

Programme for the 1 HERA SPA conference  
in Baden-Baden, November 5-7, 2019

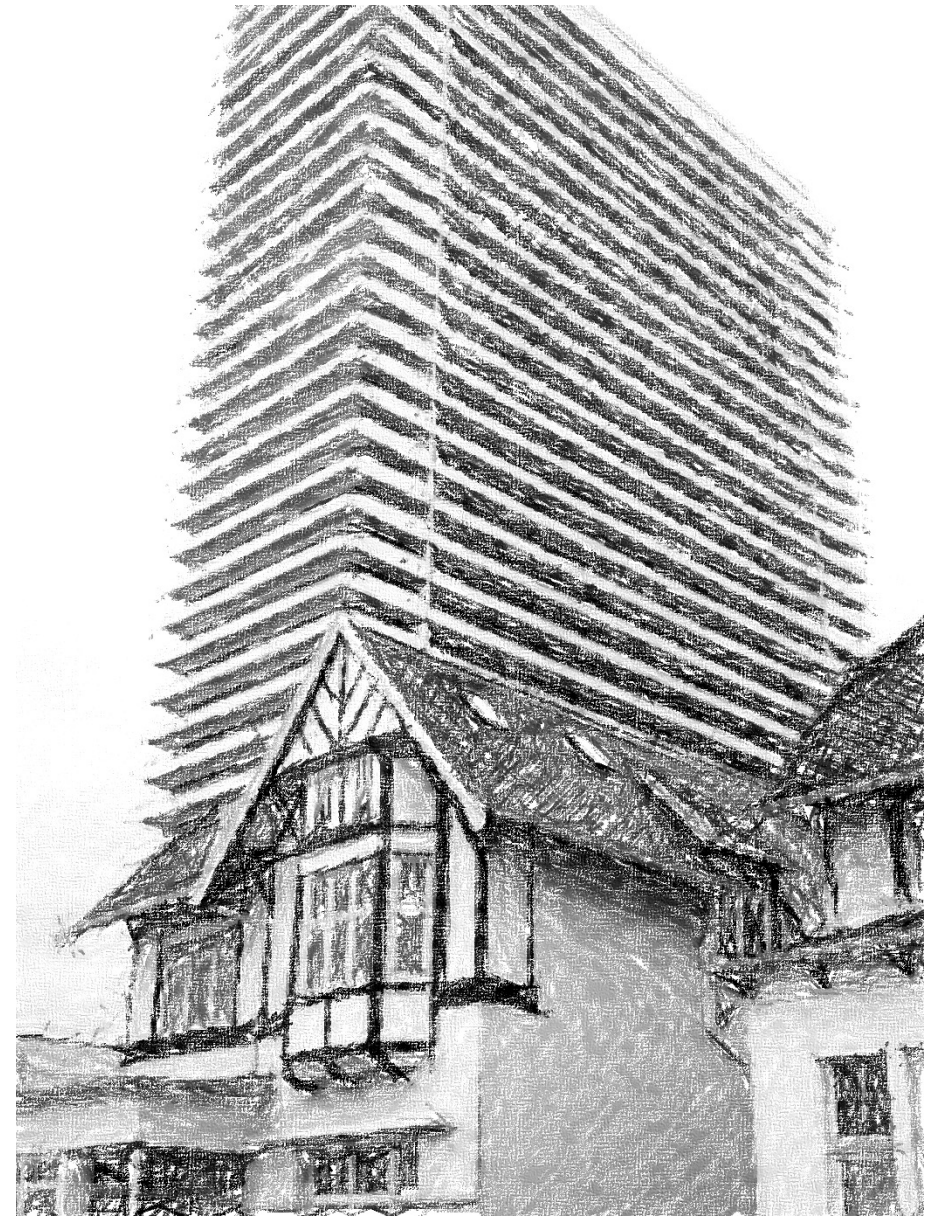
## Spas as Common European Cultural Heritage

