



PRESS RELEASE
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FORTE CULTURA CONGRESS 2025 AT FORTE DI BARD

European Cultural Heritage Experts to Gather in Italy to Explore Sustainable and Inclusive Tourism for Fortified Sites

Forte di Bard, one of Europe's most prestigious fortified heritage sites, will host the **FORTE CULTURA Congress 2025** on **March 27-28, 2025**. Organized by **FORTE CULTURA**, the European Cultural Route of the Fortified Monuments based in Berlin, in collaboration with the **Forte di Bard Association** and the **TRANSIT Project**, the event will bring together experts, policymakers, and heritage site managers from across Europe to discuss the future of fortified heritage through **Creative Tourism** and the **New European Bauhaus (NEB)**.

A Congress Focused on Innovation and Sustainability.

Fortified heritage plays a crucial role in Europe's cultural landscape, offering unique opportunities for **sustainable tourism, economic revitalization, and community engagement**. However, the preservation and adaptive reuse of these sites require innovative strategies.

The FORTE CULTURA Congress 2025 will explore two **key topics**:

- **Creative Tourism**, an approach that transforms heritage sites into active cultural hubs, engaging visitors and local communities in immersive experiences;
- the **New European Bauhaus (NEB)**, an EU-driven initiative promoting sustainability, aesthetics, and inclusivity in cultural and urban development.

Through keynote speeches, interactive workshops, and panel discussions, the Congress will provide a platform for international cooperation, knowledge exchange, and policy innovation.

Key Themes and Sessions will include: **"Sustainability & Cultural Tourism"** – how heritage sites can balance preservation with economic viability; **"Creative Tourism Strategies"** – developing engaging visitor experiences that integrate local identity, arts, and traditions; **"Community Engagement & Local Development"** – the role of fortified sites as catalysts for regional growth; **"NEB and Fortified Heritage"** – applying European policies to support the sustainable evolution of cultural landmarks.

Notable speakers will include **renowned experts** in heritage management, tourism innovation, EU cultural policies, and leading cultural tourism researchers.

A Strategic Location: Forte di Bard.

Located in the Aosta Valley (Italy), Forte di Bard is a symbol of **adaptive heritage reuse**, successfully integrating cultural programming, tourism, and local economic development. Hosting the Congress at this historic site reinforces its role as a laboratory for sustainable tourism models that can be replicated across Europe.

Networking and Future Collaboration.

The event will be a unique opportunity to strengthen partnerships among fortress managers, cultural institutions, local governments, and European organizations. Discussions will also highlight **funding opportunities** through EU programs supporting heritage conservation and tourism innovation.

Join us in shaping the future of sustainable, creative, and community-driven tourism for Europe's fortified heritage!

Event Details

Dates: March 27-28, 2025;

Location: Forte di Bard, Aosta Valley, Italy

Organizers: FORTE CULTURA e.V., in collaboration with Forte di Bard Association, TRANSIT Project

Languages: English, Italian, French (simultaneous translation available)

INFO: <https://www.forte-cultura.network/en/event/forte-cultura-congress-2025-bard-it/>

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