



terra ☾ parzival

*European Regional
Development Model
Slovenia, 2014-2020*

Author of the vision and ideas: Miha Pogačnik
Ustanova Gandin Fundacija / Gandin Foundation



*European Regional
Development Model
Slovenia, 2014-2020*

Author of the vision and ideas: Miha Pogačnik

Ustanova Gandin Fundacija / Gandin Foundation

Implementation model prepared by:

Terra Parzival International Expert Group

Consultancy on Regional development strategy 2014-2020: Elena Begant, expert advisor

Co-created in many places of Slovenia, 2013.

Table of content

Miha Pogačnik	7
Privilege of performer violinist.....	8
Privilege of masterpiece of music.....	8
Privilege of master violin.....	8
Why Terra Parzival?	9
The Macro Violin Approach.....	10
The three polarity challenges of the modern society:.....	10
The four guiding principles of Terra Parzival (also called »4 Strings of the Macro Violin“).....	10
<i>G - Landscape-story & local string:</i>	10
<i>D - Living Art-processes string:</i>	11
<i>A - Art of Meeting string:</i>	11
<i>E - Identity string:</i>	11
EUROPA - Unfinished Masterpiece:	
„ The Creative Journey from Experience to Knowledge and Strategy!“	12
1st Violin: Terra Parzival Macro Violin.....	12
2nd Violin: SLOVENIA and the “Path of Trevrizent”	14
3rd Violin: STYRIA.....	15
4th Violin: Parzival – Arthus. Central-Eastern Europe in the relation to the West.....	16
5th Violin: EUROPA and the 16° Meridian.....	17
Europa Macro Violin	18
Background of Terra Parzival in Slovenia	19
The story of Parzival.....	19
Slovenia and Parzival.....	20
Why is the main regional development impact directed on Podravje?	22
<i>Podravje in some numbers</i>	22
Some interesting sparks of initiative historically documented in the Podravje region.....	22
Current social and economical situation of Podravje region.....	23
Key international, national and regional documents	24
Implementation of cohesion policy in the republic of Slovenia.....	24
Slovenian and Regional Development Strategies 2014-2020	24
The Development Report 2013.....	25
Regional Development Strategy for Podravje 2014-2020.....	25
Regional NGO Development Strategy for Podravje 2014-2020.....	28
Aims of Terra Parzival European Regional Development Model	29
Borl	31
Strengths of Terra Parzival European Regional Development Model	32
7 Strands of Terra Parzival European Regional Development Model	34
Art & Business & Healing.....	35
Youth and Intergenerational Camps.....	35
Platform for Civic Initiatives.....	36
Interdisciplinary Masterclass Workshops.....	37
Mythological Journey through Slovenia and Region	38
Story-telling and Performing Arts.....	39
Commission for the Polyphonic European Identity: Expert Annual Symposiums.....	40
Impressum	42



Miha Pogacnik

Miha Pogacnik, Slovenian cultural ambassador, is internationally well-known violinist and cultural entrepreneur. It has been more than thirty years since he decided to replace concert stages by congress halls, lecture halls and classrooms, believing that art can help the society and economy to develop up to a new level of being socially responsible and creative. During the last two decades he intensively worked on promotion of integration and interaction between art and economy as consultant to a number of international associations and corporations (World Bank, IBM, Microsoft, Siemens, Daimler, Nokia, Novartis, Greenpeace...) and was many times invited also to inspire stakeholders and creators of world politics on important world summits (World Economic Forum in Davos, United Nations).

Miha Pogacnik is also founder of IDRIART, Institut pour le développement des relations interculturelles par l'art, established in 1981, an institution that has by today organised over 200 intercultural festivals world-wide.

Gandin Foundation, the coordinator of Terra Parzival in Slovenia, is representing IDRIART in Slovenia and was established in 2001. It's residency on Castle Borl is not a coincidence as Miha Pogacnik is also among the most active in the initiative for the revival of the ancient castle of Borl in Slovenia.

In his own words:

"For management achieving "excellence" is the goal; but for us, performing artists, it is the starting point. For us only "striving for genius" matters, for uniqueness, once-and-never-again, for compelling, vibrant vision of the Big Picture!

These are also the parameters of genuine leadership in our turbulent times of change, uncertainty and systemic multiple crisis. The quick fix on the surface is illusionary and unsustainable; we must learn transformation techniques and methods by reaching into deep, profound source of human nature to learn how to "dance with the emerging future". It is the nature of genuine Arts to guide us on this journey, into these deeper layers of human creative potential. Music, of them all, touches and moves us most directly in the centre of our heart and if taken (interdisciplinary) as a conscious process, SHE fires the "emotional intelligence" for reaching the impossible.

How do we then inspire and motivate our people to release their deepest potential and creativity, to go with passion and conviction into implementing vital changes and not just because they are told to do so? If we as leaders are to stand in front of our teams to convey a message, to inspire for co-creation: we must find a way to go far beyond "powerpoint"! In this respect, as with all types of "overkill", technology has lost its "cutting edge" because of sheer volume of information inflation. Knowledge and information can be transformed to empathy permeated wisdom if we want lasting results."

The background and substance of his method for reaching the solar plexus of learning when working with his audiences and clients can be explained by 3 "social innovations" he contributed to society and which are arising out of his efforts to transform the following privileges:

- * Privilege of performer violinist
- * Privilege of masterpiece of music
- * Privilege of master violin (Stradivari, Guarneri)

Privilege of performer violinist

When performing for the first time in the magnificent cathedral of Chartres 33 years ago he realized that in this extraordinary architecture playing on the violin needs to expand to "playing on the cathedral", playing on the "Macro Violin", playing from the periphery. This idea found its "home" as the final stage of Theory U by one of today's leading economic theorists' dr. Claus Otto Scharmer (www.ottoscharmer.com). The consequence for Mr. Pogačnik was that he motivated thousands of his audiences to share the "privilege of performer violinist" and joined him, travelling with him to places of crises and transformation all over the world, co-creating over 200 intercultural festivals (IDRIART movement). The privilege of performer artist is to go beyond all taboos, beyond politics and so they played a decisive role in dissolving European East-West conflict in 80's and building constructively on global challenges through "Art of Meeting" from Mongolia to Amazonia, Tibet to Southern Africa, witnessing pain of Dubrovnik, from Mostar to Sarajevo in 90's and always receiving the confirmation: if we, as individuals from different cultures, meet on the inspiring Art-permeated platform - this is the window of opportunity for co-creation and response to emerging future!

Privilege of masterpiece of music

It is a wonderful and meaningful experience to listen to a musical masterpiece, but - do we really hear all complex and brilliant organic reality of many layers evolving simultaneously? Do we hear the relevance and potential solutions of the masterpiece to our daily challenges as a leader; do we even know that there is such a (parallel) relationship? Are we not, each of us, "composers" of a unique "masterpiece" called human biography? Over decades Miha Pogačnik developed a special method to "invite" his mainly corporate audience into the process of the musical masterpiece, as if going on the journey of "detour" to discover musical solutions to diverse leadership challenges. This method of "transfer" activates the creative side of his clients to find unexpected own solutions to their problems by themselves. (See also www.mihavision.com for further explanation and methodology).

Privilege of master violin

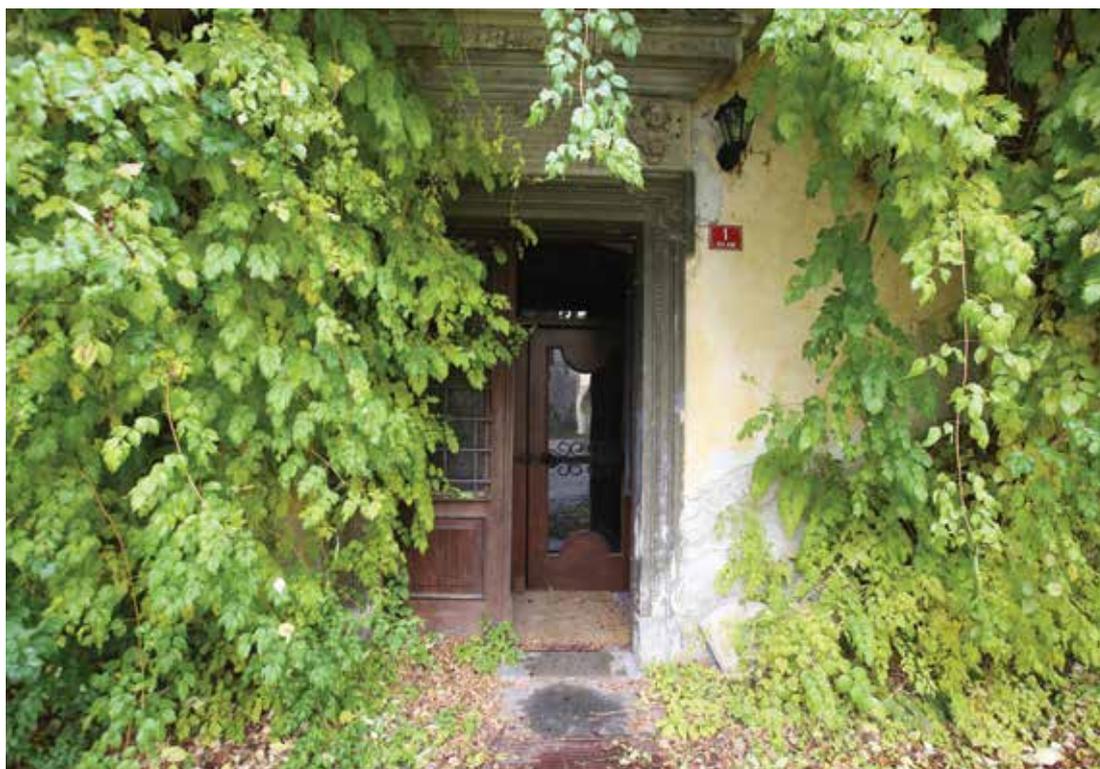
What is the treatment of elements of violin which elevate "her" to the magic rang of Stradivari, Guarneri? What is the secret of "gentle power" of resonance, generated by this peak of European craftsmanship design? Imagine this type of resonance in our learning organisations and developing societies! Unfortunately the conferences and "offsites" are NOT placed IN the resonance-equivalent environment of Stradivari or Guarneri! That's why Miha Pogačnik with friends went into decades of active search and research in order to create special environments of learning where the WHOLE human nature begins to resonate! The innovative approach of creation of such places is called "Playing on the Macro Violin" (more on the approach also on www.terraparzival.eu) and will be used for the first time in Europe on Slovenian regional development programme called "Terra Parzival" as a possibility to create the environment of magic, inspiration and resonance, and through this to give the opportunity for implementation of sustainable action and change within society as a whole. This regional model will on the macro-European level also explore the resonance principle in influencing the development towards the "Polyphonic European Identity".

Why Terra Parzival?

