

# PROJECT CHARTER

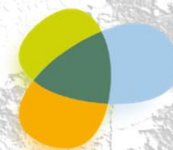
## IN THE FOOTSTEPS OF NOBLE FAMILIES – PÁLFFY AND ESTERHÁZY

### In the footsteps of noble families

- **Project title:** In the footsteps of noble families
- **Programme:** INTERREG VA SK-AT/ Priority axis 2: Fostering natural and cultural heritage and biodiversity
  - Investment priority 6c: Preserving and protecting the environment and promoting resource efficiency, Conserving, protecting, promoting and developing cultural and natural heritage
  - Specific objective 2.1: Foster natural and cultural heritage valorisation Strengthen common approaches to valorise the natural and cultural heritage in a sustainable way in order to further develop the programme area as an attractive tourism destination.
- **Financial allocation under Priority axis 2:** EUR 27.82 million (ERDF)



## In the footsteps of noble families



### • Initial situation:

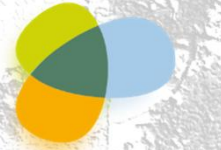
- The regions on both sides of the SK-AT border are known for their natural and cultural heritage, a major part of which derives from the rich history of aristocratic families such as Pálffy and Esterházy. In Slovakia this heritage has suffered the effects of neglect such as inadequate cross-border destination management, a shortage of tourism products and uncoordinated marketing.
- It is thus all the more urgent that tourist products incorporate cross-border dimension including not only small-scale infrastructure but also partner networking, service provision, branding and marking and above all added value in the form of things to "learn, experience and take home".

## In the footsteps of noble families



- Applicant: Slovak House of Centrope (association of legal entities)
- Project partners:
  1. Owners of heritage monuments (SNM, churches, private citizens, municipal authorities)
  2. Local government (towns and villages, municipal enterprises)
  3. Service providers (gastro, leisure, sport, tourist information bureaus)
  4. Interest associations (the mining association Permoník)
  5. local tourism organisations (OOCR)
- Cross-border partners:
  - Heritage of the Pálffy and Esterházy families
- Period of implementation of project: 2017 – 2019

## In the footsteps of noble families

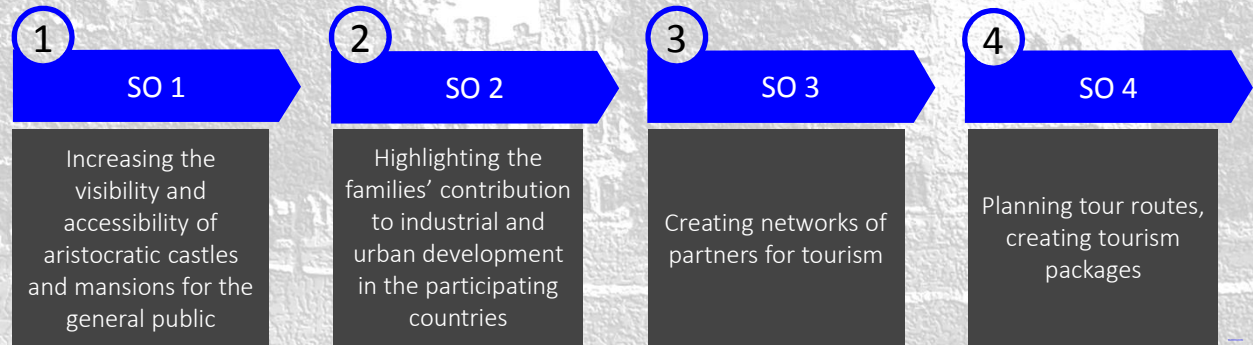


- **Main project objective:**

Conserving cultural heritage and developing the region through tourism products

- **Project characteristics:**

- Investment - construction of small-scale tourist infrastructure
- Non-investment - networking with partners and creation of tourism products



## In the footsteps of noble families

- **Measurable project outcomes:**



- **Benefit of the project:**

1. Bringing the contemporary public back into contact with their heritage

- **Tourism products:**

- THEMATIC TRAIL:
- 1. Historical – Pálffy
- 2. Historical – Esterházy
- 3. The Pálffy family – drivers of progress
- 4. The Pálffy family and the natural world



## In the footsteps of noble families

### The historic Pálffy and Esterházy families

- A thematic trail linking the historic monuments of the Pálffy family in Slovakia and those of the Esterházy family in Austria.
- Visitors will be able to learn their history through attractive interactive means such as 3D cinema, making their own souvenirs and "aristocratic" specialities in restaurants.



