



**Interreg**  
Italy - Croatia  
**ATRIUM PLUS**  
European Regional Development Fund



EUROPEAN UNION

# ATRIUM PLUS

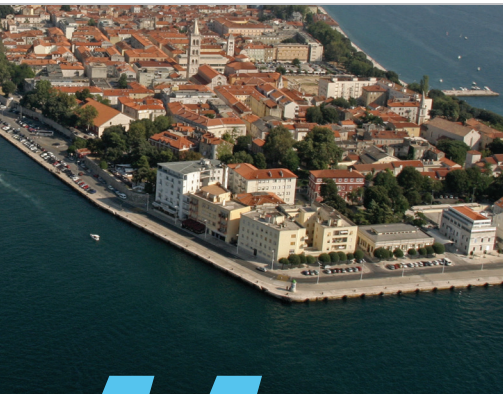


Architecture of  
Totalitarian Regimes  
of the XX Century in  
Europe's Urban Memory  
Plus

**ATRIUM PLUS intends to capitalise the set of innovative tools produced by the project ATRIUM Architecture of Totalitarian Regimes of the XX Century in Urban Management**

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Zadar



Ferrara



involves  
5 project  
partners



Forlì



Bari



Labin

ATRIUM PLUS intends to capitalise the set of innovative tools produced by the project ATRIUM - Architecture of Totalitarian Regimes of the 20<sup>th</sup> Century in Urban Management, 2011-2013, co-funded by the South-East Europe Transnational Cooperation Programme.

The SEE ATRIUM Project culminated in the establishment of the European Cultural Route, certified by the Council of Europe in April 2014, devoted to that dissonant and uncomfortable heritage.

ATRIUM PLUS wants to develop the ATRIUM Route's achievements by exploring new ways of ethical and responsible storytelling and tourism experiences addressed to young generations.

In order to make the ATRIUM Cultural Route a cultural-tourism attraction for students, the following three cross-border activities have been implemented during the project lifespan:

- 1) A training course for stakeholders;
- 2) A programme of study visits involving schools located in ATRIUM PLUS target cities;
- 3) Common information branding strategies for tourists.

The testing of educational itineraries focused on this particular and uncomfortable heritage, as

relevant component of the legacy of 20<sup>th</sup> century, is new and original.

ATRIUM PLUS is a 18-month project, funded by the Interreg ITALY-CROATIA CBC Programme. Partners involved are:

**Project partners:**

**ITALY**

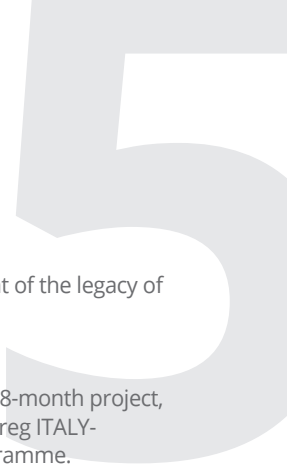
- Municipality of Forlì – Lead Partner
- Municipality of Bari
- Municipality of Ferrara

**CROATIA**

- Municipality of Labin
- University of Zadar

ATRIUM PLUS is funded by the 2014-2020 Interreg V-A ITALY-CROATIA CBC Programme that enables regional and local stakeholders from the two countries to exchange knowledge and experiences, to develop and implement pilot actions, to test the feasibility of new policies, products and services and to support investments.

**Total budget of the project is 696.770,00 €**, 592.254,50 € from the European Regional Development Fund (ERDF).



# The European Cultural Route ATRIUM

[www.atriumroute.eu](http://www.atriumroute.eu)

ATRIUM- Architecture of Totalitarian Regimes of the 20<sup>th</sup> century In Europe's Urban Memory" is a European Cultural Route certified by the Council of Europe (CoE). The route explores and deepens 20<sup>th</sup> century history, seeing those traumatic events which have marked this period through the prism of architecture and urban landscapes.

The traces of both left and right wings 20<sup>th</sup> century totalitarian and dictatorial regimes are indeed still present and can easily be seen in European cities. So far, citizens have generally reacted to this legacy by removing its symbolic and historical significance.