The meaning of the name Parzival is "perse-vail" (through the middle of the valley, piercing the valley). Symbolically this can be understood as connecting the contrasts and polarities in which our modern society is suffering, in which it is caught up.

The future is challenging us with the urgency how to connect opposites and polarities. Therefore, the basic aims of Terra Parzival¹ are to create a space for a creative interplay of different forces of the society going beyond current alienation of different generations, cultural and economic life, scientific and spiritual strivings, just to mention some of the opposites.

In this connective process formative forces of arts can and will play a significant role as they involve the entire human nature, motivating for release of the extreme creative forces in individual and in society as we know them only in the critical moments of transition in history. In our time of present economical, social, cultural and environmental crises the archetype of Parzival story, connected to the regional development, offers unique opportunity for dynamic Slovenian progress.



Headquarters of Gandin Foundation on Castle Borl

¹ The name and logo of »Terra Parzival®« is a registered trade mark by Gandin Foundation and can be used within Terra Parzival European Regional Development Model 2014-2020 only by consortium partners on previous agreement.

The Macro Violin Approach

The Terra Parzival European model of regional development will be based on the innovative Macro Violin Approach², developed by Miha Pogačnik.

The key problem of any creation of a project in our time is the quality of communication. The Macro Violin symbolises the powerful resonance of the master musical instrument (Stradivari, Guarneri), emanating from experience of music, involving heart and mind, and raising the platform of action to the higher, inspired level. This resonance factor is thus the guiding principle for developing methods for social, economical and society transformation.

The approach is based on connections among three polarity challenges of the modern society through four guiding principles of Terra Parzival.

The three polarity challenges of the modern society:

- * How different disciplines can creatively come together?
- * How life can be enriched through vibrant inclusion of diverse cultures?
- * How to bridge wisdom and the fire of the will among generations?

The four guiding principles of Terra Parzival (also called »4 Strings of the Macro Violin«)

To understand them better one has to imagine Terra Parzival as a musical macro-instrument. Can the whole living landscape with its people, history and uniqueness of nature and culture at certain times be elevated, intensified into the harmonious state of an "instrument"? If so, what would this instrument be made of? How could this instrument be played? Who would play on it and what kind of "music" would be coming out of it? Or even, who could hear this music? Can this music from long lost periphery influence such central powers as Brussels in homeopathic way? Is Europe at her core an "unfinished masterpiece of individuality"?

Imagine there is a violin, so big that she covers some 40 kilometres of the Grail landscape between Ptuj and "Mont-Zal-Boc", across Drava, Dravinja valley and Haloze! And then you crawl through the F openings (caves? The queen of caves here is the one later named Belojača, echoing over 1000 years the Good Friday conversations between Trevrizent and Parzival...) into this macro-violin to listen and experience the powerful resonance coming from the inner periphery of this landscape-instrument...

This instrument is destined to become a creative framework in which the individual participants and groups, entering the activities of Terra Parzival, will be empowered, inspired and supported to embark on their very own and unique way.

G - LANDSCAPE - STORY & LOCAL STRING:

The basic experience of Terra Parzival begins by visiting most important places related to Wolfram Eschembach's rendering of the epic, to listen to essential parts of the story told by professional storytellers in these locations and to meet the local population and experience their wonderful hospitality. Main locations along Drava river, Haloze and Dravinja valley include castles Ptuj (Gandin), Borl-Ankenstein (Gahmuret and Parzival), Štatenberg and Strmol, monasteries of Studenice and Žička Kartuzija, Ptujška Gora basilica, mountain Boč (Mont-Zal-Watch) with Lohengrin legend, Trevrizent's cave, Donačka mountain, Lemberg, Rogaška Slatina, and many ruins and natural wonders.

² The name »Macro Violin®« is a registered trade mark by Gandin Foundation.

D - LIVING ART - PROCESSES STRING:

The criteria of artists participating in Terra Parzival activities is the capability to help the audiences enter the Art-processes and in that way activate sense- and feeling perception, only then to be followed by performance. From product to process is the call of our time, the path goes through the passivity of sentimentality into profound layers of experience and deep and sustainable learning.

A - ART OF MEETING STRING:

We want to cultivate spaces and activities where cultures, generations, disciplines and different interest groups can meet in creative way. To support the possibilities of dramatic personal biographic turning points to emerge and find potential solutions. The spaces of diverse "in between" activities are very underdeveloped in our modern societies. We need more "interdisciplinary artists and leaders"! Indeed, to develop principles of Art into transformation tools of economic life.

E - IDENTITY STRING:

This is a high ideal, the challenge for all Terra Parzival's activities to be gradually evolving on the road towards "Polyphonic European Identity" and on the other hand for those who search and dare to be able to find the science of Grail as modern path of knowing.

EUROPA - Unfinished Masterpiece: „The Creative Journey from Experience to Knowledge and Strategy!”³

The meaning-pregnant organism of musical masterpiece touches us directly in the heart of our feelings, resonating forth this gentle power through all provinces of inner life. Over time these experiences transform themselves into fruitful environment for clear thinking of archetypal understanding or better: OVERstanding. It was 33 years ago, when playing for the first time in the magnificent cathedral of Chartres, I was inspired with such feeling: here you don't play on the violin, you must try to play "on the entire cathedral", on the "Macro Violin"⁴! (See Otto Scharmer, Theory U, page 216).

Now, after long journey, this archetypal thinking reveals to us: as it is with the resonance relation of a violin and the cathedral, so we hear the emerging future: **TERRA PARZIVAL MACRO VIOLIN resonating with EUROPA, UNFINISHED MASTERPIECE!**

Of all multiple societal challenges washing over us at the present time, the point of Archimedes must be placed in the depth: to turn around the "crisis of meaning"! Listen to the violin! She speaks the masterpiece language not yet reduced by abstract intellect and resignation of cynicism. Logos! Violin: the most beautiful design, the world in small: mineral and plant (wood) animal and human (strings of guts and bow of horse hair). Human? It is **performing** through the **fire of bow**, breathing in and out of the violin the inner hidden dimensions of meaning, as it is with the entire Europe and her becoming over millenniums! Do we dare to play on Europa Macro Violin to call forth her "music" of hundreds of genius artists, who have been expressing her essence, individualizing her cultural regions throughout the ages for all our senses? Yes it is the Europe of regions that is re-emerging in our time. And the most remote, peripheral regions with no political and economic power can become the light on the path of the **meaning** creation!

Terra Parzival, born out of the Parzival's quest for the Grail, is a "hidden" European peripheral landscape destined to contribute, to help guide HER self-search for polyphonic identity, HER individuality. We are full of creative expectations of this "music" that wants to emerge out of the Macro Violin!⁴

1st Violin: Terra Parzival Macro Violin

It is the all supporting "catena", the basebar, which holds the top-down pressure for the inner resonance space of the Terra Parzival Macro Violin: From **Castle Borl** to monastery **Žička Kartuzija**, knights and monks, our modern challenge for the balance between outer and inner activity, the one already mastered in times immortal by "Templeisen", knights of the Grail!

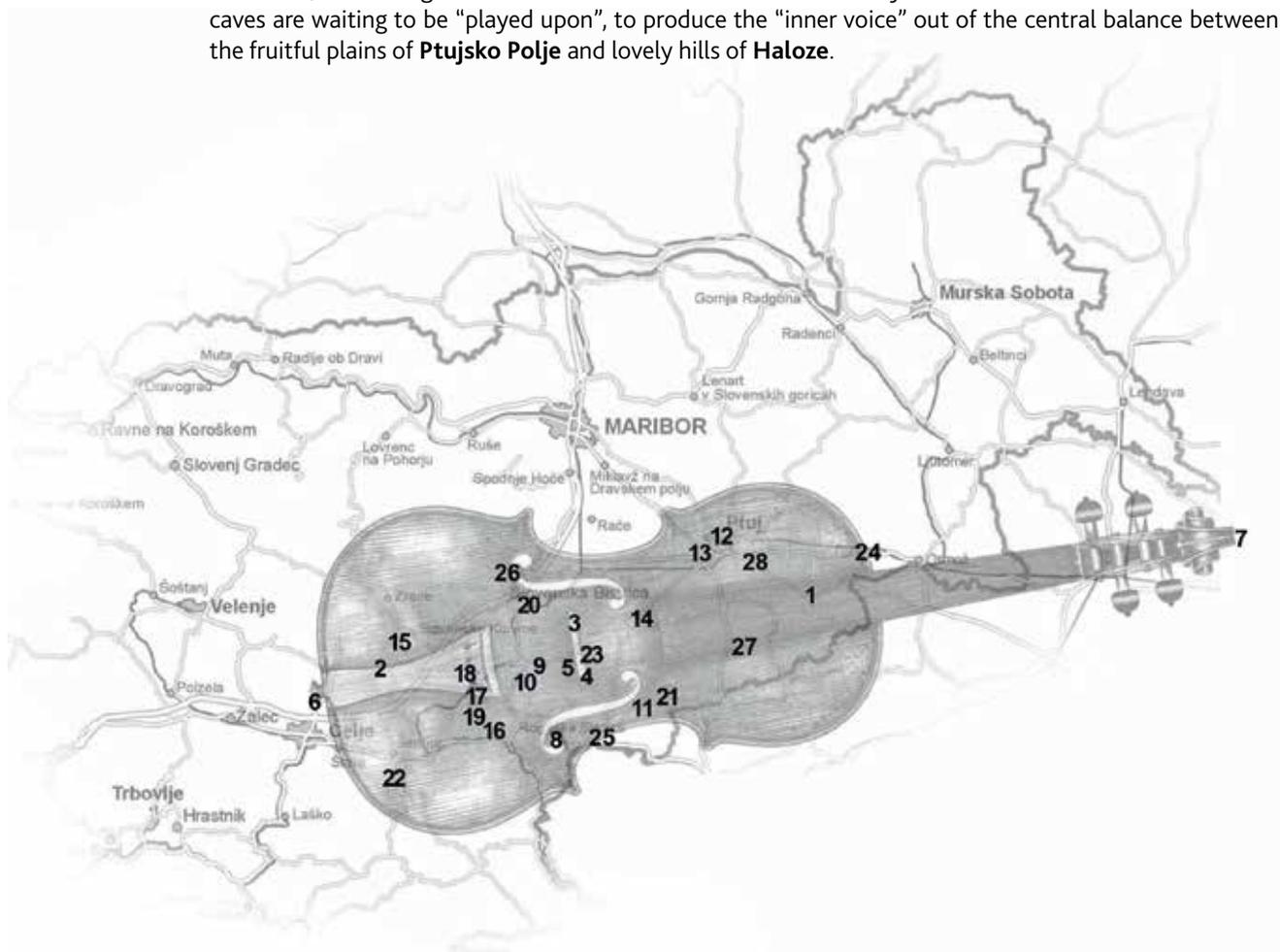
It is the trinity of the violin - "bridge" (on 2 feet: **Castle Štatenberg** and **Old Štatenberg**) and "Anima", soundpost, (Trevrizent's cave, **Belojača**, connected to the sacred well of **Studence** and Lohengrin's lake on three mounts inside mountain **Boč**, "Mont-Zal-Woch") that supports and provides the focus for **Terra Parzival 4 strings principle**.

