitiers**
- 15.00 – 16.30** | **Visit to the TAP**
- 16.30 – 17.30** | **Round table discussion**
- 20.00** | **Dinner at the “Bistro du Boucher”**

BOOKING FORM



Culture Programme



Education and Culture DG



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BOOK YOUR PLACE

Delegates will meet the costs of their own travel and hotel accommodation but all other expenses relating to speakers, meals, local travel, events and translation will be met by the city of Poitiers and Heritage Europe. There are a number of hotels within Poitiers with prices ranging from €50 - €100 per person per night.

For more information on accommodation and to book a hotel, please see www.booking.com/poitiers

Heritage Europe (EAHTR) now invite interested individuals to return this booking form either by e-mail or fax in order not to be disappointed.

E-mail: bsmith@historic-towns.org **Fax:** 0044 1603 496417

Name (s)
Position(s)
Organisation/ City
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