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Slovene field and house names in Carinthia.
Measures for the preservation and creative transfer of the Unesco intangible cultural Heritage

Submitted by Austria **

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1 Slovene field and house names in Carinthia. Origins, transition and current practice

Since the first Slavs settled in Carinthia in the 6th century, Slovene denominations and names in Carinthia have been constantly changing and adapting to historical developments. Slavic denominations are important and well preserved cultural assets and have remained a natural part of everyday life in Carinthia. Due to social change – particularly the very strong processes of assimilation that were taking place during the 20th century – these cultural assets are being kept alive in their natural surrounding only by a small group of people.

As a consequence of the rapid social change we were facing in the 20th century already, these cultural assets could fall into oblivion during the 21st century. The names are no longer passed on in their traditional Slovene form (as it was the case in former generations), but they are transformed and partly even alienated due to the process of assimilation. Names that have been preserved and constantly recreated in Slovene dialects in Carinthia up to today refer to natural phenomena or historical facts. These references have very often been lost in the German recreations of the names.

The most endangered types of place names are field names that only the older generation of farmers is familiar with nowadays. Due to the restructuring of agricultural production (mechanisation, merging of properties, monocultures...), the sizes of agricultural areas have changed, to which the names were linked. This is how the reference to landscape diversity, formerly expressed by place names as well, is getting lost.

This is why the preservation of Slovene names for farms and houses, fields, mountain ranges, lakes, landscapes and valleys, trails, paths, canyons, rocks etc. is an issue of major concern for many individuals, groups, associations, institutions and scientists. There has been quite some scientific effort to document this important and insightful intangible cultural heritage and many articles have been published on this topic.
2 Measures for the preservation of place names in the 20th century – written documentations and publications

Slovene field and house names in Carinthia were documented extensively in the second half of the 20th century. Many essential publications on this topic were published during that period. One of the most important is certainly Pavel ZDOVC’s book on place names “Slovenska krajevna imena na avstrijskem Koroškem – Die slowenischen Ortsnamen in Kärnten” (ZDOVC 1993), a basic work that helped to standardise and unify the notation of Slovene place names in Carinthia. Since its first publication in 1993, Pavel ZDOVC’s book has been used as a standard reference by the media, educational institutions, scientists, cultural workers as well as the broader public. When the question of bilingual place-name signs was solved with a political compromise in 2011, ZDOVC’s updated work (ZDOVC 2010) was also used as a basis for the 164 place name signs that were set up in Carinthia. On the 91 place name signs that had already been set up on the basis of the 1976 Austrian Ethnic Groups Act in 1977, Slovene non-standard forms had been used partly – for example Vidra ves (dialectal) instead of Vidra vas (standard language).

Another basic work on onomastics is the annotated bilingual index of denominations of settlements, mountains and water bodies by Heinz-Dieter PÖHL (PÖHL 2000 and 2010). PÖHL has published numerous works on the topic of place names in the bilingual area of Carinthia (http://members.chello.at/heinz.pohl/index.htm). The Carinthian Office for the Slovene Ethnic Group assigned Heinz-Dieter PÖHL to compile a “German-Slovene index of Carinthian names for places, water bodies and mountains” [Deutsch-slowenisches Verzeichnis der Kärntner Orts-, Gewässer- und Bergnamen]. This index is available on the office’s website (http://www.volksgruppenbuero.at/services/C32).

The Franciscan priest P. Bertrand KOTNIK did some extensive studies on the names of farms and houses in bilingual Carinthian municipalities as well. His examinations about Southern Carinthian municipalities are mainly based on archive material from Carinthia and Slovenia (historical cadastres, manuscripts, protocols etc.) and were published in fifteen volumes named Zgodovina hiš južne Koroške [The history of houses in Southern Carinthia] (KOTNIK 1992-2011) as well as in numerous articles. His legacy is stored at the Urban Jarnik Slovene Ethnographic Institute and contains a range of records about house and field names that have not been edited yet.