³ Text and visual ideas by Miha Pogačnik.

⁴ The violin used in graphics is an exact blueprint of the famous Antonio Stradivari "Betts" violin model of 1704, the beginning of "Stradivari Golden Period". The blueprints used were made after the original measurements by Daniel Musek, master violin maker, Škofja Loka, Slovenia, and are laid on original geographic maps in authentic scale.

It is from Celje, mentioned by Wolfram, to **Donji Kraljevec**, birthplace of Rudolf Steiner, where the Macro Violin extends, where the vision wants to be tuned! And it is **Rogaška Slatina** where the healing waters of Boč emerge out of the mysterious depths of the "inner" of the Macro Violin through the music- fountain of the F-hole.

And it is **Ptuj/Hajdina** from where Parzival's grandfather Gandin reigned his kingdom, where Roman three Mithras temples resound in contrapoint to three St. Michael churches around Boč and Donačka mountain, confirming the character of the 16th Meridian. And many other castles and churches ruins and caves are waiting to be "played upon", to produce the "inner voice" out of the central balance between the fruitful plains of **Ptujsko Polje** and lovely hills of **Haloze**.



Legend:

„Catena“, Basebar between 1 Castle Borl and 2 Monastery Žička Kartuzija

“Bridge” standing on 3 Castle Štatenberg and 4 Ancient Castle ruins

“Anima”, soundpost behind the bridge: 5

“Trevrizent” - (Belojača) cave

“Button”: 6 Celje

“Scroll”: 7 Donji Kraljevec

“F hole”: 8 Rogaška Slatina

9 Studenice

10 Boč mountain (Mont-Zal-Boc)

11 Donačka/Rogaška mountain

12 Ptuj

13 Hajdina (Gandin), 3 Mithras temples

14 Ptujška Gora

15 Castle Slovenske Konjice

16 Lemberg: 7 Castles

17 Castle Zbelovo – Plankenstein

18 Castle Pogled – Anschau

Three St. Mihael churches: 19 Mihael of flaming sword, 20 Črešnjevce, 21 Žetale

22 Castle Rifnik

23 Makole - Forma Viva

24 Castle Velika Nedelja (Big Sunday)

25 Old Castle Rogatec and Castle Strmol

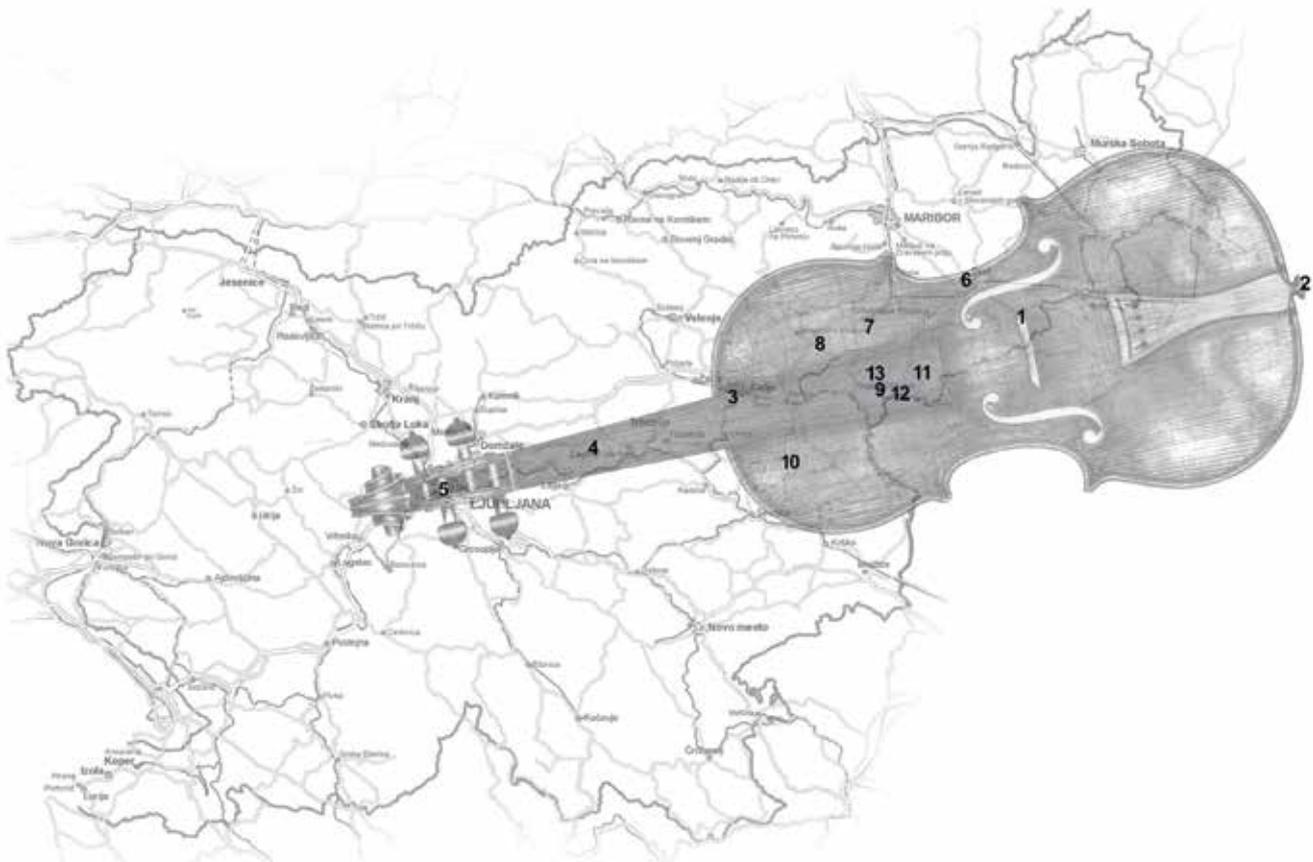
26 Castle Slovenska Bistrica

27 Haloze

28 Ptujsko Polje

2nd Violin: SLOVENIA and the “Path of Trevrizent”

Castle Borl is exactly where the “bridge” of the Macro Violin and 16° Meridian merge. And the central line of the violin points to **Aquileia** from where the path of Trevrizent (Wolfram, Parzival 9th chapter) extends over **Ajdovščina/Agremontin, Ljubljana, Vače** and **Celje** to **Rogaška Slatina** and **Hajdina/Ptuj**. The beginning of the resonance body of the Macro Violin, the button, rests between the collar bone and larynx (“Flames of Creative Word, Logos”) of the performer, in **Donji Kraljevec**, and extends to **Celje**. The most intensive sound, in the highest positions at the top of the fingerboard, is performed on the sacred mountains of **Boč** and **Donačka mountain**, in **Rogatec** and **Rogaska Slatina**, powerfully echoing from many castles and monasteries in the periphery of the violin’s resonance body, among them castles **Planina-Montpreis, Štatenberg, Ptuj** and **Žička Kartuzija**.



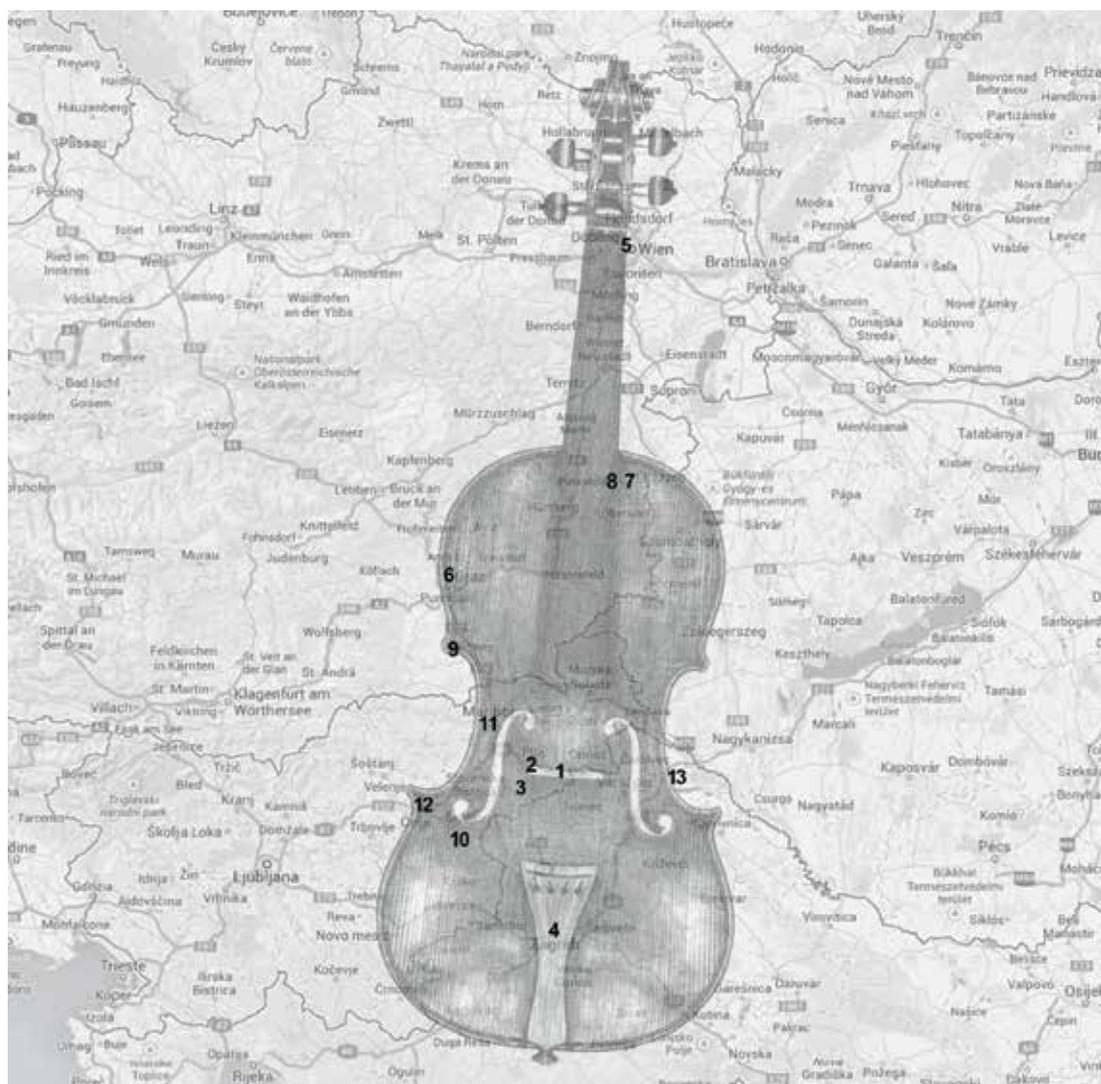
Legend:

- 1 Borl
- 2 Donji Kraljevec
- 3 Celje
- 4 Vače
- 5 Ljubljana
- 6 Ptuj/Hajdina

- 7 Castle Štatenberg
- 8 Monastery Žička Kartuzija
- 9 Rogaška Slatina
- 10 Castle Planina/Montpreis
- 11 Rogatec
- 12 Donačka/Rogaška mountain
- 13 Boč (Mont-Zal-Boc) mountain

3rd Violin: STYRIA

In the 13th century Wolfram von Eschenbach reveals to us, through the mouth of Trevrizent, THE legendary 9th century Good-Friday-cave-conversation with Parzival: „**Gandin von Anshouwe - hiez si dâ wesen frouwe - si heizet Lammire: so istz lant genennet Stîre.**“ / **"Parzival's grandfather Gandin Anschewin (of Hajdina-Ptuj) gave his kingdom of Styria to Lammire"**. The whole Styria Macro Violin resonates on the 16th Meridian between **Vienna** and **Zagreb** regions, connecting Austrian, Czech, Hungarian, Croatian and Slovenian deep common roots. In the resonance body of the Macro Violin we hear the cultural impulse of **Graz** and **Maribor** surrounded by the chorus of dozens of castles. Besides **Borl-Ankenstein** and **Ptuj** there are only mentioned Lockenhaus, Bernstein, Seggau with Roman Isis temple and **Planina-Montpreis** because of their importance within the spiritual biography of Europa.



