



CULTPLAY – Interactive Thematic Parks

Keywords: culture, history, cooperation, playground

The aim of the project: Comprehensive aim of the project is to increase the attractiveness of the Komarno-Komárom cross border area by innovative usage of the local cultural heritage. Strategic goal of the project is to involve residents and tourists in the new and active way utilization of cultural heritage.

Partners: local government of Nové Zámky (lead partner), Pons Danubii EGTC, local governments of Komárom, Kisbér, Oroszlány, Tata (Hungary), local governments of Hurbanovo, Kolárovo, Šaľa, Svodín (Slovakia)

Project implementation time: 01/02/2018 – 30/06/2022

Budget: 2 873 580,08 EUR (total)

Granted by: European Regional Development Fund (85%)

Program: Interreg V-A Slovakia-Hungary Cooperation Program

Priority line/Specific objective: demonstration of cultural heritage in both side of the Danube river and its active usage

Context: Komárom and its area is inhabited from the oldest ages, and disposes of a very rich historical heritage: it served as the place of a Roman Legion (Brigetio), as well as the border of the former Roman Empire (called Limes) run along this area. In the second half of the 19th century, serious fortresses were built in and near Komárom, in order to defend the town against enemies coming along the Danube river. In 1920, the Treaty of Trianon divided the town into two parts: Komárom is located in the Hungarian side of the Danube, while Komarno belongs to Slovakia, with thousands of Hungarian residents. The socialist period was characterised by closed borders and strict border control between Czechoslovakia and Hungary. Because of historical reasons, two parallel society with unique identity has developed in the two parts of Komárom, which ever were uniform. Generations were growing up during these decades, among confusing information. After transition, the borders were opened and the EU accession of both Slovakia and Hungary in 2004 raised new cooperation possibilities between the two countries, as well as among their settlements and residents. In 2010, Pons Danubii EGTC was founded by 3 Slovakian and 4 Hungarian settlements located in the Komarno-Komárom area in order to increase economic and social cohesion in the municipal territory of its members by implementing different territorial cooperation programs (e.g. Interreg) co-financed by the European Union. Pons Danubii EGTC has been playing a very active role in the Komarno-Komárom cross border area with its successfully implemented and ongoing projects in the field of tourism, sustainable heritage management, workplace establishment, transportation and building of a complex innovation management center. CULTPLAY project was also implemented with the active participation of Pons Danubii EGTC, but the construction of the playgrounds was managed by the settlements themselves.

Description: CULTPLAY thematic parks (playgrounds) usually demonstrate the cultural heritage of an other settlement involved in the project partnership, but located on the other side of the Danube river. Representing remarkable cultural heritage of the Komarno-Komárom cross border area, they motivate both tourists and residents to visit the original cultural heritage located on the other side of the Danube river, as well as to find the other CULTPLAY playgrounds. CULTPLAY thematic parks enhance active learning for all age groups as well as encourage people to deepen their knowledge about the historical and cultural heritage of the Komarno-Komárom cross border area in an enjoyable way.



Results: Construction of interactive thematic parks in 9 towns (Slovakia: Nové Zámky, Komarno, Hurbanovo, Kolárovo, Šaľa; Hungary: Komárom, Tata, Oroszlány, Kislőr), in order to demonstrate cultural heritage in both side of the Danube river. Cultural heritage and CULTPLAY thematic parks are located as follows:

Name of the cultural heritage	Location of the cultural heritage	Location of the CULTPLAY thematic park
Star Fortress	Komárom (Hungary)	Komarno (Slovakia)
New and Old Castle	Komarno (Slovakia)	Komárom (Hungary)
Wooden bridge	Kolárovo (Slovakia)	Kislőr (Hungary)
Renaissance castle	Sala (Slovakia)	Oroszlány (Hungary)
Mills of Kolárovo and Tata	Kolárovo (Slovakia), Tata (Hungary)	Tata (Hungary)
Mining Museum	Oroszlány (Hungary)	Hurbanovo (Slovakia)
Castle of Nové Zámky	Nové Zámky (Slovakia)	Nové Zámky (Slovakia)
Old Castle of Tata	Tata (Hungary)	Kolárovo (Slovakia)
Majk hermitage	Majk (Hungary)	Sala (Slovakia)

Svodín (Slovakia) built a mobile stage instead of a thematic park, and rent it to the other project partners.