Carinthian surnames were documented by Anton FEINIG in scientific monographs (FEINIG 2005) and numerous articles, for example in the annual reports of the Slovene high school, the most important secondary school for the Carinthian Slovenes (established 1957). Anton FEINIG was also responsible for a vast number of radio broadcasts for the ORF’s Slovene radio programme in Klagenfurt. The ORF’s Slovene programme in Klagenfurt handed over copies of all broadcasts to the Urban Jarnik Institute, where they are available for scientific research.

There are several master’s theses and dissertations in the field of onomastics dealing with field and house names (e.g. FEINIG 1958; KULTERER 1965; UNTERGUGGENBERGER 2002 and 2004; BERGMANN 2003 and 2005; KARNER 2004 and 2007). Further works (for example studies on Slovene dialects in Carinthia) published at the universities in Klagenfurt, Graz, Vienna [Wien9, Ljubljana, Maribor, Leiden (Netherlands) and Alberta (Canada), contain data about place names. Cultural and socio-historical publications in Carinthia – for example monographs about various places or the book series “Tako smo živeli – Življenjepisi koroških Slovencev Kärnten” [This is how we used to live – life stories of Carinthian Slovenes] comprising 12 volumes (MAKAROVIČ 1993-2004), also contain a lot of data about place names.

Some manuscripts about field and house names (and further place names) can be found in archives in Slovenia as well. Extensive data on this topic are preserved in Josip
ŠAŠEL’s legacy at the Institute for Slovenian Ethnology at the Slovenian Academy of Sciences and Arts [Inštitut za slovensko narodopisje ZRC SAZU]. Josip ŠAŠEL, a lawyer, also published several articles on the topic (e.g. ŠAŠEL 1951). Further manuscripts are available at the Archives of the Republic of Slovenia in Ljubljana (Angela PISKERNIK’s legacy) and the library in Ravne na Koroškem [Koroška osrednja knjižnica dr. Franca Sušnika], which, among other things, stores extensive cartographic material for the territory of Koroška (cartographic material in Julij FELAHER’s legacy). There are also interesting privately owned records by individuals.

Apart from historical sources (Josephinian and Franciscan Cadastre), the named publications and documentations form the most important basis and starting point for contemporary field research.

3 Measures for the preservation of place names in the 21st century – documentation and creative transfer. Local communities as bearers of the intangible cultural heritage

In 2010, Slovene field and house names in Carinthia [Kärnten, Koroška] were included into the Austrian National Inventory of the Intangible Cultural Heritage. One of the main criteria for the inclusion into the National Inventory of the Intangible Cultural Heritage is an extensive presentation of existing and planned measures for the preservation and creative transfer of the element to be included, e.g. in the field of public relations work, awareness raising etc. Passing on the intangible cultural heritage in a contemporary way that corresponds to everyday life in the local communities is a major challenge. It is, however, an important basis for the natural development of the cultural heritage within the communities, and therefore an important completion and alternative to traditional archiving and folklorisation.

In Carinthia, traditional field and house names were documented extensively throughout the 20th century, when they were already slowly disappearing but still used by some people in their natural surroundings. These scientific documentations serve as an important basis for the preservation of the cultural and linguistic heritage. In the 21st century, the younger generation does not use the traditional place names in everyday language anymore and it was important to find new ways for passing them on. Most new initiatives for the preservation of field and house names were started by local associations and communities – not scientific or central institutions of the minority – ensuring their integration into the local communities.

Examples for the contemporary and creative transfer of traditional place names are printed maps and wall maps, internet portals featuring audio samples, signposts in the outdoors and on private properties, lectures for adults and in schools, permanent and temporary exhibitions, the dissemination of maps by tourist offices and municipalities, (cross-border) EU-projects, public relations and media work (newspapers, radio, television).

