

INFRASTRUCTURES AND PROCESSES - EUROPE'S SUPRANATIONAL CULTURES

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Abstract: *The subject of our study is the possibility of establishing a new regional identity and European identity through the means of culture, creativity, education, through the implementation of ethno-cultural dialogue and transnational cooperation.*

The main idea of this paper is to substantiate the need for design and implementation of joint creative initiatives to create supranational community cultural values through applying the method of ethno-cultural dialogue and organizing joint inter-cultural artistic and educational initiatives. The goal is the successful implementation of supra-regional and supra-national ethno-cultural dialogue through the exchange of art and creativity promoting the development of new mutual cultural and historical traditional values in modern Europe through the ethnic diversity of the peoples.

Keywords: regional identity, European identity, creativity, creative collaboration.

JEL Classification: Z₁₀.

1. Introduction

"Today we look more closely at the human race in dramatic arts, languages and traditional music as well as informational, spiritual and philosophical systems which underpin creativity. So modern concept of heritage is open and reflects every bit of live culture along with the culture of the past" (<http://portal.unesco.org/culture>)

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Europe should have two main priorities in the sphere of culture, unable to exist without the other end in itself. On the one hand it should be the protection of collective spiritual product of a united Europe and, on the other hand, the storage and reproduction of individual national cultures, languages and identities. The combination of these two aspects leads not only to differentiation Europe of nations, but also to the cultures with their spiritual diversity, applying a kind of foundation of a new supra-regional cultural European identity.

Based on this statement we can summarize that the wealth of modern European culture lies in the diversity of national cultural identities and their collection, understanding and penetrating each contribute to the enrichment of European civilization.

The subject of this study is the possibility of establishing a new regional identity and European identity through the means of culture, creativity, education, through the implementation of ethno-cultural dialogue and transnational cooperation.

The main idea of this paper is to substantiate the need for design and implementation of joint creative initiatives to create supranational community cultural values through applying method of ethno-cultural dialogue and organizing joint inter-cultural artistic and educational initiatives. The goal is the successful implementation of supra-regional and supra-national ethno-cultural dialogue through the exchange of art and creativity promoting the development of new mutual cultural and historical traditional values in modern Europe through the ethnic diversity of the peoples.

The paper has the following structure:

- a. Introduction to problem;
- b. Considering the concepts of regional identity and European identity, creativity and their mutual connection and dependence;
- c. Justification of the idea-Why creative collaboration, cultural and educational initiatives?;
- d. Proposals for concrete actions and initiatives aimed at achieving the main idea and purpose;
- e. Conclusion.

2. Regional identity and European identity through culture, creativity and education

International and interregional cooperation creativity is essential in modern Europe to create supranational community cultural values.

In terms of justifying the need for such initiatives is essential characteristic required of the "regional identity" and "supranational cultural values in European terms." According to Jacques Delor, (2004), the fundamental contradictions of the twenty-first century, which must be overcome in the field of education and culture, are the following: 1) The conflict between local and global; 2) The contradiction between the universal and individual; 3) The conflict between tradition and modernity; 4) The contradiction between long-term forecasts and short-term outlook. He finds the solution of these contradictions as inevitably results from a globalizing world. Gradually people become citizens of the world and become familiar with new forms of communication, new cultures. And although they feel a sense of split - between globalization on the one hand, and striving for their roots on the other, today more than ever they must be ready to "peek" into the world of new cultures, to accept them and join to them.

The notion of regional identity is inextricably linked to the European identity concept, and is mediated by conducting initiated by civil society activities and initiatives, whose specific objectives are to promote mutual understanding of different cultures and identification of common European values (Petrova, E., 2011, p. 321), (Petrova, E., Georgiev, M., 2010, p. 189).

The concept of European identity can be seen in broad and narrow senses. Generally it can be seen as the identification and alignment with identify with an entity with its characteristic features (Andreichin, L., Georgiev, L., 1994, p. 109). In this aspect of regional identity in modern Europe as we can determine a region of self-determination and identify with his features and characteristics. In all its diversity the following examples can be: economics, culture, education, health, social, political, natural landmarks, geography, and other infrastructure. For our purposes we will examine the concept in the narrow sense of the culture, creative exchange and education.

At the first glance, creating a unified European culture seems in great conflict with established traditions, customs, manners, and generally formed in the process of historical development of national cultures. We believe that in a united Europe it should be talking about sharing unique for each nationality, values, presentation and interaction, friendship and tolerance between nations and their regional cultures. This type of relationship is seen as ethno-cultural dialogue.

Regional identity is a base to achieve the idea of modern Europe, related to establishment and development of new supranational European identity, including cultural and traditional characteristics of national self-perception in the regional aspect. Related term "Europeanism" refers to the concept or assertion that Europeans have a distinct cultural identity and need to be independent. "Europeanism" defends the claim that the population of Europe and especially European Union citizens are in the process of recognition of the supranational identity in terms of nationality, tradition and culture (Petrova, E., Georgiev, M., 2010, p. 192).

The founder of the Club of Rome also raised the idea of a supranational character of the future. There should be tolerance between cultures and full of opportunities for their mutual penetration. According to these cultural differences promote bias of one nation to another, and the nation state and nationalism hinder communication between people.

The European Council set a strategic goal for the European Union's spring summit in Lisbon in 2000 – to become the most competitive and dynamic knowledge-based economy in the world that can achieve sustainable economic growth to create more and better jobs and to achieve greater social cohesion. At the basis of this unity stands integration of national cultures. It will not only be a simple collection of different national cultures and their characteristics, but also has its own characteristics on which European values will stand. That social cohesion can be achieved through ethno-cultural dialogue which can be implemented in joint creative initiatives in the field of music, art, education and training, introduction to the history of European nations, some cultural activities as exhibitions, concerts, folk festivals, knowledge of life, customs, sports events, tourism, acquainted with the environment and others.