On the contrary, ATRIUM aims at exploring this significance through an analysis based upon the concept of "dissonance": besides being interesting from a purely stylistic point of view, these buildings are also seen as objects that may trigger a critical reflection on the regimes that built them.

In compliance with the guidelines of the CoE, ATRIUM develops and strengthens the tourist potential of this common cultural theme, which has a European relevance.

**ATRIUM is a European Cultural Route certified by the Council of Europe (CoE) that explores and deepens the 20<sup>th</sup> century history.**

The ATRIUM Route is managed by the transnational ATRIUM Association and promotes the following activities:

- strengthening cooperation in research and development;
- deepening the memory and history of the European architectural heritage related to 20<sup>th</sup> century totalitarian and dictatorial regimes;
- promoting educational exchanges and visits;
- exploring contemporary cultural and artistic expressions on the themes of the Route;
- developing sustainable cultural tourism.

The activities of the Route aim at promoting democratic values and are based upon a clear rejection of any form of apologia of authoritarian, dictatorial or totalitarian regimes, as established by the statute of the Association.

Therefore, the ATRIUM Route can become a relevant context in which educational school tours are promoted so to turn the youth into informed and responsible tourists and citizens.



Atrium Cultural Route of Council of Europe Brochure

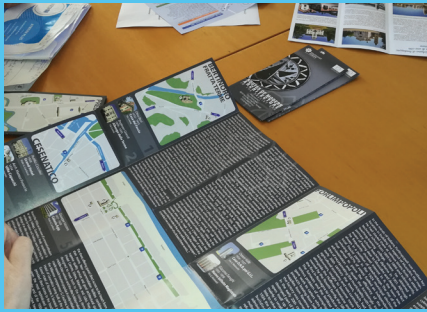


General Assembly and Board of Governors in Dimitrovgrad, Bulgaria

ATRIUM Totally Lost exhibition Luxemburg 2014



# The ATRIUM PLUS methodology



A moment of the Training

A Road Map to design the ATRIUM PLUS tourist- cultural product have been put into practice.

The educational approach for the design of the ATRIUM PLUS Tourist cultural products, focusing on this particular and uncomfortable heritage, as a legacy of 20<sup>th</sup> century, is new and original. The methodology applied, is based on:

- a scientific approach, with the involvement of the University of Zadar, The Scientific Committee of the ATRIUM Route and the Centre for Advanced Studies in Tourism (CAST) of the University of Bologna;
- a participatory approach, with the involvement of stakeholders, namely: policy makers, researchers, educators, students, tour guides, citizens willing to cooperate in the design of both product brand and itineraries.

In this regard, ATRIUM Plus has applied a tailored methodological approach aimed at collecting all information for the realisation of a cultural tourist product able to translate the dissonant heritage of the 20<sup>th</sup> century into a cultural tourist attraction.

ATRIUM Plus applied a tailored methodological approach aimed at collecting all information needed

for the realisation of a cultural tourist product which, in line with the aims of Atrium Plus project, translates the dissonant heritage of the 20<sup>th</sup> century into a cultural tourist attraction. In order to achieve such an ambitious goal, few challenges were faced. The first challenge was to approach this Cultural heritage in an informed and ethic way, following the ATRIUM Route principles (<http://www.atriumroute.eu/>).

A tailored 7-step Road Map, designed with the scientific assistance of CAST has been implemented:

- Phase 1:** Preparatory activities towards the realisation of an Atrium Plus tourist itinerary in each landmark area, including the archive of target buildings in the Partner Cities to be integrated into the ATRIUM Route archive;
- Phase 2:** Assessment of leisure & learning aspects of school trips according to students' previous experiences as well as the students' basic knowledge on totalitarian regimes of the 20<sup>th</sup> century by means of ad-hoc questionnaire;
- Phase 3:** Atrium training: how to deal with dissonant heritage;
- Phase 4:** Co-construction of Atrium itineraries;
- Phase 5:** Mapping of the current school tourism offered in Italy and in Croatia;
- Phase 6:** Testing Atrium itineraries in Partners' areas ("at home");
- Phase 7:** Organisation, realisation and evaluation of the Atrium Plus study - visits. At the end of the school study-visit an assessment questionnaire of the leisure & learning aspects and of the acquired knowledge on Atrium Plus topics is planned to be administered to evaluate the added value or the weaknesses of Atrium Plus product.