- | | |
|---|---|
| 1 Castle Borl | 7 Castle Lockenhaus |
| 2 Ptuj | 8 Castle Bernstein |
| 3 Rogaška Slatina - Boč - Štatenberg - Rogaška Mountain | 9 Leibnitz - Castle Seggau /Isis Temple |
| 4 Zagreb | 10 Castle Planina - Montpreis |
| 5 Vienna | 11 Maribor |
| 6 Graz | 12 Celje |
| | 13 Donji Kraljevec |

4th Violin: Parzival – Arthus. Central-Eastern Europe in the relation to the West.

Here we enter the productive polarity between centre and periphery, fire and form, art and economy, Grail and the Round Table. The "bridge" of the Macro Violin stands at castle **Borl** on 16° Meridian, the upper end of the resonance body is at **Basel - Dornach - Odilienberg**. The central line of the violin extends to **Brittany**, domain of the Arthus' Round Table, through **Orleans** and **Chartres**, "the source of Carnant" (Wolfram), Carnutum, where "the Grail-Sword, the Sword of the Word, if broken, can be made whole again" (Wolfram). Chartres is also the source of the Macro Violin idea 33 years ago. From there the IDRIART movement started the co-creation of over 200 intercultural Questivals, flowing with thousands of participants through the magical landscape gateway of **Bled**, Slovenia, and from there through all continents as far as Tibet and Amazonia, to finally respond to the call of Castle Borl and Terra Parzival. It is here in the cities of the continent's centre, where one can feel the resonance body of the Macro Violin bursting with creative **will to resurrect the mission of the Central Europe!**



Legend:

Direct East-West line:

- 1 Borl
- 2 Basel – Dornach – Odilienberg
- 3 Chartres – Orleans
- 4 Brittany (Arthus)

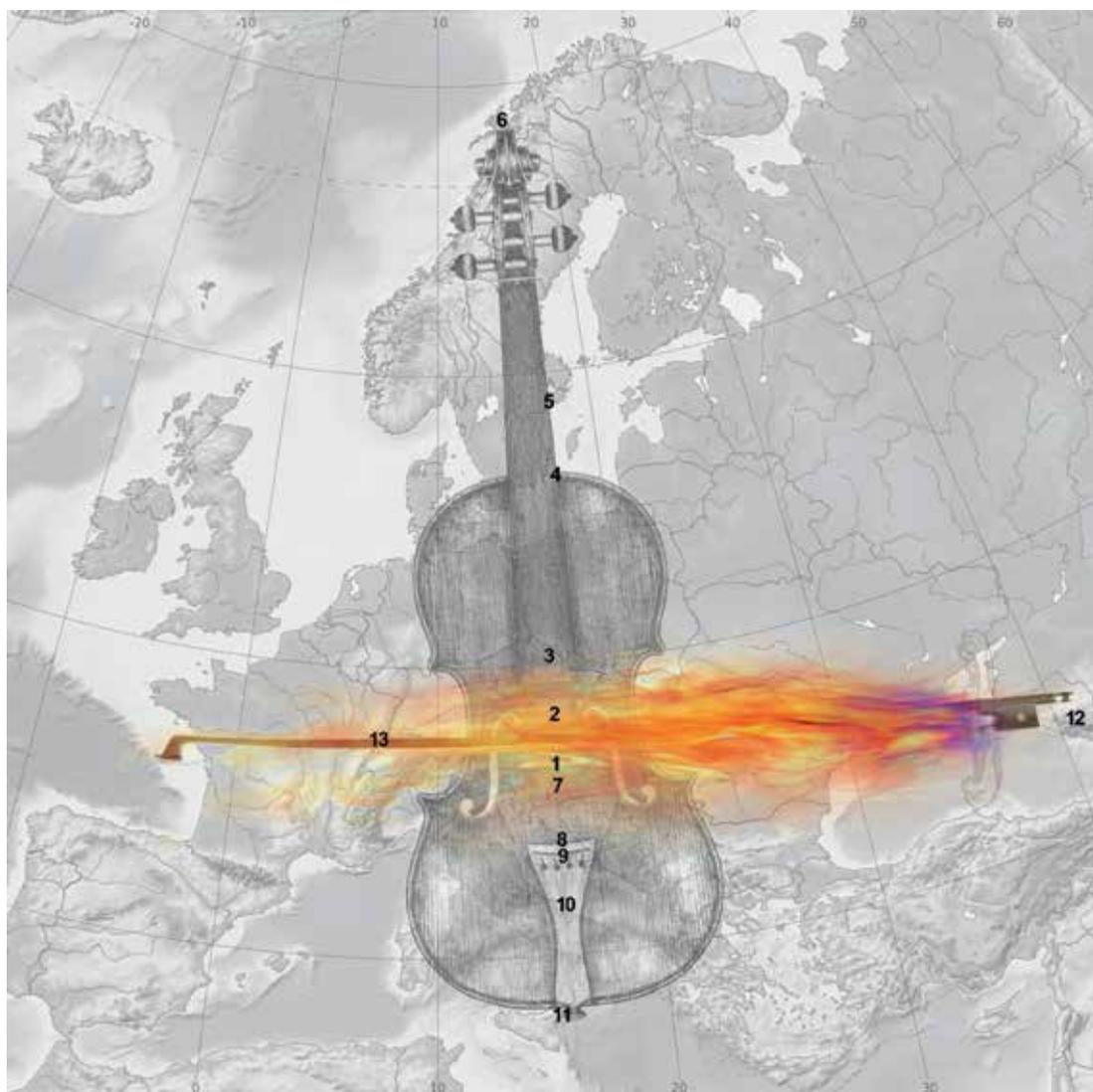
Significant cities in the resonance body:

- 5 Vienna

- 6 Budapest
- 7 Belgrade
- 8 Sarajevo
- 9 Zagreb
- 10 Ljubljana
- 11 Venice
- 12 Milano
- 13 Stuttgart
- 14 Munich

5th Violin: EUROPA and the 16° Meridian

This is the "Cathedral periphery of the Terra Parzival Macro Violin", the sacred, inward music of "Europa, Unfinished Masterpiece". Piercing through the middle of her is the 16° Meridian drawn by flaming sword of St. Mihael (speaking in mythological language. St. Mihael is known in older cultures by the names of Mithras, Marduk, Indra. Today we would call it **living** human all-encompassing intelligence.) Macro European Violin is standing on eternal fires of **Etna**, taking the Axis of 16° Meridian orientation over St. Mihael cave-cathedral of **Monte Gargano**, through most magic natural **Blue Cave** of Biševo island, **Archangel Island**, St. Mihael fortress of **Šibenik**, **St. Mihael monastery** on Krka, **Bihač**, **Zagreb**, reaching the "bridge" at the castle **Borl** with surrounding Mithras temples and St. Mihael churches, **Vienna**, **Lignice and Koberwitz**, **Gottland**, **Stockholm** and finishing with the tip of the scroll high up in the Hyperborean North of **Lofoten**. So is the Macro European Violin stretched between North and South, receiving living breath through the fire-violin-bow from East to the West!



Legend:

1 Borl

To the north:

2 Vienna - Pottschach

3 Lignice-Koberwitz

4 Gotland

5 Stockholm

6 Lofoten

To the south:

7 Zagreb

8 Krka National Park: Monastery
St. Mihael, Šibenik, Archangel
island

9 Blue Cave, Biševo island

10 Monte Gargano

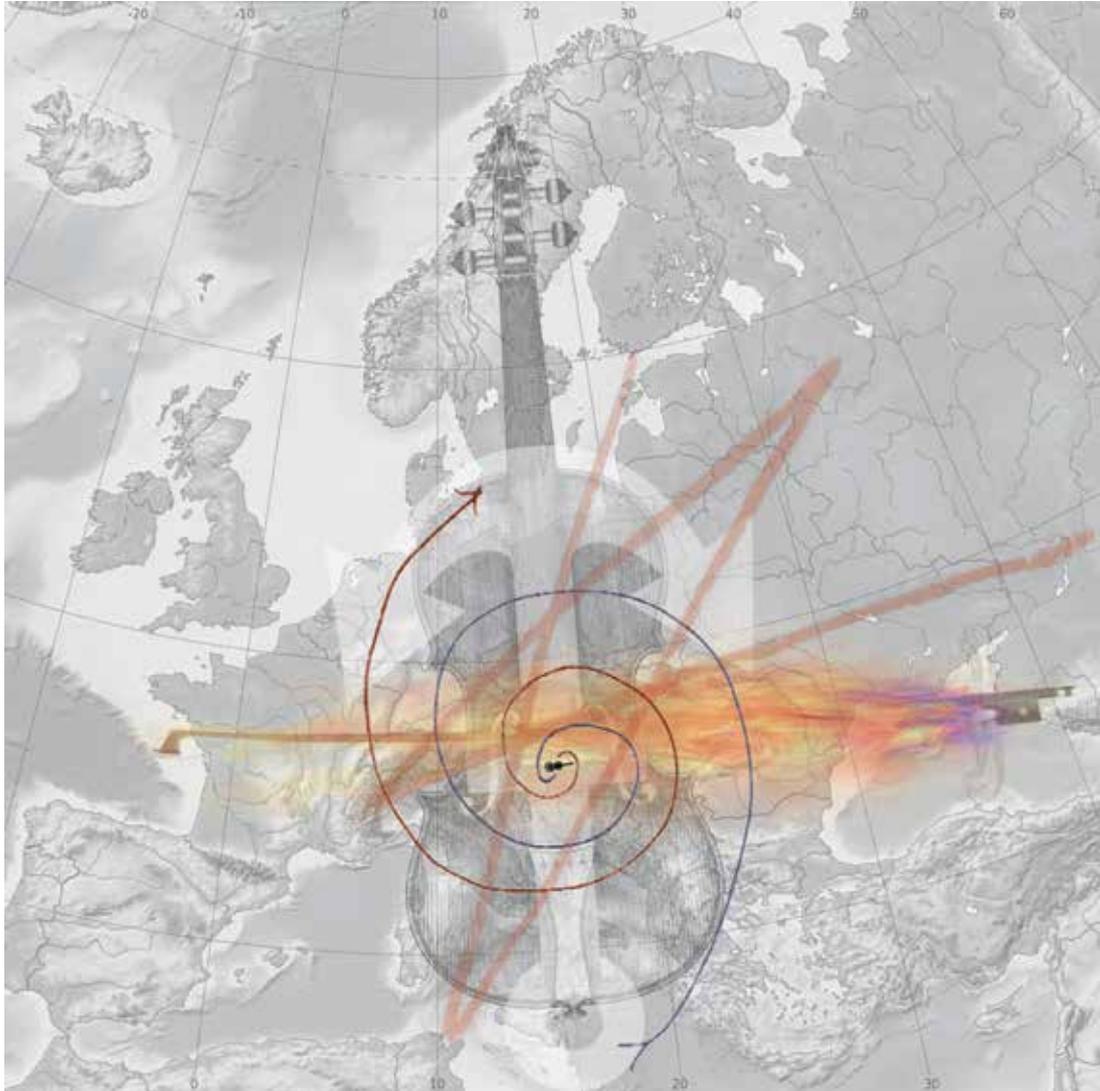
11 Mount Etna

Fire-Bow:

12 Caucasus

13 Basel

Europa Macro Violin:



**TUNING FROM ABOVE TO ECHO RESOUNDING FROM BELOW!
FIRING THE BOW FROM THE EAST FOR RECEIVING POLYPHONY THROUGH THE WEST!
ANCHORING FROM BELOW FOR REVEALING KNOWING FROM ABOVE!
SPIRALING PERIPHERY TO THE CENTRE AND CO-EVOLVING INDIVIDUALITY!**

Background of Terra Parzival in Slovenia

Years of work through IDRIART and its Slovenian representative organization Gandin Foundation has led to internationally acknowledged cultural work. Based on the connections between the castle Borl (Ankenstein) and the Wolfram of Eschenbach's story of Parzival a substantial work has been invested in the past twenty years, innovating interdisciplinary, intercultural and transgenerational approach.

In the epic medieval poem "Parzival" the main hero's way interestingly concerns the whole Slovenia, while author is specifically mentioning places in Celje region and today's upper and lower Podravje. Eventually this has led to the idea of an extended project "Terra Parzival" where the story of Parzival is constituting the broader, holistic understanding of the region - not only in terms of statistical regions as we know them today, but a region as a geographical, cultural and historical unity of this part of Europe. This, combined with the unique Macro Violin Approach, is forming the basis of the Terra Parzival - European Regional Development Model.

The story of Parzival

Around the year 1212 Wolfram von Eschenbach (1160 - 1220) created a magnificent epic about Parzival, Knights of the Round Table and the search for the Holy Grail. The 24,812 verses of the medieval epic story written in high German language a mysterious story about finding the human sense of spiritual growth, love, grief, growing up, and wisdom is hidden. This artistic gem, only comparable to Dante's Divine Comedy, highlights the mission of Central Europe and reveals its vibrant cultural archetypes. This "literary cathedral" is part of the world cultural heritage and at the same time still undiscovered source of Slovenian identity.

Medieval epic story of Parzival is in an exceptional artistic way describing the life and personal growth of Parzival and at the same time represents the way of humanity as a whole. From enthusiastic, naive and ignorant boy he is, after a dramatic fall when he with resignation denounces the world and the holy, able to elevate himself to the ideal of nobility and inner balance. Then only he is able to become the king of the Holy Grail.

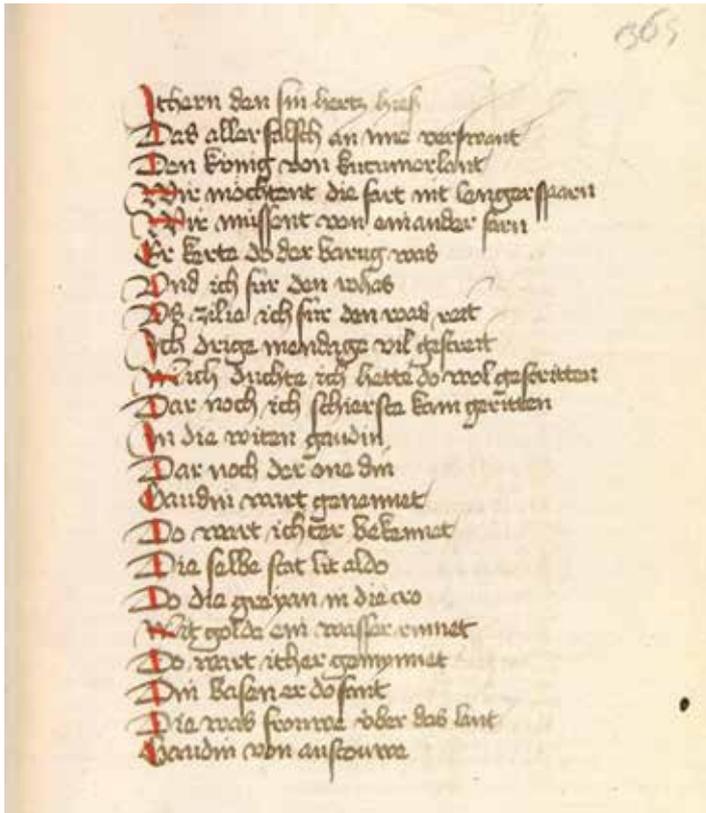
In Parzival story it is about the way of the individual everymen in the maze of life. From the gifts and strokes of fate into the search of a genuine relationship to the world, society, nature, and truth itself. Finding the Holy Grail is to find the greatest treasure of the world, to discover the source of eternal youth, to learn the fate of mankind and to allow the innermost sphere of world events to emerge in our own consciousness. The Holy Grail, which is symbolized by a dove, is a living spirit, a higher form of presence in here and now which builds on personal experience, and for which the person seeking has to become spiritually mature. As Parzival, every one of us must ask the fundamental question at him/herself and in innerly find own interest in recognition of the good.

In this epic the amazing number of characters arouse, among them more than 70 are related, who are creating diverse relationships and very modern fantasy story about love, failure, happiness, hope, childhood, growing up, finding their life purpose and many other topics.

In all relationships between sympathetic, among enemies and rivals, including children and parents, between leaders and subordinates, between good and evil a universal tendency for achieving wholeness is involved, in which Parzival is represented as the one, who connects two poles, two cultural circles: Eastern, sacred, gralic and Western, royal, arthusic cultural circle. Medieval polarity between spiritual clergy and secular-oriented nobles is in Parzival exceed by he third, spiritual and secular combined, which is not only of interest for human interiority or only of interest for external goods, but also about internal and external dimension of human existence at the same time. Parzival becomes king, who has a family and interest in the

land, but at the same time he is also living as a monk who as Interior spiritual life. Parzival is in a midway between heaven and earth, between spirit and nature, where today is hidden the central mystery of time.

On the world map we can place spiritual Parzival as a representative of Europe - precious, cultural, cosmopolitan and ethically awakened Europe, where every individual is breathing freely in the community and where the ideal of a balanced exercise of freedom, equality and fraternity is alive. Parzival is thus representative of the future.



Wolfram von Eschenbach, *Parzival* (Band 2). Hagenau, 1443-1446. Universitätsbibliothek Heidelberg⁵

Slovenia and Parzival

Slovenian landscape is associated with Parzival in many ways. It is not just the fact that Slovenia, as Parzival as an individual, is itself geographically and culturally uniting east and west, the northern formative and southern life-giving forces, but it is also specifically mentioned in the content and an essential part Eschenbach's epic Parzival.

To mention just a few details: it is certainly very interesting that in the epic Parzival's grandfather king Gandin comes from Slovenian village of the same name - Gandin (today Hajdina) which lies on the site, "where the river Grajena flows into the gold-carrying river Drava" as Eschenbach says. Gandin's son and Parzival's father Gahmuret is wearing the coat of arms of "the upside down turned white anchor with a gold rope below on a green background," which is the historical coat of arms of Borl Castle, located near the mouth of the Drava and Grajena on the edge of Haloze in Slovenia. The entire story is, according to the Eschenbach's words, happening in the 9th century, when these actual sites were indeed very much alive as part of Karantania, the first Slovenian historically documented state.

⁵ E source: <http://digi.ub.uni-heidelberg.de/diglit/cpg339ii/0183>

The vast majority of cities and provinces in the epic are bearing unfamiliar names and they are difficult to locate while in the most dramatic, the central part of the epic (in the ninth book) when it comes to Parzival's internal upheaval, Trevricent, Parzival's uncle, talks about his knightly journey from Celje to Rogatec "where he fought with the brave knights of Slovenian descent," until he came to Hajdina and Parzival's family who originated there.



Terra Parzival from Castle Borl

It is not only that these hints are quite unknown to us, it is also interesting how even after 800 years since this epic has been created the story still resonates in our region and announces Parzival's cosmopolitan impulse of the future. Today, at time of cultural crisis, it is even more important to find the resources that go beyond the deepest possible spiritual crisis. Parzival and its destiny associated with Slovenia is certainly one of the most important.⁶

⁶ Text on Parzival contributed by Davorin Peršič, univ. dipl. fil.

Why is the main regional development impact directed on Podravje?

PODRAVJE IN SOME NUMBERS

Podravje is a region in NE Slovenia stretching over 2.170 km² mostly hilly landscape. It has almost 350.000 inhabitants. It is currently consisting of 41 municipalities (with state tendencies to join some of them):

* Benedikt	* Kungota	* Podlehnik	* Sveta Trojica v Slovenskih goricah
* Cerkvenjak	* Lenart	* Poljčane	* Sveti Andraž v Slovenskih goricah
* Cirkulane	* Lovrenc na Pohorju	* Mestna občina Ptuj	* Sveti Jurij v Slovenskih goricah
* Destričnik	* Majšperk	* Rače - Fram	* Sveti Tomaž
* Dornava	* Makole	* Ruše	* Šentilj
* Duplek	* Mestna občina Maribor	* Selnica ob Dravi	* Trnovska vas
* Gorišnica	* Markovci	* Slovenska Bistrica	* Videm
* Hajdina	* Miklavž na Dravskem polju	* Središče ob Dravi	* Zavrč
* Hoče - Slivnica	* Oplotnica	* Starše	* Žetale
* Juršinci	* Ormož	* Sveta Ana	
* Kidričevo	* Pesnica		

There are three good reasons why we have chosen the enlarged region of Podravje - with some places reaching into Celje region, former lower part of Styria in the time of Austro - Hungarian monarchy, as the enlarged geographic field for implementation of the Terra Parzival European Regional Development Model for the period 2014-2020, namely because:

- * the interesting sparks of initiative historically documented in the area,
- * the current social and economical situation of the region,
- * the medieval legend of Parzival.