Creativity is characterized by qualities and properties that are unique in its nature and characteristics and is associated with creativity and imagination. Every nation has a cultural and creative potential, its own historical heritage, immovable and movable cultural collective (historical) memory and, on the other hand, the creative charge of its representatives, which can facilitate the generation of variety of creative initiatives. In searching their identities nations rediscover their own heritage and that of other cultures. This process contributes that Europeanism combines the scope of cultural heritage and holders of cultural memory and culture of different regions able to offer a clear identity and opportunity for reflection on its own existence in the sharing of acceptable supranational cultural values.

At the European level comes the concept of the Diversity of Cultural Expressions - a kind of cultural theme as a concentrated expression of the values of the different regional cultures. Within supranational cultural values different regional cultures have the ability not only to distinguish and protect their identity, but through creative joint initiatives to achieve greater synergy.

Why creative collaboration, cultural and educational initiatives?

Conducting cultural and creative educational initiatives to support the creation of new supranational European culture could be justified through the following system of objectives (Petrova, E., 2011, p. 324), (Petrova, E., Georgiev, M., 2010, p. 191):

1. Enabling young Europeans to become acquainted with cultural and historical traditions of European regions preserved their national identity by:
 - presentation of cultural and historical heritage of the European countries;
 - embracing the idea of protection of national cultural heritage as part of whole European heritage;
 - acceptance the idea of creating a supranational European culture.
2. Optimization models of creative impressionism to create a supranational European identity:
 - concentration of resources and synergy of creative potential;
 - multiplication of knowledge and creative skills through mutual exchange of experiences and resources between artists and young professionals;
 - aesthetics and the social environment through art;
 - organization of public art initiatives promoting the idea of creating supranational.
3. Promotion as a core of European tolerance and solidarity through the creative potential of youth:
 - creating bridges between different cultural communities;
 - creating conditions for equal participation in the European ethno-cultural dialogue;
 - encouraging social partnership between different cultures;
 - promoting inter-regional mechanism for aid and assistance between European citizens in the spheres of culture, arts, education.

4. Building active citizenship through creative joint interregional activities:

- initiating regular meetings between the creative potential;
- awareness of civil society with the benefits of supranational European identity by means of culture, arts, education;
- promoting the development of creative initiatives and joint public-private partnerships;
- establishing a scheme for "Network Cooperation" /networking/;
- successfully realize the concept of Europe "Lifelong Learning", with the aim of improving knowledge, skills not only in education but also in working environment (Dimitrova, S., Petrova, E., 2011, p. 324).

Participants in cultural and artistic events and educational initiatives will not only have the opportunity to make personal contact, but accept new knowledge and experience. This takes the leading place, and familiarizing their adherence to fundamental European values. They could be trained with the help of lectures, exercises, explanations, reciprocal exchange of experience. The creativity, including art, music, education, etc. are available for all European citizens, without discrimination based on sex, race or ethnic origin, religion or belief, disability, age or sexual orientation.

3. Actions and initiatives for achieving the basic idea

The following practice areas could be identified: 1) Organization of events and initiatives aimed at aesthetics and the social environment for living and meeting different cultures; 2) Training- to prepare young people to work for the implementation and introduction of products of artistic activity for the aesthetics of the society. This will help develop their sense of social role of art and will provoke the idea of mutual assistance within social groups and between different social groups in regional, national and supranational aspects; 3) Public realization /Approbaton/of different activities by organizing public /public/ events-exhibits both indoors and outdoors, organization of art festivals, implementation of joint initiatives with interested local bodies /for example municipals/; 4) Generate ideas for social public-private partnerships. It may include initiation of meetings at the institutional level and promotion of discussion forums and public events.

In this connection the following may be carried out in particular:

1. Educational lectures and colloquia on art history, iconography, others of different cultures;
2. Lessons and classes in music, including piano, violin, organ, flute, etc.;
3. Visits to monuments of different cultures and introduction to their importance;
4. Understanding the various crafts, customs, folklore, customs and traditions of different nations;
5. Meetings with NGOs and government organizations supporting the arts;
6. Preparation and conducting of cultural events - concerts, exhibitions, dance, folklore evenings, nights of different cultures, knowledge of dance traditions and folk costumes typical of the region, concert happening - painting live in musical accompaniment, etc. which is typical for different nations;
7. Organizing sport and recreational events acquainted with the nature of different Member States of European Union.

4. Conclusion

By increasing educational and cultural exchange can determine the following specific guidelines for joint creative initiatives and promote equitable supranational cultural dialogue:

- Organization of joint innovative and sustainable initiatives in the field of culture, sport, youth, health, science, education;
- Protection of national culture and cultural heritage and diversity;
- Support cooperation between cultural institutions;
- Development of joint initiatives in education, sport and culture;
- Cooperation in recreational activities;
- Renewal and maintenance of regional cultural traditions;
- Providing support in establishing common cultural products.

In this aspect it is crucial to note the extension of cultural heritage as a challenge for its preservation. Lack of synchrony among individuals and communities in protecting cultural heritage values and overall concern and challenges the modern world. What is needed is effective protection of individual cultures while understanding the positive aspects of the creation of a supranational culture that unites them. This is a cause that requires

overcoming the conceptual differences between individuals and societies for the common future.

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