



Italiano

Hrvatski

## 1. “HOW TO DEAL WITH DISSONANT HERITAGE” a new reading and teaching approach

The Municipality of Forlì as Coordinator of the Component 3 “Establishment of the cultural – tourism itineraries” with the scientific assistance of the Centre for Advanced Studies in Tourism (CAST) of the University of Bologna has the objective to realize a cultural tourist product that, in line with the aims and scope of Atrium Plus project, translates the *dissonant heritage* of the XX Century into a cultural tourist attraction always being approached in an informed and ethic way according to the principles of the ATRIUM – Architecture of the Totalitarian Regimes of the XX Century in Europe's Urban Memory, a Cultural Route recognized by the Council of Europe (<http://www.atriumroute.eu/>).

This ambitious goal will be reached with a strategic approach based on the following solutions:

1. Establishment of a common information strategy for visitors and specifically for students;
2. Realization of a cross-border training course for tourist guides;
3. Activation of a pilot cross-border programme of study visits involving schools located in the cities/areas taking part in Atrium Plus project, specifically Bari, Ferrara, Forlì, Labin and Zadar.

In this framework, from 1<sup>st</sup> to 3<sup>rd</sup> October 2018 a transnational training activity has been targeted to professional guides and also to citizens willing to cooperate in the fruition of this specific heritage, building on the so-called “city walking” experiences, originated by the FARO Convention of the Council of Europe.



### Training activities - Forli, 1-3 October 2018.

The training programme has involved three different kinds of learning activities, which have been intersected to move along three different levels of knowledge transfer:

- Lectures on selected topics have been taught from academic experts as well as from practitioners in order to move from theoretical debates to case-studies;
- Lectures on selected topics have been enriched with personal narratives from practitioners in order to learn from self-reflections on previous and on-going experiences of dealing with dissonant heritage;
- Each lecture has been followed by a Q&A time-slot, and a working group activity has been organized in order to allow the participants to react to lectures as well as to foster cross-fertilisation among all the participants convened.

The lectures have also had a multi-scalar approach, by presenting the general framework of the Enlarged Partial Agreement on CoE or the Faro Framework Convention on the Value of Cultural Heritage for Society.

The training programme has been attended by 32 participants, representing the five different partners of Atrium Plus. Participants included the institutional representatives of the projects as well as tourist guides, teachers, professionals within the Cultural and Creative Industries, and residents.

As result of the training a toolkit has been shared among the participants to ensure the dissemination of the "ATRIUM Methodology" also among the members of the ATRIUM Route.

The toolkit will be available on the web site of the programme <http://www.italy-croatia.eu/>.

## 2. How to design the Itinerary following the "ATRIUM Methodology": the Forlì experience

For the Municipality of Forlì the involvement of students in the design of the new ATRIUM PLUS tourism-cultural itinerary was very intense with more than two hundred students involved at different level in collecting information.

A class of 24 17-year-old students of the Classical Lyceum of Forlì designed a history-telling on the historical and memory places of the city called "MEMOWALK ATRIUM PLUS: THE AVENUE OF CONSENSUS" thanks to a Training-Learning project consisting of the following steps:

*Training* on the history of the early '900 to make students acquainted with the macro-historical and social context of that period.

*Workshop* on cultural design, to provide students with multidisciplinary skills, needed to design an innovative tourist-cultural product.

*Analysis and on spot/archive research* carried out by students to become familiar with ATRIUM architectural heritage and its past and present uses that have been synthesized in a map that also reflects the emotions of places and leisure experiences of Forlì.

Students worked out the collected materials to *co-designed* and *write* a history-telling able to disclose the Forlì ATRIUM architectural heritage to peers (either Italian or from abroad) in a creative and multi-layered way. A brochure was also produced by the students explaining the objectives and the cultural approach of the MEMOWALK, together with the map with all the ATRIUM locations of the "Avenue of Consensus".

A *local test* of the itinerary was organised on the 22<sup>nd</sup> December in Forlì when the 24 students performed the output of their MEMOWALK addressed to a group of students of the Technical Institute in Forlì according to a peer-educational approach. Feedbacks have been used to fine-tune the final ATRIUM PLUS itinerary in Forlì.



Itinerary test by Forlì students - Forlì, 22 December 2018.

### 3. Atrium Plus Itineraries a new "City Walking" experiential approach for students

The design of new cultural and educational itineraries to narrate dissonant, uncomfortable and controversial cultural heritage is the first challenge of this ATRIUM PLUS project. The design of these itineraries with an active involvement of students (which are also the final users of the itinerary), using *ad-hoc* communication mechanisms is the second challenge of the project.

A total of 8 schools (4 in Forlì, 1 in Labin, 1 in Ferrara, 1 in Zadar and 1 in Bari 1) involving a total of 403 students (248 in Forlì, 50 in Labin, 54 in Zadar, 19 in Bari and 32 in Ferrara), have been involved in the identification of the main characteristics of the new cultural product, as well as in the design of the potential itineraries and the connected workshops and laboratories aimed to increase the practical and experiential dimension of the visit.

On 6<sup>th</sup> March the city of Bari hosted the first pilot study visit focused on the *Expansionism* and the *Fascist propaganda* concerning the *Mare Nostrum*. Bari was significantly modernized during the Fascist time and the most efficient urban fabric and road system date back from that time. 24 students of the Liceo Salvemini of Bari guided the 25 students of the Liceo Classico Morgagni of Forlì to test this new cultural-

tourist product in a historical tour to discover the “dissonant” heritage of the city. Students provided new keys to be used to read and interpret the heritage of their respective cities by stressing the contradictions between, as the case in Bari, the majestic architectures and the living conditions of the population during the fascist regime.