These factors led Miha Pogačnik and his creative team to a vision of a co-creative process in a special area within the region, called *Terra Parzival Macro Violin* which is limited by historical places mentioned in Wolfram von Eschenbach's high medieval epic masterpiece Parzival, and will be used as intensifier of regional development model activities.

Some interesting sparks of initiative historically documented in the Podravje region

Podravje had over the centuries bursts of interesting and visionary development, usually followed by falls, caused by plague, wars, loss of market or economical crises.

In 13th and 14th century the medieval city of Maribor had the most important Jewish community in Slovenia, which had a substantial impact on life in the trade centre between Venice and Vienna. Among Jewish merchants, bankers, goldsmiths, and healers of the time, *Rabbi Israel Isserlein* stands out as one of the most important Jewish thinkers of the past seven centuries. There were ideas of establishing a University in the region (that was in times of establishing the first European Universities like in Heidelberg, Germany) but sadly, the Jewish community

in Maribor flourished only until 1496, when a decree was issued by Emperor Maximilian instructing all Jews to forever leave the city. Forced to leave, most Jews chose to settle mostly in Italy assuming the name *Marpurgi*.

Since those times the region was many times seen as a nice place to relax by noblemen, with its peak in 1822 when *Archduke Johanes von Habsburg* bought land near Maribor and started with vine cultivation. Soon the region was known as »*Styrien Meran*« after a noble touristic place in Italy and again numerous aristocrats were visiting and enjoying the beauties of the region.

Also industrial revolution and the first *railway Vienna-Trieste*, helped Maribor and the region to another breakthrough. *The first Edison's electrical bulb in Europe* was lit in Maribor in 1883, only four years after the invention. The development continued in Yugoslavia where the region was known as the most industrially developed in the whole country.

Also regarding the civil uprisings people in Podravje should not to be underestimated; *the first Partisan action against Hitler's army on Slovenian territory* was in Maribor in 1941. Not surprisingly, in the short War for independence of Slovenia in 1991 the first actions and victims also fell in Maribor.

The history repeated in 2013 when Maribor's FB society was the initiator of the civil uprising movement against corrupted government "*Gotof si!*" that finished with resignation of the former mayor and extra local elections, on which, also due to the first independent monitoring in Slovenia done by NGO Center for Civic Education, the first non-political mayor in Slovenia was elected.



Panorama of Terra Parzival from Castle Ptuj

Current social and economical situation of Podravje region

The current social and economical situation in Podravje region is far from good. The rate of unemployment in August 2013 was over 17% (which is good 5% higher than in other parts of Slovenia) or in figures 17.127 people. The real figure is much higher as Employment Service is daily erasing unemployed people from its evidences on various state-ordered reasons and is estimated to be over 30.000 people.⁷

The rate of poverty is growing; many people are not able to pay for their mortgages or loans any more. Because of low pension incomes old people, needing help, are moving out of Elderly homes. Young people are unemployed (over 40% of all unemployed in the region are under 29 in age), there are no new workplaces created.

Companies and entrepreneurs are closing down for bankruptcy, in the first six months of 2013 over 6300 companies had blocked bank accounts, 66 forced liquidations of companies were started, 215 legal subjects were erased from the State Register⁸. There is no payment discipline and even the state is paying its bills only after 90 days or in some ministries even more.

Many families are turning back to land - tending gardens for daily food, switching from oil or electrical heating to cheaper wood, economising on household expenses is common practice.

This of course might be seen also as development trigger; an opportunity to encourage people to look for new, better and more sustainable living practices, to go after new business opportunities and to open for challenges Terra Parzival model is offering.

⁷ Source: Employment Service of Slovenia, <http://english.ess.gov.si/> (6.8.2013).

⁸ Source: <http://kr-og.sta.si/2013/06/maja-v-sloveniji-vec-zacetih-stecajev/> (6.8.2013).

Key international, national and regional documents

Implementation of cohesion policy in the republic of Slovenia⁹

The European Regional Development Model Terra Parzival was designed to support the main objective of the European Cohesion Policy, namely to **reduce the development gap between different EU regions as they all share a common objective, i.e. to develop as fast as possible, of course on a European micro-level of the region and in periphery of the Europe, where we believe actually all bigger European changes can and must occur.**

Despite the fact that the investments in the Cohesion Policy framework are targeted at the less developed regions and help them to catch up with the more developed, they also have a positive effect on the competitiveness of and living conditions in all the regions.

European Cohesion Policy grants assistance in the framework of the Structural funds as well as the Cohesion Fund and various initiatives. The programming period 2007–2013 includes two structural funds, namely the European Regional Development Fund (ERDF) and European Social Fund (ESF) as well as the Cohesion Fund. Two new funds have been established in the field of rural development, namely the European Agricultural Guidance and Guarantee Fund (EAGGF) and the Financial Instrument for Fisheries Guidance (FIFG); the two are no longer within the Cohesion Policy framework.

The main objective of the **European Regional Development Fund** is to promote economic and social cohesion within the European Union and to aid assistance in the reduction of development imbalances between the EU regions. The ERDF therefore contributes to the reduction of the development gap of various regions.

The **European Social Fund** was established to reduce the wealth and living standard gaps in the EU Member States and regions and to promote economic and social cohesion. The main objective of the ESF is to invest in human capital, create jobs, and promote employability and employment and to strengthen innovativeness.

The **Cohesion Fund** is a financial instrument which has been, since 1994, helping the Member States in reducing economic and social disparities and stabilising their economies. The Cohesion Fund finances up to 85% of eligible expenditure of major projects involving the environment and transport infrastructure. Eligible are the least prosperous Member States of the Union whose gross national product (GNP) per capita is below 90% of the EU average.

Slovenian and Regional Development Strategies 2014-2020

The following strategic documents that will importantly shape Slovenian (and thus regional) social and economical development in the forthcoming period:

1. Smart specialization strategy and implementing a strategic plan for the restructuring and development of the Slovenian economy and society with the support of EU funds in the period 2014-2020
2. Development Report 2013

⁹ E-source: http://www.mgrt.gov.si/en/areas_of_work/eu_cohesion_policy/implementation_of_cohesion_policy_in_the_republic_of_slovenia/ (6.8.2013)

3. Regional Development Strategy for Podravje 2014-2020 (in drafting)
4. Regional NGO Development Strategy for Podravje 2014-2020
5. Slovenian Development Strategy (in drafting) 2014-2020

To be a realistic and successful *Terra Parzival - European Model of Regional Development 2014-2020 in Slovenia through Co-creation of the Macro-violin* was developed in line with the main findings and key points of the listed documents with the added value deriving from its innovative cultural and historical dimensions.

Smart specialization strategy and implementing a strategic plan for the restructuring and development of the Slovenian economy and society with the support of EU funds in the period 2014-2020¹⁰

In the EU 2014-2020 financial mechanism Slovenia has secured 3,3 billion EUR of cohesion resources that will be mainly used for fostering so called "Smart Specialisation" in economic sector. The key points of Smart specialization strategies are:

- * Should be focused and based on the existing strengths and potentials Slovenia has. Therefore the accumulated knowledge (competence) and performance (capacity) on the basis of past investments and natural resources in Slovenia will be taken in account. In the 2014-2020 period € 3.3 billion (in current prices) of EU funds will be available for start-up and development restructuring of the economy, employment and sustainable development.
- * Should be focused on the effects and impacts that the implementation of the identified measures would have on the economic development and social challenges.
- * Should include a critical mass of potentials.
- * It must be based on the corporate approach (so called Entrepreneurial Discovery Process) detecting market opportunities by companies and in cooperation with research and educational institutions, and other stakeholders to identify development opportunities (i.e. bottom-up approach).
- * Smart specialization means also focused investment (e.g. public incentives), on activities (and not sectors per se), which reflect the existing areas where the country has certain comparative advantages (capacities, competencies) or new areas where marketing opportunities (e.g. trends) are detected.

Source: "Smart specialization strategy and implementing a strategic plan for the restructuring and development of the Slovenian economy and society with the support of EU funds in the period 2014-2020. Public debate draft" Ljubljana, 26.7.2013, Slovenian Ministry for economic development and technology.

The Development Report 2013¹¹

The Development Report is an annual report that **monitors the realisation of Slovenia's Development Strategy (SDS)**, which was adopted in 2005. It is divided into two parts. The first part comprises a concise overview of the realisation of SDS in the area of five development priorities:

¹⁰ E-source: http://www.mgrt.gov.si/si/delovna_podrocja/evropska_kohezijska_politika/razvojno_nacrtovanje_in_programiranje_strateskih_in_izvedbenih_dokumentov/strategija_pametne_specializacije_2014_2020/ (6.8.2013)

¹¹ E-source: http://www.umar.gov.si/publikacije/porocilo_o_razvoju/?no_cache=1 or [http://www.umar.gov.si/en/publications/development_report/publication/zapisi/porocilo_o_razvoju_2013/35/?tx_ttnews\[syear\]=2013&cHash=2940e8a641](http://www.umar.gov.si/en/publications/development_report/publication/zapisi/porocilo_o_razvoju_2013/35/?tx_ttnews[syear]=2013&cHash=2940e8a641) (6.8.2013)

- * a competitive economy and faster economic growth
- * efficient use of knowledge for economic development and high-quality jobs
- * more efficient and cheaper government
- * a modern welfare state and higher employment
- * integration of measures to achieve sustainable development

and brings a detailed **presentation of Slovenia's progress by way of development indicators**. The time frame of the analysis covers the period since 2000. Slovenia's progress is discussed largely in the light of comparison with other EU countries.

Some main findings in 2013 report are:

"Since the outbreak of the crisis Slovenia has been moving away from the EU average in terms of economic development, and there has been no visible progress in exploiting synergies between environmental and economic development. The decline in economic activity in Slovenia during the crisis was among the largest in the EU. Several years of unfavourable economic conditions have brought a significant deterioration in the situation on the labour market, which alongside the cuts in pensions and social transfers in 2012 has deepened the decline in disposable income seen in the last few years, and hence the material welfare of households. Environmental pressures are mostly not increasing in the adverse economic situation, but there have also been no major shifts towards their sustainable reduction.«

»The setback in development is the result of the structural weaknesses in the economy, which have been a major factor in Slovenia's difficulties in accessing financing during the crisis«

»In order to revive the economy and halt the decline in household welfare, further structural changes will be necessary. The efforts should focus on:

Increasing the added value of goods and services by boosting the innovative capacity of the economy and adjusting the system and structure of education.

Creating a business environment that fosters entrepreneurship, with special emphasis on reducing the administrative burden and creating an encouraging tax environment and a flexible labour market.