4 Examples for the contemporary and creative transfer of traditional denominations

4.1 Printed maps of Slovene field and house names in Carinthia

The preservation of local Slovene microtoponyms is a matter of major concern for many individuals, communities, associations, institutions and researchers in Carinthia. They try to not only document the traditional Slovene field and house names, but to also
consolidate them in daily use. For this purpose, maps and hiking maps featuring the names of the locations in their dialect form and in standard Slovenian have been created in the past years.

So far, eight maps were published in the following municipalities in Carinthia: maps of Köttmansdorf/Kotmara vas (2008), Zell/Sele (2008), Schiefling am See/Škofije (2011), Št. Margareten im Rosental/Šmarjeta v Rožu (2011) and maps of Finkenstein/Bekštanj, St. Jakob im Rosental/Šentjakob v Rožu, Feistritz im Rosental/Bistrica v Rožu, Št. Margareten im Rosental/Šmarjeta v Rožu (2015), as well as Tržič, Jesenice, Kranjska Gora (Gorenjska) in Slovenia within the framework of the cross-border EU project FLU-LED.1 The maps are available at the local cultural associations and interest groups, in the Slovene bookshops in Klagenfurt, at the municipality offices and local tourist offices (see also Fig. 1).

Public interest for the documentation of traditional names in the municipalities has remained equally strong in the past few years. Many municipalities have started to document their traditional place names and several new maps are being prepared at the present moment (in the municipalities of Keutschach/Hodiše, Zell/Sele, Ferlach/Borovlje, Feistritz im Gailtal/Bistrica na Zilji, Hohenthurn/Straja vas, Radsberg/Radiše, Ludmannsdorf/Bilčovs, Sittersdorf/Žitara vas, Bleiburg/Pliberk).

Fig. 1: Maps featuring Slovene field and house names (Photo: Vincenc GOTTHARDT 2017)

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4.2 Maps and interactive maps on the Internet (featuring audio samples)

Most of the printed maps are available in PDF format on the local Slovene cultural associations’ and interest groups’ bilingual (Slovene/German) internet portals. English translations of the general texts were suggested but cannot be realised by the local communities, as most of the work is carried out on a voluntary basis. The maps of Köttmansdorf/Kotmara vas and Schiefling am See/Škofiče are available as interactive maps including audio samples of Slovene field and house names in the local dialect.

**Links to maps and projects:**

**Map of Köttmansdorf/Kotmara vas including audio samples (2008)**
Slovensko kulturno društvo Gorjanci/Slowenischer Kulturverein Gorjanci (www.gorjanci.at)

**Map of Zell/Sele (2008)**
www.kosuta.at/landkarte, www.kosuta.at/zemljevid
Interesna skupnost selskih kmetov/Interessensgemeinschaft der Bauern aus Zell/Sele (www.kosuta.at)

**Map of Schiefling am See/Škofiče including audio samples (2011)**
Slovensko prosvetno društvo Edinost/Slowenischer Kulturverein Edinost (www.edinost-skofice.at)

**Cross-border EU-project (OP SI-AT 2007–2013)**
www.flurnamen.at/de/dokumente, www.flurnamen.at/si/dokumente-si
Hompage: www.flurnamen.at, www.ledinskaimena.si,

Public interest in maintaining this cultural asset has been sparked all over Carinthia – not only among the Slovene speaking population. In February 2016, the Carinthian daily newspaper “Kleine Zeitung” launched a call for an extensive collection of traditional field and house names in the provinces of Carinthia and Styria (duration of the project: 7 February – 20 March 2016). Reports and articles on the topic were published in the printed newspaper and online.

**Link to the digital database:**

**Vulgo Klane – Das Land der Vulgonamen**
www.kleinezeitung.at/service/vulgonamen/index.do
http://www.kleinezeitung.at/layout/kleinezeitung/files/widgets/vulgonamen/index.html

4.3 Permanent exhibition of wall maps of municipalities in the valley of Rosental/Rož

Jozí PAK (see Fig. 2), a retired building engineer from Köttmansdorf/Kotmara vas has been collecting and documenting traditional Slovene field, house and landscape names for the past few decades. He started his detailed collection of house and field names in the municipality of Köttmannsdorf/Kotmara vas in the 1990s. When he finished his work for
Köttmannsdorf/ Kotmara vas in 2005, he expanded his documentations to the neighbouring municipalities. His findings were documented on wall maps of the Rosental/Rož (a valley in Southern Carinthia) and can be seen in a permanent exhibition at the k & k center [Kulturni in komunikacijski center / Kultur- und Kommunikationszentrum] in St. Johann im Rosental/Šentjanž v Rožu.