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#### The thematic trail will bring together:

1. Primary cultural and historical offers:
  - Architectural monuments – the stately homes and castles of the Pálffy and Esterházy families in the Bratislava and Trnava Regions.
  - Architectural monuments – the Esterházy stately homes and castles in Burgenland (Eisenstadt, Marchegg – Pálffy)
  - Cultural and educational establishments – churches, theatres, galleries, open-air museums, museums, monuments
2. Secondary tourism offerings:
  - Accommodation
  - Catering establishments
  - Travel agencies
  - Tourist information bureaus
  - Souvenirs, leisure activities

#### The thematic trail will include

- Stories of the noble families
- Visitor experiences

### Examples of locations that can be used - Pálffy

1. Pálffy manor house – Sv. Jur
2. Pálffy Palace in Bratislava
3. Bratislava Castle
4. St Martin's Cathedral
5. Pezinok Castle
6. Budmerice Castle
7. Pálffy Foundation and Statue - Častá
8. Červený Kameň Castle
9. Smolenice Castle
10. Church of St John the Baptist in Kráľová pri Senci
11. Manor house in Plavecké Podhradie
12. Pálffy mausoleum in Plavecké Podhradie
13. Manor house and park at Stupava
14. Manor house, park, rectory, crypt and system of secret passages in Malacký
15. Franciscan monastery in Malacký
16. Mitták House – Skalica
17. Manor house in Marchegg





## Examples of locations that can be used for activities – ESTERHÁZY ← BA

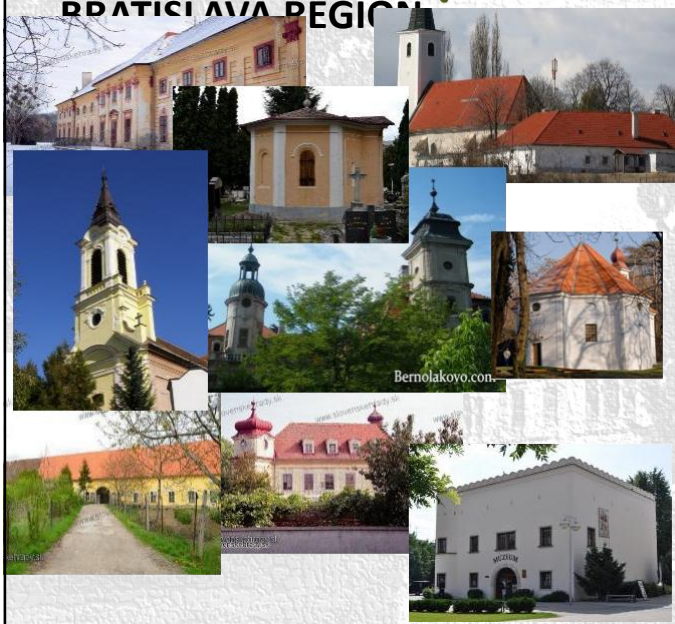
### REGION

#### BRATISLAVA

1. Esterházy Palace, Panská ulica
2. Kutscherfeld Palace (French embassy)
3. Jesenák Palace on Michalská Ulica
4. Eszterházy Palace, Námestie Ľudovíta Štúra
5. Leopold de Pauli Palace
6. Loreto chapel of the Franciscan church
7. Chapel of St John the Merciful at St Martin's Cathedral
8. Námestie slobody and the archbishop's summer palace
9. Medical garden
10. Park on Belopotockého ulica



## ESTERHÁZY - ← BA BRATISLAVA REGION



11. Manor house at Veľký Biel
12. Holy Cross Church, 18th century – Veľký Biel
13. Esterházy manor house in Bernolákovo
14. St Anne's Chapel – Bernolákovo
15. Church of St Stephen the King – Bernolákovo
16. Burial chapel of J. Esterházy – Bernolákovo
17. Veľký Štíft manor house – Senec
18. Turkish House – Senec



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## ESTERHÁZY - TRNAVA REGION



1. Cathedral of St John the Baptist
2. Crypt under the Cathedral of St John the Baptist
3. Baroque chapel at St Nicholas' Basilica – Virgin Mary of Trnava
4. Marianum