Improving labour market efficiency by strengthening other flexicurity components alongside flexibility (active employment policy, lifelong learning), building a system to monitor the needs of employers and tailoring the education system to meet labour market needs.

Reducing environmental pressures by designing a legislative framework and a system of incentives (both positive and negative) aimed at reducing pollution and improving efficiency in the use of resources while encouraging the development of environmentally friendly products, services and technologies.

Improving the institutional framework in a way to enable developmental changes and their implementation, and ensure effective functioning of the legal, economic and political system. «

Source: "Development Report 2013", UMAR, p.8. Ljubljana 19.7.2013

Regional Development Strategy for Podravje 2014-2020¹²

The Draft Development Strategy we have so far it is stated, that the region will work towards: "Subsistence region of green development, innovative and creative economy, and happy people." as put in the simple words by Boris Keuc from Maribor development agency, at governmental media event on 17. May 2013.¹³

¹² E-source: http://www.mgrt.gov.si/nc/si/medijsko_sredisce/novica/article/9194/ (6.8.2013)

¹³ E-source: http://www.mgrt.gov.si/nc/si/medijsko_sredisce/novica/article/9194/ (6.8.2013)

The objectives intended shall be achieved in Regional development strategy of Podravje via the following key development activities:

- * through establishing an effective network of support institutions that will connect and engage with a variety of developmental and innovative operators in the region and beyond;
- * by establishing a network of educational institutions in connection with the revised tech and innovative firms;
- * with creative and responsible sharing of the natural potential of the region;
- * with better transport connectivity and accessibility;
- * by introducing sustainable forms and methods of spatial interventions and for improvement living conditions.

In the draft Development Goals is stated that the region key players (municipalities) will seek to achieve a breakthrough:

- * by increased entrepreneurship and competitiveness of the regional economy and society
- * by the increased level of knowledge and innovation for rapid development of both urban centres and rural areas,
- * by promoting social inclusion,
- * by making tourism more competitive and
- * by improving quality of life with regard to the principles of sustainable development.

As Slovenia is divided in two cohesive regions the more developed Western Slovenia will get a bit less than 860 mio EUR from EU Structural Funds while underdeveloped Eastern Slovenia (including Podravje) will be able to receive over 1.260 mio EUR in the 2014-2020 period.

The main priority will be given to the possible synergy effects and those projects that will be able to connect more funds. During negotiations at the EU level 11 thematic objectives have been identified. Out of them 50 to 60 per cent of funding from the European Regional Development Fund will have to be delegated to:

- * strengthening of research,
- * technological development and innovation,
- * ICT and increase the competitiveness of small and medium enterprises and
- * low-carbon economy.

Another novelty is that the state will need to invest more in social inclusion - for this purpose will least 20 percent of the European Social Fund will have to be used.

Source: Ministry for economical development and technology.

Regional NGO Development Strategy for Podravje 2014-2020¹⁴

Non-governmental sector is an important development partner in the region and its umbrella organization Stičišče nevladnih organizacij Podravja www.nevladna.org strives that this role will be recognized as such by the public and private sectors as well as works for the implementation of the partnership principle involved in major development activities at the level of local communities and regions.

The umbrella organisation was involved in preparation of development documents for a period of the next multi-annual financial framework 2014 - 2020, which represents the opportunities for development of the region as an opportunity for the development of NGOs.

While the Regional Development Agencies (e.g. in Maribor, Ptuj), established and financed by municipalities, are responsible for preparation and coordination of the Regional development strategy, the Board of Mayors is the one who has the voting majority over all other votes (NGOs, representatives from economic sector) in the Regional Development Council and is deciding how the Strategy will look like and for what and to whom the funds will be allocated in 2014-2020 period.

From previous experience the last two development strategies up to 2013 were distributed among over 4000 project, of which a vast majority was in infrastructure (roads, waterlines, sewage) and building various community objects. NGO sector is worried that in spite of EU priorities in fostering social inclusion and civil society the mayors might decide against that.

Source: Guidelines for Regional NGO Development Strategy for Podravje 2014-2020, Nevladno stičišče Maribor, 2013.

¹⁴ E-source: <http://nevladna.zavodpip.si/node/41> (6.8.2013)

Aims of Terra Parzival European Regional Development Model

OUR AIMS ARE TO:

- * to open the creative space to social innovations and initiatives;
- * work through innovative Macro Violin Approach on meeting the three polarity challenges of the modern society through the implementation of the four guiding principles of Terra Parzival (also called 4 Strings of the Macro Violin);
- * create the resonance between the Terra Parzival macro violin model as prototype for development of Polyphonic European Identity;
- * creation of the new Commission for the Polyphonic European Identity to identify elements needed to "Compose Europe as an Unfinished Masterpiece";
- * spread the Terra Parzival Macro-Violin Approach, ideas and ethics throughout Europe and promote it as Slovenian model of best practice;
- * become applicable European best practice model for regional development;
- * contribute to achievement of Slovenian national development goals 2014 - 2020 in NE Slovenia.

THE REGIONAL GOALS:

- * foster the cooperation among various key players and stakeholders on regional level;
- * increase entrepreneurship and competitiveness of the regional economy and society;
- * operate as connecting point of the regional development through Castle Borl - regional innovation centre/generator of regional development processes;
- * increase the level of knowledge and innovation for rapid development of both urban centres and rural areas;
- * increase the employability with creation of the new types of employment through innovative approach;
- * help in creation of new innovative working places, especially for young and socially excluded;
- * create innovative spaces for sustainable and green initiatives to draw inspired ideas from high culture;
- * promotion of social inclusion and cooperation;
- * make regional tourism more competitive through innovative opportunities;
- * improve quality of life within the region with regard to the principles of sustainable and green development;
- * increase the added value of goods and services by boosting the innovative capacity of the economy also by adding quality activities to the educational system;
- * foster enlarged regional cooperation among Austria, Croatia and Slovenia;
- * introduce unique ways of handling with and restoration of Slovenian cultural heritage, monuments and natural sites.

OPERATIONAL AIMS ARE TO:

- * generate at least 15 bigger events a year by Gandin Foundation connected with all seven key actions within Terra Parzival model;
- * offer support through Terra Parzival umbrella activities to further 15 events facilitated by consortium partners;
- * have 15 local and 5 foreign consortium partners in 2014;
- * increase the number of events and consortium partners by 20% every year;
- * reach funding self-sustainability through Gandin Foundation by 2015;
- * get the ownership/user's rights for Castle Borl and transform it into regional innovation centre/generator of regional development processes;
- * place Borl on European map as the headquarters of the new Commission for the Polyphonic European Identity;
- * generate and empower employability in Podravje region, especially among young unemployed, socially deprived and socially excluded through creation of new types of employment;
- * generate 20 new working places by 2020 within Terra Parzival/ Gandin Foundation.



Miha Pogačnik Co-conducting Terra Parzival Event

Borl

Castle Borl has hosted many national and international seminars as well as other cultural events within IDRIART and latter Terra Parzival organization over the last twenty years. A strong initiative to develop intercultural and interdisciplinary connections through the currents of art was developed there by many local and national organisations. The main objective of the festivals organised was always meeting people from different cultures on the basis of art and exploring the role of art in the composition of human society. Also some high-profile seminars within the entrepreneurship disciplines were hosted in the castle itself by using unique opportunities Borl offers.

The business plans for revitalisation of the Castle Borl were filed on responsible Ministries already in 2005 and latter on in 2008 and 2010, but the question of the ownership or better transfer of the user's rights from the state to Gandin Foundation is still open.

Within "Terra Parzival European Regional Development Model" Castle Borl will play an extremely important role. Its destiny is to become headquarter of **Commission for the Polyphonic European Identity** and as an incubator of innovative ideas a place for many annual expert symposiums. Also its aim will be integration of all 7 key activities of Terra Parzival Regional Development Model through work with the fruits of other six strands.

Also the planned form of renovation and revitalisation of Castle Borl as a National Heritage Monument is unique. The current trends in renovation and revitalisation of such objects are usually profit oriented and done in a classical way. Within Terra Parzival a unique on-going sustainable model of renovation of Castle Borl will be developed on the premises that the renovation should be seen as art in itself because of the fact that Parzival's story is placed historically on Borl, and also because this story is representing the youth of Europe.



Castle Borl in its Magic

Therefore renovation process will include participation of European youth and will take over a longer period of time, probably over 10-15 years, where renovation process will be always accompanied by international youth activities. The fact that Borl grew throughout the over thousand years of history of Europe and as such monument it reflects the architectural styles of Europe, is insurance that it can become the image of Europe, done with love, not only by commercial contracting and plans.

Strengths of Terra Parzival European Regional Development Model

Terra Parzival European regional development model has numerous advantages over classical development strategies. As the latest are usually build on cognitive and analytical premises they are by the rule less effective because of lacking the harmonising counterpart - the artistic, emotional and spiritual.

Today by generating visions of future society, we have to build on ideas of integrative, green, sustainable, human rights friendly and social responsible business and civil codes - or with other words on Parzival's quest - in order that our projects and strategies will be successful.

In Terra Parzival project all above mentioned components are already inbuilt. With added regional development dimension and supported by visionary social innovations of brilliant artist and entrepreneur Miha Pogačnik, by implementing the Otto Shamer's U-Theory in practice on the whole region and by introducing the unique Macro Violin Approach done in a co-creative manner with the wide consortium of local, national and European partners the project will arouse above its regional borders and start resonating as the true European development model.

Playing from periphery! Because today's Europe is not being build in Brussels or Strasbourg, although to many on the first sight it might seem so. Today's and above all tomorrow's Europe is actually being built on the periphery. In a small, seemingly unimportant regions as Podravje. In Terra Parzival, historic homeland of Parzival's family, hidden among Slovenian hills.



Mythological Journey to Belojača Cave

7 Strands of Terra Parzival European Regional Development Model

All local as well as national and international activities, developed and tailored to Terra Parzival European Regional Development Model are deriving from the following 7 strands (or Key Action Areas):

- * Art & Business & Healing
- * Youth and Intergenerational Camps
- * Platform for Civic Initiatives
- * Interdisciplinary Masterclass Workshops
- * Mythological Journey through Slovenia and Region
- * Story-telling and Performing Arts
- * Commission for the Polyphonic European Identity: Expert Annual Symposiums

which are corresponding to the following main social and economical development areas and aims.