Occasionally, Jozi PAK organises exhibitions in the documented municipalities, for example an exhibition that took place in Maria Rain/Žihpolje in March 2017, when his map of traditional Slovene denominations in an area that is mainly German-speaking today was presented to the public.

![Fig. 2: Awarding of the Unesco Certificate on 20 April 2010 in Salzburg. Right: Jozi PAK from Köttmansdorf/Kotmara vas with his wall maps (Photo: Unesco Commission 2010)](image)

### 4.4 Signposts with traditional place names in public space

Traditional field and house names can be displayed in several ways in public space. This is a very effective way to raise awareness for them.

In Zell/Sele traditional toponyms in both languages (German/Slovene) were used for the naming of bus stops (see Fig. 3) in order to preserve the connection between the place and its name as well as the traditional name that is mostly used by the local population and is of major importance for exact orientation.
Furthermore, signposts showing the way to houses and farms within the municipality of Zell/Sele were set up within the framework of an EU-project (see Fig. 4). The feedback was very positive; in particular the Red Cross praised the exact signposts that now help them find their way to remote houses within the municipality.
Traditional house names are also set up and made visible at (renewed) privately owned farms (see Fig. 5). In the Slovenian region of Gorenjska, handmade signs displaying traditional house names were produced and handed over to the farm owners for free within the framework of a Leader EU-project (RAGOR – Razvojna agencija Zgornje Gorenjske [Development Agency for Upper Gorenjska]; http://www.ragor.si/?subpageid=388, www.hisnaimena.si).

**Fig. 5:** They think the preservation of their house name is important – the Cicovnik-house in St. Margareten im Rosental/Šmarjeta v Rožu (Photo: Franc WAKOUNIG 2011)

Within the framework of the cross-border EU-project DUO-Kunsthandwerk (www.duo-kunsthandwerk.eu), the Urban Jarnik Slovene Ethnographic Institute organised workshops on the topic in Klagenfurt. The participants learned about different possibilities of displaying traditional house names or toponyms on their own houses. The artfully designed panels made of various materials (ceramic, wood, metal…) were supposed to blend in well with both older and newly built farm houses. Another workshop was organised at the Werkstatt Florian/Delavnica Florijan (Workshop Florijan) in Globasnitz/Globasnica for people with special needs. The “panels with house names” produced at this workshop have become quite popular (see Fig. 6). This is why they are available on a regular basis now (see Caritas Carinthia: https://www.caritas-kaernten.at/hilfe-beratung/menschen-mit-behinderung/arbeit-beschaeftigung/werkstatt-florian)
Fig. 6: Ceramic panels with house names designed at the Werkstatt Florian/Delavnica Florijan in Globasnitz/Globasnica (2015) (Photo: Milka OLIP 2015)

4.5 Thematic EU projects – field and small monuments in Carinthia and Slovenia including traditional house names

During the cross-border EU-project “Juwelen unserer Kulturlandschaft/Biseri na naše kulturne krajine” [Gems of our cultural landscape], the field and small monuments in Carinthia and Slovenia were collected digitally and all data were made available for various purposes, from tourism to cultural studies (www.kleindenkmaeler.at). After completion of the project, the municipalities received documentation volumes and photographic material they can now use for the promotion of their municipalities (publications, info folders etc.). The project was carried out by the educational institution Kärntner Bildungswerk in cooperation with the Urban Jarnik Slovene Ethnographic Institute in Klagenfurt, the museum in Ravne na Koroškem [Koroški pokrajinski Muzej – Enota Ravne na Koroškem] and the Monuments Office Maribor [Zavod za varstvo kulturne dediščine OE Maribor] between 2008 and 2011. During the project, many house names serving as a basis for the denomination of field and small monuments were documented.