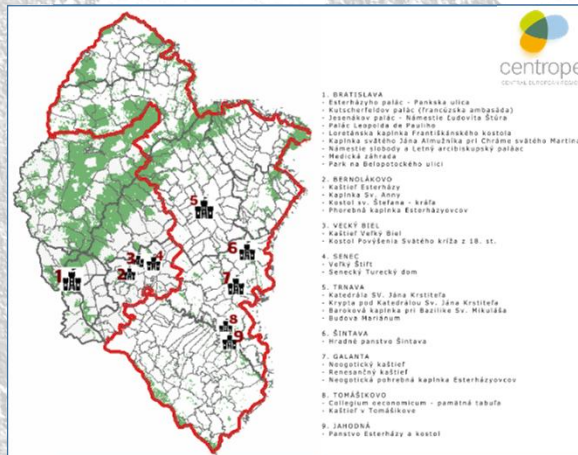


## TRNAVA REGION

5. Jahodná – Esterházy estate and church
6. Neo-Gothic manor house – Galanta
7. Renaissance manor house – Galanta
8. Neo-Gothic burial chapel of the Esterházy family – Galanta
9. Šintava estate
10. Collegium oeconomicum – memorial plaque – Tomášikovo
11. Manor house in Tomášikovo



## ESTERHÁZY HISTORY TRAIL



## Second thematic trail - The Pálffy family - drivers of progress

- This thematic trail links the industrial heritage monuments associated with the noble families.
- The importance of the noble families for the development of the country
- **The thematic trail will bring together:**
  1. Primary cultural and historical offering:
    - Industrial heritage monuments – historical factories, gardens and greenhouses, mills, bridges and railways belonging to the Pálffy family
  2. Secondary tourism offerings:
    - Accommodation
    - Catering establishments
    - Travel agencies
    - Tourist information bureaus
    - Souvenirs, leisure activities



**The thematic trail will include added value in the form of things to "learn, experience and take home"**

## Examples of locations that can be used

### Industrial heritage monuments:

1. Hodossyov Manor – Pezinok
2. Pálffy paperworks – behind the Pinel Hospital in Pezinok, near Fabián's Mill
3. Road from Pezinok to Pezinská Baba.
4. The Pálffys built a small starch factory at Budmerice
5. Bridge at Kráľová pri Senci – originally built to connect the decorative French garden with the English-style park on the Pálffy estate – now part of a bicycle trail
6. Distillery in Katlovce in Trnava Region
7. Vaulted cellar belonging to the Pálffy family
8. Katarínka Railway at Smolenice – transport between the Pálffy's wood-processing works and the Trnava Railway – part of the Majdán educational trail
9. Smolenice forestry office – part of the Majdán educational trail
10. Drainage system, remains of a forest railway – Malacký
11. Vinohrádek distillery (Malacký – early 20th century – founded by the Pálffys)
12. Greenhouse with solar heating in Stupava Park
13. Schaubmar's Mill at Pezinok
14. Malacký park – brick drainage system





### 3. The Pálffy family and the natural world



1. The thematic trail combines the ruins of historic castles, the parks of aristocratic estates (Stupava, Malacky)
2. Interesting methods will be used to show visitors how the noble families have shaped the landscape over the centuries. The project will make use of the existing integrated system of hiking and cycling trails in the Malé Karpáty region.
3. attraction: geocaching

#### The thematic trail will bring together:

##### Primary offering:

1. Architectural heritage monuments – ruined castles in Bratislava and Trnava Regions
2. Forests and game reserves
3. Parks and fish ponds in Slovakia and Austria
4. Views

##### Secondary tourism offerings:

1. Catering establishments
2. Accommodation

The thematic trail will include added value in the form of "something from a noble lineage"

### Examples of locations that can be used

#### Landscaping features:

1. Biely Kameň
2. Plavecký Castle
3. Plavecká Cave (the first to be opened to the public in Slovakia, the entrance and corridor were built by the Pálffys)
4. Castle park – Malacky
5. Pálffy lime tree (over 100 years old – Malacky)
6. Gravestone of a dog belonging to the Pálffy family – Tri duby
7. System of fish ponds at Rakáreň near Malacky
8. Pálffy family hunting lodge Mon Repos and gamekeeper's cottage – Plavecký Mikuláš
9. Castle park – Stupava
10. Quarry and remains of the Medené Hámre copper works (Borinka)
11. Ruins of Pajštún Castle
12. Devín Castle
13. Trout farm and reservoir at Parina, built by Count Móric Pálffy near Smolenice (Majdán educational trail)
14. Červená baňa mine, Častá