The Baden-Baden meeting of the HERA project "The European Spa as a Transnational Public Space and Social Metaphor" 5 -7 November 2019 focuses on spas and cultural heritage and thus on questions like:

- To what extent do history and heritage matter for the current developments in contemporary spas across Europe?
- How exactly is this heritage framed geopolitically, i.e. locally, nationally or transnationally, as in the UNESCO initiative?
- Are some historical periods preferred over others, i.e. a 'golden age' in the 18<sup>th</sup> and 19<sup>th</sup> centuries over the 20<sup>th</sup> century (which is often perceived to be more problematic in the context of 'mass politics', 'mass production' or 'mass consumption')?
- Which elements of spa life and spa culture are emphasised at the expense of which others? Is there a common understanding of what 'spa heritage' actually means?
- How 'usable' is the past and the material heritage for the further development of spa towns, and how does it relate to the changing ideas about what health ('wellness') and recreation means in the 21<sup>st</sup> century?

Hosted by the Associated Partners Town Museum and Preservation and Town Development Agency of the City of Baden-Baden.

Participation in the conference workshops is open and free of charge for all interested scholars and practitioners in the field, except for the closed morning session on 7 November. Please register until October 11, 2019 by sending an email to Wiebke Kolbe [wiebke.kolbe@hist.lu.se](mailto:wiebke.kolbe@hist.lu.se)



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ЗААНЕ РЕСТАВРИРУЮТ

RESTORATION IS UNDER WAY

Wednesday, November 6

Workshop: Uses of the Past: Past and Present of Spas and Seaside Resorts in Historical and Literary Scholarship

Venue: Town Hall, Gemeinderatssaal

Panel one: Tracing Paradigm Shifts

2 pm	Wiebke Kolbe (Lund University): <i>Health and Leisure in the Seaside Resort: the De-medicalisation of Discourse and Practice</i>
2.30	Astrid Köhler (Queen Mary University of London): <i>Changing the Setting in early 20th-century Novels: From the Spa to the Sanatorium</i>
3 pm	Discussion
3.30	Coffee break

## Panel two: Experiences from the Margins / Spas as Sites of Political Transformation

4 pm	Christian Noack (University of Amsterdam): <i>Stalin's Spas: Reinventing ,Feudal' and ,Bourgeois' Bathing Practices under Socialism</i>
4.30	Henrike Schmidt (Freie Universität Berlin): <i>Lost Paradises. Health Resorts in Post-Soviet Literature as Settings for Political and Social Transformation</i>
5 pm	Discussion
5.30	Break

## Public reading: Dubravka Ugrešić

Venue: Town Hall, Alter Ratssaal des Rathauses Baden-Baden, with German translation

6 pm	<b>From her novel 'Baba Yaga Laid an Egg'</b> , a spa novel introducing a female perspective on the history and culture of the European health resort.
8 pm	Dinner

## Thursday, November 7

Venue: Town Hall, Gemeinderatssaal

## Closed session with Associated partners (participation on invitation only)

10 am	Launch of ,theeuropeanspa.eu' website
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## Workshop: Curating Spa/Resort Heritage in the 21st Century: Regional and Transnational Approaches (participation on invitation only)

10.30	Reports from the APs: My Spa and its Cultural Heritage
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12.30	Lunch
2 pm	Presentation and discussion of concept for the exhibition modules
4 pm	Coffee break

## Public Panel Discussion: Looking for the Future in the Past? History and Heritage in Spa and Resort Development

Venue: Town Hall, Alter Ratssaal des Rathauses Baden-Baden, with German translation

4.30	Participants: Lisa Poetschki (Department of World Heritage nomination and Urban design), Paul Simons (Scientific Committee of the European Association of Historical Thermal Towns), Nataša Urošević (Juraj Dobriča University, Pula), Michael Zinganel (historian and curator, Vienna) tbc
6 pm	End of conference

