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Amber Road Conference 2016
 "Cultural heritage and economic performance of the Amber Road today"



March 22, 2016 | Danube University Krems

Cultural Heritage of the Amber Road

Prof. Dr. Christian Hanus
 Dean of the Faculty of Education, Arts and Architecture
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- UNESCO-World Heritage
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- Conclusion

- **The Amber Trade**
- **The prehistoric and historic Amber Road**
- **The European Amber Road**
- **UNESCO-World Heritage sites along the Amber Road**
- **Cultural Routes in Europe**
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The Amber Trade

- Stone with very specific characteristics
- Deposit in Jutland and Baltic countries
- trade began in neolithic period
- Amber found in pyramids (3400-2400 BC)
- „gold of the north“
- Establishment of trade routes

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The prehistoric and historic Amber Road

- Sea Route
- Western Amber Road
- Amber- and Tin Road
- Central German Land Route
- Roman Amber Road
- Greek Amber Road

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The European Amber Road

via publica

- Aquileia
- Emona
- Celeia
- Savaria
- Scarbantia
- Carnuntum
- Barbaricum



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The European Amber Road



Tabula Peutingeriana, 1-4th century CE. Facsimile edition by Konrad Miller, 1887/1888 (Bibliotheca Augustana)

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The European Amber Road

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Bild: Carnuntum, parco archeologico di L'Aquila, Slovak Tours, Amt d. Landesreg. Burgenland

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Historic Amber Road

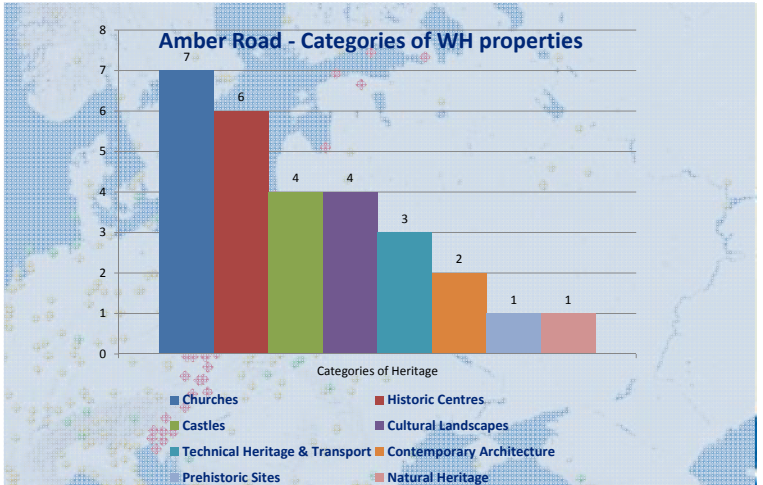
European Amber Road

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Amber Road - Categories of WH properties

Category	Count
Churches	7
Historic Centres	6
Castles	4
Cultural Landscapes	4
Technical Heritage & Transport	3
Contemporary Architecture	2
Prehistoric Sites	1
Natural Heritage	1

Categories of Heritage

- Churches
- Historic Centres
- Castles
- Cultural Landscapes
- Technical Heritage & Transport
- Contemporary Architecture
- Prehistoric Sites
- Natural Heritage

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<p>The Santiago de Compostela Pilgrim Routes (1987)</p> <p>The Hansa (1991)</p> <p>The Heinrich Schickhardt Route (1992)</p> <p>The Viking Routes (1993)</p> <p>The Via Francigena (1994)</p> <p>The Vauban and Wenzel Routes (1995)</p> <p>The Routes of El legado andalusí (1997)</p> <p>European Mozart Ways (2002)</p> <p>The Phoenicians' Route (2003)</p> <p>The Pyrenean Iron Route (2004)</p> <p>The European Route of Jewish Heritage (2004)</p> <p>The Saint Martin of Tours Route (2005)</p> <p>The Cluniac Sites in Europe (2005)</p> <p>The Routes of the Olive Tree (2005)</p> <p>The Via Regia (2005)</p> <p>Transromania - The Romanesque Routes of European Heritage (2007)</p> <p>The Iter Vitis Route (2009)</p>	<p>The Iter Vitis Route (2009)</p> <p>The European Route of Cistercian abbeys (2010)</p> <p>The European Cemeteries Route (2010)</p> <p>Prehistoric Rock Art Trails (2010)</p> <p>European Route of Historical Thermal Towns (2010)</p> <p>The Route of Saint Olav Ways (2010)</p> <p>The Casadean Sites (2012)</p> <p>The European Route of Ceramics (2012)</p> <p>The European Route of Megalithic Culture (2013)</p> <p>The Huguenot and Waldensian trail (2013)</p> <p>Atrium, on the architecture of totalitarian regimes of the 20th century (2014)</p> <p>The Réseau Art Nouveau Network (2014)</p> <p>Via Habsburg (2014)</p> <p>The Roman Emperors and Danube Wine Route (2015)</p> <p>The European Routes of Emperor Charles V (2015)</p> <p>Destination Napoleon (2015)</p> <p>In the Footsteps of Robert Louis Stevenson (2015)</p>
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Extension of the Danube Limes UNESCO World Heritage in the Lower Danube

Programme cofinanced by the EUROPEAN UNION



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The Amber Road

- is a several thousand year old heritage
- is historically not „contaminated“
- serves as identity for 11 States
- sets 29 World Heritage sites in a broader context
- holds high potential for intercultural dialogue
- is currently hardly known and popular and
- currently does not use the potentials in science, culture and economy




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*Thank you
 for your kind
 attention!*

For expert support, I thank very much
 Dr. Anna M. Kaiser and Dr. Peter Strasser



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