This methodology actively involved all stakeholders, namely: policy makers, researchers, educators, students, tour guides, citizens willing to cooperate in the design of both product brand and itineraries.

# The ATRIUM PLUS architecture survey

ATRIUM PLUS deals with architectures, monuments and urban areas planned and built during the fascist regime and communist system. It is dissonant and uncomfortable heritage that conveys the memories of a tragical period in European history.

45 architectural heritage sites have been surveyed and their data on scientific, aesthetical, historical and artistic values, degree of presentation, status of protection, among others, have been recorded into the ATRIUM Route archive.

All data have been used for the design of the itineraries and their storytelling based on the interpreting key of dissonance and are at disposal for further developments.



Labin- Šoht



Zadar - Pellicetti's Houses

45 architectural heritage sites have been surveyed and their data on scientific, aesthetical, historical and artistic values, degree of presentation

## Training course

A training course for a multi-scalar approach. It is not easy for a transnational tourist-product to guarantee a common and homogeneous approach to visitors, and specifically to students, and to the dissonant Cultural Heritage. Therefore, Atrium PLUS Partners and CAST pictured an international training addressed to professional guides, educators and citizens willing to cooperate, focusing on how to communicate and profit from this specific heritage, building on the so-called "city walking" experiences, originated by the FARO Convention of the Council of Europe.

The training programme, named "How to deal with dissonant heritage", was based upon confrontation, exchange and cross-fertilisation with policy makers, tourist operators, researchers, educators and inhabitants. An interdisciplinary methodology – the so-called "ATRIUM Methodology" – consistent with such an ambitious project was applied.

The training programme was designed around three different learning activities, intersected so to move along three different levels of knowledge transfer:

- Lectures on selected topics were taught from academic experts as well as from practitioners to move from theoretical debates to case-studies;
- Lectures on selected topics were 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 was followed by a Q&A time-slot, and a working group activity was



Training Course in Labin

**As a result of the training, a toolkit was crafted to ensure the dissemination of the "ATRIUM Methodology".**



## Multi-scalar approach

Local testing in Forli



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 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.

As a result of the training, a toolkit was crafted to ensure the dissemination of the "ATRIUM Methodology" also among the members of the ATRIUM Route. The toolkit is available on the website of the programme [www.italy-croatia.eu](http://www.italy-croatia.eu)



Training Course in Forli



# Students at work



Local testing in Ferrara

One of the challenges faced by ATRIUM Plus has been the design of the itineraries with an active involvement of students, by means of an ad-hoc co-learning mechanism. Starting from the architectural survey, students, educators and tutors have selected the architectures, monuments, urban areas that represent the direct impact of fascist regime and communist system on urban landscapes.

Buildings and sites and their related history on how regimes used them to increase consensus were the base for the design of the ATRIUM PLUS Itineraries storytelling. Interactive laboratories have been used to make students better understand the concept of dissonance, and to transfer these concepts in the design of the itineraries.



Local testing in Ferrara

Local testing in Forlì



Local testing in Forlì

Thanks to a training-learning process, students have actively contributed to identify how the itinerary had to be like in order to be appealing to other schoolfellows, for example by proposing the use of audiotracks, images, the narration of microstories to increase the practical and experiential dimension of the visit.

Practical workshops designed by experts have also been designed and performed in order to promote students' reflection and critical analysis on the lesson learned during the ATRIUM PLUS itinerary.

Students took part in a training-learning process which consisted of the following steps:

- Training on the history of the 20<sup>th</sup> century non-democratic regimes;
- Workshop on cultural design, providing students with those multidisciplinary skills needed to design an innovative tourist-cultural product;
- Analysis and on spot/archive research

carried out by students, familiarising with ATRIUM architectural heritage and its past and present use.

