MŪZA

LŪZNAVAS
MUIŽA

THE ROLE OF MANORS' HERITAGE IN THE REGENERATION OF RURAL AREAS

THE CASE OF LUZNAVA MANOR

IVETA BALČŪNE
Manager of Luznava manor
Rezekne municipality
Latvia



MANOR HERITAGE IN LATVIA: THEN AND NOW

HISTORICALLY

The structural basis of rural areas of Latvia, before 1920 around 1400

In Latgale region – “foļvarki” (half-manors)

The most significant noble families – Plater, Borch, Kerbedz

NOWADAYS

251 manor heritage buildings in Latvia under state protection

Only 4-5% promptly maintained

Around 11 functioning in Latgale as schools, museums, education centers, privatly managed and multifunctional cultural and tourism hubs





RRR

Rural– up to 5,000 inhabitants

Reality in the Latgale region
Degraded heritage

Demographic and migration processes (5000 loss per year)

High unemployment (Latgale 10,3 %, 5-6% Vidzeme, Kurzeme), low wages, lack of infrastructure, etc.

«Lost Latgale»

Lack of understanding about:

•The sustainable development of a heritage-based place as a unified rural ecosystem

•**Regeneration**

•Long-term strategies and investment

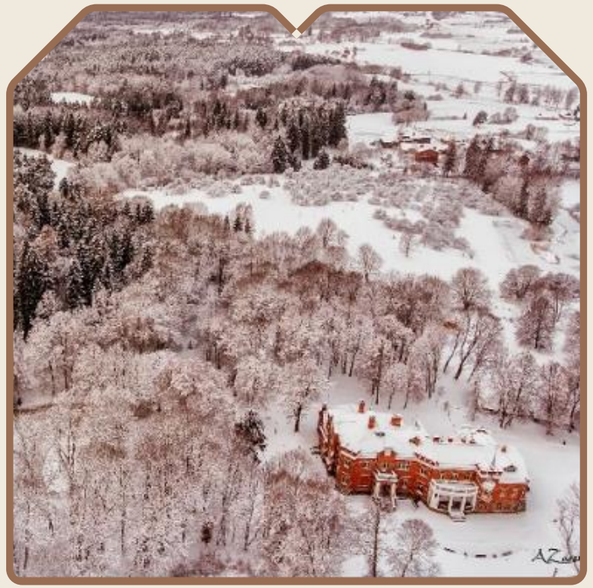
LUZNAVA MANOR ART NOUVEAU gem of Latgale 1905-1911-2015-

Surrounded by Razna lake National park
250 km from capital Riga

90 km from world famous artist Mark Rothko art center in Daugavpils

20 km from one of the biggest Concert halls in Latvia «GORS»





LUZNAVA MANOR
1905-1911-1915-

19th /20th century

The owner of Manor lands -
Stanislav Kerbedz (1810–1899)
Railway construction engineer
Professor and member of the Academy of Sciences in St. Petersburg



Daughter Eugenia Kerbedz
(1859 – 1945)
Culture patroness, the heiress of Luznava manor



RAILWAY BRIDGES



Iron railway bridge across the Daugava River – in Daugavpils
(1853 – 1857/1859)
Constructed again in 1949

RESIDENCES FOR ARTISTS, MUSICIANS, WRITERS, SCULPTORS



K.Stabrowski's work
(Preserved in the National Museum in Warsaw)



K.Stabrowski's work"Autumn flora"
(Preserved in the National Museum in Warsaw)

1905-1911-2015-2025-

At the beginning of the 20th century, a place for creativity and economic activity

Since 1977 under State heritage protection

2011-2014 Reconstruction

Member of Latvian Association of Castles and manors

2015 Reborn as an active culture and tourism place

2020 Latvian public media annual award “CULTURE PLACE 2020 of LATVIA”









2011-2014









2011-2014

FROM 2015

Interdisciplinary perspective

The concept of regeneration :
Participative governance,
physical, economic
social, cultural, environmental
aspects

«Active manor heritage contributes to the REGENERATION of rural areas (PHYSICAL, ENVIRONMENTAL, SOCIAL, ECONOMIC, CULTURAL, MANAGEMENT aspects, creating the quality of the place, based on interdisciplinarity" (Luznava manor case study within the social economy project SEA4NEB based on New European Bauhaus priorities (2022-2024))

FROM 2015

DEVELOPMENT CONCEPT based on the preservation and recognition of the unique cultural and historical values of the manor and the development of the related infrastructure and services

PRIORITIES - diverse and high-quality cultural events, a co-creation space for society, a socially responsible and innovative cooperation platform between various interested parties, including social business promotion



ASPECT OF PARTICIPATIVE GOVERNANCE: CREATING A CO-CREATION SPACE

All services, products, processes developed in cooperation with different stakeholders using methodologies of design thinking/brain storm workshops and non formal educational activities