Success factors: CULTPLAY thematic playgrounds motivate both tourists and residents to visit the original cultural heritage located on the other side of the Danube river, as well as to find the other CULTPLAY playgrounds. They enhance active learning for all age groups as well as encourage people to deepen their knowledge about the historical and cultural heritage of the Komarno-Komárom cross border area in an enjoyable way. Because of these reasons, the idea itself can be regarded as a success factor. Furthermore, successful project application and implementation has required an excellent horizontal cooperation among the involved settlements in the Komarno-Komárom cross border area.

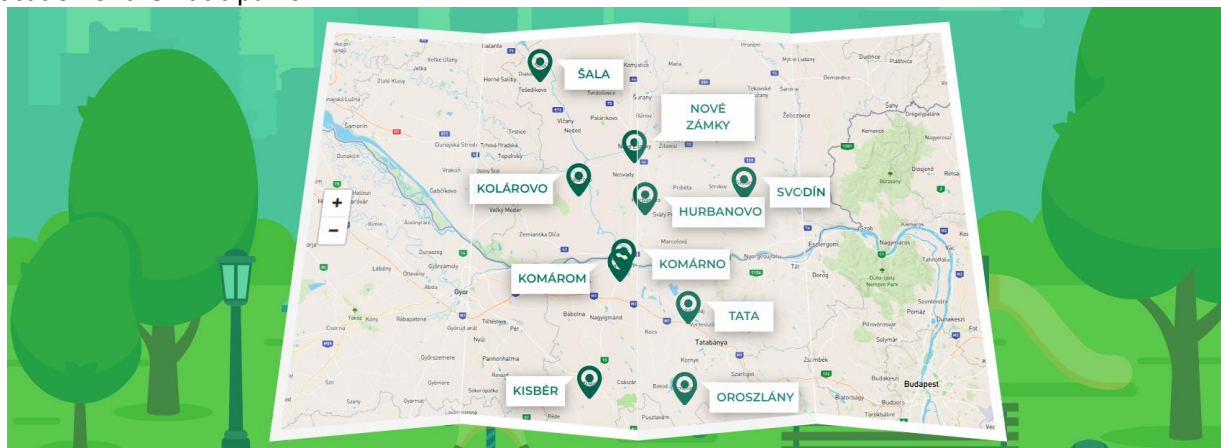
Limiting factors: The public procurement process was too long. It is a typical problem in case of complex projects; in Slovakia, the approval of the ministry is necessary before publishing the call for tender, which usually takes quite long time. Further limiting factor was the ex-post financing, i.e. the ERDF grant was paid for the project partners only after project implementation.

Applicability and upscaling: CULTPLAY project was established in a formerly closed cross border area, which can serve as an exemplary project for other areas being in a similar geographical and historical situation as well, first of all in places where it is necessary (from any reason) to strengthen the connective function of the border.



Other resources

Location of thematic parks



Source: <https://www.cultplay.eu/en>

Révkomárom



Interreg Szlovákia-Magyarország Partnerséget építünk

A PROJEKT CÍME
CULTPLAY - INTERAKTÍV TEMATIKUS PARKOK LÉTREHOZÁSA, A KULTURÁLIS ÖRÖKSÉG INNOVATÍV HASZNÁLATA

KEDVEZMÉNYEZETT
KOMÁRÓM VÁROS

KEZDÉS IDŐPONTJA
2018.02

BEFEJEZÉS IDŐPONTJA
2021.06

A TÁMOGATÁS ÖSSZEGE
345 770 EUR

#CULTPLAY

A projekt az Európai Unió támogatásával, az Európai Regionális Fejlesztési Alap társfinanszírozásával valósul meg. www.skhu.eu

Kisbér



Interreg Szlovákia-Magyarország Partnerséget építünk

A PROJEKT CÍME
CULTPLAY Interaktív tematikus parkok: A kulturális örökség innovatív hasznosítása

PARTNER KÖLTSÉGVETÉSE
277.079,33 EUR

A PROJEKT FŐ CÉLKITŰZÉSE
Természeti és kulturális örökségvédelem

A KEZDÉS IDŐPONTJA
2018.02.01.

KEDVEZMÉNYEZETT
Kisbér Város Önkormányzata

A BEFEJEZÉS IDŐPONTJA
2021.06.30.

A projekt az Európai Unió támogatásával, az Európai Regionális Fejlesztési Alap társfinanszírozásával valósul meg. www.skhu.eu



Horizon 2020
This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No. 870644



Source: own photos.

Website:

<https://www.cultplay.eu/en>

<https://www.skhu.eu/funded-projects/cultplay-interactive-thematic-parks-innovative-use-of-cultural-heritage>



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