**Study visit to Bari of the Forlì students - Bari, 6 March 2019.**

The next pilot study visits will be:

On 24<sup>th</sup> – 26<sup>th</sup> March the students from Zadar will test the itinerary called “From the Middle Age to the Rationalism, the 20<sup>th</sup> century in 1 Km and 4 years” in Ferrara. The itinerary is focused on the dissonance about the buildings erected during the Fascism that, in one kilometre, give the opportunity to cross different architectural styles and designs. Live performances, focused on peculiar aspects of the location, will be accompanying the students during the visit.

In turn, on next 2<sup>nd</sup> – 4<sup>th</sup> April the students from Ferrara will test the itinerary focused on the double experience of the Fascist and Communist regimes in Zadar. The different features inscribed in the cityscape that show this overlapping of layers will be presented to students.

On 10<sup>th</sup> – 12<sup>th</sup> April the students from Labin will test the itinerary called “the Avenue of Consensus” in Forlì focused on the public architectures carried out by the fascist regime in order to build consensus among young people. The study-visit will be completed by the workshop “The Mosaics of the former Military College of Aeronautics in Forlì as instrument of power in the fascist regime”.

In the first week of April the students of Bari will test the itinerary focused on the double experience of the Fascist and Communist regimes in Labin.

A report on the results of the pilot study-visits will be delivered and used to fine tune the final ATRIUM PLUS tourist offer.

News and info on the pilot study- visits will be published on our social media channels.

## **4. Transnational Dissemination Event: "Young Europeans: future ambassadors of responsible and sustainable cultural tourism" in Labin**

The second transnational dissemination event "Young Europeans: future ambassadors of responsible and sustainable cultural tourism" was held on 21st of November 2018 in Labin, Croatia. The importance of informing young people with the so-called dissonant heritage in an informed, ethical and critical way was presented and discussed with all present stakeholders and representative of project partners.

The conference was opened by Deputy Mayor of the City of Labin, Federika Mohorović Čekada, emphasizing the importance of the ATRIUM PLUS project for all project partners. Connecting cities with the common past leads to joint exploitation of potential for tourist purposes. The aim is to present the past in a highly informed, ethical and critical way, and it is very important for younger visitors to become responsible and informed tourists through this approach, concluded Mohorović Čekada.

The first lecture was held by Cristina Vallicelli, transnational project manager of ATRIUM PLUS, representative of City of Forlì. She considers that the objectives of the ATRIUM PLUS project will be of strategic importance for the further development of the ATRIUM European Cultural Route of the Council of Europe, in which Labin has been a member since 2013. "This project means much for Forlì, and I believe equally for Labin and the other partner territories because it provides the actual possibility of joint collaboration in these areas in order to design new itineraries addressed to students that narrate the ATRIUM architectural heritage according to the interpretation key of the "dissonance" – Vallicelli concluded.

About architecture as an educational tool, an interesting lecture was given by Professor Ulisse Tramonti, from the University of Florence, chairman of the Scientific Committee of the ATRIUM Route. Irina Belušić Maggi, project leader of the ATRIUM PLUS project team of the City of Labin, held a lecture on the role of the City of Labin within the ATRIUM PLUS project and the proposed local itinerary. She explained that the Podlabin rationalist architecture was built in the first half of the 20<sup>th</sup> century, and in particular the Pijacal industrial zone and certain urban structures, monuments and post-war buildings occupy a special place in the collective consciousness of the local population of Labin, and that the ATRIUM PLUS project presents a good opportunity to form, or complement the existing local and transnational itineraries for visitors.

A presentation on student experience and perspective of the ATRIUM PLUS project at

the local level was held by Professor Dijana Muškardin from the High School Mate Blažine Labin.



**Testing of local cultural-tourism itineraries with students of high school Mate Blažina  
Labin 25. February 2019.**

## 5. Next events

Here after is the list of the main events in agenda, before the end of the project foreseen for June 2019.

On 18<sup>th</sup> and 19<sup>th</sup> June 2019, the Final Event will be organised in Forlì with the participation of international experts.

The event will give the opportunity to discuss on how dissonant heritage could be used as cultural tourism attraction, how informed and ethic approaches could be applied for this purpose and how young generations can benefit from this approach.

The main outcomes of the project will be presented and discussed in specific panels involving international experts from different European institutions.

On this occasion the new brand linked to this tourist and cultural product addressed to schools will be officially launched with the purpose of marketing it also as a tourist-cultural product offered by the ATRIUM Cultural Route recognized by the Council of Europe.

Prior to the final conference, 4 remaining study visits will be organised in Ferrara, Forli, Labin and Zadar according to the following agenda:

From 24<sup>th</sup> to 26<sup>th</sup> March students from Zadar will be welcomed in Italy to test the itinerary in Ferrara entitled "From the Middle Age to the Rationalism,

From the 2<sup>nd</sup> to 4<sup>th</sup> April students from Ferrara will experiment the Zadar itinerary focused on the double experience of the Fascist and Communist regime designed by the Croatian partners,

From 10<sup>th</sup> to 12<sup>th</sup> April students from Labin will be welcomed in Forli to test the new itinerary "The Avenue of Consensus" and the workshop "The Mosaics of the former Military College of Aeronautics in Forli as instrument of power in the fascist regime",

In the end, in the first week of April students from Bari will be hosted by the students of Labin to test the itinerary focused on the experience of both fascist and communist regimes.

Feedbacks from students will be analysed by CAST to fine tune ATRIUM PLUS tourist product.



**Second dissemination event - Labin, 21 November 2018.**



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