Involving local community, artists, representatives of creative industries, entrepreneurs, researchers, students, NGOs, volunteers, municipality specialists











PHYSICAL ASPECT: FROM DEGRADATION TO NEW OPPORTUNITIES







CULTURE SHED









FORGE


Lūznovys muiža
125 m
Kulturys škiuņs
125 m
100 üzulu
bierzs
Eglu aleja





PARK







SOCIAL ASPECT: INSPIRATION FOR SOCIALLY RESPONSIBLE BUSINESS









PLATFORM FOR COOPERATION OF SOCIAL ENTREPRENEURS

INCLUSIVE PROJECTS «FOLLOW» MOVEMENT, CONTEMPORARY DANCE, CREATIVITY, INCLUSION (LATVIA-FINLAND-WALES, ERASMUS+, 2021 - 2023)



















SOCIAL DANCE FESTIVAL in nature







COMMUNITY ART PROJECTS

ART PICNIC (since 2016)







“CREATIVITY QUARTER”







COMMUNITY AND ARTIST CO-CREATION RESIDENCES









ASPECT OF ENVIRONMENT: ACCESSIBILITY



Vision 2022



2023

Community garden in a progress





2025 labyrinth

Stadium transformation for community and tourism

ENVIRONMENTAL FRIENDLY SOLUTIONS

SOCIAL ENTREPRENEUR «RADOSASETA»

Souvenirs, services and products with added value, creative workshops based on the preservation of the environment and the full use of resources (recycling, second hand, nature materials etc.)



PRESERVATION OF NATURE VALUES
The exploring of bats' world











ECONOMIC ASPECT:
MOTIVATION FOR ENTREPRENEURS

www.svilpaunieki.lv







QUALITY CULTURAL EVENTS:
HOSPITALITY BUSINESSES PROMOTION









COOPERATION







Tourism for EUROPE *for Tourism*

S&D · epp group in the european parliament · EUROPEAN TRAVEL COMMISSION

26.01

OPENING NIGHT
18:30

26.01
30.01

JOZSEF ANTALL
ANTALL 3 Q area –
ANTALL, 3rd floor

EXHIBITION AT THE EUROPEAN PARLIAMENT



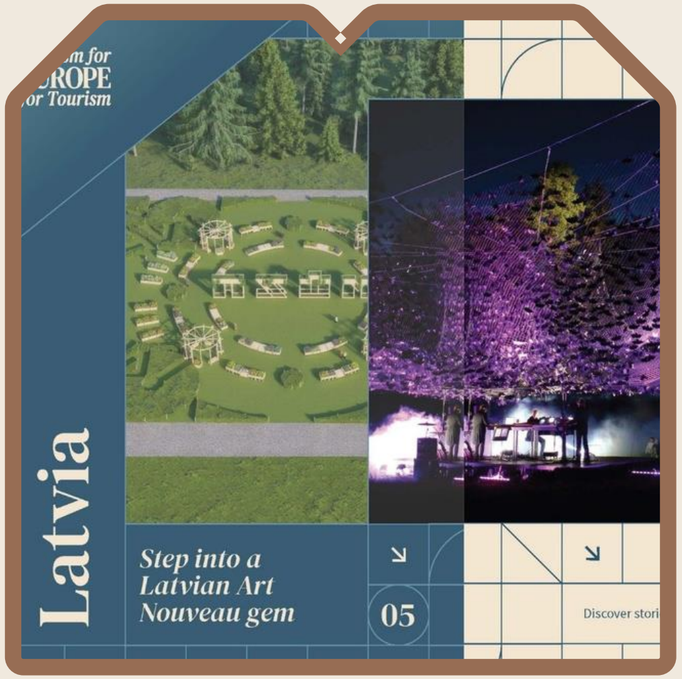
CO-HOSTED BY:

MEP Daniel Attard
(S&D, Malta)
&
MEP Nikolina Brnjac
(EPP, Croatia)



TOURISM FOR EUROPE, EUROPE FOR TOURISM

Lūznava Manor – one of 34 outstanding best practices from across Europe for environmental regeneration, community wellbeing, and local economic resilience


Latvia
Step into a Latvian Art Nouveau gem
05
Discover stori


Trade city noise for a forest garden
05
Latvia
Lūznava Manor











TELLING STORIES BASED ON HISTORY AND IN THE WAY OF NOWADAYS

New global challenges and new cooperations needed for the tourism strengthening in the most eastern border region of EU



CULTURE AND NATURE HERITAGE – AN CATALYST FOR SUSTAINABLE RURAL REGENERATION!

THANK YOU AND WELCOME TO LUZNAVA MANOR

luznavasmuiza.lv
facebook.com/luznavasmuiza
instagram.com/luznavasmuiza
youtube.com/@luznavasmuiza
muiza@luznava.lv

RĒZEKNES NOVADS