4.6 Educational work

After the inclusion of Slovene field and house names into the Unesco Austrian National Inventory of the Intangible Cultural Heritage, an increasing number of lectures and discussions with onomatologists and linguists from Carinthia and Slovenia were organised by local Slovene cultural associations and educational institutions. Heinz-Dieter POHL organised a series of lectures on traditional Carinthian house and field names in several bilingual municipalities.

The maps and wall maps are used for teaching in several schools as well. When the maps were presented after the completion of the EU-project FLU-LED in St. Margareten im Rosental/Šmarjeta v Rožu in 2015, a wall map with Slovene field and house names in the municipality of St. Margareten im Rosental/Šmarjeta v Rožu was handed over to the mayor and the school’s headmaster (see Fig. 7).
4.7 Public relations activities

The inscription of Slovene field and house names to the Unesco Austrian National Inventory in 2010 aroused great interest in the Carinthian and Austrian media. Due to the discussion about bilingual place-name signs, Slovene denominations of places in Carinthia had been a largely political topic until then. But when these names were included into the Unesco Austrian Inventory – an event broadly covered by the media – the preservation of the traditional Slovene names and denominations became an important cultural issue.

The element that was newly included in 2010 was featured in newspapers, on the radio and TV in Carinthia, Austria and Slovenia. The Slovene broadcasting organisation RTV Slovenija organised a special cultural programme on the topic in 2011; in 2015, the initiatives’ representatives were invited to a TV discussion on RTV Slovenija. The Austrian TV station ORF broadcasts shows about less known elements of the inventory of the intangible cultural heritage, including the element “Slovene field and house names in Carinthia“ (broadcasted on 28 May 2017, name of the programme: Traditionsreiches Österreich – Traditional Austria). Local media reported about the EU-project FLU-LED – Kulturportal der Flur- und Hofnamen after its completion in 2015. The ORF’s Slovene programme in Klagenfurt is continuously reporting about the project (radio and television).

4.8 Street names with local references

Recently, many municipalities have started to replace old (bilingual) place names by new street names, aiming at easier logistics within the municipality. For this reason, the traditional place names are no longer used for postal addresses and signposts.
politicians from Slovene parties and local Slovene interest groups and cultural associations try to suggest solutions that respect the traditional and typical field and place names, as was mentioned in a report by the Grüne Einheitsliste Keutschach/Zeleni-Enotna lista Hodiše in 2009 already. (Hodiški list/KeutschacherZeitung; http://www.elnet.at/images/uploads/web_HodiskiList_02-2009.pdf). Street names without any reference to the surrounding (e.g. the systematic naming of streets after trees or flowers) are considered to be alienations of the traditional names. By naming streets this way, all references to nature and the history of the place are getting lost.

5 Interaction between local bearers and institutions

The Unesco Convention of the Intangible Cultural Heritage enhances local communities as bearers of the cultural heritage and motivates them to preserve traditions and pass them on. As a consequence, the most important organisations for the preservation of the cultural heritage are not (scientific) institutions or central umbrella organisations, but local associations and municipalities. In order to ensure the best possible preservation and further development of the heritage, extensive cooperation and interaction between local bearers and institutions that provide them with their expertise and organisational support, is necessary.  

In Carinthia, the maps featuring Slovene field and house names are mainly published by representatives of local Slovene cultural associations and interest groups (e.g. Interesna skupnost selskih kmetov/Interessensgemeinschaft der Bauern aus Zell, Farmers’ Interest group in Zell/Sele) cooperating with Slovene fractions of the local councils. Since the inclusion of the element into the Austrian Unesco Inventory, the publication of the maps has also been supported and co-financed by the municipalities.