7 KEY ACTION AREAS / STRANDS	MAIN CORRESPONDING DEVELOPMENT AREA	DEVELOPMENT AIMS
Art & Business & Healing	restructuring of economy	empowerment to socially responsible and sustainable economical entrepreneurship initiatives
Youth and Intergenerational Camps	education, social integration, Life-long learning	fostering of non-formal education and life-long learning through intergenerational approach
Platform for Civic Initiatives	sustainable development	empowerment and support to the 3 rd sector: civil initiatives, non-governmental organisations, bio-dynamic farming, self-supliance of the region
Interdisciplinary Masterclass Workshops	smart specialisation and employment	development and enlargement of employment possibilities in the region
Mythological Journey through Slovenia and Region	service industry	support and fostering of the regional and national service industries
Story-telling and Performing Arts	culture	support to art and culture
Commission for the Polyphonic European Identity	expert annual symposiums	European Dimension and Cooperation / Development of European Identity

Art & Business & Healing

AIMS:

Creation of the unique learning environment for leadership with the orientation to processes of arts, archetypal elements of Parzival story, experience of Terra Parzival landscape and best practices of leadership development. All this leadership learning process is supported through holistic medical based "tuning" of body and mind.

ACTIVITIES:

Top Leadership Modules

Joint learning seminars for Slovenian and foreign companies

Art&business&healing congresses

TARGET PARTNERS:

Medical Centres

Tourist organisations

Catering and transport providers

Hotels

Municipalities

Professional Medical Associations

Anthroposophic Medicine Institutions

Medical University Maribor

Business Schools

Leadership teams of various Slovenian and foreign companies

Suppliers of BD products

Youth and Intergenerational Camps

AIMS:

Providing creative spaces for youth from all over Europe and beyond to create variety of projects including living tradition of annual drama production of Parzival story together with local population on various locations in Terra Parzival. Terra Parzival will provide the space for meeting and meaning-finding in orientation of young generations; our programming will be arranged in a way that young people will be able to meet experienced international leaders of various sectors of the society. In addition, young social entrepreneurs, with support of innovative alternative currency, will be able to position and practice themselves in the new forms of employment and job creation. (I.e. Lietaer's Terra). We intend to encourage green sustainability enthusiasts to open the resonance between culture and nature.

ACTIVITIES:

Training of Youth Leaders and Youth Workers

Terra Parzival International Youth Summer Camp

Terra Parzival Learning Path

Cultural and business activities

Campus Europe
Annual symposium of Parzival epoch Waldorf teachers

TARGET PARTNERS:

National and international youth organisations
National and international students' organisations
Students' councils
Youth hostels
Camping sites
Tourist farms
EU, Council of Europe and other internationally founded youth events
Scout organisations
National state and private schools
Waldorf schools
Ministry of Education

Platform for Civic Initiatives

AIMS:

Art is usually considered as glorified entertainment. In Terra Parzival we create innovation of art processes raising the platform of initiatives, and this will be the case with civic initiatives as well. We cannot afford in our time to work only in specialised manner. This art process platform will provide creative space for civic initiatives to meet and create in the atmosphere of artistic inspiration, concentrating on current social issues.

ACTIVITIES:

International and national conferences
HUB events
Art of hosting events
BD farming courses for local farmers
Open space for civic initiatives and cooperatives

TARGET PARTNERS:

Wirtschaft Neu Denken
Gemeinwohlökonomie
Wirtschaftsattelier
Direct Democracy
Basic income movement
Various civil initiatives
NGOs
INGOs
NGO networks
Green initiatives in Slovenia

Interdisciplinary Masterclass Workshops

AIMS:

Traditionally masterclass means intensive course learning of performers, taught by some famous artists. In Terra Parzival masterclass concept is extended to a meeting ground of highly specialised professions so they can learn one from another. Therefore masterclasses will be always composed of at least two different professional groups perusing interdisciplinary learning, led by internationally renowned experts.

As example:

- * Performing musicians and top managers
- * Medical professionals and farmers
- * Nutrition experts and architects
- * Wine experts and story-tellers
- * Media & advertising experts and mediators
- * Consultants and social rhythmists
- * Music therapists and managers
- * Painters&sculptors and marketing-communication specialists...

We intend to create Terra Parzival home-base for a modern form of a Guild for interdisciplinary artists.

ACTIVITIES:

Symposiums

International and national conferences

Masterclass workshops

TARGET PARTNERS:

IEDC Bled School for Management

CEEMAN - Central and East European Management Development Association

Different ministries and universities

Regional and national chambers of commerce and crafts

National professional associations

International professional associations

Mythological Journey through Slovenia and Region

AIMS:

Until the end of 19th century travelling meant a real personal transformation (Goethe in Italy, Byron in Greece or Chopin on Mallorca) in our time mass tourism is turning paradise landscapes into overcrowded deserts where visitors are deprived of possibility of real inner change through meeting with the vibrant, different culture. In Terra Parzival we create a new way of tourism by discovering rich mythological roots connected to the landscape, and at the same time mirroring to participants their own deeper layers of soul-life. We are extending this journey of discovery through the landscape of Slovenia and surrounding regions. Travellers' will gain experience through old stories, music and other autochthonous heritage while the spiritual biography of Slovenian landscape will add its mark on them. We intend to stimulate the increase of high quality visitors from Europe to Slovenia.

ACTIVITIES:

Mythological Journey through Slovenia
Terra Parzival Macro Violin Journey
Alpe-Adria Mythological Journey
Terra Parzival Youth Discovery Paths

TARGET PARTNERS:

Touristic Association Slovenia
Local tourist providers
International tourist fairs
International tourist operators
National tourist operators
Local associations
Youth centres

Story-telling and Performing Arts

AIMS:

Building on existing stream of story-telling symposium in Terra Parzival we intend to further artistic telling of the story to population. Entire Terra Parzival, seen as a macro Violin, offers great variety of highly resonant spaces: monasteries, castles, churches, caves, ruins, public culture centres... We will stimulate these resonance spaces by gradually creating performances that will include high classical arts and ethno culture in collaboration with European youth Parzival productions. This will resolve into "resounding landscape", a regional macro violin, and a unique destination for innovative tourism.

As stated in four strings approach principle of Terra Parzival, art is treated as a participatory process leading to the product. In all these activities we will consider a consort of seven arts:

- * Architecture
- * Sculpture
- * Painting
- * Music
- * Poetry/drama
- * Movement/rhythm and
- * Art of composition of society - social art

These international arts all lead to the strand nr.7, composition of European Polyphonic Identity.

ACTIVITIES:

Terra Parzival Story Telling Symposium

Expert Symposiums

Concerts and exhibitions

Art colonies

Forma viva and painter' colonies

Art and Craft workshops

Supporting cultural events

TARGET PARTNERS:

Existing artistic movements and events

Local and national initiatives

International artistic organisations and initiatives

Commission for the Polyphonic European Identity: Expert Annual Symposiums

AIMS

The strand or key action nr. 7 is an attempt of integration, of work with the fruits of other six strands as identifying methods and techniques for composition of Polyphonic European Identity. At the same times it considers Parzival epos as a gateway to "science of Grail".

The garden of European cultures grew over thousands of years, but in our modern age of globalisation these specific cultures are getting destroyed and only live on the surface with very little inner force. Nevertheless, during this evolution of Europe genius artists appeared in various cultures and individualised through arts those qualities. One cannot think on, for instance, British spirit without Shakespeare or German without Beethoven. As a matter of fact, the nobility comes rather from Shakespeare than from Britons and similarly with all titans of European arts. In Terra Parzival our method is to identify these individual modules of Europe and take it out of protective greenhouses of cultural life while bringing them to the platform of the quest of difficult decision making in economic and political arena.

ATIVITIES:

Annual international symposiums

Scientific research

Development of methods

Establishment of Commission

TARGET PARTNERS:

EU Commission

Universities and Research institutes

Educational institutions

Political think-tanks

Associations of CEOs

Leadership associations

Political parties

Mayors' associations on regional and European level



Impressum

Project Terra Parzival is coordinated by Gandin Foundation.

Author of the vision and ideas: Miha Pogačnik

Implementation model prepared by:
Terra Parzival International Expert Group

Consultancy on Regional development strategy 2014-2020: Elena Begant, Expert Advisor

Ustanova Gandin Fundacija /Gandin Foundation

*Fundacija za razvoj interdisciplinarnih, medkulturnih in medgeneracijskih
povezav skozi tokove umetnosti
Dolane 1, SI-2282 Cirkulane, Slovenija,*

*www.terraparzival.eu
miha@terraparzival.eu
info@terraparzival.eu*

*VAT Number:: 75997142
IBAN SI56 0417 3000 1588 278 at NOVA KBM d.d.
SWIFT: KBMASI2X*

Picture credit:

pages: 9, 19, 38 (Alenka Slavinec)

pages: 7, 21 (Elena Begant)

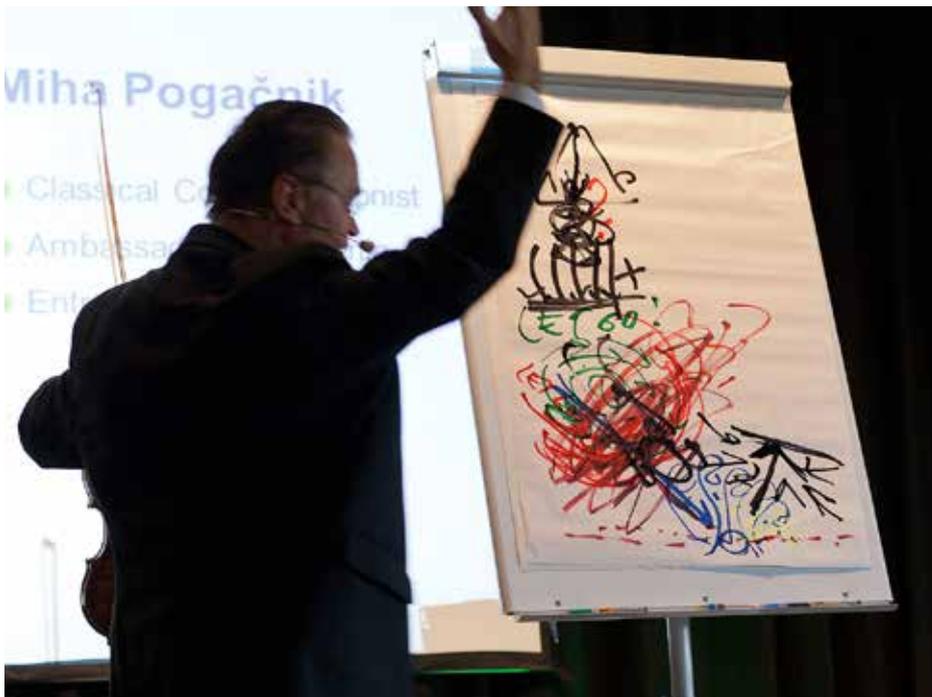
pages: 28, 29, 30, 40 (Gandin Foundation Archives)

Graphic design of the logo and Macro Violin maps: Mateja Krašovec Pogorelčnik, ModART

Layout and overall design: Aritmija d.o.o., Goran Radinovič

Print: Bonem d.o.o.

Terra Parzival® and Macro Violin® are registered trade marks owned by Gandin Foundation. All commercial use without permission is prohibited.



Miha Pogačnik



Cultural Ambassador of the Republic of Slovenia
Founder of Terra Parzival

www.terraparzival.eu
info@terraparzival.eu