Thanks to these activities, students have worked out the collected materials, co-designing and writing a history-telling document illustrated to their peers ATRIUM architectural heritage in a creative and multi-layered manner.

Finally, in line with a peer-educational approach, a local test of the itinerary was organised by students for other schoolfellows. Feedbacks were used to fine-tune final ATRIUM PLUS itineraries.

## Testing the Atrium Plus study visits

As the last step of the roadmap, study visits were carried out to test the new ATRIUM PLUS cultural-tourist product. Each partner city hosted a school coming from another partner city, with the ambition to test the itinerary together with both the students and the experts that contributed to its design.

The following 5 study visits were performed:

1. Bari itinerary ("Expansionism and the Fascist propaganda concerning the Mare Nostrum") addressed to students from Forlì
2. Students from Zadar tested the so-called "From the Middle Age to the Rationalism, the 20<sup>th</sup> century in 1 Km and 4 years" itinerary, organised by Ferrara
3. Students from Ferrara had the chance to learn about the double experience of the Fascist and Communist regimes in Zadar
4. Students from Labin could test the tourist

cultural product in Forlì consisting of: a tour called "the Avenue of Consensus", evidence on how the fascist regimes rested its propaganda strategies to build consensus among young people and citizens also upon buildings and urban planning

5. The tourist-cultural product designed by the Municipality of Labin, focused on the double experience of the Fascist and Communist regimes in the city, was tested by students from Bari who could experience three workshops: "Fascist propaganda in cartoons" where Walt Disney cartoons gave the ground to reflect on propaganda in the fascist and national-socialist regimes; "Miners' menu" on miners' food habits in the past; "Local ATRIUM Route seen from a bird's eye perspective" combining modern technology (a drone) with art skills.



# understand the 20<sup>th</sup> century history



Pilot Study Visit in Ferrara



Pilot Study visit in Zadar

"Each partner city hosted a school coming from another partner city"



# ATRIUM GO!



Pilot Study Visit in Forlì



Pilot Study Visit in Bari

ATRIUM GO! is ...the brand of educational school tours for high-school students, designed by the ATRIUM PLUS project for increase the tourist offer of the ATRIUM ROUTE.

Convinced that, now more than ever, young generations must be aware of our recent past and of those tragedies that marked the period, ATRIUM Plus contributes to turn students into responsible citizens making cautious choices daily.

In this framework, ATRIUM GO! brand promotes 5 ATRIUM Plus Itineraries. These display 20<sup>th</sup> century European non-democratic regimes' architectures in their original political context, extending the analysis to their significance in the present time. It is exactly through this process that dissonance emerges as a fracture between their original meaning and the current democratic values.

In order to avoid misunderstandings about its purposes, since the very beginning,

ATRIUM GO! has been developed in collaboration with researchers, students and teachers, with a participatory approach. The tours intend to offer a newly elaborated approach in shed light on the events "narrated" by those buildings and on the dramatic pervasiveness of the ideologies that brought to their construction. ATRIUM GO! intends to transform the dissonance of totalitarian regimes' architecture and the weight of history into an opportunity to raise students' awareness, providing to these future citizens new keys to understand twentieth-century history.

From a promotional point of view, a mini website of ATRIUM GO! is available on the website of Atrium Route with all information on the characteristics of the itineraries with all contacts.

A slipcase with five leaflets describing each itinerary as well as five itinerary cards have been printed out so to promote ATRIUM GO! within schools and tour operators.



ATRIUM GO! Concept Board



Local testing in Labin



Pilot study visit in Bari

# 18

**Now more than  
ever, young  
generations must  
be aware of what  
occurred in our  
recent past.**

## **Credits:**

**Photos:**  
ATRIUM Archive, ATRIUM Archive – Photo Luca Massari,  
ATRIUM Plus Archive, LeImmagini, Marin Gospić,  
Nicola Amato, Sandro Lendler



COMUNE DI BARI



Grad Labin



COMUNE DI FERRARA  
Casa Patrimonia dell'umanità



COMUNE DI FORLÌ



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