The Urban Jarnik Slovene Ethnographic Institute [Slovenski narodopisni inštitut Urban Jarnik/Slovenisches Volkskundeinstitut Urban Jarnik] organises trainings for representatives of the named local interest groups and associations and provides them with professional support during their documentation of traditional field and house names, creating the basis for a broader inclusion of the local population. Together with various experts (slavists, historians, cartographers), the Urban Jarnik Slovene Ethnographic Institute provide their assistance during field work, archival work and the search for literature. They help to update map data, localise and document the names in their dialectal and standard forms, prepare and edit the texts for the back pages of the maps (in Slovene and German) and explain the names. The Slovene Alpine Club in Carinthia [Slovensko planinsko društvo Celovec] cooperates with Alpine associations in Carinthia and Slovenia and helps to update hiking paths. The maps are updated, designed and geo-referenced by specialists (Benjamin Preisig) or specialised companies (map explorer Information Systems GmbH; http://www.mapexplorer.com/News/margareten.html).

The Carinthian Slovenes’ central cultural organisations – Christian Cultural Association [Krščanska kulturna zveza/Christlicher Kulturverband] and Slovene Cultural Association [Slovenska prosvetna zveza/Slovenischer Verband] – support the project organisationally and financially (e.g. as bearers of EU-projects). Cross-border collaborations and contacts with institutions and private persons from the neighbouring regions in Slovenia and Italy (Val Canale/Kanaltal/Kanalska dolina) provide an important exchange of experience for the documentation of traditional names throughout a broader region.

The Urban Jarnik Slovene Ethnographic Institute is supported by recommendations from the Austrian Board on Geographical Names [Arbeitsgemeinschaft für Kartographische Ortsnamenkunde, AKO], e.g. in questions concerning endonyms and exonyms in Carinthia (Peter Jordan), as well as the Commission for the Standardisation of Geographic Names in the Republic of Slovenia, e.g. in questions concerning the spelling of different Slovene names
6 Bilingualism as a cultural heritage – the development of the Slovene language in Carinthia

The number of children registered for bilingual elementary schools in Carinthia has been constantly increasing in the past few years. At the moment, almost half of all children going to school in the bilingual territory are being taught in both languages (45.66% in the school year 2016/17; http://www.kleinezeitung.at/kaernten/chronik/5096760/Kaernten_Mehr-Anmeldungen-zum-zweisprachigen-Unterricht). A growing number of people regard Carinthia's linguistic and cultural diversity to be an enrichment.

Regardless of politics, there are also German-speaking Carinthians who are interested in these traditional names. They have grown up with these cultural assets and have also preserved a certain relation towards the names, even if they do not speak Slovene anymore. The development and fostering of cultural diversity provide a great opportunity to overcome the conflicts of the past and to create a brighter future for Carinthia.

7 Selected literature


POHL, Heinz-Dieter: http://members.chello.at/heinz.pohl


Websites

National Inventory of the Intangible Cultural Heritage in Austria http://immaterielleskulturerbe.unesco.at

Map of Zell/Sele
www.kosuta.at
www.kosuta.at/landkarte

Map of Köttmansdorf/Kotmara vas
www.gorjanci.at
http://www.gorjanci.at/index.php/de/landkarte-top

Map of Schiefling/Škofiče

Maps from the EU-project FLU-LED
www.flurnamen.at
www.ledinskaimena.si
http://www.flurnamen.at/de/dokumente

Field names in Carinthia and Styria
www.kleinezeitung.at/service/vulgonamen/index.do
http://www.kleinezeitung.at/layout/kleinezeitung/files/widgets/vulgonamen/index.html

Field names in Austria

The field names of Vorarlberg were included in the Austrian Inventory of Intangible Cultural Heritage in 2011: http://nationalagentur.unesco.at

Field names in Tyrol:
http://www.onomastik.at/content/flurnamendokumentation-im-bundesland-tirol

Field names in South Tyrol:
http://www.uibk.ac.at/germanistik/fachbereiche/germanistische_linguistik/forschung_flurnamen.html
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